

CANADIAN BROADCASTER

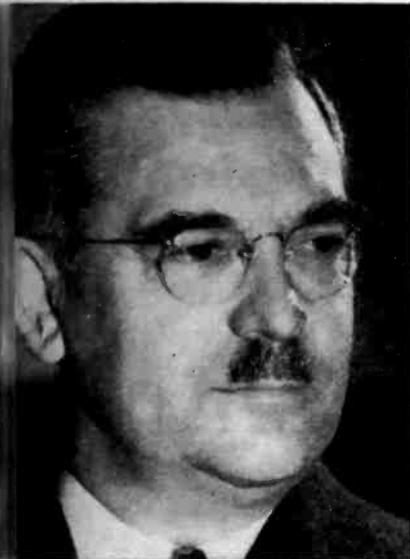
VOLUME 3 NUMBER 12

10c a copy — \$2.00 a year

SEPT. 23RD. 1944

"Debate
is the essence of
Democracy"

CBC Appointments



Ottawa—Dr. Augustin Frigon has been appointed General Manager of the Canadian Broadcasting Corporation, and Donald Manson has been named Assistant General Manager, according to an announcement by the Minister of National War Services, Gen. LaFleche. The appointments were made by the Governor-in-Council on the recommendations of the CBC Board of Governors.

At the same time, it was announced by the CBC that Ernest L. Bushnell, General Supervisor of Programs, had been promoted to the new post of Director-General of Programs.

Wanted More Parliament Hills

Since April 12, 1944, forty-seven private stations have aired four hundred and twenty-seven addresses by members of parliament through the co-operatively produced recorded programs called "Report from Parliament Hill".

Programs are produced and transcribed for all stations in their own Radio Bureau in the Senate in Ottawa.

With only one overhead between them, with literally no drag on over-taxed staffs, and at minimum cost, forty-seven Canadian local audiences are brought messages regularly from their elected representatives in Parliament, because private radio has seen fit to combine mental resources into one co-ordinated endeavour, to the individual advantage of each station and each listener concerned.

Obviously everyone is not interested in listening to his or her member of parliament. Undoubtedly "Report from Parliament Hill" has convinced many people for the first time that the politics of their country are very much their concern. But this same idea can and should be carried a great deal further.

Last year the Toronto office of Cockfield Brown & Company Limited produced, for York Knitting Mills Ltd., a series of programs which they aired on the CBC Network called "Singing Stars of Tomorrow". This venture brought before the public a large number of young concert and operatic singers, after a Dominion-wide search, and more than one of them bids fair to bring artistic glory to Canada in the years to come. The fact that a second series is in preparation is ample evidence of the success of the undertaking.

The point we should like to make is that this beneficial, entertaining and commercially profitable program series was conceived, not by an individual radio station, not by the Canadian Broadcasting Corporation, but by a sponsor and his agency, to whom an incalculable debt of appreciation is owed for establishing what might well be an entirely new trend in the business of broadcasting.

Now that the CBC's second network is an established fact, there is grave danger that the private stations, whose encouragement and development of local talent has been unjustly belittled in the past, will relax their efforts in this regard, and rely on the network programs, which they can bring in with a click of a switch, to carry them through their daily schedules.

Private stations have done a fine job with the production of the modest programs it is possible to produce on a single station. Immediate possibilities of operating a network of their own have, for the time being, been allowed to vanish, and the CBC networks are gathering new momentum every day. New standards of entertainment value have been set by the high quality of some of the shows the CBC is able to feed its affiliates, and it has become vitally necessary that the spot and sustaining programs that intersperse the network programs improve in the same ratio.

"Report from Parliament Hill" has established what the private stations can do when their resources are combined. "Singing Stars of Tomorrow" is just one instance of a little ingenious program thinking.

There is no CBC regulation to prevent the private stations from establishing their own co-operative production centres patterned after the order of the Radio Bureau in the Senate. The normal laws of progress are screaming for a new step forward.

Richard S. Lewis.

Editor.

Private Stations Present King With Recordings

The completion of his twenty-fifth year as leader of the Liberal party inspired his followers to fete Prime Minister W. L. Mackenzie King in celebration of this anniversary, August 7. Quite unknown to Mr. King, the private radio stations of Canada have perpetuated what must have been the greatest day of his life with a series of transcriptions of the entire proceedings.

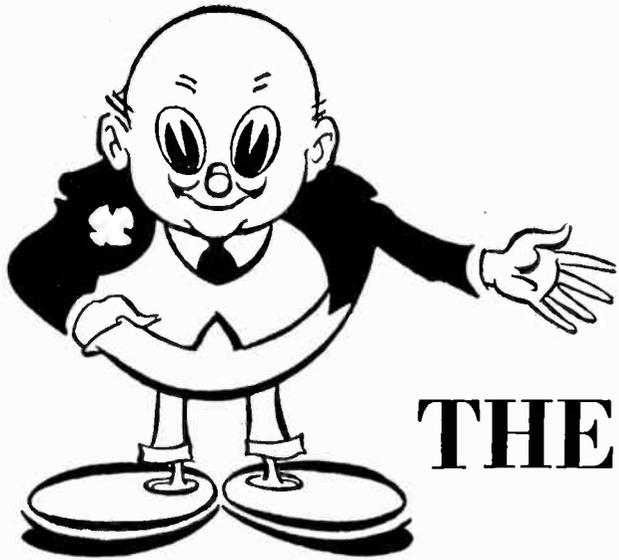
Presentation of the records was made to the Prime Minister in his office by Ken Soble, nominee of the private stations, September 6, and Ken has reported on the surprise and delight with which the gift was received.

In order that Mr. King may be able to play these records on his own phonograph, they were dubbed onto 12 inch, 78 rpm discs. Each is labeled with a sticker bearing the Prime Minister's picture, and they are gathered — all 42 sides of them — into two specially made gold-inscribed leather albums.

Private stations wishing to do so have the Prime Minister's permission to broadcast any part of the series over their own stations, discs being obtainable from the Radio Room in the Senate.

Mr. King expressed considerable interest in the fact that these discs were cut in the private stations' own Radio Room, established for recording the "Report from Parliament Hill" programs and asked Ken to convey to the private broadcasters his sincere thanks for their thoughtful and unexpected gift.





THE ALL-CANADA MAN

proudly congratulates

CJAT

TRAIL, B.C.

Time buyers from top agencies have selected CJAT as winner of the First Award in a survey of Canadian Broadcasting Stations conducted by "Billboard" magazine.

We have always claimed to represent top quality stations. We are gratified when agency men select one of our stations for top honours.

All-Canada Represents Winners!

ALL-CANADA RADIO FACILITIES
Limited

Montreal • Toronto • Winnipeg • Calgary • Vancouver

The CANADIAN BROADCASTER

Vol. 3, No. 12 Sept. 23, 1944

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Richard G. Lewis Editor
G. Harkley Art Editor
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For Publicity

3. Let's Make it Positive

If Moses had been inspired to write the seventh commandment positively — "thou shalt be loyal to thine own wife", instead of negatively—as he did it, it would have been more convincing "copy" according to twentieth century writing standards, and, if it has done nothing else, this era has advanced tremendously in the art of positive and purposeful writing.

Underlying a great deal of the "publicity" copy which passes over any trade paper editor's desk, is a not very well concealed attempt to disparage the competitors of those who wish to get the piece into print. Journalistically speaking, this kind of material carries a ponderous stench, but even if it passed muster with an editor, it could still react as negatively against the people who want to derive benefit from it as the words it contains.

Mathematically speaking two minuses make a plus, but in publicity, advertising or the new art of propaganda, it is so very easy to "negate" oneself out of business.

Such fundamental selling rules as "tell what your product will do—not what it won't do", or "tell them how good it is rather than how bad is your competitor's" have a definite bearing when you are writing about your activities instead of talking about them.

Take the articles and news items which start off with the words—the finest organization of its kind in the North American continent, with a happy staff and a long list of loyal customers. This sort of



Surely, gentlemen, you must know the derivation of the word ichthyocopolite. No prompting please.

thing has an implied negative quality, suggesting the futility of that concern's competitors. Conveying such an idea has to be handled subtly if it is worth handling at all. No editor is going to go out on the limb and print such a statement as the opinion of the paper. If you could induce him to print it as your own statement, it might not harm the publication, but read it for yourself: "My organization", said president John Q. Blowfeather, "is the finest organization of its kind . . ." That would accomplish precisely nothing. But how about this—"In the past year, Blowfeathers Ltd. have paid an average income of \$1,976 each to a staff of 196 factory workers, and as the year ends there is only one of the original staff no longer there. He died. Last Wednesday, the board was tendered a testimonial dinner by the staff, and this function was also attended by a group of thirty-five of the firm's important customers, all of whom have been active buyers from Blowfeathers Ltd., since they first opened their doors in 1902."

Now we've a story that would find its way into print, and one that would be worth more money to Blowfeathers Ltd. than they could possibly afford to pay.

Maybe they had to raise everyone's pay in the factory, and go out and drag in the guests by the scuff

of the neck. That is not the editor's concern. The facts are there, and they are interesting, (they have to stand up incidentally); and even if printing the story does the advertising department out of a healthy contract, the story gets into print, because readers will want to know about it. The fact that the story will be of tremendous benefit to Blowfeathers' interests, the editor, not a scrap. But it would benefit Blowfeather . . . tremendously . . . don't you think?



Stu
KENNEY

News
Emcee
Dramatics
Commercials

HU. 3780

Have you Heard?

**"EVEREADY"
EARLY BIRDS**
(Musical Half Hours)

**"DRENE"
SHAMPOO SPOTS**
(Orchestra & Vocal)

**"SECRET SERVICE
SCOUTS"**
(Teen-age Dramas)

TRANSCRIBED ON

*Duophonic
Recordings*



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

CHML'S

**SPONSORS
S P E A K
L O U D E R
T H A N
B L U R B S**

Commercial Offers \$200 for Scripts

Probably the most lucrative writing plum in Canada is the offer of \$200 a script for plays for the new "Curtain Time" program, produced by MacLaren Advertising Company Ltd., for Buckingham Cigarettes.

There are practically no limitations on the type of plays which will be considered except for timing which should be 26½ minutes.

Scripts, which can be on any background except "extreme" war, presumably meaning the "Journey's End" type, should be written with a scene break around the half way mark, but of course other scene breaks can be used as the scripts demand. The fee of \$200 is for original manuscripts. If an adaptation is being used, the sponsor will consider adding the amount needed to secure rights provided a satisfactory deal can be arranged with the copyright owners.

One other point is that writers who wish to submit outlines or synopses of proposed plays before they do the finished job are assured of a quick reading and acceptance or refusal of the idea as far as it goes, though no promises of purchase can be expected until the finished script is accepted for broadcast.

This is a top price offer, which means that the producers are deter-

mined to buy only top-price material.

Submit in professional script form to The Director of Programs, MacLaren Advertising Company Ltd., 372 Bay Street, Toronto 1, Ontario.

Television Ready For Post War

The NBC is prepared to establish a television service as soon as men and materials are available, William S. Hedges, NBC vice-president in Charge of Station Relations, told the National Association of Broadcasters meeting in Chicago last month.

"We believe that experimentation should continue with the end in view of supplying the public with constantly improved television service," Hedges asserted. "We do not believe in the principle of withholding a practical four-cylinder automobile from the public because a theoretical eight-cylinder engine is about to be developed.

"Television is not just an improvement over something else. It is a new and unique and original medium of communications. It will be a tremendous addition to the social and economic life of the nation."

**AND NOW
CKEY
TORONTO**

**CFPA
PORT ARTHUR**

If you haven't yet learned about CKEY—the new opportunities it gives to sell Canada's No. 1 Market, call us today.

NATIONAL BROADCAST SALES

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

REPRESENTING

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

A Good Station To Do Business With

CKOC

HAMILTON

1150 ON YOUR DIAL

- Complete Program Promotion
- Careful Production
- Top Ratings in Hamilton
- Plus Niagara Peninsula Coverage
- The Choice of Local Businessmen
- Supplementary to Both Networks
- Licensed for 5Kw

Represented by
ALL-CANADA RADIO FACILITIES

Won't Be Stampeded Into FM

Dr. Frigon Gives Statement On Frequency Modulation

by D'Arcy O'Donnell

Canadian Press Staff Writer

Use of frequency modulation stations to improve radio broadcasting in Canada likely will not become widespread until after the war. Experiments and public demonstrations will begin in Montreal and Toronto within a few months, Dr. Augustin Frigon, General Manager of the CBC, said recently.

Dr. Frigon told The Canadian Press the CBC believed frequency modulation — a new type of transmission which does away with static and interference in radio reception — should be introduced generally in Canada when conditions permit.

"However, we don't want to be stampeded or to be stampeded into the field," he added.

In Montreal, the CBC is preparing to build a frequency modulation station atop Mount Royal while a suitable site for a similar station is being sought in Toronto.

When the stations are established in a few months, all CBC programs in the two cities will be broadcast over frequency modulation transmitters.

Listeners generally, however, will not note any difference in reception because the present-day receiving sets are not fitted for frequency modulation reception. A number of special receivers will be distributed by the CBC "among a few persons qualified to pass judgment" on the operations.

Dr. Frigon said it was expected some stores would put on demonstrations to illustrate the difference between ordinary reception and frequency modulation reception but it was unlikely that any new radio sets, fitted to pick up both ordinary and frequency modulation reception, would be built before next year.

The difference between ordinary and frequency modulation receivers was very technical. About the only similarity between the two was the type of loud speaker used. Some engineers have stated that it would not be economical to have present-

day receivers rebuilt into frequency modulation receivers.

Dr. Frigon said FM stations have been operating in the United States for a few years, first on an experimental basis and then on a commercial basis. About 45 of the stations now were in operation and the federal communications commission had before it applications for approximately another 50 stations.

The CBC has received applications for licenses for approximately 60 commercial frequency modulation stations, said Dr. Frigon. The authority for licencing the stations rested with the government, with the CBC only acting in an advisory capacity.

The CBC was being kept informed of the progress being made in the frequency modulation field in the United States. Representations of all parties interested in matters pertaining to radio transmission, including frequency modulation, would be heard by the United States Federal Communications Commission during October.

A decision as to the proper frequency allocation for frequency modulation likely would follow, Dr. Frigon said. Then a preliminary meeting of all American countries likely would be called to review the whole matter of radio broadcasting.

"When matters have settled down in the United States, the time will have come for Canada to take a stand because manufacturers in Canada will unquestionably have to follow the same standards as in the United States," said Dr. Frigon.

There never has been any frequency modulation transmitter or receiver built in Canada on a commercial scale. At the beginning of the war the CBC built in its own shop a number of both transmitters and receivers to be used in case of emergency to connect studios with transmitters. It was feared that through enemy action wire lines might be severed and it was imperative that transmitters should be kept in operation. Frequency modulation links were therefore established.

Dr. Frigon said that a radio technical planning board, composed of radio experts, was being established in Canada to go into the whole question of frequency modulation. The board would help industry to prepare for placing equipment on the market as soon as the Federal Government authorized the establishment of frequency modulation stations.

The whole Canadian Broadcasting Service, which includes approximately 90 stations, may be modified

"considerably through the introduction of this mode of transmission," Dr. Frigon said.

He said frequency modulation and television were two almost completely separated fields, although frequency modulation transmitters might carry sound for television. He said television probably would not be available to the public generally for another 15 or 20 years.

Publication Schedule

Under our new publication schedule, this paper is mailed the first and third Wednesday of each month under date of the following Saturday. Closing dates are as follows:

Advertising and photographic material: 2 weeks before publication.

Short News Items: one week before publication.

We are always interested in short articles of about 500 words, but suggest that intending contributors submit such material in idea form before writing it.

REHABILITATION SERVICE

Free Employment Service For Overseas Veterans

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

Correction

In our column of "Business" in the last issue, the program, "The Thin Man" sponsored by General Foods Ltd., which opened on the Dominion Network, September 15, is not heard over CJBC, Toronto, as we stated. The item should read that the program is broadcast over CFRB, Toronto, CKAC, Montreal, and the Dominion Network.



September 22nd, 1944

Dear Mr. Time-Buyer:-

Most important development in the programme department since my last letter, is extension to the Maritimes of the CBC's Dominion Network, bringing CKNB such listenable shows as *The Aldrich Family*, *The Thin Man*, *The Frank Morgan Show*, *Radio Reader's Digest* and many more to come.

Not to underline the obvious, may I merely observe that your spot programmes keeping this kind of company, will be warmly received by our listeners?

And to paraphrase Vallee...our time is your time! Ask the All-Canada Man for details.

Best regards.

Yours very truly,

Steu Chapman

CSC/JN

STATION MANAGER

HELP WANTED

Wanted: For Metropolitan Radio Station experienced newscaster. Salary plus commercial broadcasting fees. War workers ineligible. Apply in person or forward transcription to nearest Employment and Selective Service office. Refer to file—H. O. 1340.



1937—1944

There's Only One



"HAPPY GANG"

Thanks to—

OUR AUDIENCE—
Over a million Canadians
and Americans

OUR SPONSORS—
Colgate-Palmolive-Peet
Company Limited

OUR AGENCY—
Spitzer & Mills Ltd.

OUR NETWORK—
CBC Trans-Canada

OUR TRADE PAPERS—
For a generous press

Records

RCA
Bluebird

Personal Appearances

Montreal Forum,
Oct. 5, 6.
Ottawa Auditorium
Oct. 7.

BUSINESS

HUDSON BAY Co., Winnipeg resumes "Red River Barn Dance" Oct. 28, 11 p.m. (C) over 6 CBC Western stations. Cockfield, Brown & Co., Ltd., Winnipeg.

* * *

CANADIAN IRONIZED YEAST Co.: returns "Big Town" Oct. 3, 8 p.m. (E) over 26 CBC Trans-Canada stations. Pedlar, Ryan & Lusk, NYC.

* * *

RCA VICTOR LTD.: renews "The Voice of Victor" Sept. 21, 8 p.m. (E) over 21 Trans-Canada network stations, Spitzer & Mills Ltd., Toronto.

* * *

MAPLE LEAF MILLING Co.: return "Jolly Miller Time" show on Oct. 11, 8 p.m. (E) Trans-Canada network, with repeat show to western stations at 11.30 p.m. (E). Cockfield Brown & Co., Toronto.

* * *

FRUITATIVES PRODUCTS: returns "Double or Nothing" quiz show on Oct. 28 over CFRB, Toronto and CHML, Hamilton. Produced by Rai Purdy Productions for McConnell, Eastman & Co., Toronto.

* * *

PERFECT CIRCLE Co. LTD.: 5 minutes six a week—news (Lorne Green) on CKEY Toronto. One year from Sept. 1st. McConnell Eastman & Co., Toronto.

* * *

SHIRRIFF'S LTD.: returned Sept. 5, 8.30 p.m. (E) with "Fun Parade" over subsidiary network, CFRB, Toronto; CFCF, Montreal; CKCO, Ottawa. On Sept. 14, transcribed from CKWX, Vancouver. Cockfield, Brown & Co., Toronto.

* * *

LAURA SECORD CANDY SHOPS: 15 minutes 2 a week (Mondays and Fridays) "Moods in Music" commencing Sept. 25 to Dec. 31. CFRB, Toronto to a subsidiary network of stations. Cockfield, Brown & Co., Toronto.

* * *

CHRISTIE'S BREAD: 15 minutes 5 a week, beginning Sept. 18, 12 noon "Musical Tours" over CFRB, Toronto. Cockfield, Brown & Co., Toronto.

* * *

CANADA SHREDDED WHEAT Co. LTD. (SHREDDIES): 5 minutes 5 a week, commencing Sept. 18. Adventure stories by Gordon Sinclair over number of Canadian stations. Cockfield, Brown & Co., Toronto.

* * *

WILLARD'S CHOCOLATES LTD.: extension of 1 a week 15 minutes transcribed Roly Young's "Show Shop" to Ottawa, Regina, Calgary and Vancouver. Oct. 1. Cockfield, Brown & Co., Toronto.

* * *

CANADA STARCH Co.: revive "In His Steps" on Oct. 10 over CFCF, Montreal. Vickers & Benson Ltd.

* * *

PEOPLE'S CREDIT JEWELLERS LTD.: beginning Sept. 24 for 13 weeks "People's Theatre of the Air" over CFRB, Toronto, CHML, Hamilton and CKCO, Ottawa. MacLaren Advertising Co. Ltd., Toronto.

* * *

CANADA DRY GINGER ALE LTD.: revive "Double or Nothing" in October on CKRC, Winnipeg. MacLaren Advertising Co. Ltd. Winnipeg.

* * *

TIP TOP TAILORS LTD.: 30 minutes 1 a week, CJBC to Dominion network and supplementals "Music for Canadians" featuring Samuel Hershoren and 37 piece orchestra, and Gabrielle, star vocalist. 8.30 p.m. Sundays opening Oct. 1. McConnell, Eastman & Co., Ltd., Toronto.

Trouble Shooter

Many of the kinks, discrepancies and differences of opinion connected with putting words over the air, are ironed out at CJCA by "The Wordman" who has recently been appointed the "Station Critic". Mr. Duncan Innes, an Edmonton High School teacher, who for years has had radio close to his heart is the "Wordman" on a popular local sponsored show.

The information on words, their pronunciation and meaning, origin and background, that he gives over the air are not sufficient to settle some of the arguments that crop up around the station, so the management has appointed Mr. Innes, station critic.

It is now his duty to listen critically to all that goes over the air and to offer constructive criticism not only on the pronunciation of words, but on other presentation features as well.

In other words, Mr. Innes' responsibility to the station is to offer any suggestion that may improve listenability. It is working out very well . . . gives the announcers confidence and poise, and this in turn gives the listeners less chance to write "crank" letters.



Helen Parrish

Starlet of Hollywood

helps

CJCA's

7th VICTORY LOAN EFFORT

It seems early to plug the 7th Victory Loan but CJCA has already a series of transcriptions set aside for the campaign.

CJCA

EDMONTON

Operating in the Public Interest.

Let's Keep Radio Free Of Politics

by "Bill" Hawkins

Bill, who at 24, manages CFOS, Owen Sound, and is Canada's youngest station chief; believes radio should have no "Editorial Policy" expresses his views for us in this article.

Working on the hypothesis that Canadian radio *could* miss the boat in the immediate future, let us fairly and soundly examine the reasons for that possibility.

This industry shows a surprising lack of long term interest in its own ultimate goal. Perhaps this alarms me more than it does my elders, because I hope I shall still be part of the business a quarter of a century from now. I think this lack of concern can, for the most part, be laid at the feet of those who operate Canadian radio stations. Some twenty years ago one furrow was ploughed in the field of advertising and entertainment, the advent of radio. That furrow proved to be very fertile and there is where most of us have stayed . . . our vision obstructed by fertilizer. Who is interested in ploughing the rest of the field as long as the "faithful groove" keeps paying off. But what of the future? What happens when the war ends and we no longer have

"must-listen-to" war news, commentaries and associated materials, to assure ourselves of a maximum audience?

Canadian radio has grown up during these war years. We have come of age. Likening the industry to a young man, what are we going to choose as our purpose for living? Are we intending to set out to make as much money as we can, by hook or by crook? Or are we going to become an indispensable part of every Canadian's daily life through our genuine interest in the communities we serve? Shall we concentrate on presenting factual information, by way of advertisements and otherwise, providing Canadians with a much greater understanding of Canadian and international problems and so earn our revenues in payment for community service rendered?

If we choose the money goal, we'll "kill the goose that lays the golden egg". Through the other method we'll help our country and its people to orientate themselves to advantage in the post war world, and at the same time assure ourselves of the consistent listening so important to our standing as an advertising medium. We must be more interested in Canada if we expect Canadians to be more interested in us.

Canadian radio is on the threshold of its "opportunity period". One opportunity of ours is to be the only nation-wide medium without an editorial policy. Radio has proven its ability as a means of promoting sales — we are serving news and information as accurately as newspapers and much more quickly — we are outstanding in our ability to entertain. There may be those who will say our next logical step is to influence Canadians on issues of national and international importance. But if we acquire "editorial" policies on national problems, we shall step into the same hole with the newspapers and our intrinsic ability to present facts and only facts concerning all sides of all issues will slowly but surely be dissipated. When we take sides and grind axes, Joe Canadian's right to facts becomes lost in the maelstrom.

When we adopt editorial policies we take a leaf from the book of the CBC, which cannot help but be colored in its policies by the existing government, to which it owes its continued being. If we do not, we might very well hold the important ace that will see us through to the position Canadian radio should have, only when it proves it deserves it.

SHOW BUSINESS

by Geo. A. Taggart

BROADCAST COUNSEL

165 Yonge St., Toronto ADelaide 8784-5

This is by way of an introduction . . .

Because show business is my business and very likely it's your business too, in some way . . . I'd like to meet with you from now on in this little column from time to time. Perhaps we'll talk about some of the things that go on behind the scenes in show business . . . sometimes an idea may pop up that you can use . . . maybe you'll find something here that can be of service and profit to you in your business . . .

Every day in show business is new and exciting. Anything is likely to happen and quite often does. Each day brings new and interesting people to meet . . . show people, who often have a very different slant on things from that of the business people we also meet . . .

Interpreting one to the other is very necessary nowadays since business is using the medium of entertainment via the stage and radio, not only to sell goods but to sell goodwill . . .

Anyhow . . . this time, I just wanted to tell you that we'll be here regularly. See you soon . . .

P.S.—To those of you I haven't yet met personally, show business has had me for eighteen years . . . mostly in Canada with the odd assignment in the United States, British Isles and on the Continent . . . and in creating, managing and producing radio and stage shows, I've discovered that 'showmanship generally sells more'

ADVT.



"... But NO 'RITHMETIC"

BARRY WOOD

Call me at Radio Artists' Registry WA 1191

PROVEN!



On Vital Government Appeals and Programmes of Leading Canadian Advertisers.

RCA Victor

ORTHACOUSTIC TRANSCRIPTIONS

with Higher Fidelity Reproduction

You, too, can give your broadcasts complete naturalness, and at the same time take advantage of RCA's "All-Inclusive Service" . . .

- IT'S AN ALL-INCLUSIVE SERVICE
- Planning
 - Translating
 - Recording
 - Processing
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RCA Victor TRANSCRIPTION STUDIOS

TORONTO Royal York Hotel AD. 3091

MONTREAL Lacasse Street WE. 3671

**C
K
R
C**

WINNIPEG
The Dominion Network Station
'630 ON YOUR DIAL'

Benny As CBC Sustainer

Because the CBC feels that Jack Benny is as much an "institution" in Canada as he is in the United States, it is understood that the comedian will be heard in Canada on the CBC Trans-Canada network, if negotiations with those concerned, including Benny, go through.

The plan is to have Canadian announcers cut in over the U.S. commercials for the sponsoring cigarette manufacturer, with government war messages.

When Benny severed with General Foods, who have been his sponsors for the past ten years, it was felt in some circles that the cause for the complaints that have been given such prominence in the press in the past, because the Benny airing (7 p.m. EWT) conflicted with the broadcasting of evening church services, would be removed. However he will be back at the same hour since he holds it under some agreement with NBC.

Negotiations are said to hinge on whether or not Benny will refrain from plugging his product in the body of the program.

Agency Staff Change

J. A. McTaggart, formerly with R. C. Smith & Son Ltd., Toronto, has joined the Toronto office of J. J. Gibbons Ltd.

Singing Stars

Just returned from a talent tour from Toronto to British Columbia and back, Alan Savage supervisor of radio production for Cockfield Brown's Toronto office, and John Adaskin, of the production firm of the same name, report on the marvellous reception they were accorded at the radio stations and everywhere else they went.

The object of the tour was to find girl concert singers qualified to enter the contest, which will return to the networks for the second season when York Knitting Mills Ltd's "Singing Stars of Tomorrow" reappears in November.

The visiting producers' enthusiasm over the warmth of the western hospitality they received made it difficult to keep them on the subject of the forthcoming series. They did disclose, however, that they have talked to singing teachers across the country, and to those who think the songstress' barrel was emptied last season they say "You ain't heard nothin' yet."

Continuing the policy adopted with this series last year, the contest will be open to girl singers up to and including the age of 25. As in last season's series, the contest, which starts its prize list with a \$1,000 scholarship, will not be opened to men, in fairness to those who are in the services.

How They Stand

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

EVENING		
<i>English</i>		
Lux Radio Theatre	23.5	resuming
Charlie McCarthy	20.1	resuming
Album of Familiar Music	18.4	+5.2
Treasure Trail	17.1	+5.2
Words at War	16.6	+2.2
Kraft Music Hall	15.4	+2.2
Waltz Time	14.6	+3.2
Aldrich Family	13.7	resuming
Fighting Navy	12.0	resuming
Big Town	11.5	+1.5
Share the Wealth	10.2	resuming
<i>French</i>		
Course au Trésor	26.8	+10.2
Café Concert	23.0	-1.0
Dr. Morhanges	20.7	-2.9
Radio Théâtre Lux	20.0	resuming
L'amour de Ti-jos	17.4	-1.1
Métropole	16.5	+2.8
Quelles Nouvelles	15.2	- .5
Vie de Famille	14.2	+1.8
Nazaire et Barnabé	13.5	resuming
Parade de la Victoire	12.4	+1.5
Pierrot la Tulippe	11.0	resuming

Fan Paper At Last

From coast to coast John Public will have an opportunity of learning the inside dope on Canadian radio artists and programs when, starting October 7, there will appear on the news stands a new weekly—"RADIO WORLD".

Essentially designed for listeners, published by Radio Publications Ltd., Montreal, whose "RADIO MONDE" is the radio bible of French Canadian listeners, the English version will be produced under the guidance of the same publisher, Marcel Provost, with regional editors in Montreal and Toronto. Joe McDougall and Thomas Archer will take care of this work in Montreal, and Frank Chamberlain in Toronto. Mr. Provost anticipates announcing similar appointments in Halifax, Winnipeg and Vancouver at an early date.

"RADIO WORLD" promises to fill a long felt need for a Canadian listener paper. "CANADIAN BROADCASTER" extends its best wishes to the publishers, and hopes they will get the co-operation of Canadian radio in supplying them with the news material they must have if both the public and the industry are to get the full benefit of this new venture.

Wins Info Please Prize

E. W. "Ernie" Edge, script writer in the Purdy Productions office, was the fortunate winner of a set of "ENCYCLOPAEDIA BRITANNICA" and fifty-seven dollars, when the "Information Please" experts were unable to answer a question submitted by him, on the September 11 program. Among many other activities, Ernie is responsible for the "Soldier's Wife" scripts, as co-author with his wife Kay Edge.



The PEOPLE OF SASKATCHEWAN are a fine friendly people who will respond to your message if it has merit and is placed before them

Over

MOOSE JAW'S



\$30,333,333.33

A survey recently conducted by the Kitchener and Waterloo Chamber of Commerce showed an annual payroll of 30 1-3 million dollars earned by the residents of the "Twin Cities".

KITCHENER IS THE FIFTH LARGEST INDUSTRIAL PRODUCING CENTRE IN ONTARIO.

THE WAY TO TAP THIS FERTILE MARKET IS THROUGH IT'S OWN RADIO STATION.

OTHER SIGNALS MAY REACH KITCHENER, BUT — KITCHENER LISTENS TO —

CKCR KITCHENER

REPRESENTATIVES STOVIN & WRIGHT

CHAB

SASKATCHEWAN'S PERSONALITY STATION

And the most listened to station in Southern Saskatchewan

ACCORDING TO ELLIOTT-HAYNES SURVEYS

CHAB

800 KC. 1000 WATTS



AN ALL-CANADA STATION

The Technical Department Looks At The Program Department

REED SNYDER

Technical Supervisor of Studio Operations, WHO, Des Moines.

(Reprinted from an NAB Bulletin)

The mutual cooperation of the technical and program departments is very essential to the smooth handling of the studio and control room operational routine. This is perhaps more true of these two departments than any others in the organization.

The detailed advance information expected by the technical department, and which it should receive, may be classified under several categories. However, they all relate to the one ultimate objective which is smooth, uninterrupted operation of program service to the listener, remembering at all times that the program at hand comes out above all else.

First in importance is the daily program schedule or work sheet. It is amazing how much information can be incorporated into this work sheet in the form of coded symbols, vari-colored ink, etc. Along with pertinent program information essential to the FCC, can be included a daily recording schedule, studio operational and rehearsal schedule. This plan makes very convenient for setting up maintenance schedules, etc. In other words, at the beginning of each day we know at a glance the radio commitments for broadcast, rehearsal, audition, transcription and any other commitments that may come up. If possible, rehearsal and transcription schedules should be adhered to as rigidly as possible. Perhaps one of the most irritating occurrences is the un-scheduled audition, either recorded or live talent. Advance notice is certainly appreciated by the technical staff. The permits arranging for extra help, which in most instances is necessary to prevent jeopardy to the program being broadcast. A system of "memo's for everything" is ideal. This way, both departments have a copy so there can be no mistakes or misunderstandings which may, and do, occur with verbal arrangements. And may we suggest here, that the ideal situation is to have all other departments work through the program department. If Sales wants telephone line costs, transcription time, etc., or publicity wants rehearsal facilities, have them all work through the program department. This eliminates confusion and centralizes operational activities.

In another category we might list several essentials that go to make for smooth operation. One of these is adequate copy for all programs requiring it. This is most essential to good production, whether or

not a production man is on the job. Remember, we engineers are not psychic. Continuity for all live shows prevents switching and fading errors.

Occasionally, an out of the ordinary type of program will be sold by Sales that will require a conference of program and technical heads. Don't wait until rehearsal time to have that conference. We want to do a good job, and who knows but what some better ideas on the subject will hatch at these conferences. Give the technician all the information he needs to do his work well. This leads right up to the number one rule, that from a technical standpoint, every program should have the same careful treatment. Proper direction and handling are needed even more when the participants are non-radio people than on those programs utilizing professional talent. Sustaining programs, as well as commercials, deserve your best efforts. These are supposed to be good-will builders, so give the boys in the control room a hand in keeping them credit instead of debit entries in the good-will ledger.

Regarding information from the program department on transcribing schedules — as stated before, all these orders should be issued through the program department. A memo for each new commercial or sustaining contract should be kept on file by each until contract expires.

In regard to remote pick-ups, confusion can be avoided if the technical department handles all technical details. Here again a memo with pertinent information is all that is necessary from the program department. If every one in the place is in the habit of estimating line costs and ordering facilities, it only leads to confusion. The telephone company likes to transact business with one informed individual. The usual necessary information is the location and time (date and hour) and class of service desired. And please remember this, the telephone company does not like to install lines at the last minute any more than does the technician who had to dash out to make the pick-up. Here again, advance notice is appreciated by all parties concerned.

Undoubtedly the most important demand for cooperation between the program department and technical department is made during the rehearsal and broadcast of a locally produced program. Here we find a combination of two widely contrasting skills; the creative and productive skill of the program

man, and the technical skill of the engineer. And unless these two elements work in complete harmony, through a mutual knowledge and understanding of the problems and objectives of the other, the program at hand is bound to suffer. And furthermore, to call the cards squarely, we must also admit that there is inherent in the men who comprise the program and technical departments, two widely differing temperaments, a fact which both should recognize and compensate for. The producer or program man can be very helpful to the engineer by explaining carefully and fully exactly the effects he wants, pointing out any unusual or difficult situations. But, he should also realize that the engineer best knows how to get these effects on the air after they are created in the studio. The engineer, on the other hand, should work closely with the program man in achieving these effects and will be guided largely, as to the ultimate result, by the ear of the producer. All of this can be boiled down to a few simple words; mutual understanding and complete cooperation between the two departments.

There are many other details that come up from time to time but work themselves out as they appear. They may be peculiar to a given organization and would not hold generally, so no mention will be made of these. If a good, wholesome, friendly relationship exists between program and technical departments, there will be no difficulty in working out your own problem in your own way.

If it is impossible to follow the procedures outlined, as it may well be for the understaffed station in these times, then at least, have an understanding agreeable to both, regarding program details. After all, the end result of everybody's efforts is what the listener will hear through his loudspeaker. If this is not the best that you are able to deliver under any circumstances, then both time and effort have been wasted. Be generous with all information that will aid every program's technical well-being.

Staff Changes

Various personnel changes in Western station staffs include the appointment of Walter Dales, manager of CJAT, Trail, to CKBI, Prince Albert; Gerry Tonkin, at present on a visit down east is leaving CKBI, Prince Albert, for the new CKFI, Fort Francis, a similar move being announced for Jerry Prest from the Prince Albert station to Fort Francis.



That Will Ring the Bell
In 100,000 MORE
Radio Homes

CJBC, Toronto's Key Station of the Dominion Network, has increased its power from 1,000 to 5,000 watts. This will give your program a greater market of an additional 100,000 Toronto and area radio homes, and a signal within Toronto equivalent to 10 kws due to the concentrated effect of CJBC's directional array.



Consult CJBC
Commercial
Department
55 York Street

AD. 5771 KE. 9411

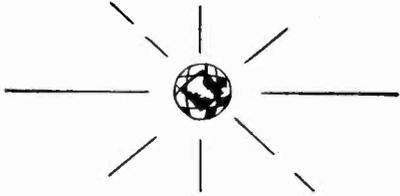


TORONTO AFFILIATE OF THE BLUE NETWORK

CJBC

Key Station of the Dominion Network
T O R O N T O

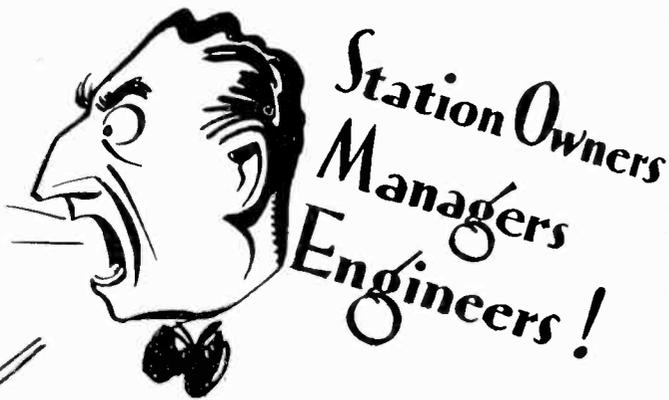
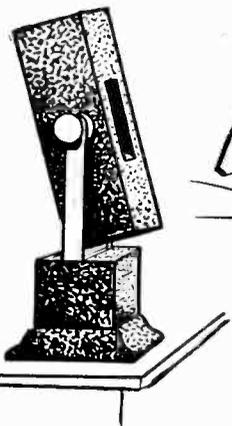
"THE VOICE
OF
MANITOBA"



CKWY

**WINNIPEG
15,000 WATTS**

EXCLUSIVE REPRESENTATIVE - H. N. STOVIN
TORONTO WINNIPEG MONTREAL



*Station Owners
Managers
Engineers!*

DONATED by G. W. Andrews, chief engineer of station CFBR, Brockville, this microphone, another exhibit in our Museum of Radio Relics was first used by Andy "way back in 1926-7".

Have you an outdated piece of equipment or gadget, which, duly inscribed with your name and call letters, would add another link in the chain of Canadian radio history we are trying to forge in our Toronto studios?

Just pack it up and ship it express collect to—

Harry E. Foster

AGENCIES LIMITED

Offices & Studios
King Edward Hotel
TORONTO

GABRIELLE



Photo by Bruno of Hollywood

Before the war she studied singing at the Lycee Victor Drury in Paris. In January 1939 she crossed the Atlantic and broke into movies and radio in Hollywood. Since then she has appeared, off and on, all over the States and has sung in the Samovar in Montreal. It's blonde, hazel-eyed Gabrielle, who, starting October 1st, will be star vocalist on Tip Top Tailors "Music for Canadians", starting on the Dominion Network October 1st.

Station News

Phil Poccock, London, Ont., has joined the sales staff of CKSO, Sudbury. Ted Morrow, manager of CKGB, Timmins has joined National Broadcast Sales as a salesman. Phil Kitley has joined CBR Vancouver as school broadcasts chief. Betty Lang, continuity writer of CKWX Vancouver and Dick Williams, CKWX operator were married recently. Ted Pegg, former traffic chief at CBC Vancouver has joined the army (R. C. S.) and is stationed at Barriefield, Ont. Ken Ardill and Judy Brainard, newcomers to radio, have joined the announcing staff of CKSO, Sudbury. Yvonne Laplante has joined CHEX, Peterborough.

New Quebec Station

A license has been issued to Henri Gendron and Arthur Prevost of Sorel, Quebec, for a 250 watt station for Sorel. The station will be nationally represented by Radio Representatives Ltd., Toronto and Montreal.

Self-Poll

A recent survey on the popularity of American announcers among

their confreres placed Harry Von Zell first, Don Wilson second, Hugh James third, Ken Carpenter fourth, and Bill Goodwin and James Wallington tied for fifth place. Lowell Thomas was their favorite newscaster and Ted Husling was placed first among sport-casters.

CBC Man To Star In New British Film

Paul Dupuis, French speaking representative of the Canadian Broadcasting Corporation in London, will make his debut as a moving picture actor in a propaganda film being prepared by the British Film office for distribution in liberated France. British film officials conducted a search in England and United States for an actor to fill the role without success and then discovered Paul Dupuis. He came through his screen test with flying colors and was classified as a first class photogenic type. He will be co-starred in the picture, the action of which takes place in Brittany and Cornailles, with François Rosay, a celebrated French film artist.

IDEA-A-DAY

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

- October
- 1, 1920—Charles Ponzi, Boston speculator, indicted on 86 counts of using mails to defraud.
 - 2, 322BC—Aristotle, great Greek philosopher, died.
 - 3, 1253—Henry III of England established the use of night-watchmen.
 - 4, 1226—St. Francis, founder of the Franciscan Order, died.
 - 5, 1853—Outbreak of the Crimean War.
 - 6, 1891—C. S. Parnell, Irish patriot, died.
 - 7, 1941—German troops began the occupation of Rumania.
 - 8, 1871—Great Chicago fire.
 - 9, 1918—Canadian troops entered Cambrai
 - 10, 1913—Panama Canal opened.
 - 11, 1899—Outbreak of South African War.
 - 12, 1492—Columbus discovered America by landing on Watling's Island, one of Bahama Isles.
 - 13, 54A.D.—Claudius, Roman emperor, poisoned.
 - 14, 1066—William The Conqueror victorious at Battle of Hastings.
 - 15, 1884—First issue of *La Presse*, Montreal.
 - 16, 1941—General Tojo became Premier of Japan.
 - 17, 1849—Frederick Chopin, musical composer, died.
 - 18, 1826—Last state lottery in England.
 - 19, 1216—King John of England, died.
 - 20, 1927—Mayor Thompson of Chicago ordered all 'pro-English' books in city libraries burned
 - 21, 1805—Victory and death of Nelson at Trafalgar
 - 22, 1861—Shakespeare's home in Stratford-on-Avon perpetuated by national purchase.
 - 23, 1790—Fox-hunting became recognized sport in England.
 - 24, 1877—Trade marks given protection in Canada.
 - 25, 1854—Charge of the Six Hundred at Balaklava, Crimea.
 - 26, 1922—Mussolini's famous March on Rome.
 - 27, 1904—First subway opened in New York City.
 - 28, 1886—Bartholdi's Statue of Liberty unveiled in New York harbor.
 - 29, 1618—Sir Walter Raleigh beheaded.
 - 30, 1915—Sir Charles Tupper, former Canadian Prime Minister, died.
 - 31, 1919—Werner Horn sentenced to 10 years at Fredericton, N.B., for attempt to destroy the St. Croix bridge on Feb. 2, 1915.

British Advertisers Want Radio

103 British advertisers from a total of 205 heard from said they were prepared to use radio advertising after the war, and if the BBC does not provide advertising facilities, they will make use of such European stations as Radio Normandy and Radio Luxembourg or whatever other outlets crop up similar to these pre-war English-speaking European outlets for commercial radio.

The survey was conducted by the Incorporated Society of British Advertisers, who asked 450 members what they thought of sponsored radio with the above results.

Sixty three of the respondents had advertised over English-speaking European stations before the war; forty had never used radio.

The Charter of the BBC prohibiting sponsored programs expires in 1946.

New Freelancer

Harvey Dobbs, for the past five years announcer-writer-producer for Metropolitan Broadcasting Service Ltd., Toronto, is leaving his post as of September 18, in order to freelance. He will continue handling the Alka Seltzer "Did I Say That?" program for Metropolitan and has already signed with Vernor's Ginger Ale for a 15 minute recorded program on CFRB, Sundays.

Going Places

ASK THE ALL-CANADA MAN

Vancouver's

CKWX

980 Kcys.

1000 WATTS

Frank H. Elphicks - Manager



TIME is an important factor in Radio. There are two things to consider when planning your programs.

First the amount of time you should use to deliver a message—a half or quarter hour, a one-minute spot or a 20-second flash.

The second consideration is when your message should be given to reach the largest audience in your particular market.

As representatives of 21 Independent Radio Stations across Canada, we have a vast experience in Radio Timing. This experience is assisting our clients in getting the greatest value from their radio expenditures.

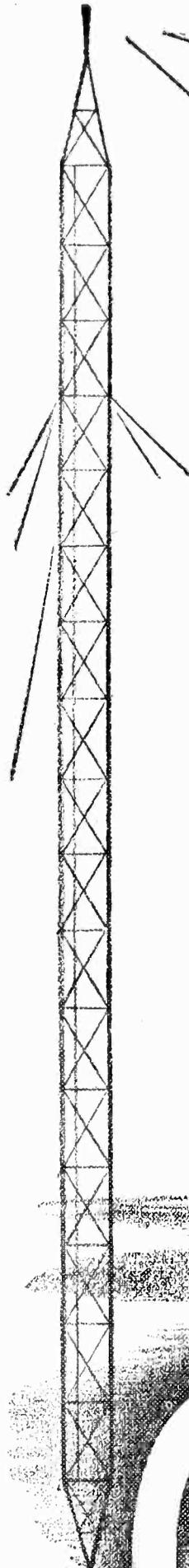
Our time is your time when Radio Plans are being prepared.

STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

TORONTO

WINNIPEG



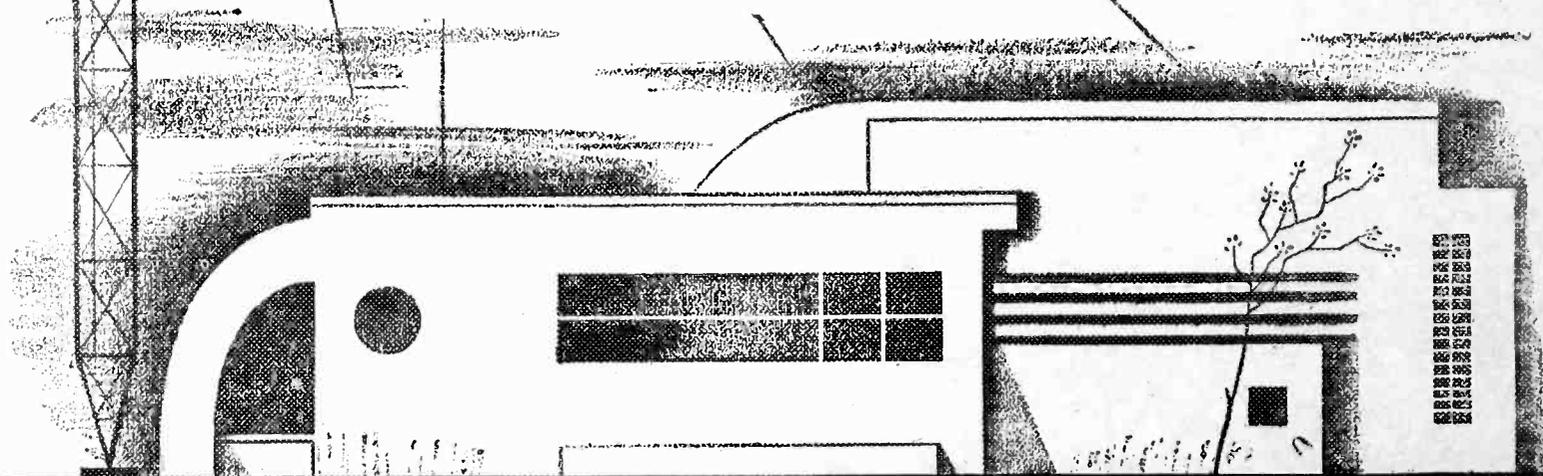
**WE HAVE ALL THE FACTS AND FACILITIES
 FOR DESIGNING, ENGINEERING
 AND BUILDING BROADCASTING EQUIPMENT**

**FOR
 HIGH POWER
 STATIONS...**

When you get into the field of engineering and equipping high power radio stations, broad practical experience and sound technical knowledge are essential. Northern Electric—leader in the electrical field—offer both in outstanding degree. With our experience of creating great modern stations—Northern Electric's staff is now prepared to place this knowledge at your service. Our Engineering and Research is a part of that service. Northern Electric Engineers will survey the ground for the preparation of the Technical Brief which must be submitted before the licence is approved. Northern Electric Research Department and Production Facilities then carry through to the equipment which includes transmitters...speech input equipment...programme amplifiers...microphones and other high quality Northern Electric products.

**Let Northern Electric engineer your job
 from start to finish.**

T1-409



Northern Electric
 COMPANY LIMITED

A NATIONAL ELECTRICAL SERVICE

HALIFAX
 SAINT JOHN, N.B.
 QUEBEC
 TROIS RIVIERES

SHERBROOKE
 MONTREAL

OTTAWA TORONTO LONDON
 VAL D'OR HAMILTON

KIRKLAND LAKE SUDBURY
 WINDSOR TIMMINS

WINNIPEG CALGARY
 PORT ARTHUR REGINA

EDMONTON
 VERNON
 VANCOUVER
 VICTORIA

Samuel Hersenhoren

by Lucio Agostini

Samuel "Keep - your - socks - up" Hersenhoren (alias Sammy Rehearsalhorn) was born in Toronto, in 1908.

He studied violin at the Hamourg Conservatory, and, at the age of 13, went to France and Italy where he studied for three years. He came back to Toronto a more nature musician, and, in addition, with a good working knowledge of French and Italian.

And so, without further ado, we say—"Meet Sammy Hersenhoren".

Sammy is short and plump with the vitality of a young boy. He is very rarely rattled by those unfortunate incidents that can and do happen to all of us conductors (okay, it's a plug). He approaches the business of conducting with a self assurance his enemies might call cockiness. Sometimes he turns up the back hair of those working under him. But Sammy swears by his native country, and truly believes, as do we all, that Canadian music and its performance is above the average of the music dispensed by our friends to the south.

His first experience as a leader saw him at the Oakwood Theatre, Toronto, where, at the age of 16, he conducted his first job for the silent movies. As many of us well remember, the pictures were cued by the conductors, who chose, outside of the many incidental numbers, three or four themes that were repeated often throughout the picture, to denote certain characters or scenes.

The leader had four foot buttons which he would press at the proper time, and each one of those buttons would flash a light on the musicians' stands, in four different colors to indicate to the boys which name the conductor wanted played. Poor Sammy became so excited his first night, at the multiple complications of playing the violin, conducting the orchestra, pressing the buttons, and watching the picture, that he pressed all the wrong



Hersenhoren will stand high on the podium before Dominion Network microphones when "Music for Canadians" opens for Tip Top Tailors, October 1st. He will wave his baton over 37 Canadian musicians, and for his star he will have the voice of Gabrielle, who is making her debut on the Canadian air in this series. Production will be in the hands of Eddie Gould, for McConnel, Eastman & Co., Ltd.

buttons at the right times, and then, to add to his confusion, stepped on all four of them at once, with the result that the pit became illuminated like pre-war Niagara Falls with a maze of red, amber, blue and green lights, that dazzled the boys into playing a good many notes that were never written into the score.

Next January, Sammy will celebrate his twentieth anniversary in radio. By that time he will have had a busy, interesting and successful radio career—or at least the first part of it—plus a record of two of the longest radio series on the Canadian air. "Carry On Canada" ran for 101 weeks and "Comrades In Arms" is now starting its third year with prospects of plenty more to come.

Frankly, we used to wonder how any conductor who does not arrange his music can maintain such a high standard of success. We asked Sammy about it, and his answer was that if one surrounds one-

self with a galaxy of star arrangers, such as Howard Cable, he can't miss. A good arrangement can become very ordinary with bad spicings, such as good musicians and an un-understanding conductor. But Sammy is understanding. He trusts his arrangers and follows the styles he has employed them to set. He shows profound horse-sense and has the foresight to understand that although he has helped to make many an arranger, the arranger could, in turn, gum up the works with a lemon.

Sammy listens to the radio often. He raves about André Kostelanetz and reveres Fritz Reiner. He has nothing but praise for his old friend Percy Faith, and expands his already rotund chest when he reminds you that he was concert-master for Percy. He still has Faith's first commercial arrangement ("My Hero") which he treasures among his most prized possessions.

Every year Hersenhoren gets ready for his greatest assignment, conducting the famous Promenade concerts in Toronto. He has stepped on that high podium twice to date, and has been successful in both instances. He is also a member of the famous Parlow String Quartet, and occasionally gives a violin recital on the air.

Sammy loves poker, and is no mean hand at the national sport of African Golf. He fills his straights and rolls his naturals with the same artistry as he conducts his orchestra.

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, also that 85% of the buying power of the district of Algoma is within 7 miles of CJIC's transmitter. Supplementary to both Trans-Canada and Dominion Networks.

Don't overlook this important market.

National Representatives

J. L. ALEXANDER

Toronto • Montreal

We asked the farm audience in our coverage what type of entertainment they liked to hear. They told us:

- 1. Old-Time Music
- 2. Farm Services
- 3. Local News
- 4. Local Talent

The Western Ontario Farm Audience hear what they like from

CKNX

"The Western Ontario Farm Station"

Representative

J. L. ALEXANDER

TORONTO & MONTREAL

An Independently Operated Station

**PLANT NOW
FOR POST-WAR
FRUIT**

Sow seeds now, in Saskatchewan's richest market, urban and rural, to yield tremendous profit in the post-war years. Use Saskatchewan's major station, C K C K, which blankets this market. We've dozens of success stories on file . . . drop us a line for details on COVERAGE, RECEPTION, LISTENER-INTEREST and LISTENER-CONFIDENCE.

CKCK

REGINA,
SASK.

Saskatchewan's
Greatest Name in
Radio.

CKCK Saskatchewan's Predominant Broadcasting Station — owned and operated by the Regina Leader-Post.
Representatives: Canada, All-Canada Radio Facilities; United States, Weed and Co.

**28,000
PROSPEROUS**

but isolated

Radio Homes

DEPEND ON AND
RESPOND TO

CJRL
COVERING NORTH WESTERN ONTARIO
KENORA

Mineralization prevents
clear reception from all
outside stations through-
out CJRL's area.

**A DOMINION
NETWORK STATION**

Representatives
STOVIN & WRIGHT

Canada Hits Newfie Airlines



1. Sergt. "Lou" Duchesne of Montreal, who handles the Canadian news in French. 2. Sergt. "Cec." McKnight, of Preston, Ont., presents news daily. 3. Sergt. "Joe" Sullivan of Hamilton, organist. 4. Capt. "Bill" Davies of Kingston, supervisor of productions. 5. Lieut. "Charlie" Daoust of Ottawa, Assistant Public Relations Officer.

Through the good-will and co-operation of Newfoundland's radio stations, Canadian troops on the island are hearing their favorite shows from home. Four Newfoundland and one RCAF station carry such programs as the *Imperial Oil Hockey Broadcasts*, the *Promenade Symphonies* from Toronto, Mart Kenny's *"Victory Parade"*,

"Swing for the Services" with Bert Niosi and *"Arrangements by Cable"*. In addition, the Public Relations office put on the air six days each week in English and French a fifteen minute news-cast, *"The Canadian Reporter"*. This news-cast is read in English by Capt. Fred R. "Bill" Davies of Kingston and Sergt. "Cec" McKnight of Preston. The French is handled by Lieut. J. C. Daoust, of Ottawa and Sergt. Lucien Duchesne, of Montreal.

Capt. Davies, Chief Public Relations Officer, supervises the programs. Cpl. Joe Sullivan from Hamilton conducts an organ program and does his own show, *"Album of Poetry"*.

At the present time, the Public Relations Radio Department is making twelve programs for station CHNS Halifax, which has service shows on the air each week. One complete show has been broadcast and the contributions from the troops in Newfoundland on future programs will be ten minute feature spots.

Despite the hard word of Capt. Davies and his staff, the shows could hardly have been aired without the co-operation of the Newfoundland stations and he pays great credit to W. F. Galgay, J. Butler and C. Hierhily for their courtesy and co-operation.

"Radio Personalities"

Both a radio program and a newspaper column, *"Programs & Personalities"*, a feature of CKRC, Winnipeg, is read in both the Winnipeg papers on Saturdays, and heard over the air Sunday afternoons. Written and presented by Maurice Bunn, it is designed to keep the public posted on radio news, gossip and what have you, in columnist style.

**U.S. Radio Adopts
Canadian System
Of Measurement**

Patterned on the Canadian Association of Broadcasters' system of coverage measurement, the National Association of Broadcasters (U.S.), in convention in Chicago last month, adopted a measurement plan for the use of American broadcasters and their clients.

Last February, J. Harold Ryan, then president elect, now president of the NAB, attended the Annual Conference of the CAB in Quebec City, and witnessed the adoption of the standard coverage plan, and the creation of the Bureau of Broadcast Measurement.

Acceptance of the American research committee's plan for a "uniform yardstick of radio station circulation" was voted unanimously with almost a thousand American broadcasters on hand.

In Canada the now seven months old BBM has made considerable progress in lining up member stations, advertising agencies and advertisers, and it is to be hoped that facts and figures on coverage will be forthcoming in the very near future.

Athol McQuarrie, BBM secretary, advises that membership to date amounts to 34 stations out of a possible 84, 34 advertising agencies and 32 national advertisers. Coverage figures will be ready for inclusion in the ACA "Blue Book", Mr. McQuarrie says, when it is issued by the Association of Canadian Advertisers, of which organization he is managing director late in November.

22 Seasons on CKAC

CKAC's oldest locally produced feature program *"Une Chartrane Dans La Vivoire"*, an amateur contest presentation, returns to the air this fall for its twenty second season, with Bernard Goulet as master of ceremonies and Roy Malouin as announcer and accompanied by the orchestra of Alan McIvor. Bernard Goulet is also master of ceremonies for the second season of *"Le Tour Billon de la Gaitie"*, the whirlwind of gaiety — which will feature singer Muriel Millard and Montreal's popular comedienne Juliette Beliveau. Paul Guy does the commercial announcing.

**So We Haven't A
COMEDIAN Eh?**

Well, we're taking the challenge
because we have a *comedy show plus*
—a comedian with *plus plus* and script,
music and talent *plus, plus, plus!*

This is the first offering of this little
parcel and believe us... it's *good!!*
First taker with \$1500 net gets it.

"Ask Adaskin"

JOHN ADASKIN PRODUCTIONS

TELEPHONES
OFFICE ELGIN 9296
NIGHTS KINGSDALE 1974

MONTREAL TRUST BLDG
67 YONGE ST.
TORONTO

All National Accounts
Used First in The Maritimes

CHNS

The "Voice of Halifax"

For Eighteen Years

**A FINE STATION
IN**

A FINE MARKET

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

Nazi Lies Licked By Allied Truthcasting

by Wm. S. Paley

How the battle of the airwaves in Europe has been won against the once-powerful German radio propaganda machine is told in the following dispatch from London by William S. Paley, Chief of Radio, Psychological Warfare Division, Supreme Headquarters Allied Expeditionary Forces, now on leave from his position as President of the Columbia Broadcasting System.

The battle of the airwaves in Europe has been won by the Allies, and down. . . . The German radio machine which was once a powerful and aggressive instrument for the advancement of the Nazi scheme of conquest is now discredited and impotent throughout Europe.

As in many other fields, Germany started out with a great superiority in radio facilities. The Nazis used their radio as ruthlessly as they used their tanks, planes and guns. Facts were distorted and manufactured; fanciful and fantastic arguments were the order of the day. Never was there a better example of how radio can be used for evil ends. The German radio offensive played a key role in the bloodless conquests of Austria and Czechoslovakia and the armed blitz that over-ran Poland, Norway, Denmark, Holland, Belgium, France and the Balkans. Her lies were believed. Her boasts and threats intimidated and demoralized large sections of populations.

Nazis Kept News Out

Coincident with her radio blitz, Germany went to the greatest pains to keep true news and the ideas of her enemies from getting into the territories she controlled. Severe penalties for listening to outside stations, including the death penalty, were introduced by the Nazis in Germany and the countries enslaved to the Reich. At one time, more than 10,000 Germans were employed in jamming the Allied radio signal beamed toward enemy and enemy-occupied countries. I have seen jamming equipment in Italy and Sicily which was the equivalent of some of our 50,000-watt transmitters.

However, even at the height of the jamming, Allied signals got through. The increased number of transmitters and the high power put into operation by the Allies made it impossible for the Germans to shut us out.

American Station Helped

The opening of OWI's American broadcasting station in Europe, using multiple medium and short-wave transmitters of high power, acted as an important and effective reinforcement of OWI's transmissions from America. I was surprised to learn during my recent trip to Normandy of the popularity of this service and of the manner in which the French were relying on it despite the fact that it has been on the air for only three months.

I would like to pay special tribute to the British Broadcasting Company's European Service. Its policy of telling the truth even during England's darkest hours has earned for it the high confidence and respect of listeners throughout Europe. Her engineers performed miracles in designing and erecting new facilities in order to overcome the powerful radio forces which Germany had turned loose.

Today the German radio outpouring is entirely discredited. Information obtained from liberated areas and from prisoners of war of all nationalities give convincing proof of this fact. Never again will the people of Europe have confidence in Nazi-controlled information. The Allied radio, on the other hand, is now looked upon as a service which will tell the truth under all circumstances and it is to that service that the people of Europe are turning for reliable information.

Now that the tide of battle has definitely turned in our favor the true reports of our superior position and the hopelessness of the German position are acting as great demoralizing influences on the people of Germany and her satellite countries.

Nazis Live in Vacuum

It is true that many Germans especially those in the armed forces, continue to live in a complete vacuum. These people are afraid to risk the penalty of listening to our transmissions and can only think in terms of what they get from their German propaganda masters.

This is particularly true in the German Army. Radio listening in the Army is supervised very carefully. Recently a German prisoner in England requested an audience with the officer in charge of the prisoner camp. When he saw the officer he demanded that he be sent to that part of England which was being occupied by the Germans.

Truth will continue to be the basis for the broadcasts of the Allied radio into Europe. Here is a clear case where truth has been paying increased dividends at the expense of an enemy who believed that people could be shut off from the world and made to swallow information which he manufactured and fed to them. As long as radio waves travel around the world carrying the truth no people who want the truth will be kept in darkness.

Sincere
THANKS

to Wrigley's for five and a half years on "Treasure Trail."

Sorry I couldn't stay longer.

Alan Savage

Radio Production
Cockfield Brown



If Sales are Falling Off... Switch to C.K.C.W.

Sales build steadily for CKCW advertisers. All of them have proved that our slogan, "We don't Sell Time... We Sell Results" is true.

CKCW envelops the whole Moncton area in its primary coverage... a potential market of some 153,000 buyers... with 18,454 radio homes and plenty of cash on hand from the 51 busy industries in this booming neighbourhood.

If sales are low in the Maritimes, CKCW simplifies your problem. Get facts today for sales tomorrow.

WE DON'T
SELL TIME;
WE SELL
RESULTS

C.K.C.W.
MONCTON N.B.

STOVIN and WRIGHT
Representatives
TORONTO and MONTREAL

\$2.00

sends you the
Canadian
Broadcaster
for a year
24 issues.

CIRCULATION DEPT.

371 Bay Street Toronto

Try These On Your V-Loan Programs

In response to our call for Victory Loan ideas which have worked in the past, Tom Shandro, CJCA's enterprising publicity man, and also radio liaison for the National War Finance for Northern Alberta has written as follows:

During the Sixth Victory Loan Campaign CJCA adopted a system of station call plugs to units. Fifteen to thirty station calls each day throughout the campaign were devoted to appeals to the various units throughout Northern Alberta. These appeals were individual and were prepared following a careful study of the progress of the campaign in the units concerned. The following is an example:

"Calling the citizens of Stickville and district: Only five days remain and you have more than half of your quota to get! Double up your pace!"

To another unit the station call may be as follows: *"Calling Hickville: congratulations for passing your quota! Keep up the good work!" Northern Alberta is proud of you."*

The local touch in the unit station calls was very effective and according to reports from surveys, played a big part in the success of the campaign in Northern Alberta.

The second feature is one which continues popular even though it has been used at this station for the last three campaigns, and has since been adopted by many of the stations in Western Canada. It is titled *"The Victory Loan Reporter"*. It is a five minute report given daily immediately following the 8:00 a.m. newscast. The report covers the latest loan returns, human interest stories, outstanding accomplishments for individuals, firms, etc., praise to the good areas, a panning to the slow and backward districts, and other interesting items. It is a potent factor and is so well established that the listeners regard it as the official organ of the Victory Loan Committee in this area. I might say that *"The Victory Loan Reporter"* minces no words, the statements at times are

very powerful. For example in the last campaign, the reporter compared per capita purchases in area with approximately equal purchasing potentialities. Following the comparison, the areas lagging behind were urged to step up their pace in every way possible. Invariably, such panning over the air resulted in decided increases and new records for those various districts.

A third idea that worked well in the last campaign was the review of Victory Loan activities of the youthful citizens of CJCA's *"Kiddies' Program"*, each afternoon. With the permission of the sponsor we broke the program for a few moments to read or tell stories of the boys and girls who had done outstanding jobs in the Victory Loan Campaign; children who sold their bicycles to buy a bond; others who invested their entire savings in bonds. This feature not only kept the youthful citizens on edge throughout the campaign, but it served to bring up to date, the early afternoon Victory Loan activities throughout Northern Alberta.

The 6th Victory Loan Campaign was covered daily over our station as follows:—

8:00 a.m.—The National review on the national news bulletin.

8:15 a.m. — The Victory Loan Reporter.

12:30 noon—The city results and the highlights or rural results of the previous day.

5:50 p.m.—The Kiddies' activities with the latest unit results.

8:00 p.m.—The National review through the National News Bulletin.

10.00 p.m.—The day's results in the city.

This arrangement resulted in foolproof coverage from day to day.

(Tom Shandro's letter is just what the doctor ordered. Stations who have been delaying sending us letter about their past loan activities, still have time to get them in time for the next issue.

—:ED.

Advertising Truth No. 1

● **Radio Advertising,**

when capably handled,

has no more opportunity

of failing than scientific

manufacturing.

JACK MURRAY LTD.

10 KING ST. EAST TORONTO

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

While French programs can be heard from the two large Montreal Stations, reception is spotty, and the French population of the Ottawa Valley is practically dependent on CKCH for its radio entertainment. Monthly surveys show the continued popularity of the station in the French homes and prove how ably it is filling their need.

CKCH

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

Serves the Ottawa Valley French Market
RADIO REPRESENTATIVES LIMITED | HOWARD H. WILSON COMPANY
Montreal | Toronto | New York, Chicago, Etc.

COOPERATING WITH LE DROIT

More Hope than Charity
 A COLUMN OF CONSTRUCTIVE DESTRUCTION
 by **Elda Hope**

To my way of thinking, the most de-
 scriptive description of "The Man" was
 in (CBC) Fisher's "the illustrious
 nston Churchill". Fisher's report from
 Quebec Victory Conference ranged all
 way from fact to romance — every-
 ing from the business at hand in a
 urchill-Roosevelt conference to the roses
 en Mrs. Churchill by her husband on
 ir anniversary. These broadcasts from
 l Quebec were much more than instruc-
 e, and John Fisher lost no opportunity
 make them alive with human interest.

"Information Please" has made its re-
 m for the H. J. Heinz Company and it
 as interesting as ever. An added fea-
 e is a news flash fore and aft. This
 certainly timely, everyone being news-
 xious these days.

"Musical Clock" is more inclined to
 rsh clangs than ringing the bell as far
 I'm concerned, but maybe I'm allergic
 horse-play in the early morning! The
 ws, time-signals and weather forecasts
 e things we all want to know, but
 s the emcee have to knock himself out
 those wee small hours? This show is
 other of the breakfast ordeals pattern-
 after Clint Buehlman's over WBEN
 ffalo. Perhaps what I am really try-
 g to say is: "Must all early morning
 ows around these here parts be so com-
 etely Buehlmanized?"

Simpson's, who sponsor "Musical Clock",
 e doing "Women's World" five morn-
 gs a week. This I like. It covers sub-
 ts of interest to women from daily-
 zens to glamorous gowns. It is edited
 d narrated by Roxana Bond.

Colgates have brought back "Happy
 ing" and "Share the Wealth". There
 ms to be little change in these shows,
 d while Bert Pearl and "The Gang"
 e making more friends, Stan Francis
 getting plenty of laughs as he doles out
 e cash on "Share the Wealth". Just in
 ssing through, hasn't some of your wise-
 ackery a slightly 1943 flavor, Stan?

That funny man Bob Hope has started
 s seventh year after a barn-storming
 lp to entertain the boys overseas. There
 e laughs galore but Bob's parting words
 ways point towards the seriousness of
 is business of War.

Hope & Co. just did their second Can-
 ian appearance for the Canadian boys
 ationed at Camp Borden last Tuesday.

The first time I heard "The Martins"
 as on CJBC's "Parade of the Stars", and
 ey created sufficient interest for me to
 llow them since. "The Martins" supply
 omedy and drama in a manner most en-
 rtaining because it is exactly true to
 fe. Their problems are everybody's prob-
 ms . . . mine anyhow. Too bad the
 pporting actors do not seem as at home
 their parts as Mr. and Mrs. M.

Lever Brothers' "Lux Radio Theatre"
 back, and C. B. and his players made
 hit with me all over again. They op-
 ned with "Maytime" starring Jeanette
 acdonald and Nelson Eddy. What more
 ould I ask?

Buckingham Cigarettes have hit the air
 gain, but this time with drama instead
 f comedy. "Curtain Time" is the name;
 orne Green the narrator; Herb May does
 e commercials; and Morri Surdin holds
 orth on the podium. The first play was
 alled "Exile", and I found the story a
 lt confusing and rather ordinary . . . not
 p to the standard of the actors especially
 ruce Matthews Benson.

And that makes it "curtains" for me,
 o 'bye now.

—ELDA.

We
 deliver TIME
 ... desirable
 TIME...
 in
 these important
 markets...



- | | | | |
|------------|-----------------|---------|--------------|
| Vancouver | New Westminster | Calgary | Edmonton |
| Saskatoon | Fort William | Hull | Three Rivers |
| Sherbrooke | Quebec | | Summerside |

FOR... SERVICE—VALUE—RESULTS
 Call WA. 6151 in Toronto and HA. 7811 in Montreal



SCORES TWO MORE BEATS

for its
STATION
SUBSCRIBERS

on the
QUEBEC
CONFERENCE

CHURCHILL'S
ARRIVAL IN
CANADA

ROOSEVELT'S
ARRIVAL AT
QUEBEC CITY

Another
Recognition of

BRITISH
UNITED PRESS

Speed and Accuracy

HEAD OFFICE:
231 St. James St.
MONTREAL

ACA Awards

The Awards Jury of the Association of Canadian Advertisers, an organization of Canadian national advertisers whose annual expenditures in national advertising total over eighty million dollars, is already considering nominations for the one gold and three silver medals which will be awarded during the association's annual meeting at the Royal York Hotel, Toronto, November 8-10.

These awards are given each year for outstanding contributions to Canadian advertising. The gold medal goes for the most outstanding contribution irrespective of the sphere of advertising in which the recipient is engaged. One of the silver medals is awarded to the representative of any of the media whose contribution is adjudged the greatest, the other two going to an advertising manager or member of an advertising department, and to the member of the staff of an advertising agency.

Victory Star Shows

Guy Herbert, recently returned from New York, reports that he has a fine array of stars ready to appear on the Victory Star Shows for the forthcoming 7th Victory Loan Campaign. There will be 13 half hours and 5 hours, starting Oct. 18 ready for opening of drive October 23.

CJAT Manager

One of the "Old-timers" of Western Canadian Radio, Eric C. Aylen, takes over his new duties this month as manager of CJAT, Trail, British Columbia, it was announced recently by the directors of Kootenay Broadcasting Company.

Mr. Aylen brings to his new position fourteen years' broadcasting experience, covering every phase of station operation. Originally with CKOV, Kelowna, he came to CJAT in July 1934. He is well-known throughout the Kootenay district and is a lieutenant in the Rocky Mountain Rangers regiment of the Reserve Army of Canada.

Stagettes

During the week-end of September 2nd, the Prince Albert Club played host to the Stagette Clubs of Canada at their annual convention. Prior to the convention, members of the local club were interviewed on the *Sugar Bowl Program* to enlighten the listeners about the convention and the work of the Stagette Clubs. On the opening day of the convention, CKBI's microphone showed up at the meeting to catch Mayor Brock welcoming delegates, with replies by the local members and a Vancouver representative. During the program a disc of greetings from the Toronto members, unable to attend, was played.

You're Right It's Wrong

The last line of last month's ad called us "United Transcribed Service" instead of "System". We can't be as mad as perhaps we should because that is precisely what we are — a real SERVICE.

Think of it — without duty, customs brokers or extras of any sort, U. T. S. Library Subscribers receive over 2,000 basic tunes immediately they sign the contract. No delay in shipment, no immediate cash outlay, and the regular monthly release of 60 new tunes, plus the Continuity Script Service, are included in the first delivery.

ALL CANADA

listens to U.T.S. — to say nothing of Stovin & Wright, Jack Slatter and Jim Alexander.

Some centres still available

Write for particulars

EXCLUSIVE RADIO FEATURES

LTD.

14 McCaul Street, Toronto, Ont.

Sales Representatives for

UNITED TRANSCRIBED SYSTEM



FREE AIR

Has the CBC given Jack Benny free network time, and top time at that, in pursuance with their alleged policy of encouraging Canadian talent and making time available to Canadian advertisers.

* * *

NOTE TO CRITICS

We have a profound respect for our critics when they have the courage to permit us to print their opinions over their signatures. For us, it will continue to be our policy to write what we think, to print what we write and to sign what we print.

* * *

SUGGESTION BOX

"Why not a column called 'Off the Record', and then go ahead and print all the juicy information you get in confidence?"

* * *

THEN WHAT

Supposing the agency and other producers formed a union agreeing not to produce any programs with actors' and musicians' union members in the casts!

* * *

HUSH-HUSH

Anonymous and off-the-record communications are of benefit only to the Salvage Committee.

* * *

WHAT'S WRONG WITH THIS?

"If only we had a column of program criticism in one of the papers", said the actor. "I find criticism of my work so constructive."

* * *

TOUCHE

"The Human Touch and the Understanding Heart" is the slogan which the Salvation Army has chosen for its forthcoming drive for funds.

* * *

ANTI-INFLATION

Since "TIDE" reproduced two of Grey Harkley's "Radio Ribs" (Sept. 15) and referred to him as a "Deflator of Stuffed Shirts with a slightly barbed pen", the old roue has sent his beret to be cleaned and pressed.

* * *

HATS OFF!

The Bureau of Broadcast Measurement's achievement in lining up 32 advertiser members in three months compares quite favorably with the ABC which has accomplished the same thing in 30 years.

* * *

BELIEVE IT OR NOT

The appointment of "Ernie" Bushnell to the post of Director General of Program of the CBC seems almost paradoxical when you consider that Ernie has a truly profound knowledge of the duties he will be called upon to perform.

* * *

SEASONAL GREETING

Didn't know you were in town Joe. Have you used your permit?



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.

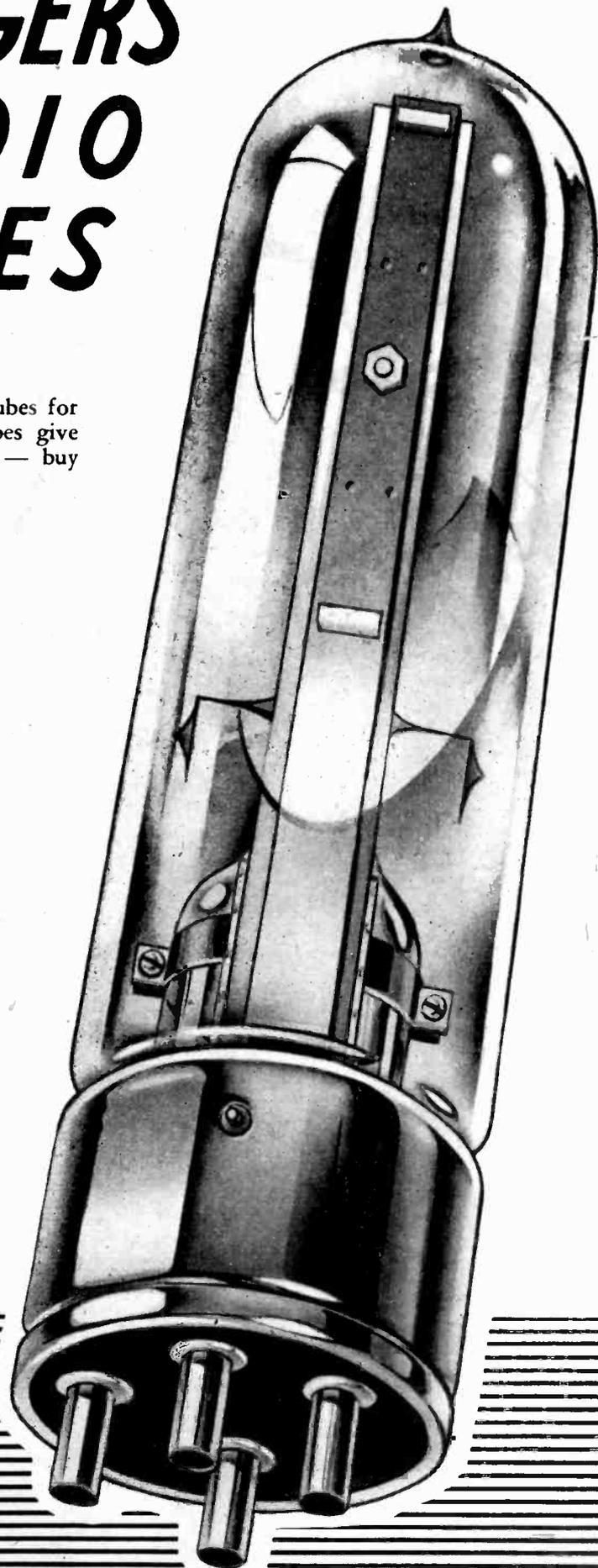
A-F Power Amplifier and Modulator—
Class B

- 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

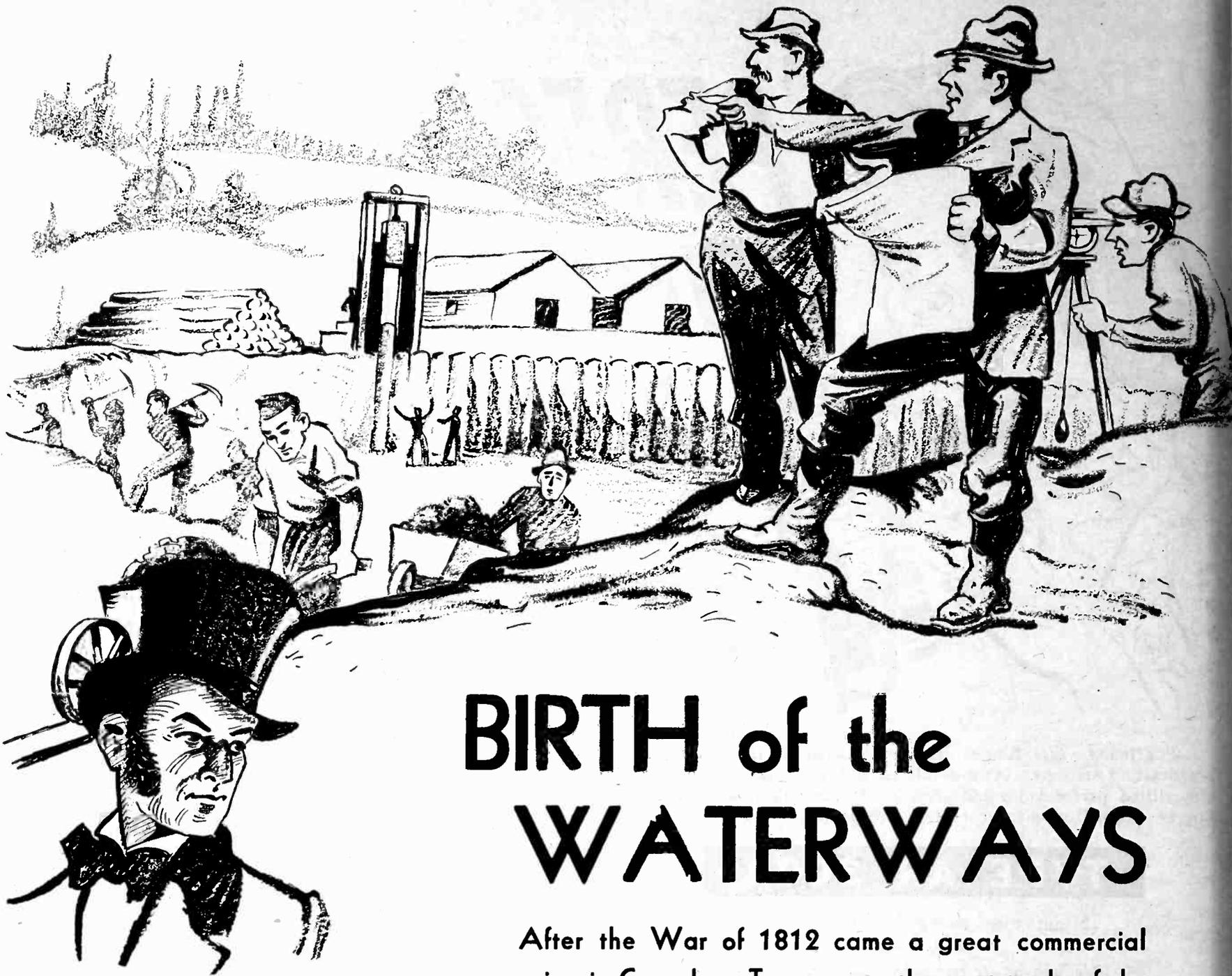
- D-C Plate Voltage 1500 volts
- D-C Plate Current 300 ma.
- D-C Grid Voltage -200 volts
- D-C Grid Current 75 ma.max.
- Carrier output for mod. factor
of 1.0 300 watts

Makers of high-quality Transmitting and Receiving Tubes since 1926



ROGERS

ROGERS ELECTRONIC TUBES, LIMITED
TORONTO CANADA



BIRTH of the WATERWAYS

After the War of 1812 came a great commercial expansion in Canada. To preserve the vast trade of the Upper Lakes, William Hamilton Merritt embarked on the stupendous enterprise of digging the first Welland Canal. Built by the brains and brawn of early Canadians in the late 1820's, free enterprise for the first time perhaps, worked on government contract.

CFRB, the Voice of Free Enterprise, has gladly given the government first call on its resources in the prosecution of the present war.



REPRESENTATIVES
JOSEPH HERSHEY MCGILLVRA
New York San Francisco Chicago

ALL-CANADA RADIO FACILITIES LTD.
Montreal