

CANADIAN BROADCASTER

VOL. 4, NO. 9

\$2.00 a Year — \$5.00 for Three Years

MAY 5th, 1945

VIII = V:E + V:J

Singing Stars



April 29th was V-Day for the winners of York Knitting Mills "Singing Stars of Tomorrow", for announcement was made on that program of the winners of \$1,000 awarded by the sponsors for the further study of music. Congratulations were made following an address, over the air, by J. V. Woods, president of York Knitting Mills Ltd., by Hugh H. Mason, vice-president. The program, which is produced by John A. Kin, for Cockfield Brown & Co. Ltd., with music under the direction of Rex Battle, was aired at Massey Hall, Toronto, and there were 6,000 requests for the 1,000 odd seats. Winners, pictured above, were (top) Evelyn Wood of Toronto, winner of last year's second award, who will use prize money (\$1,000) to advance her ambition to go into opera. The second prize (\$500) went to Jane Harkness, Toronto, last year's 3rd prize winner. She is seen at the microphone with announcer Beau Summers. Unable to separate the next two contestants, the judges turned in the names of Simone Flibotte (Montreal) and Gwendolyn Smart (Vancouver, B.C.), and the sponsor generously duplicated the first prize, awarding each girl \$1,000. Honorable mention, together with \$100 apiece, went to the other four semi-finalists. In his address Mr. Woods announced that the series would be resumed this fall.

Taking Down the "Verboten" Sign

A Plea For Positive Thinking In Advertising

(Written originally for "Ad-Sales Events")

Men and women who have been responsible for the negative thinking that has infiltrated wartime advertising and propaganda are engaged in the manufacture of weapons of destruction in exactly the same way as the makers of munitions. War's desecration and destruction make it essentially a negative process, so perhaps it is logical in this era of hate, during which countries have been subjugated over the telephone and then kept under the yoke by means of a controlled radio and press, that the weapon of words should have assumed the negativity that is the quintessence of all wars.

Since about ninety per cent. of professional writing has had something to do these days with advertising or propaganda, unless a major operation is performed on advertising minds, this kind of inhibitive thinking cannot but live on after the bugle has blown, to desecrate the peace.

Not long ago, the German system of negative regimentation of the public bade fair to succeed, and had it done so, this article could never have been written. Today though, as Hitler's "Verboten signs" are being peeled off the walls, the case for the positive approach gains strength.

Possibly when the Red Cross needs more blood donors, the correct approach is to say "Men DIE, because you delayed making your blood donation". It is an emotional appeal, calculated to stir people into immediate action, and if a doctor, with a hypodermic syringe in one hand and an empty bottle in the other could be standing by as we hear or read the message, the results would in all probability be terrific. Surely though the appeal would penetrate deeper and last longer if it were phrased: "Men LIVE because your blood was on hand when it was needed". It is a positive fact that blood banks have reduced fatal casualties by at least 50%, so isn't a positive message the best one to proclaim?

The insurance people attacked their prospects before the war with vivid pictures of a rosy future, Junior going to college though Pop is pushing daisies, and Aunt Fanny retiring from school-teaching to take that long anticipated trip to Europe. After the war though, if present advertising tendencies are maintained, we shall have grim pictures of the weeping widow hanging a "Rooms for Rent" sign in the front window, while Junior carries out the garbage for the neighbors.

The prime example of negativity is the failure of the churches to attract more people to religion. Basing their teachings on the ten commandments, nine of which are of the "shalt not" order, it must surely be admitted that however good the "product" may be, the "attack" has failed miserably to "sell" a simple prescription for happiness. If it were otherwise there could be no wars.

Instead of forbidding a child from going out of doors don't we get splendid results by suggesting that he play cops and robbers down in the basement? Now look at the highway signs which forbid us to drive more than forty miles an hour. What sort of results do they get?

All the thousands of purposeful and propagandic words that are committed to paper every day have an incalculable effect on their readers. The fruition of all our Utopian aims in the post-war period depends on the public's ability to swerve from war-thinking to peace-thinking. It is up to the writers-who-are-read, the writers of publicity, just how long it will be before the "Verboten signs" come down for keeps.

Richard S. Lewis.

Editor.

Religious Broadcasting Clinic

Toronto, April 30: Radio men and clergy met April 30th at CFRB to conduct a day-long clinic, at the station's invitation, on religious broadcasting. Among the speakers were Rev. Everett C. Parker, radio director for the Board of Home Missions, New York, and Miss Elinor Inman, broadcast director of religious programs for CBS.

Discussions, which will be given full coverage in our next issue, brought forth the suggestions that religious programs should be designed especially for radio rather than the current practice of church pick-ups, and the clergy should be instructed in microphone technique for the better presentation of their services. There are many educational and informative programs on the air, Mr. Parker said, which religious leaders consider to be of high educational value. He urged stations to consult their local Ministerial Associations for the betterment of religious broadcasting. Gladstone Murray told the clinic of the religious activities of the BBC.

DEADLINE BEAT

NEW CAB FRANCHISE

Wm. R. Orr & Company, Toronto, have been granted a CAB Franchise, and are now entitled to agency recognition by CAB member stations.

WAB CONVENTION

This year's convention of the Western Association of Broadcasters will be held August 6th and 7th at the Palliser Hotel, Calgary.

CAB ENGINEER

Henry S. Dawson, B.Sc. (Electrical Engineering) has been appointed chief engineer for the Canadian Association of Broadcasters and has taken up his duties at the CAB Head Office.

ALL-CANADA

announces

New Appointments

to its

PROGRAM DIVISION



Across Canada

Consult these experienced
people regarding our
new shows and plans:



S. W. (SPENCE) CALDWELL,
Manager. Eight years travelling
Canada as Sales Engineer for the
Canadian Marconi Co., specializ-
ing in Broadcasting Station
equipment. Commercial Manager
of CKWX Vancouver. Manager
of CJBC Toronto for the CBC.
Spence knows Canada and the
broadcasting business. He has
had experience technically—in
sales—publicity—advertising—
and programming. He is at
your service.



F. W. (FRED) CANNON,
Sales Manager. Joined the All-
Canada organization April, 1937,
at Calgary, where he was in
charge of sales of transcribed pro-
grams for Western Canada. Came
to Toronto in December, 1938.
has since supervised promotion
and distribution of programs for
all Stations in Canada and New-
foundland. Fred's wealth of expe-
rience and knowledge of all types
of recorded features will prove
most helpful to Agencies, Clients
and Stations across the country.

Johnnie Baldwin,
198 West Hastings St.,
Vancouver, B.C.

Gwen Meadows,
1012 Southam Bldg.,
Calgary, Alberta.

Perce Gayner,
Electric Railway Chambers,
Winnipeg, Manitoba.

Fred Cannon,
Bill Stoeckel,
Spence Caldwell,
305 Victory Bldg.,
Toronto, Ontario.

Burt Hall,
Freddie Scanlan,
923 Dominion Square Bldg.,
Montreal, Quebec.

ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL

TORONTO

WINNIPEG

CALGARY

VANCOUVER

Sounding Board

ive immediately will you please
ny subscription to your malicious
You will also return the three
that recently I forwarded in pay-
of said subscription.

only fair to warn you that I shall
tly point out to those concerned
se treachery perpetrated by the
or of the "Lewisite column." I
y efforts will result in a marked
on slump.

er of course, to an item in Lewis-
ght to my attention by one of
etaries. I asked another one of
etaries to read it to me. This is
heard:

What is a producer? A writer
uts the script, an actor acts the
a musician arranges and plays
he music, a sound man puts in the
ades, an engineer monitors the show.
Wh in Hell does a producer produce
a stop watch?"

g the course of the past twelve
I have produced more than three
roadcasts. For my activities in
on with these broadcasts I have
not only all the free breakfast
ould eat, but also substantial sums
ey. This money was innocently
to me by naive advertising agen-
s of course never suspected the
With avaricious glee I was con-
ning myself that this state of
ould continue until at least
tel radio paid for. Then you and
mn paper come along and bust
et wide open! If in the future
a result of this exposé, producers
ad only for what they actually do
ter shows, I shall sue your paper
ort, so help me.

Yours indignantly,
SYDNEY S. BROWN.
on't forget to return the three
rs.
One of my bookkeepers tells me
subscription is \$2.00 and not
0, and that I didn't send either,
ise your own discretion about re-
ing it.

ERN CLUB

Western Canada Club of Toronto
sts at a Luncheon for the Moose
nucks on Wednesday, April 18th,
arls-Rite Hotel.

Hewitt was there, and the entire
ive the visting team a very fine
n with all good wishes for success
to Memorial Cup Finals.

w of the fact that Art Henderson,
arts Announcer for CHAB Moose
me all the way down with the
nd that it is creating a great deal
o interest, I thought this might
ws item for your next issue.

lub is functioning chiefly to make
ers feel at home, and they do a
e job with the committee which
ae Christie Street Hospital boys
e West, and keeps them supplied
igarettes, etc.

Yours sincerely,
FRED W. CANNON.



"This commercial reflects the opinion of the sponsor, and is not necessarily the view of your announcer".

Co-Ordination Plus

Nearly 85,000 War Savings Stamps were sold via radio during the closing hours of the Food Industries' Stamp Drive, last month in Edmonton. Total sales were \$21,000, all made possible as a result of the co-operative efforts of the Commercial Travellers of Northern Alberta; the Alberta Government Telephones; War Finance Officials and Edmonton's two radio stations, CJCA and CFRN.

The City was divided into 63 zones, with a commercial traveller in charge of each area. Radio listeners phoned in their bids on 69 Food Hampers, each one of approximately \$25 value. The highest bidder within a set time received a hamper. All others who phoned during that period were eligible for another hamper.

Simultaneously with the goings-on via radio, all bids were followed up by the travellers in their respective zones. The bidders were called upon and stamps of the amount quoted over the air were sold.

The auction continued for five hours; approximately 30,000 calls were made; \$21,000 worth of stamps were sold and 30,000 citizens have added to their post war nest-egg.

New Reps.

As of May 1st, CKFI, Fort Frances, Ontario, appoints James L. Alexander their exclusive national representatives in Toronto and Montreal.

CAB Convention

The 1946 CAB Convention will again be held at the Chateau Frontenac, Quebec City. The dates will be February 11-13.

NOTE!

Effective

MAY 1, 1945

RADIO STATION

CJIC

SAULT STE. MARIE
ONTARIO

becomes a

BASIC STATION

of the

TRANS-CANADA

NETWORK

Don't overlook this
important market

National Representatives
JAMES L. ALEXANDER
Toronto • Montreal

Invest in the Best

THIS MONTH

AND

EVERY MONTH

VICTORY

BONDS



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

CHML

CFRB
COLUMBIA

WBEN
N.B.C.

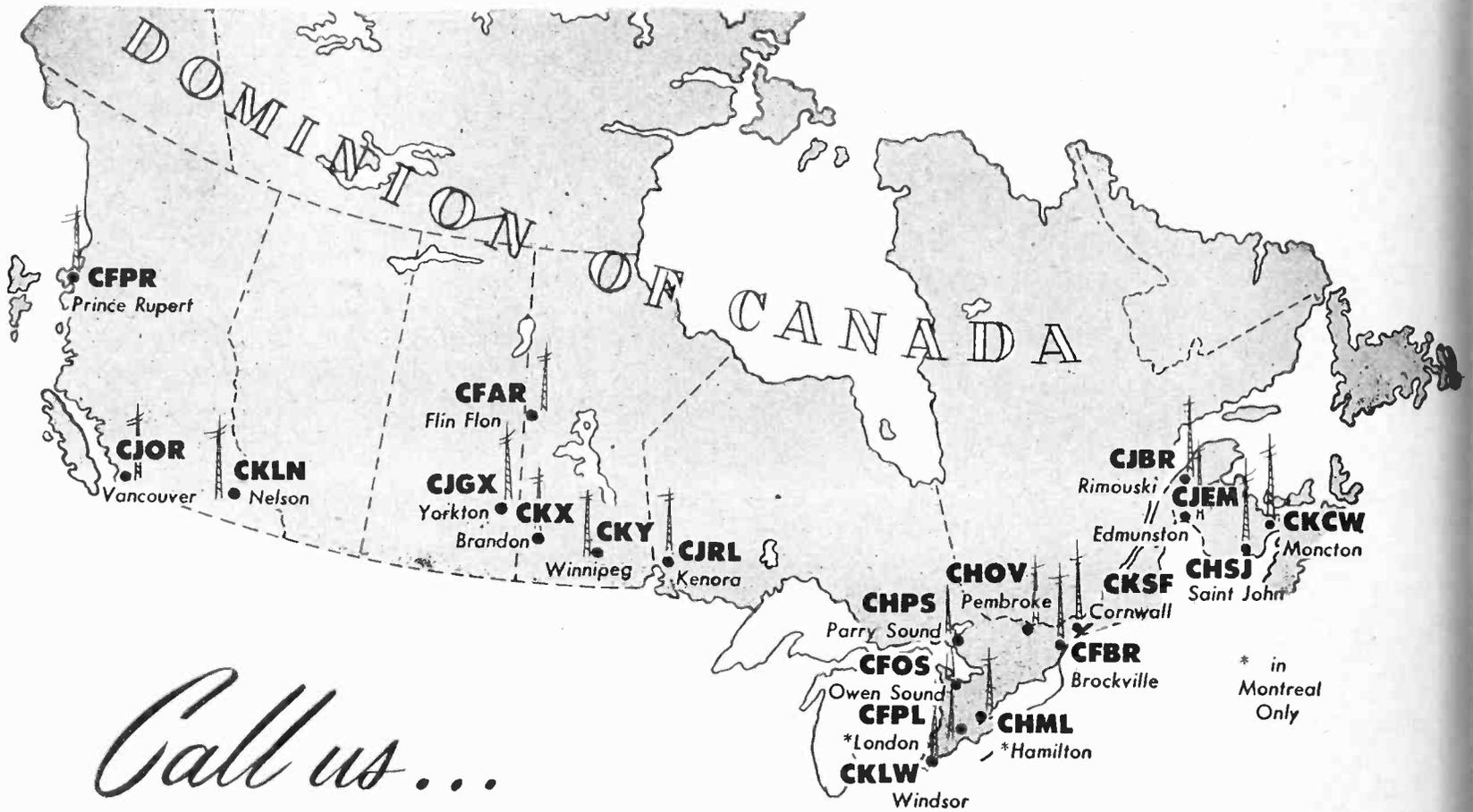
860

900

930

HAMILTON

When Radio-advertising IN



Call us...

For up-to-date Market Data, Available Times, Program Information and Intelligent Service on all or any of these live Independent Stations.

Twin Freedoms

"Freedom of Enterprise guarantees political freedom. Political freedom and economic freedom are twin growths. History abundantly proves that they appeared together, that they flourished together and that they must die together."

Walter P. Zeller.

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

VOLUME 4, NUMBER 9

MAY 5th, 1945

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

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

RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

ere's a

COME FOR YOUR PRODUCT ON THE RANGE

by Hugh Horler

MacLaren Advertising Co. Ltd., Toronto

peculiarities of the prairies themselves in radio. The listening audience to western stations is second only on the North American continent to the sets-into-ports of French Quebec. The farmer depends in his local station on news, market reports, and community highlights. Many of the broadcasters in the prairies have learned to steal the show from the weekly newspapers. Two-thirds of the farmers have to look to their radio as a source of entertainment and education, since radio needs no highways to carry its voice to the teners.

Like the average quiz contestant on an eastern show to name the prairie capital cities, and you'll probably save the sponsor sixty-dollars. But then, set up your telephone along the main street in Coulee, Manitoba, and the majority of those questioned could tell you that Toronto is the seat of government for Ontario. Perhaps, the large lady in slacks, it's a big to miss. But let's take another superficial quizzing as a case illustration, and say that the people on the prairies seem to know a deal more about the affairs of western Canada than the Ontario-knows about western life, or

is all very natural. The prairie farmer and the prairie business man look on the east as sort of a national headquarters. Whether he likes it or not, and resentment exists, eastern Canada has the population, and the money, and the industries. And while, in the west, the local manager of the farm bank may very well be a boy who originally came from the adjoining quarter-section, the bank's policy is controlled in the east; and it's up to the policy-makers to believe the west is still a little wild and a little woolly. Much the same is holds true for the eastern manufacturer. He wants to sell his products out west—going as far as to set up branch plants—but for the part, his advertising and merchandising plans are based on experience in selling to a very much larger, and very different eastern market. Taking Manitoba, Saskat-

chewan and Alberta en masse—ignoring their individual characteristics—there are certainly a few decided differences in the physical make-up of the entire western market taken as a whole.

Even the three Prairie Provinces together present a much smaller market than Ontario. In close to 2,500,000 square miles of country, there are only about 3/5 of the folks you'd find in a census report for Ontario's 407,000 square miles. Even at that there are really no large centres of population, with the possible exceptions of Winnipeg (221,960), Edmonton (93,817), Calgary (88,904), and the thirteen other cities with a nose count of over five thousand.

There is another difference with those living on the Prairies—a difference which can be traced to the mixed origin of the people. Over 70% of the foreign language newspapers in Canada are published on the prairies because the mother tongue of more than a third of the population is some language other than English or French.

Then, there's the popular saying in the west that there are more Icelandics in Winnipeg than there are in Reykjavik. Not quite true perhaps, but about a twentieth of the Icelandics in the world live on the prairies. Several of the broadcasting stations in the west have recognized these racial groups and air shows in foreign languages—especially Victory Loan appeals. Sponsors—local sponsors that is—have found that they can do a land office business with Ukrainians for example by giving them their own music, their own talent, and commercials in their own language.

Unlike the rest of Canada—especially the larger Eastern markets—the politics and policies, and, to a greater extent, the buying-power, of Manitoba, Saskatchewan and Alberta are pretty well in the hands of the man who lives on the farm. Not only does the farmer represent over two-thirds of the population, but the economy of the country, and the prosperity of the country depend on just what prices he gets for his wheat, his livestock and the rest of his farm produce. The general store in

Kamsack is certainly dependent on the farmer's ability to pay, and so, though perhaps not quite as directly, is the merchant in the big western city. For agriculture is the industry of the west.

Like all big businesses, agriculture has its problems. For the farmer it's the problem faced by all economic groups, how to sell high, and buy low. But the farmer's problem has a few special quirks. Of all groups in Canada, he perhaps best understands who butters his bread, by which we mean the export market in general, and, specifically, the world's largest importer, Great Britain. As a seller, he wants his staples to flow in that horizontal line that runs through Canada to the Empire markets. As a buyer, he sighs for the vertical line of merchandising, that would bring cheaper goods from the United States, right into his home and onto his farm. This is nothing new perhaps—having been a regular topic of all those prairie hot stove leagues. But peace is going to make this dream of enjoying the benefits of two economies even more of a dream than it has been. In the past, Great Britain settled for the wheat crop every year in New York. Now, Great Britain will need all the U.S. dollars she can get to pay for the essential materials that she has to buy from the States. Those dollars will have to come in hard earned trade alone, all Britain's assets in the States having gone in the holocaust of war. As a result, it might just work out that Canada, in a post-war world, is going to be long on British pounds, and short on American dollars. So, it might mean more British goods moving into Canada, and possibly more British or Canadian manufactured goods moving to the west. Whether the Gordian knot can be cut by Ontario and Quebec buying less from the United States, and by allowing the West to use our smaller stock of United States dollars to buy goods and equipment across the line, is a question only the politico-economists can answer. The comparatively recent move of abolishing the tariffs on farm equipment entering Canada from the States may

be one of the signs of compromise of this sort!

The politics of the prairies show us to just what lengths the farmer has gone to try and solve his own problems. Rather than being conservative—and leaving grandiose socialistic schemes to his urban neighbor, the western farmer has proved himself to be a decided radical. The farmer vote controls the government, and the farmer has been more than willing to go along with any party that promises to turn its energies to the problems of the farmer. We've seen just how far the farmer has travelled along this line with the election of the Social Credit Party in Alberta, and the recent rise to power of the Socialistic CCF in Saskatchewan. The prairie farmer has also turned his radical wrath against economics, as well as politics. Suffering from the unavoidable high cost of distribution of goods, he has fostered a co-operative movement that has made such substantial strides that a government inquiry is now being conducted to determine whether they should not start taxing the co-ops on profits.

At the present time, the prairie farmer—and consequently, the west—is doing very well, thank you. His cash income last year was over a billion dollars—more than the cash income of all farmers in Canada for the year 1929. Then, he's not creasing his brow over any of the reconversion problems that are afflicting the industrialized east with complicated post-war plans founded on unknown bases. In Ontario and other manufacturing provinces, thousands of men and women in the war plants will find themselves out of jobs when the war is over. In these three agricultural provinces, however, the trend during the war years has been an exodus rather than an influx of labor, and it seems likely that, in the immediate post-war period at any rate, unemployment will be practically non-existent. Perhaps Mr. Prairie Farmer also feels that his present high-riding income will continue—and the means will surely be found to finance the flow of his products to a war-starved world.

A RADIO UNIVERSITY CHANGED THE TIDE OF WAR

As condensed from the "American Scholar" by "Magazine Digest"



Picture of a producer after contacting his cast

Thru

RADIO ARTISTS REGISTRY

WA. 1191

TORONTO

If the Battle of Waterloo was won on the playing fields of England's oldest school, a sizeable share of credit for helping win World War II must go to America's university.

It is a seat of learning without campus or classrooms, and its students — numbered in the tens of thousands—are scattered throughout the globe. Its name is the World Radio University. And this is how it came to play a leading role in two major turning points of the war:

Station WRUL in Boston, seat of the world university, is devoted exclusively to educational programs, and to creating understanding between nations. It was just getting into its stride when war broke out in 1939. The imaginative and philanthropic directorate of the college long before America was actually a participant in the war, placed its organization at the service of liberty.

Thus, the transatlantic air waves were turned into a potent weapon of morale. As the little countries went under one by one, the university devoted itself to broadcasting messages of hope and encouragement. Harvard Univer-

sity assigned practically its entire staff of modern language professors to WRUL to increase the scope of these messages. Broadcasts in no fewer than 24 languages have kept alive the spark of resistance in overrun countries. Highest tribute of all was the denunciation of Goebbels, who named WRUL "this American meddler in the Fuehrer's New Order."

Then suddenly an opportunity came to strike a specific and stunning blow at the Nazis' war plans. When Hitler invaded Norway, his greatest loot was to have been the Norwegian merchant fleet — fourth largest in the world — of nearly 1,000 ships. The Germans remembered how Britain was all but defeated in 1917 by the shortage of shipping caused by the U-boat campaign.

They calculated that in the second world war, with its much greater dependence on gasoline and oil, Britain would have a hard time finding sufficient vessels to handle her necessary fuel, munitions and food imports. So the invading Nazis forced Norwegian shipowners to make recordings in their own voices, ordering the masters of their ships, scattered throughout the world, to return to Norway.

These recordings were broadcast from the powerful German short-wave station outside Berlin, and were beginning to take effect. But Walter S. Lemmon, founder of the World Radio University, hurriedly conferred with the Norwegian Ambassador in Washington. They decided to try to counteract the Nazi orders.

Before the war, WRUL had broadcast Norwegian programs to which the crews of these ships had been accustomed to listen. So, starting immediately—and continuing without pause — the station filled the ether with messages directed at the Norwegian ships. WRUL told them the truth about

what was happening to the homeland, and urged them in the name of the Free Norwegian Government to make for the nearest Allied port. Every single vessel of the huge Norwegian fleet which carried more than half the gasoline shipped to England during the Battle of Britain — was turned over to the Allies.

The second turning-point stroke by the World University of the Americas came when the Germans were sweeping over the Balkans to secure their flank for the push into Russia. Yugoslavia was about to fall to the Germans without a struggle; Hitler had all but completed a deal with the weak Prince Regent Paul. But when negotiations were reaching a climax, WRUL beamed a series of broadcasts, several times a day, Yugoslavia, urging the people to resist betrayal.

In that country, crowds gathered around street loud-speakers, and it is on record in the State Department that the broadcasts so aroused the patriotic fervor of the people that they overthrew their government and took up arms against the Nazi invaders.

Ultimately, Yugoslavia was overrun. But the heroic resistance proved to have thrown Hitler's program fatally out of gear. His attack on Russia was delayed several weeks, at a time when every moment counted. Later, when the German armies almost reached Moscow and stood before the gates of Leningrad, they were too late. Bad weather halted active operations, and by the following spring Russia was able to reinforce her man power and supplies on a sufficient scale to meet the attack.

All through its service as a "Freedom Station," bringing reassurance from America to darkened Europe, the university reserved a small portion of its time to continue its work of universal education. And

(Continued on Next Page)

These things matter

- 1 Programmes
- 2 Power
- 3 Popularity



Programmes are first in importance at CKY. They are most essential to good broadcasting service. With Trans-Canada network connection, Thesaurus and other fine transcription facilities, and with local features developed by a staff of experts, CKY's programmes

rate high in all surveys. 15,000 watts of power put CKY far above competing stations in this area. Intimate contact with the audience throughout 22 years of operation keeps CKY's finger on the pulse of popular opinion.



Another Manitoba-owned Station:
CKX BRANDON—1,000 watts

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

CKCR
KITCHENER

A *Wright* STATION

"TIPS TO TIME BUYERS"
CKCR
KITCHENER

In the heart of a rich industrial area.
Check This Market's Tremendous Growth
Facts and Data from
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

Continued from Previous Page)

has made plans to resume its broadcast courses — interrupted by the war—on an even larger scale. WRUL's objectives, as set forth in its charter, are "to foster, cultivate and encourage the spirit of international understanding and to promote the enlightenment of individuals throughout the world."

For WRUL was born at the ill-fated Paris Peace Conference, and nurtured by President Wilson. After Lemmon, then a young radio inventor, was acting as scientific aid to the president. At the conference he saw that the delegates stood on no real common ground, and had no real basis for understanding. Even the mechanics of deliberation, the tedious conversations with their interminable repetitions in translation, brought it home to him that the means of communication were utterly inadequate. He realized that something revolutionary would have to be done if people of different outlooks, cultures and customs were ever to be brought together in mutual understanding.

On the return journey, Mr. Lemmon spoke to President Wilson about the coming wonders of radio, and propounded the idea of an international university of the air as a means of bringing nations together in common understanding and friendship. Such a university, he would serve at home to bring higher education to adults who had never had the opportunity to go to school. These would include the youths unable to attend college, and the vast number of people who live in remote places — isolated farms and ranches, in mining camps, and on islands. President Wilson was instantly interested. As a former university president, he realized the vast possibilities of the idea. As the president of a country, bringing home a new idea in international relations, he realized the possibilities of radio in informing the scattered population of the merits of the League of Nations. He promised to work with Lemmon in establishing the world university.

But before plans could be started, Wilson was defeated. It was years before Lemmon could find the financial support and scholastic collaboration necessary to found the newest university in America.

But when the university was finally launched, just ten years ago, it was an instant success. Public-spirited men and women gave their time and experience to the administrative work; professors contributed lectures and advice without fee. Soon courses were going out, day and evening, to students throughout the United States and in 30 foreign countries. Subjects of instruction included law, history, literature, languages, music, arts, and sciences. Languages included French, Spanish, and Portuguese, and special attention was given to Basic English, which had a very large following in Latin America.

An imposing roster of prominent men appeared on special goodwill programs designed to bring the peoples of different countries closer together. Many "regular" colleges assisted; Harvard, for example, prepared a special course in international law. The World University was able to reciprocate at Harvard's Tercentenary celebrations by devoting no fewer than 45 hours of broadcasting time to the lectures delivered on the occasion by such famous scholars as Sir Arthur Eddington and Dr. Jung.

Massachusetts Institute of Technology contributed a special course in physics, Tufts in philology, and Boston University in humane letters.

The World University's system is similar to that of a standard college. Questions in a lecture room, for instance, are usually permitted only at the close of a lecture, the same procedure is followed by listener students. They send their questions by mail, and receive answers the same way. General-interest questions are dealt with comprehensively in subsequent broadcasts. Examination papers are submitted by mail, corrected, and returned. Supplementary study courses, with recommended books, are mailed to the student before the courses begin on the air.

The university is financed in much the same way as are "regular" colleges—by fees and endowments. The World Radio University has as yet no established en-

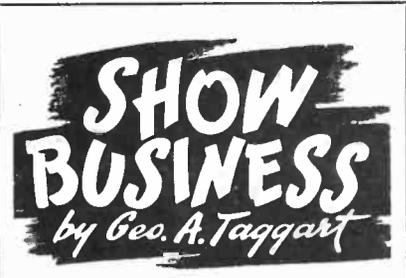
dowment, but it has received a number of grants from foundations and philanthropists, and many "small" supporters contribute annual sums as low as \$2.00. Students' fees are optional.

The work ahead of the World University will require all the resources it can muster. A whole generation of young men and women of university age has been absorbed by the war, and will be too old on demobilization to return to full-time education. Abroad, the Nazis have torn down educational institutions throughout Europe, including those in their own country. And the many false lessons they taught will have to be unlearned.

The services of the World University will be in greater demand than ever. Men and women who have passed through the unspeakable horrors of war, deprived for years of the consolation of culture, will turn to it as a faithful mentor for counsel and help. From it, they will expect inspiration, knowledge, and the answers to the all but insoluble problems they will have to face.

CBC Golf

May 18th the CBC will hold its annual Spring Golf Tournament (stag) at the Cedar Brae Golf Club in Scarborough. Tickets are \$2.50. Tee off is at 1 p.m., dinner at 7.30, etc., etc., etc.



About the Leslie Bell Singers

PICTURE, if you will, a female version of Waring's "Pennsylvanians" comprising 50 beautiful, young Canadian girls attractively gowned in a medley of pastel colours.

ADD to this a perfection of singing that has caused critics to acclaim them as unique on this continent... and an attraction that would be a sensation in New York or Paris.

HERE'S what leading critics have to say about The Leslie Bell Singers:

"... no instruments could make lovelier music than these sweet voices did... Mr. Leslie Bell has the first essentials of true greatness... capacity audiences listened spell-bound... music so crystal clear that the listener could only draw in his breath and forget everything in the ecstasy of the moment... music as nearly perfect as human singers could imagine... to the loveliness of their singing was added an equal beauty of picture... they were as good to look at as they were to hear."

IT is no exaggeration to say that The Leslie Bell Singers are one of the most desirable radio properties that Canada has developed in the past 15 years.



165 Yonge Street, Toronto ADElaide 8784

CJCH logo with skyline and text: "The Friendly Voice of Halifax" Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

Advertisement for CKWX Vancouver's 980 KC. 1000 WATTS. Advertiser: HUDSON'S BAY COMPANY. Program: DOROTHY HUDSON. Air Time: MON. THRU FRI.: 9.45 a.m. Frank H. Elphicke MANAGER. This... is MUTUAL

Sport Makes Big-League-Radio

by L. R. Rogers

Central Division Manager, British United Press.

When V-J Day succeeds V-E Day, there'll be boom-times in store for quite a variety of businesses. One business that's a certainty to boom is the business of spectator sport in all its phases — hockey, horse-racing, baseball, boxing, football and virtually every other form of play-for-pay that can draw a crowd.

Remember the sports boom of the Torrid Twenties after World War One — when the names of men like Babe Ruth, Jack Dempsey, Bill Tilden and Bobby Jones had front-page priority over wars, revolutions and the deaths of dynastics?

Men who know the sports business best, predict that the boom coming up when Germany and Japan are counted out will make the fabulous era of the Twenties fade into insignificance. And these men are already investing good hard cash in completing their plans to reap this golden harvest.

Canada's radio industry showed the way for the rest of the world in the field of sports broadcasting — although few outside the industry realize this fact. The NHL Hockey broadcasts for example — as inaugurated back in 1931 by General Motors and later taken over, enlarged and improved, by

Imperial Oil — were the first national broadcasts in the world to commercialize successfully the seasonal coverage of any big-time sport. U.S. radio's Ford World Series Broadcasts and Gillette boxing shows are Johnny-come-latelies in this field — when compared with the Saturday night airings of Foster Hewitt & Co. And in the realm of sports commentary, CFRB's Wes McKnight is recognized to be the first to launch a successful day-by-day sports column of the air. When Wes aired his first edition of "Sportviews" back in 1929, there was just one other daily sports columnist in radio anywhere on the North American continent — and this rival soon fell by the wayside.

Canadian radio came of age and came big business — around 1940 — the average listener found it increasingly hard to pick up sport broadcasts from Canadian stations. And it is not because tubes are getting weaker either. There just aren't as many sport broadcasts as there used to be.

The reason isn't hard to grasp more standard commercial shows either network, transcribed or recorded, mean fewer live local broadcasts. Almost any station manager finds it easier to sell and handle a disc or network show than to stage a live sport broadcast. Every year the sponsors of NHL Hockey Broadcasts find it harder to get stations they want and the time they want for their networks — particularly for play-off games, even though public interest in hockey then at its peak.

To say that Canada's huge present-day radio industry is built on a foundation of sport broadcasting is hardly too broad a statement yet all too many men in both private and "public" radio seem to have either forgotten or never learned this fundamental fact. They dismiss Imperial Oil's ten million faithful Saturday night listeners as a broadcasting "freak" and continue their search for programs with Canada-wide interest through the weary gamut of quiz shows, soap operas, give-away programs or tributes to Latin America.

Yet Canada's daily newspapermen, traditionally conservative in their methods, and regarded by most radio men as hopelessly behind the times, are far ahead of radio in their attitude towards sport, and their appraisal of public interest in this form of human activity. Even the smallest of Canada's daily newspapers has a full-time sports editor — a man who is an expert in his field with a full knowledge of his subject. I know of at least one.

(Continued on Next Page)



Wes McKnight, CFRB Program Manager who recently conducted his eight hundredth interview on "Beehive Sportviews."

With this background, you might think that Canadian radio would be all set for the coming sports boom — but, from where this observer is sitting — such is far from the case. Ever since Can-

630
ON THE DIAL

Leading Department Stores Know!
T. Eaton Co. Ltd. and The Hudson's Bay Company Sponsors of Daily Programs Choose

CKRC
WINNIPEG
"THE DOMINION NETWORK"

Next Issue May 19th

Put your "ad" on the SPOT

at the RIGHT TIME



in these profitable markets

by calling

- CKNW CKCH
- CFRN CHLN
- CFCN KCKV
- CFQC CHLT
- CKPR CHGS



CKAC
MONTREAL

A *Bright* STATION

Available for Sponsorship

CKAC
MONTREAL

Presents
"MAN IN BLACK"
A Mystery Drama
RATING 30.9

WILLIAM WRIGHT
Victory Bldg.

AD. 8481

(Continued from Previous Page)

Canadian newspaper with a man staff — made up of an editorial writer, a city editor, one reporter and a sports editor.

Canadian radio on the other hand, all too many stations still view sport as a kind of special-interest activity, to which commercial announcers can be assigned if their coverage is unavoidably necessary. This is not by any means a weakness of only the small stations — since many of the smaller stations can show the way to their metropolitan rivals in this regard. CKNX at Wingham, Ontario, is a good example of a pioneering station—where station manager W. T. "Doc" Cruickshank has shown how a radio station can utilize sports activity in a whole town. (CB March 24, 1945) Doc Cruickshank and CKNX took the Wingham Sports Arena, where hockey in his section of Western Ontario has staged a record that sets the pace for the rest of the industry.

The far-flung and wealthy Canadian Broadcasting Corporation, on the other hand, does not have such a role as that of sports editor throughout its lengthy "honors" list. It is true that Toronto listeners can tune in Clary "Old Observer" Settell's daily sport commentaries on CJBC and that his weekly "Clary's Gazette" on the network reminisces about sport of every year, but even if he does few other programs, he operates as a free-lance and not as a staff member. In the football season excellent "play-by-plays" are delivered over the same station by Roy D'Amore, whose broadcasts are a real line to his profession of teaching. Certainly there are other CBC sports broadcasters but there are very few who pretend to have anything but an amateurish knowledge of the sports field or whose programs are aired other than locally. On the CBC, sports coverage falls somewhere between the departments of news and special features. When it's decided to do a CBC coverage of a major sports event on a public service basis — an occurrence of increasing rarity — a special events broadcaster is generally assigned to the job, the choice being determined apparently by who is on duty when the event takes place.

Contrast all this with the sports

approach of the British Broadcasting Corporation and the big US networks. The BBC employs full-time sports experts on its program staff even in wartime, and hires the best people available, in adequate numbers, to do broadcasts and commentaries on each specialized sports field. Each of the top four American nets employs a highly paid sports chief like Bill Stern or Ted Husing to direct sports policy — and prides itself on out-bidding its rivals for the services of sportscasters like Clem McCarthy, Bryan Field, Red Barber, Bob Elson or Don Dunthorn.

World radio in this regard has long since caught up to and passed Canada — the country which pioneered in sportcasting as in so many other phases of broadcasting. To illustrate how little this fact is appreciated in high CBC circles, here is what a top CBC executive said to me when I asked why certain junior hockey finals were not being broadcast this year — and I quote—"We decided to drop these broadcasts this year — they play the very devil with our network schedules. Here would seem to be an opportunity for use of the CBC alternative network, an opportunity however which was missed, in this case at least.

Obviously there is more than a good chance that Canadian radio will miss the sports band-wagon when it starts to roll after the war — unless the CBC and most station owners get back to studying what the public actually wants to hear. Competition from new media like television and FM will be particularly keen in the sports field, judging by present indications, and if U.S. stations get the jump in these new media, Canadians will soon find themselves dominated by their southern neighbors in sport just as they are now in literature and the arts.

Such a development would be doubly unfortunate, since sport seems to offer the best post-war pathway to national unity that this nation can choose. Economic, racial and religious differences act to split east from west, to pit Ontario against Quebec, the Maritimes against Upper Canada and British Columbia against "the Rest" to use the cricketer's phrase.

Yet every section of this Dominion has one great common denominator — an enthusiasm for all sporting activities that's equalled by few countries in the world. A

high-scoring hockey team is admired equally by Ontario Orangemen, Quebec habitants, Nova Scotian fishermen and Prairie wheat farmers. The present war which has scattered amateur and professional hockey stars into every corner of the land has proved that capacity crowds will turn out to watch good hockey wherever it is played. Interest in baseball, football and horse-racing is less universally shared — but each sport is widening its hold very rapidly every year.

From personal observation, I know that sectional animosities and prejudices which stand between Canada and her true National greatness, can be wiped out in no way more easily than through the exchange of goodwill and hospitality fostered by national sporting competition. Young prairie hockey or football players, who have been "shown the town" by their eastern hosts are better ambassadors of national goodwill on their return home than half a dozen books by L. W. Brockington or Bruce Hutchinson or half a hundred bi-lingual radio programs — in the opinion of the writer.

The Dominion government, through its National Physical Fitness program has already indicated its awareness of the importance of sport to the nation's well-being. "Public" and private radio can perform an important service to Can-

adians if the twin obstacles of inertia and ignorance can be overcome. Private stations can help by following the Wingham pattern where possible, and by sponsoring and aiding organized athletic activities for teen-aged girls and boys.

The CBC can do its part in one respect by helping private stations obtain transmission facilities at low cost to handle out-of-town broadcasts when the home team moves down the play-off trail. Another important step would be the appointment of a CBC national sports editor who could modernize the Corporation's attitude towards sport and convince the men who rule our radio destinies of its importance in our way of life.



"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

CHATHAM

Serving

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

JOHN BEARDALL Mgr.-Owner



This traditional "Victoria", outside the Mount Royal Hotel, is an interesting link between Quebec Province's storied past and busy, progressive present.

3 1/2 MILLION RADIO LISTENERS FORM A SPECIALIZED MARKET

Radio listenership in the Province of Quebec is higher than in any other portion of Canada. You can tell the story of your goods or services to this large audience—but you can only do so successfully if you use the right approach. Quebec has its own long-standing preferences—it is not enough to adapt or translate a program successful elsewhere. It must be a program designed especially for this market, with an understanding of its audience,

We specialize in designing and producing radio programs, in either English or French. Our long list of leading advertisers for whom we have provided "radio with results" is evidence that we can assist you.



RADIO PROGRAMME PRODUCERS MONTREAL QUEBEC

SYDNEY S BROWN

PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue
Toronto
Oxford 1244

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

Without a doubt there are some compensations in being connected with the CANADIAN BROADCASTER. Not only does almost the entire cast of one of my favorite programs, with a number of artists from other shows, remember my birthday, but they spring a surprise party on me as well.

You've guessed it, it was "The Happy Gang", and a lot of others. They trickled into my living-room through the evening in ones and twos, after their program commitments were over, and among the first to arrive was Kay Stokes, the "Gang's" lady at the organ. Mary Muir, who is the gang's engineer is quiet and pretty. If I thought it would get by the editor's blue pencil, I'd rename her Mary DeMuir. Cliff McKay's ton-of-fun while it is mixed with all kinds of musical talent talks nineteen to the dozen and then hies himself off in the corner with some of Nephew Jimmie's toys. Jimmie says his train hasn't worked right since. Hugh Bartlett, the announcer, dazzled us with his haberdashery. How so much voice could come out of so little man will always be a question in my mind as far as Eddie Allen is concerned. Incidentally that was a swell piece LIBERTY did on him the other week. I was glad he came to my party. And then there was Bert Pearl. "Happy Gang" spark-plug. The plug is one of the smallest parts of a car but the car won't go without the plug. See what I mean?

Stan—what's the punchline — Francis played a little coy at the beginning of the party, but we finally induced him to cast off his "I-am-the-producer-of-the-Liptonaires" identity, and to make like the emcee of "Share the Wealth". He did. Louise Robertson came late and proceeded to make up for lost time — but definitely. Come next year, I hope they'll hire a hall and invite the industry en masse.

For a thoroughly enjoyable couple of hours, give me Massey Hall during a Victory Loan rehearsal. I saw and heard, with one exception, what was aired on the "Victory Loan Broadcast". Marjorie Lawrence, Australian soprano from the Metropolitan sang without affectation. Yvonne DeCarlo — or Peggy Middleton of Vancouver — who has been acclaimed the most beautiful girl in the world, certainly exploded that 'beautiful, but dumb' theory. Miss Carlo read a stirring poem with much feeling. Pat O'Brien, screen star, was lead in a drama supported by Mercer McLeod, Bernard Braden and Jules Upton. Doubling as a humorist, Victor Borge gave the show genuine comedy-punctuating—vocabulary as an aid in learning English. Later pianist Borge played "Warsaw Concerto" with Percy Faith's orchestra. This clever conductor-arranger-composer has written special music for every Victory Loan drive.

Then too, there were many other people connected with radio who are too often behind the scenes. Guy Herbert and Don Henshaw, both of the Victory Loan Committee, also Rupert Caplan, producer of this show, were busy people. I talked with Paul Scherman (conductor of many good shows), Jack Reid (tenor of repute), Bernie Braden (well-known actor), Spence Caldwell (late of CJBC now managing the Program Division of All-Canada Radio Facilities Ltd.), Dick Gluns (producer of "Latin-American Serenade" any many other shows), Murray Ross (clever pianist), Frank Willis (CBC's director of feature programs), Grace Athersich (Willis' able assistant), Jack Slatter (who seemed to miss his baton-

TORONTO CALLING



Just concluded is "Toronto Calling", CFRB produced musical program which has been fed to the Columbia network during the past season as a sustaining program. With music under the direction of Wally Armour, a 23-piece orchestra, the "Four Gentlemen" quartet, and a long list of guest singers, the program did a smooth 26 weeks run. Pictured above, top, are the "Four Gentlemen", left to right, Jack Reid, Bill Morton, Ernest Barry and John Harcourt. Below part of the orchestra, and, in inset, Wally Armour.

wielding days). Victoria Murphy (secretary of Slatter's Radio Representatives Ltd.), Ruth Pask (a cog in the wheel of Dominion Broadcasting), Samuel Henshoren (able conductor for the second Victory Loan show), Pauline Rennie (versatile actress and vocalist), Elwood Glover (capable announcer of this show), Percy Faith (who speaks for himself—musically).

For a boy's eye-view, Jimmie went along. The highlight was Borge's act — it was termed 'super'. Percy Faith suggested third chair in the brass section

after tooting his toy trumpet. Jimmie thought he'd like Elwood Glover's job at the mike. And he was intrigued by Bert Stanley's work as sound effects man.

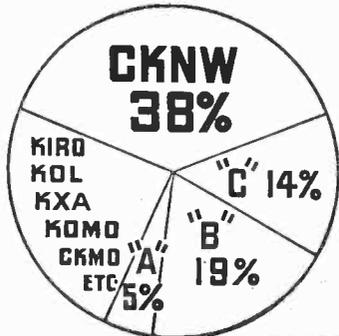
To "invest in the best" seems the best investment yet.

Buy Now. ELDA.

Toronto Branch

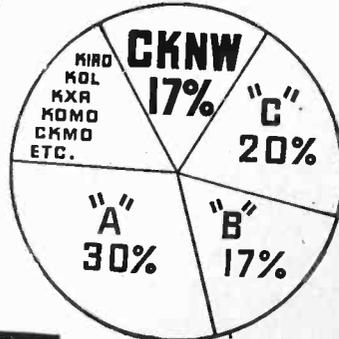
Stewart Lovick have located their Toronto office at 165 Spadina Avenue.

BUY NEW WESTMINSTER AND GET A BIG SLICE OF VANCOUVER FREE!



New Westminster
(E. H. Ratings
8 a.m. - 6 p.m.)

CKNW
NEW WESTMINSTER, B. C.



Vancouver
(E. H. Ratings
9 a.m. - 5 p.m.)

Sick List

Jack Fuller who started a sojourn in hospital immediately receiving this paper's "Beat Award" February 1st, is back the job, as effervescent as ever.

Bill Speers, manager of CKRN Regina, has returned home from hospital following the removal of his appendix, and expects to be back on the job after a short rest.

Jack Sharpe, chief studio engineer at CFRB, who has been in hospital with pleurisy and pneumonia for more than a month, is putting in a few days at the studio, and expects to be back in full harness right away.

Les Bewick of CHSJ, St. John's, is expected back on the job after following the style and having his appendix removed.

Mary Morgan of CKLW is progressing favorably after the same operation.

Voyageurs

Fred Cannon, sales manager of the program division of All-Canada Radio Facilities Ltd., and Jim Knox, sales manager of Horace N. Stovin & Co., are on a trip to the east coast.

The Case Of The PURLOINED HOPE

It wasn't an art gallery. It was a drug store. And it wasn't a famous painting. It was an unusual photograph. But it was purloined, nevertheless. The publicity and merchandising department of CFRN had taken a lot of trouble to place the best publicity stills of Bob Hope in prominent Edmonton drug stores. One photograph showed Hope all mixed up in a battery of phones. Several times, a customer asked the drug store manager if he could have the picture. And each time, he was politely refused. The manager was aware, you see, that the CFRN publicity was helping him to sell Pepsodent. One day though, the manager turned his back too long. He turned around just soon enough to see the treasured photograph disappearing down the street.

MORAL: CFRN's publicity has taking ways. It creates desire, just as CFRN programs create desire for your products.

EDMONTON'S

CFRN

1260 K.C.

1000W

SAYS THE CHARLADY

Reprinted from "News"

notice where there's a lotta peo-
 been writing in about the way
 here radio denouncers per-
 iates their words on account
 don't pernunciate 'em the
 as they does. Well, I edmits
 it gets kinda puzzling some-
 like when they talks about
 here gentleman what's been
 in the Housa Parli'ment for
 McMorton 'n telling 'em all
 how the reinforcement is
 presents more 'n what they
 expects 'em to be 'n all that,
 times they calls him Mr. Dug-
 Sabbott 'n other other times
 calls him Mr. Rabbott, so I
 prop'ly know what his name

me time, I ain't kicking up no
 on account they can't all per-
 all them there foreign names
 right off the bat as you
 ut say, even though they got it
 y easy this time to what it was
 war when there wasn't no
 I remember there useta be
 ce they was always saying in
 papers, it was spelt Przmsx-
 or sump'n like that fur as I
 mber, 'n I didn't never hear
 dy trying to pernounce it. I
 heard nobody trying to per-
 nce it this time, neither, nor it
 come up in the papers, so I
 ces all the radios musta got to-
 er 'n asked the Russians notta
 ear it 'n pick out places with
 e easier names as you might

ut it seems like to me the
 C. should oughta find out
 's the right way to say 'em 'n
 ta tell all the denouncers to say
 the same, whether it's right or
 ng so I don't think they's talk-
 about diff-rent places when it's
 same place. Like one of 'em
 Baloney 'n another says Bo-
 nia 'n my little girl says they
 at neither of 'em right.

Course, I ain't trying to make
 she's a expert, but she's learn-

ing grammar 'n jography 'n all that
 now, 'n she's always picking holes
 in what the denouncers says. Like
 she says they shouldn't ought to
 say o-ficial 'n e-fective, when they
 means of-ficial 'n ef-fective, nor
 they shouldn't oughta say they was
 less than 500 men when they
 means they was fewer 'n 500 men,
 nor they shouldn't say it was hit by
 a nememy shell. So I says s'pose
 it was a nememy shell? So she says
 it wasn't—it was a enemy one. So
 I says that's what they calls garp-
 ing criticism 'n she shouldn't
 oughta do it.

'N I says arter all, lotsa them
 pore fellers prob'ly never got a
 education like she's gonna get, nor
 they didn't have no mother to learn
 'em the right way to talk like she's
 got, 'n we's all libel to make mis-
 takes I tells her, so listen in the
 radio 'n be thankful she can talk
 better'n what they can 'n not write
 to the papers about it.

—H.R.F.

HOW THEY STAND

The following appeared in the current
 Elliott-Haynes Reports as the top ten
 national programs. The first figure fol-
 lowing the name is the EH rating; the
 second is the change from the previous
 month.

DAYTIME			
<i>English</i>			
Soldier's Wife	19.5	—1.7	
Happy Gang	19.4	+ .5	
Big Sister	17.8	— .8	
Ma Perkins	14.1	same	
Claire Wallace	12.8	+1.1	
Road of Life	12.0	—2.0	
Pepper Young	11.6	— .8	
Woman of America	11.4	— .1	
Luey Linton	11.3	— .5	
Eight to Happiness	10.4	— .4	
<i>French:</i>			
Jeunesse Dorée	35.4	— .4	
Quelles Nouvelles	30.3	+2.0	
Joyeux Troubadours	28.0	—2.9	
Grande Soeur	25.6	+4.1	
Histolres d'Amour	25.0	+3.6	
Rue Principale	24.3	— .6	
Grande Soeur 11.00	22.7	—2.3	
Tante Lucie	21.2	— .2	
Métalre Rancourt	19.6	—2.1	
Pierre Guerin	18.9	—3.3	

"quotes"

Presumably it will be the endeavour of
 Quebec's provincial broadcasting manage-
 ment to do better than the standard set
 on the French network by the CBC. As
 well as giving Quebec listeners an improv-
 ed service, the province's competition with
 the national system could well be to cause
 the level of national broadcasting to be
 raised.

—:Ottawa Citizen

"30"

Under the Canadian Constitution, edu-
 cation is a matter for the provinces and
 radio is an instrument of education. This
 circumstance provides a basis for the ef-
 forts of those who would wrench radio
 away from federal control and lodge it
 in provincial hands. If the purpose were
 really educational there might be some
 excuse for setting up provincial networks.

Similarly, if the purpose of the French-
 Canadian radio were cultural, no excep-
 tion could be taken to it. But it is well
 known that education and culture are
 mere excuses. The purpose, as the Que-
 bec Liberals have pointed out, is political.
 The Nationalists want a voice.

—:Vancouver Province

"30"

Disclosure that a plan is afoot to estab-
 lish a string of non-English broadcasting
 stations across western Canada may—or
 may not—have had something to do with
 the decision of the sponsors to withdraw
 the bill introduced in the legislature which
 proposed to give official sanction to the
 location of one of the stations in Alberta.
 In any case it vindicated the stand of the
 members who objected to the measure and
 the public opposition that has been
 aroused.

—:Edmonton Bulletin

"30"

There is nothing unusual or surprising
 about the desire of Premier Duplessis to
 have a radio service of some kind at the
 disposal of his Government. A Provincial
 administration has the same need of cum-
 municating with the people who live
 within its jurisdiction as has the Domini-
 on Government, which is fully served by
 the Canadian Broadcasting Corporation.
 Manitoba and Ontario already have such
 services and Alberta, like Quebec, is seek-
 ing to establish one at the present time.

—:Quebec Chronicle-Telegraph

"30"

It is singularly interesting, too, that
 the Quebec plan gives control over the
 proposed Radio Quebec not to the Cabinet
 nor to a commission, but to the Prime
 Minister himself. As the French say, this
 gives us to think very much. Here is a
 proposition in which the people of Que-
 bec are being asked to spend \$5 millions
 and they are asked to put this mighty
 instrument of information or of something
 else into the hands of the leader of one
 political party.

—:Financial Post



BRITISH UNITED PRESS

BEATS At Home and Abroad

A few highlights from BUP Log

This Continent:

- 14 minutes ahead on a n n o u n c e m e n t of changed Ontario elec- tion date.
- Ahead with flash and coverage of President Roosevelt's death.

Abroad:

- 19-minute beat on of- ficial U.S. Ninth ar- my's Rhine crossing.
- 100-minute beat on DNB's first flash of U.S. Ninth army's Rhine crossing and—
- 19-minute b e a t on first official word of same operation.
- EXCLUSIVE inter- view with famous Archbishop Galen of Muenster, well known for his anti-Nazis views.
- The only correspond- of the \$100,000,000 Nazi gold hoard and art treasures.
- First with Allied troops across Czech border.

BEATS BUILD AUDIENCES

BRITISH UNITED PRESS

HEAD OFFICE.
 231 St. James St.
 MONTREAL

CHNS BULLETIN BOARD

Whom do you want to reach in the biggest market area in the Maritimes? Our primary area coverage is large enough to make even the biggest of advertisers look longingly at our "East Coast Port." Think it over, and let us know, or ask The All-Canada Men!

• 960 ON YOUR RADIO •

Join the
DRAMA WORKSHOP

To develop new Canadian talent, we are planning a summer program of training for non-professional radio actors, announcers and writers, to be held during July.

We will be happy to supply details to those interested. Agencies are especially invited to draw this project to the attention of their staffs.

**RAI PURDY
 PRODUCTIONS**

37 Bloor Street W. — MI. 7375 — Toronto 5

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

Network

GOODYEAR TIRE & RUBBER CO. OF CANADA LTD.: starting May 8, "The Goodyear Show" over 13 stations of the CBC Dominion network. Produced by Don Bassett for J. J. Gibbons Ltd., Toronto.

National Spot

BORDEN COMPANY LTD.: spot announcements under way daily for 3 months over CFPR, Prince Rupert. Young & Rubican Ltd., Toronto.

DODDS MEDICINE CO. LTD. (SCOOT): 30 flash announcements from May 21 until August 29 over CKEY, Toronto. A. J. Denne & Co. Ltd., Toronto.

PANTHER RUBBER CO. LTD.: transcribed spot announcement campaign over a number of Eastern Canadian stations beginning June 18 through October 31. Stevenson & Scott Ltd., Montreal.

NYAL DRUG COMPANY: spot announcement campaign under way over a number of Canadian stations. A. J. Denne & Co. Ltd., Toronto.

PEPSI-COLA CO. OF CANADA LTD.: spot announcement campaign under way for 10 weeks over a number of Canadian stations. J. Walter Thompson Co. Ltd., Montreal.

NATIONAL WAR FINANCE COMMITTEE (8TH VICTORY LOAN): 26 five minute transcriptions under way over 79 Canadian stations until May 11. E. W. Reynolds & Co. Ltd., Toronto.

WILLIAM WRIGLEY JR. CO. LTD.: series of transcribed spots over 6 Maritime stations in test campaign. Jack Murray Ltd., Toronto.

THOMAS SUPPLY & EQUIPMENT CO.: recorded spot announcement campaign over 21 Canadian stations. Harold F. Stanfield Ltd., Montreal.

W. H. COMSTOCK CO. (DR. M. SES PILLS): renew for one year a.m. newscasts 5 a week over CFRB, Toronto. Jack Murray Ltd., Toronto.

Local

THOMPSON ELECTRIC CO.: direct spot announcements for 6 months over CFAR, Flin Flon. Placed direct.

BELGIUM HOSIERY SHOP: spot campaign under way over CHM, Hamilton until June 13. Placed direct.

TAYLOR'S SERVICE STORES: spot announcement campaign from May 3 for one year, over CKEY, Toronto. Frontenac Broadcasting Company, Toronto.

GIDDINGS (TORONTO) LTD.: flash announcements under way until June 7 over CKEY, Toronto. Placed direct.

SHAW BAKING COMPANY: renew "The Sunday Players" for 6 weeks over CFPA, Port Arthur. Test 6 month's test. Placed direct.

MARSHALL-WELLS CO. (PAINTS) spot announcement campaign under way over CFPA, Port Arthur. M. Kim Advertising Ltd., Winnipeg.

PEOPLE'S CREDIT JEWELLERS LTD. start "Community Sing Song" June 3 until August 26 over CFRB, Toronto. MacLaren Advertising Co. Ltd., Toronto.

There are
DEFINITE REASONS *Why*

122 National Advertisers*

used the facilities of

CFNB

Fredericton

during

1944

RESULTS

* Detailed List with our National Representatives

CFNB
 FREDERICTON N.B.

ASK THE ALL-CANADA MAN
 OR WEED & CO. USA.

Payments for the Okanagan apple crops are rolling in! Your client can sell this market through one single medium—
CKOV
 CKOV spells C(K)OVERage in one of B.C.'s best markets.
CKOV
 KELOWNA B.C.
 The VOICE OF THE OKANAGAN

ACCENTUATE THE NEGATIVE

Charley McCarthy has a top rating. So obviously he has a lot of listeners. So have *oldier's Wife*, *Treasure Trail* and a more programs.

This could be interpreted to mean that listeners have found the ultimate in radio these shows, and just want to hear them and die. But there is another possible interpretation. It might mean that the top-rating offerings they find the best programs that are available, that they listen to them as the least of the evils which are currently being offered to satisfy their lust for entertainment, and gobble them greedily as a starving man might swallow a mildewy crust.

Harsh words these, brothers, but we are not saying that they are applicable to every program on the air. What we do maintain is that, in Canada, and the United States, programs have been typed, simply because they have performed the miracle of securing an audience, and, as long as people continue to listen to them, no one seems to have the inclination perhaps guts would be a better word—to try and develop new ideas which might possibly wean away audiences from, say for example, any of the popular programs mentioned in our first paragraph. We are not disparaging the successful efforts of the producers of the popular programs. It we are calling others, for lack of courage in making no studied effort to produce counter-attractions of worth-while dimensions with which to vie for a share of these bonanza audiences.

Let us take a look at quiz shows a moment. Jack Murray's *"Treasure Trail"* headed the Elliott-Haynes April ratings for Canadian programs with 22.6. It has been on the air continuously for Wrigley's or no less than 10 years. No power on earth should persuade Wrigley's or Murray to take it off the air. Obviously it is doing the job for which it was designed, and seeing that it is 100% commercial program, this is as it should be.

Doubtless all concerned with the Wrigley program get a great deal of satisfaction which they well deserve at the program's persistently high rating. And this raises another point. If this program, conceived in the thirties, can bring in the top rating for a Canadian show in this year of grace without revamping to any degree, look what a renovating job might do on it, without spoiling the set-up. And while you're looking, take a squint at a 1935 radio's hat; and next issue, see Jack Murray's angry retort which we shall print in our *"Sounding Board"* department if he makes our deadline.

We ourselves would feel more kindly disposed towards the program as a listener if they increased the pace. Not too brilliant repartee between the questioner and questionee, questions like "do you enjoy being a housewife?" all this tends to slow up what should be a fast-moving show. But this is simply our own unsolicited opinion. Of course though we are not alone in our dislike for those thunderous outbursts of applause — common to most quiz programs — just because there is someone in the audience who happens to come from out-of-town.

There seems to be a mental slogan in radio production circles which goes *"Let's put on an absolutely original show just like Jack Benny"*. There seems to be a leit motif running through program arrangers' heads along the lines of the negro spiritual which says: *"It was good enough for father and its good enough for me."* For about fifteen years practically the only technique used to inspire laughter in listeners' hearts has been the good old *"Let's smack 'em in the face with a skinned rabbit"* Cantor blazed the trail way back in 1930 or thereabouts, and it has been going on ever since. Today, so similar are the top-flight comedian programs that they have to monitor each others' joke-fests to make sure they aren't echoing each others' gags.

Public Relations To The Right People

A Review of CJOR's "Salute To Industry"

Words which might well be ingrained in the soul of everyone charged with getting a message across to the public appeared in a recent issue of "FORTUNE". They said:

"The day is coming when a smart public relations man will discourage publication of material unequivocally laudatory to his organization. For he knows that the good in a published item will always be more credible if relieved by a little not so good."

Therein, we believe, lies the key to public relations success, for the "puff" type of story, which is all too familiar to every editor, simply leads people to leaf through the pages of the publication in which it appears, to see just how big an advertisement they had to buy in order to get it in.

Harnessing radio to dispel fallacious ideas about the alleged misdeeds of private enterprise is a logical step, but carrying it out on a practical basis is not all plain sailing. Unquestionably radio has a power beyond any other medium to get the true "Business" story across. But it has to be realized at the outset that the strength is not really radio, but rather the human voice, through which we are most accustomed to assimilate thought. Radio is only the medium of dissemination, and just standing in front of a microphone and saying with beautiful enunciation that private business is a very good thing accomplishes precisely nothing.

Radio gives people an opportunity to reach people how, when and where it will do the most good. Radio will transmit all the sincerity the voice speaking into the microphone contains, no more, no less. Telling the story of private business by radio, then, has one prime requisite. Those charged with preparing the material, and those whose task it is to deliver it, be they actors or orators, must of absolute necessity believe in what they are saying. It is not a task for accomplished actors. Rather it is a job for those who are desirous of crusading for a plan of living in which they believe beyond all else. Admittedly the finding of people who have the staunch missionary hearts the job demands, as well as the technical ability to "put it across", is not without difficulty since the virus of socialism seems to have penetrated the "artist's" soul at least as thoroughly as any two other strata of society combined.

"Salute to Industry" is a sustaining program, written and produced over Station CJOR, Vancouver, by Dick Diespecker. We have been privileged to read the introductory script, and recognize in it, besides the author's well-known ability, an idea which could well be imple-

mented — possibly beyond its creator's original intentions — to establish a pattern on which might be based true stories of business operation, taking the good along with the bad with complete dispassion, so that distorted ideas in the public mind might be evaporated, and a true understanding of management's problems conveyed to those who are inclined to blame everything that is evil on the ogre called Capitalism.

As Diespecker demonstrates in his introductory script, employers of labor were no winged angels in bygone days.

In narrated form, with frequent character sequences interspersed, he traces the growth of business from "the dirty-faced urchin, growing into a ferocious giant that was crushing the very men and women who were in the future to become its main support", through its various stages of growth until it emerged as "industry the humanitarian giant . . . industry the warrior . . ." so that tomorrow the wheels of freedom can turn for the good of humanity once again.

Honest fact is his description of the evils of industry in the early 17 hundreds. Vivid are the pictures he draws of tyrannical employers firing their cheap women work people to replace them with even cheaper child labor.

These unfortunate truths serve to establish the sincerity of purpose behind the program. They stand in good contrast to the name of the series *"Salute to Industry"* which might be interpreted as one segment of private enterprise, giving the whole business structure a sort of an "oh-what-good-boys-are-we" pat on the back, which would accomplish no purpose except to flatter the "big boys" whose need of being told how good they are is not very great.

It is our opinion that insofar as this introductory script is concerned — and we realize the unfairness of commending or condemning on the strength of what is only one of a series — that the climax is, paradoxically, anti-climatic. Here is how it goes:

Listeners, settle back in your easy chairs, enjoy your book and your cigarette, glance at your windows — without black-out curtains, your fireplace — where you can still light a fire, the bright lights of your living-room, the radio over which you are listening to this program. Industry put them all there for you, listener, and industry will keep them there for you and keep you in safety until the weapons it forges, placed in the hands of your fellow-citizens, have brought Victory and Peace.

Stirring thoughts, but they lose sight of one fact.

That phrase "Industry put them

there for you", pays no recognition to the contribution of the men and women who devote their lives to the physical service of "Industry", and who surely represent the greater part of any radio audience in other than work hours. To management the term "Industry" no doubt embraces everyone from the president to the sweepers. To Industry's white-collar men no slur could be derived. But to the men and women of the factories it was not Industry, but they themselves who "put them there for you".

Dick Diespecker's well-turned phrases pay a well deserved tribute to Industry which will have played a part, second only to the men who have offered their lives, in the approaching victory. But the men who deal in sweat and grime regard themselves as "Industry" too. They do not deal in well-turned phrases. Their language is fundamental, down to earth. And Dick Diespecker might have this question hurled at him — "Certainly Industry put them there for you. But what did the damn employers pay me for helping them make their millions?"

It is a fair question. It can be answered. It should be, if Industry is going to survive.

The Elliott-Haynes Calgary Rating for the Colgate-Palmolive-Peet Program

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Sitting on History's Doorstep



Covering the San Francisco conference, CAB newsmen, left to right, Dorwin Baird (CJOR), Jim Allard (All-Canada) and John Collingwood (CFRB), are wiring three hundred word daily reports to the stations for relay to listeners, and are also recording interviews with prominent figures attending the conference.

To Address Toronto Admen

May 8th Paul L'Anglais, who heads Radio Programme Producers, Montreal, and who, in that capacity produced a great many French language programs including *Radio Théâtre Lux*, will be guest speaker at the regular luncheon meeting of the Advertising and Sales Club of Toronto. He will deliver an address on the French Canadian market "What Gives With Jean Baptiste?"

Sponsored Newscasts

Application to the CBC for a revision of the regulations to permit the broadcasting of 5-minute sponsored newscasts has been declined according to the CBC.

To Manage CKUA

F. Walker Blake, former assistant manager of CJCA, Edmonton, has left after over seven years with the company to become manager of station CKUA, the Edmonton station operated by the University of Alberta. He is succeeded at CJCA by Rolfe Barnes, who rises to the position of assistant manager from CJCA's sales department.

JOBS FOR VETS

FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE VETERANS

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business. 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 been on active service. Address copy to "Rehabilitation", Canadian Broadcaster, 371 Bay street, Toronto 1, Ontario.

FILE CB 8

Retired RCAF Pilot Officer, with several successful years newspaper advertising selling experience desires to get into radio advertising selling. Will go anywhere. Best references. Age 29, married, 1 child. Reasonable salary. Write File CB-8 National Selective Service, 174 Spadina Avenue, Toronto.

FILE CB 9

Having been discharged from "Signals", I am looking for an opening which will enable me to learn advertising or kindred business. Three years experience as cashier, adjuster, collection man, etc., in retail business. Am 25 years old, single, and eager to start at beginner's salary. Can type. Please write File CB 9, National Selective Service, 174 Spadina Avenue, Toronto.



PAPER SALVAGE

We recently received a letter from Bill Rea of CKUA addressed to the "Canadian Broadcaster" at the address of "Canadian Advertising" and drawn to the attention of Miss Brown of "Marketing".

SPEAKING OF ADDRESSES

Telegrams and letters addressed to the Canadian Broadcaster are often erroneously delivered to CBC, and vice versa. Correspondents are requested to include the street address on their wires and letters for obvious reasons, and because none of the mail that reaches us seems to contain any news.

FALSE ALARM

It was perhaps fortunate that the false V-E announcement was not given to the press in time to make an issue, since radio can correct such blunders so much more quickly.

THIS IS THE CBC

CBC has refused the appeal to relax the restriction on five minute news broadcasts. This is their privilege. But their failure to state the reasons for the refusal is nothing but a totalitarist high-binding.

MIKE TECHNIQUE

Politicians who insist on addressing a microphone although it were a crowded meeting might stand on their living-room grand piano and deliver paternal lectures to their families with equal effect.

POMP AND CIRCUMSTANCE

Did you see the AP dispatch which told how, when the band struck up the music at the San Francisco Conference, everyone stood, thinking it was some other country's national anthem. The number was "Lover Come Back to Me".

IF SHE COULD ONLY COOK

"Mrs. Stevenson has been flashing a needle since she was first able to toddle."

CBC Publicity Release

COUNTER ATTRACTION

"Sir: I found on my first visit to the studio that the actors not only put on wonderful performances, but also that they do this in spite of the man frantically waving at them through the window."

EVIL EXAMPLE

Too much contact with advertising agencies has led to leave the compilation of this column until the last moment each issue.

ACCENTUATE THE FEMININE

Can it be a touch of Brooklynese that induced Jack Horler to name his lady Assistant — "Birch".

VOTE FOR CJGX

The People's Choice
in N.E. Saskatchewan

There is an *Eighty Million Dollar Market in the prosperous area tributary to Yorkton, and served by this station, which merits close investigation when planning your next campaign. Write us or call the nearest office of our representatives — at Toronto, Montreal, or Winnipeg.

* Revenue from Agricultural products in 1944 alone amounted to \$78,000,000.00.

YORKTON!!

Western Canada's Farm Station
IT'S **1460** ON YOUR DIAL
A DOMINION NETWORK OUTLET
Represented by **H.N. STOVIN & CO.**

And Here's Why!

U.T.S. is Canada's Leading Transcribed Service

- Kitty Kallen — *Capitol*
- Les Paul Trio — *Capitol*
- Red Nichols' Famous Pennies — *Brunswick*
- Miguelito Valdes — *Decca*
- Henry King — *Monogram*
- King Cole Trio — *Capitol*
- Ray Eberle — *Universal*
- Sonny Dunham — *Hit*
- Lud Gluskin — *CBS*
- Martha Tilton — *Capitol*
- Stan Kenton — *Capitol*
- Nilo Menendez — *Victor*
- Don Thomas — *NBC*
- Texas Jim Lewis — *Decca*
- Pat Kay — *Exclusive*
- Loumell Morgan Trio — *Universal*
- Harry Owens — *Universal*
- Peggy Lee — *Capitol*
- Curley Fox and Texas Ruby — *NBC*
- Chuck Foster — *Columbia*
- Anita Boyer — *CBS*

NAME STARS!

Tops in
RECORDED
QUALITY!

LATEST
RELEASES!



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Toronto

Look Who's LISTENING



When a felon's not employed
 in his employment,
 A policeman's lot is dull as it
 can be.
 But this traffic cop finds pleasure
 and enjoyment
 When his radio is tuned in to
 "R. B."
 His interest in sports is quite
 terrific
 Whether baseball, hockey, foot-
 ball or a fight.
 His knowledge of these things is
 quite prolific
 For he listens in to "Sportviews"
 by McKnight.

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