The Party of The First Part

The little man in the neat blue serge sat so quietly I wondered how he rated his men on the committee.

The meeting had been called to discuss plans for recruiting volunteer workers for a vital war service...three hundred of them...need immediate.

The discussion brought forth a variety of suggestions. Then the meeting adjourned for a week while the various avenues were explored.

Stilt silent, the little man in the neat blue serge left for home.

Next week discussions were resumed.

Each in turn, the members submitted their own pet views on ways and means of achieving the desired end. Finally they had all spoken their piece except the little man in the neat blue serge.

The chairman raised an eyebrow in his general direction; he shuffled to his feet; cleared his throat nervously and said: "I'm afraid I've let you down. I haven't had time to give the matter a thought."

The chairman fingered his papers irritably.

"I'm afraid," continued the little man, "that all I have to show for the week is this list of sixteen people who are willing to join..."

The committee adjourned to reconsider the suggestions.

Sixteen recruits started work the next day.

* * *

And now it's the Fifth Victory Loan.

The combined thinking and planning of the amalgamated advertising brains of the Dominion have emerged with a publicity campaign, ably planned and executed with all the skill and experience the country can muster. If it is to result, as it will, in separating less than 12 million people from more than 1 billion dollars, it has to be good.

The planning is over now; the account executives are getting caught up with their sleep; copy-writers have put the covers back on their machines; the advertising industry is sitting back for a short spell, waiting with bated breath while the fruits of its labors materialize.

One further thought...

Even though a cobbler seldom soles his own shoes, and reformers fail to practice what they preach, there is no law against a copy-writer reading his own "stuff".

The appeal to Canada as a whole is complete. Bond sales are being recorded to the guy across the hall, the mailman, the corner grocer and the fellow who lives in the big house. Now for the final test. How is that copy? How are the selling sentences I wrote by midnight oil until it was extinguished by the sheer sweat of my brow—have those words sold Victory Bonds to me—John Doe—the party of the first part?
Radio has a language all its own.

Radio goes directly into the family living-room, and speaks to father, mother, son and daughter in language that is direct and friendly. And families are listening to their radios today as never before—war bulletins, restricted transportation, the desire to save rather than spend—all these combine to make the radio set more important than ever.

Your story, too, can be taken into the home with all the warm friendliness of the human voice. Whether you have something to sell, or only wish to explain why you cannot supply all the demand for your goods or service, radio can carry your message in a way that is appreciated and remembered.

Sure, Radio has a language all its own—use it to keep your sales goodwill alive and thriving—at low cost, but with tremendous effect.

Stovin & Wright

Montreal Toronto Winnipeg
The CBC's expressed policy of airing controversial subjects by presenting both sides of every topic is an admirably democratic one, worthy of all possible encouragement. It is the principal of freedom of thought and action for which the war is being fought. It is the basis on which, when the war is over, the peace can be won.

To date the CBC has, along the lines of this policy, established its "Farm Forum" and its "Labor Forum". We are led to believe that plans for a "Citizens' Forum" are also under consideration.

Such projects as these give people an opportunity of bringing their ideas and ideals out into the daylight and having them pass through the winnowing fan of public opinion, to the end that anything that is worthy of preservation may be preserved for the good of the people.

Along these lines, a topic which grows daily in significance is the question of the survival or disappearance of private enterprise. The answer to this question is one which will determine the shaping of the lives of us all.

Representing as it does those whose thinking favors at least the partial nationalization of radio broadcasting, and doubless of other private enterprise as well, it is too much to ask that the CBC open its channels for regular discussions on a subject so closely tied up with its own destiny; to urge it to formulate another forum, a "Business Forum" perhaps, in order to give private enterprise an opportunity to express its views across the discussion table from those who would have Canada become a completely or partially socialized state.

Private enterprise, its enemies notwithstanding, is still the force that supplies the tools and the food and the wherewithal to carry on the war, to say nothing of the business brains that are guarding us against the spectre of inflation. Theirs is a voice that the people are entitled to hear.

R.S.V.P.

The CBC's expressed policy of airing controversial subjects by presenting both sides of every topic is an admirably democratic one, worthy of all possible encouragement. It is the principal of freedom of thought and action for which the war is being fought. It is the basis on which, when the war is over, the peace can be won.

To date the CBC has, along the lines of this policy, established its "Farm Forum" and its "Labor Forum". We are led to believe that plans for a "Citizens' Forum" are also under consideration.

Such projects as these give people an opportunity of bringing their ideas and ideals out into the daylight and having them pass through the winnowing fan of public opinion, to the end that anything that is worthy of preservation may be preserved for the good of the people.

Along these lines, a topic which grows daily in significance is the question of the survival or disappearance of private enterprise. The answer to this question is one which will determine the shaping of the lives of us all.

Representing as it does those whose thinking favors at least the partial nationalization of radio broadcasting, and doubtless of other private enterprise as well, it is too much to ask that the CBC open its channels for regular discussions on a subject so closely tied up with its own destiny; to urge it to formulate another forum, a "Business Forum" perhaps, in order to give private enterprise an opportunity to express its views across the discussion table from those who would have Canada become a completely or partially socialized state.

Private enterprise, its enemies notwithstanding, is still the force that supplies the tools and the food and the wherewithal to carry on the war, to say nothing of the business brains that are guarding us against the spectre of inflation. Theirs is a voice that the people are entitled to hear.

BASIC ENGLISH

"Tell 'em this alkaline cathartic is a simple peristaltic stimulator and has an astonishingly pleasing effect on the more advanced mammals, including man, embodying the principles of osmosis, endocrine metabolism, bulk and bio-chemical processes, calculated to engender the epiphenomenon of detoxification without immediate excretion or spasmodic intestinal action. Tell 'em that."

New Newscaster

Jack Dennett, formerly of CKRC, Winnipeg, is an addition to the announcing staff at CFRB, Toronto. Jack has just taken over the 11 p.m. news spot vacated by John Collingwood Reade, and is doing a nightly ten-minute newscast for Wm. Wrigley Junior Co. Ltd., released by Jack Murray Radio Productions Ltd.

Wedding Bells

Wedding bells rang recently for Muriel Ward, secretary to Johnny Baldwin of All-Canada, Vancouver office, and Ross MacIntyre, former chief operator of CKWX, now with Canadian Pacific Airlines.

---

Announcing...

"DOUBLE or NOTHING" radio's liveliest quiz program
Sponsored by FRUITATIVES PRODUCTS, LIMITED
Saturdays—CFRB: 7:30 p.m.

Produced for McConnell Eastman & Co., Ltd.
by RAI PURDY PRODUCTIONS
"SPIN TO WIN" wins friends and sells shoes for Maher's retail shoe chain

by FRANK E. CROFT

October 20th Maher's "Spin to Win" was dedicated to the recruiting drive of the Toronto Branch of the Red Cross. The studio was packed with volunteer Red Cross workers in uniform. Queues were drawn from these ladies, who donated their prize money amounting to over $100 back to the Red Cross.

"We have never been off the air, summer or winter, since we first started to broadcast three years ago," is the answer James P. Maher, owner and manager of Maher Shoe Stores—an Ontario-wide chain—gives when asked for his opinion on the value of radio advertising for the retailer. Maher stores are found in every community of any size from Sarnia to Smith Falls and from St. Catharines and Toronto to North Bay.

The Maher show is of the quiz variety. Called "Spin to Win," the present offering reaches listeners from CFRB, Toronto, at 8:30 Monday evenings. It is produced by Woodhouse & Hawkins, emceed by Neil LeRoy, with music by Wally Armour. It is the third show Maher's have sponsored, but its two predecessors were also quiz programs.

"Although we haven't tried any other kind of program," Mr. Maher explains, "we are satisfied that the quiz sort is best for our purpose. It's sound psychology to say that people aren't after something for nothing. That is a contradiction of the usual belief I know, but the popularity of "Spin to Win" is our proof. What I mean is, people like to do something to air their knowledge for instance, in order to earn a reward. It gives them double satisfaction. But the satisfaction of the actual participants, both from the radio and the listening audience, is a minor matter compared with the satisfaction of the average listener. Each question is a challenge to him or her, and the listener is trying just as hard to come up with the right answer as the man or woman in front of the microphone. That is the secret of the quiz program's success."

So much for the general interest of "Spin to Win". What about its pulling power as an advertising medium?

The Maher people can keep tabs on how many wearers of Maher shoes are "Spin to Win" fans by the number of sales slips enclosed with the thousands of questions submitted for the chance to try out on the studio audience. The inducement to include a sales slip with question is that the ordinary cash prize for accepted questions is considerably increased when the sales slip comes along with it.

"There is a gratifying number of sales slips each week," says Mr. Maher. They give us ample ground to believe that the program wins new customers every week, and of course, he adds with a smile, "every new customer for Maher shoes becomes a permanent one."

"Spin to Win" is a cornucopia for any worthy cause needing help. Proceeds from half-hour shows have more than been given over to war or other deserving charities. The latest such program was one in late August, when $102.53 was donated to the Red Cross. This was done by the sponsor giving the Red Cross dollar for dollar each of the awards won by the radio and listening audiences for that particular night.

And there is one more reason—rather an interesting one—why Mr. Maher goes for radio. It teaches people the pronunciation of his name. And in case you've been missing "Spin to Win," it's MAHAR with plenty of oompf on the last syllable.

"Like a lot of Irish names, Maher is a poser for some people," he says. "When a person is unsure of a name, or afraid of it, he is apt to shy away from name and firm both—more psychology for you."

BMI Meeting

Arthur Evans, CAB secretary-treasurer, has returned from New York where he attended the annual meeting of BMI, of which organization he is Canadian secretary.
AN INSPIRING CHALLENGE to the imagination is this ever-expanding science of electronics.

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

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

ROGERS POWER TUBES

ROGERS RADIO TUBES LIMITED · TORONTO, CANADA
It did not take a war to make these stations conscious of their obligations to the communities they serve.

After this war will come another—a fight for leadership in trade and commerce. Every community will be a battlefield.

If you have established your positions, you have the advantage.

Let these stations raise your banner in their communities.
Decca-World A.F. of M. Pax

Pettrillo Dictates Terms When Recorders Sign Contract

Up to press time nothing had developed in the transcription picture since the signing of the agreement between the American Federation of Musicians and Decca Records and World Transcriptions.

Details of the contract have however come to light, which might be condensed as follows:

The clauses concern employment for the manufacture of records and transcriptions. A. F. of M. members in good standing who are to be paid for their services "such sums as you may agree upon with them, but which in no event shall be less than scale."

Contracts between recorders and musicians are to contain a clause to the effect that nothing in the contract shall ever be construed as to interfere with any obligation which they (the musicians) owe to the A. F. of M. Provision is also made in musicians' contracts that only such recording companies as have signed an agreement with the Federation shall be allowed to employ musicians for making recordings and transcriptions.

In addition to regular artist's fees, the recording companies are to pay a sliding scale of royalties to the A. F. of M. on phonograph records varying from 1/4 for each record sold of the retail price of which does not exceed 35c, to 2 1/2%, which does not exceed 35c to 2 1/2% of the sale price of each record, the manufacturer's suggested retail price of which exceeds $2.00.

For transcriptions "which are intended for more than one use by your customers, lessees or licensees as part of your library service or otherwise, a payment equal to 3/5 of the gross revenues derived by you from the sale, lease or other disposition thereof."

The statement also states that "for commercial transcription, commonly known as 'jingles', a like payment of 3/5 of the gross revenues shall be made."

The agreement also states that "for commercial electrical transcriptions manufactured for commercial broadcasting, intended for a single use and only so used, there shall be no payment (except regular artists' fees)."

The National Association of Broadcasters, Washington, issued a bulletin in which it comments on the contract. While the contract, the bulletin points out, does not call for the making of any payment by broadcasters, it does, however, include a recognition of "the principle of a continued interest which all of the members of the Federation have in the use of records containing instrumental music" and which provides for direct payment by the record and transcription companies to the Union.

"This," it continues, "is contrary to the declaration of principle in which all record and transcription companies joined in their rejection of the Union's demands, on February 23rd, 1943."

"Mr. Pettrillo, in urging the other companies to sign the agreement, said that it would end the controversy in respect to records and transcriptions. He said that he did not expect any substantial revenue from the agreement during the war, but expressed the belief that the agreement might yield 3 to 4 million dollars a year to the Union after the war was over. This estimate would appear to be predicated on anticipated sale of ten times as many records as have ever been sold in the history of the recording industry."

Canadian Guest-Star

Gail Meredith, featured vocalist with Ferde Mowry's Orchestra from Toronto, appeared October 17th on Guy Lombardo's show out of New York.

Before coming east three or four years ago, Gail was heard on many Canadian programs originating from Vancouver.

CFRB Musical Director

Wally Armour has been appointed musical director of CFRB, Toronto.

Wally is well known in musical circles, and started in radio in 1926. He replaces Roy Locksley who is with "The Navy Show".

Bannerman Meets U.S. Time Buyers

At a special meeting in New York, Glen Bannerman, president of the Canadian Association of Broadcasters, discussed with U.S. time buyers the progress of the standardization of rate structures recently adopted by Canadian stations. A number of suggested improvements were broached, and these will be presented by Bannerman to his committee on standardization for presentation to the CAB membership at that organization's annual meeting in February.

Great interest was displayed in Bannerman's presentation, indicating that the U.S. agency men appreciated the consideration their desires were receiving from Canadian radio.

Canadian Guest-Star

Gail Meredith, featured vocalist with Ferde Mowry's Orchestra from Toronto, appeared October 17th on Guy Lombardo's show out of New York.

Before coming east three or four years ago, Gail was heard on many Canadian programs originating from Vancouver.

CFRB Musical Director

Wally Armour has been appointed musical director of CFRB, Toronto.

Wally is well known in musical circles, and started in radio in 1926. He replaces Roy Locksley who is with "The Navy Show".

... serving in its mean commercial area the territory covered by these Weekly News papers:

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

NEW CALL LETTERS

The call letters of CJRC Winnipeg have been changed to CKRC. Service and popularity remain as ever.

CKRC WINNIPEG

Fastest-building audience in Canada's fourth market

Bannerman Meets U.S. Time Buyers

At a special meeting in New York, Glen Bannerman, president of the Canadian Association of Broadcasters, discussed with U.S. time buyers the progress of the standardization of rate structures recently adopted by Canadian stations. A number of suggested improvements were broached, and these will be presented by Bannerman to his committee on standardization for presentation to the CAB membership at that organization's annual meeting in February.

Great interest was displayed in Bannerman's presentation, indicating that the U.S. agency men appreciated the consideration their desires were receiving from Canadian radio.

Canadian Guest-Star

Gail Meredith, featured vocalist with Ferde Mowry's Orchestra from Toronto, appeared October 17th on Guy Lombardo's show out of New York.

Before coming east three or four years ago, Gail was heard on many Canadian programs originating from Vancouver.

CFRB Musical Director

Wally Armour has been appointed musical director of CFRB, Toronto.

Wally is well known in musical circles, and started in radio in 1926. He replaces Roy Locksley who is with "The Navy Show".

... serving in its mean commercial area the territory covered by these Weekly News papers:

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

NEW CALL LETTERS

The call letters of CJRC Winnipeg have been changed to CKRC. Service and popularity remain as ever.

CKRC WINNIPEG

Fastest-building audience in Canada's fourth market

Bannerman Meets U.S. Time Buyers

At a special meeting in New York, Glen Bannerman, president of the Canadian Association of Broadcasters, discussed with U.S. time buyers the progress of the standardization of rate structures recently adopted by Canadian stations. A number of suggested improvements were broached, and these will be presented by Bannerman to his committee on standardization for presentation to the CAB membership at that organization's annual meeting in February.

Great interest was displayed in Bannerman's presentation, indicating that the U.S. agency men appreciated the consideration their desires were receiving from Canadian radio.

Canadian Guest-Star

Gail Meredith, featured vocalist with Ferde Mowry's Orchestra from Toronto, appeared October 17th on Guy Lombardo's show out of New York.

Before coming east three or four years ago, Gail was heard on many Canadian programs originating from Vancouver.

CFRB Musical Director

Wally Armour has been appointed musical director of CFRB, Toronto.

Wally is well known in musical circles, and started in radio in 1926. He replaces Roy Locksley who is with "The Navy Show".

... serving in its mean commercial area the territory covered by these Weekly News papers:

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

NEW CALL LETTERS

The call letters of CJRC Winnipeg have been changed to CKRC. Service and popularity remain as ever.

CKRC WINNIPEG

Fastest-building audience in Canada's fourth market

Bannerman Meets U.S. Time Buyers

At a special meeting in New York, Glen Bannerman, president of the Canadian Association of Broadcasters, discussed with U.S. time buyers the progress of the standardization of rate structures recently adopted by Canadian stations. A number of suggested improvements were broached, and these will be presented by Bannerman to his committee on standardization for presentation to the CAB membership at that organization's annual meeting in February.

Great interest was displayed in Bannerman's presentation, indicating that the U.S. agency men appreciated the consideration their desires were receiving from Canadian radio.

Canadian Guest-Star

Gail Meredith, featured vocalist with Ferde Mowry's Orchestra from Toronto, appeared October 17th on Guy Lombardo's show out of New York.

Before coming east three or four years ago, Gail was heard on many Canadian programs originating from Vancouver.

CFRB Musical Director

Wally Armour has been appointed musical director of CFRB, Toronto.

Wally is well known in musical circles, and started in radio in 1926. He replaces Roy Locksley who is with "The Navy Show".

... serving in its mean commercial area the territory covered by these Weekly News papers:

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

NEW CALL LETTERS

The call letters of CJRC Winnipeg have been changed to CKRC. Service and popularity remain as ever.

CKRC WINNIPEG

Fastest-building audience in Canada's fourth market

Bannerman Meets U.S. Time Buyers

At a special meeting in New York, Glen Bannerman, president of the Canadian Association of Broadcasters, discussed with U.S. time buyers the progress of the standardization of rate structures recently adopted by Canadian stations. A number of suggested improvements were broached, and these will be presented by Bannerman to his committee on standardization for presentation to the CAB membership at that organization's annual meeting in February.

Great interest was displayed in Bannerman's presentation, indicating that the U.S. agency men appreciated the consideration their desires were receiving from Canadian radio.

Canadian Guest-Star

Gail Meredith, featured vocalist with Ferde Mowry's Orchestra from Toronto, appeared October 17th on Guy Lombardo's show out of New York.

Before coming east three or four years ago, Gail was heard on many Canadian programs originating from Vancouver.

CFRB Musical Director

Wally Armour has been appointed musical director of CFRB, Toronto.

Wally is well known in musical circles, and started in radio in 1926. He replaces Roy Locksley who is with "The Navy Show".

... serving in its mean commercial area the territory covered by these Weekly News papers:

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

NEW CALL LETTERS

The call letters of CJRC Winnipeg have been changed to CKRC. Service and popularity remain as ever.
What the Surveys Say:

The current reports show program standing as follows:

**DAYTIME**

<table>
<thead>
<tr>
<th>Program</th>
<th>Men</th>
<th>Women</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>They Tell Me</td>
<td>81</td>
<td>97</td>
<td>131</td>
</tr>
<tr>
<td>Big Sister</td>
<td>118</td>
<td>131</td>
<td>181</td>
</tr>
<tr>
<td>Soldier's Wife</td>
<td>118</td>
<td>131</td>
<td>181</td>
</tr>
<tr>
<td>Road of Life</td>
<td>118</td>
<td>131</td>
<td>181</td>
</tr>
<tr>
<td>Vic and Sade</td>
<td>118</td>
<td>131</td>
<td>181</td>
</tr>
<tr>
<td>Happy Gang</td>
<td>118</td>
<td>131</td>
<td>181</td>
</tr>
<tr>
<td>Mary Martin</td>
<td>118</td>
<td>131</td>
<td>181</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>118</td>
<td>131</td>
<td>181</td>
</tr>
<tr>
<td>Pepper Young</td>
<td>118</td>
<td>131</td>
<td>181</td>
</tr>
<tr>
<td>Lucy Linton</td>
<td>118</td>
<td>131</td>
<td>181</td>
</tr>
</tbody>
</table>

**EVENING**

<table>
<thead>
<tr>
<th>Program</th>
<th>Men</th>
<th>Women</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlie McCarthy</td>
<td>29</td>
<td>107</td>
<td>163</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>122</td>
<td>163</td>
<td>238</td>
</tr>
<tr>
<td>Fibber McGee and Molly</td>
<td>23</td>
<td>49</td>
<td>79</td>
</tr>
<tr>
<td>Aldrich Family</td>
<td>23</td>
<td>49</td>
<td>79</td>
</tr>
<tr>
<td>Treasure Trail</td>
<td>23</td>
<td>49</td>
<td>79</td>
</tr>
<tr>
<td>Kraft Music Hall</td>
<td>23</td>
<td>49</td>
<td>79</td>
</tr>
<tr>
<td>Album of Famous Music</td>
<td>23</td>
<td>49</td>
<td>79</td>
</tr>
<tr>
<td>John and Judy</td>
<td>23</td>
<td>49</td>
<td>79</td>
</tr>
<tr>
<td>Walte Time</td>
<td>23</td>
<td>49</td>
<td>79</td>
</tr>
<tr>
<td>Fighting Navy</td>
<td>23</td>
<td>49</td>
<td>79</td>
</tr>
</tbody>
</table>

**SUNDAY**

<table>
<thead>
<tr>
<th>Program</th>
<th>Men</th>
<th>Women</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>238</td>
<td>278</td>
<td>391</td>
</tr>
</tbody>
</table>

These figures show among other things that Sunday evening not only recruits the highest "set-in-use" throughout the week, but that it also has an above-average number of listeners per set-in-use.

Larger French Canadian familiies make for more listeners per set.

**Radio Advertising in Denmark**

In a lecture given by A. Aksel Dahlerup, head of the commercial section of the Danish Radio, to the Danish Publicity Association, it was stated that radio advertising would be much more intensified after the war, and that such advertisements must always be artistic and in good taste in order to hold the attention of listeners. Advertising by radio is not feasible at the present time owing to the possibilities of spying.

**Returns West**

"Spence" Caldwell, Commercial Manager of Vancouver's CKWX, has just returned from an extended trip to the Eastern United States and Canada.

**15 Hours**

continuous broadcast to an audience that listens continuously.

In the Peace River country, CFGP has a monopoly that its listeners appreciate.

**THE ALASKA HIGHWAY**

station

All-Canada in Canada

Weed & Co. in U.S.A.
PLATTER-TUDES

By FRED W. CANNON

Fred Cannon of the transcription department of All-Canada Radio Facilities Ltd. believes in radio and also in the contribution transcriptions make to those who use the medium to publicize their wares, as well as to listeners in general. "In Canadian radio," he says, "transcriptions are unnecessarily hampered." But here it is in his own words:

The regulation insisting that recorded programs be identified as transcriptions is a testimonial to this form of radio show, though sometimes rather a distasteful one.

Listening to a bang-up mystery thriller, a stirring drama or superb concert, and then, just when you were about to remark: "That's something like it," to have your chosen program denounced as a transcription, is similar to finishing the last juicy morsel of filet mignon, and then being told that the meal you have just eaten with such gusto was a piece of grilled horse-meat.

Just what is accomplished by the regulation is best known, no doubt, to its progenitors. One thing is sure though. If it is necessary to inform listeners that the program they have just heard is a transcription one—if otherwise the audience would never have known the difference—it can't be so bad after all.

Why has the listener to be "protected" against this form of entertainment? What is the difference between a disc, and the mechanically reproduced "feature" that adds so much to the pages of the newspaper?

I am not trying to say that transcribed programs should be allowed to displace worthwhile live talent. What I am trying to show is that transcriptions give Canadian radio something it could not obtain in any other way.

Stories of the reality of the transcribed programs abound. The most recent to reach our office concerned the NBC feature, "The Lone Ranger".

After the program had been running a few weeks out west, a jalopy full of ardent farm boys appeared at the station just as the Ranger's broadcast was scheduled to begin. Imagine the embarrassment of the operator, and the let-down to these loyal young fans, when it had to be revealed to them that their hero, and the faithful Tonto were not actually at the station, but had sent a 16-inch recording to pinch-hit for them. Finally the youngsters were convinced that a popular fellow like the Ranger couldn't possibly be all over the country at one time, and that if it were not for transcriptions, thousands of boys and girls would be deprived of the pleasure of hearing them. Obviously this could have happened, and probably has, in the case of network programs, but the point is if this keen group of listeners could not detect the difference, why should they have to be disillusioned?

It will be argued that transcriptions deprive talent of its livelihood.

The answers to this objection are many. Canadian communities — large and small—provide neither enough good live talent, nor the dollars to pay for it. Both for local advertisers and for sustaining features, between live local and network shows, the fine transcribed programs released by the recording companies fill a gap in the schedules. They also give listeners the very best material the great production centres of the world can supply, and the low cost is commensurate with each station's coverage.

"Talent" receives thousands of dollars and steady employment from the disc manufacturers, just as it does from the great networks. Operators of typical stations, as well as their sponsors, are enabled by them to sprinkle schedules with top-flight entertainment, costing the broadcaster only a fraction of the original production expense.

Canadian radio needs platter programs. Disparaging them in the public mind accomplishes nothing.
Prize Packages
For Fall Program Hunters
—all NBC Recorded Features

MODERN ROMANCES
True stories of today...straight from the grippingly-human pages of one of today's fastest-selling magazines. This series of 39 quarter-hour recorded dramas, each a complete story, is already doing a bang-up job for a large baking company in five southeastern states, and can do the same for you.

STELLA UNGER'S
Two Great Shows

Let's Take a Look in Your Mirror—a timely sparkling program of helpful suggestions about today's problems—for today's women.

Hollywood Headliners—intimate, interesting stories about the movie stars and their activities.

Two programs that are perfectly aimed at your feminine market...arranged for 136 broadcasts in 5-minute programs.

Time Out for Fun and Music
Fast-paced musical program spiced with sparkling quips. Two series, 26 quarter-hours each. Series I stars Allen Prescott as M.C., Felix Knight and Ted Steele's Novatones. Series II stars Ted Steele and Grace Albert. If a mixed audience is your market, cash in on "Time Out."

Betty and Bob
The story of "ordinary folk who lead extraordinary lives"—tops in serial drama, with a record of proved selling power. Superbly cast with Arlene Francis as "Betty," Carl Frank as "Bob," and Milton Cross announcing, against a rich setting of full orchestral theme music by Allen Roth. Complete promotion material. Arranged for 390 quarter-hour episodes.

The Name You Will Remember
William Lang's five-minute recorded word portraits of famous notables of the day pack an unforgettable punch. Now available, 117 of these proved pullers, arranged for 5-week broadcasts...with a complete merchandising setup and a perfect tie-in for sponsor's name.

These and other NBC Recorded Features available through
ALL-CANADA RADIO FACILITIES, LTD.
Victory Building, Toronto

Radio-Recording Division
NATIONAL BROADCASTING COMPANY
RCA BUILDING - RADIO CITY - NEW YORK 20, N.Y.
CHICAGO - WASHINGTON, D.C. - HOLLYWOOD
**BUSINESS**

**Maple Leaf Milling—30 minutes, a week, 26 weeks** "Jolly Miller Time", variety with Al and Bob Harvey, on National Network (Eng.) and CKOC and CJIC. Started October 16, Cockfield Brown, Toronto.

****

**Green Watch—15 minutes, 1 a week, 11 stations** "Green Movie Preview Time", being recorded "previews" of outstanding pictures, produced by Metropolitan Broadcasting, Toronto, for Cockfield Brown.

****

**Royal Canadian Tobacco—5 minutes, 5 a week, news commentary with Rcx Frost. 11:10-11:15, CFRB, Toronto.

****

**W. K. Buckley Ltd.—2 a week 26 weeks, 17 minutes over CFRB, CKCO, CKOC and CJRC, transcribed. "Wade Lane's Home Folks" Walsh Advertising.

****

**Lambert Pharmacal (Listerine) has renewed "Green Horne" 30 minutes, 1 a week transcribed, over 29 stations, 13 having been added this year.

****

**Vick Chemical—"Getting the Most out of Life", 5 minutes transcribed, 5 a week over CJCA, CKCO, CKY, CFRB, CKCO, CKOC, CHSJ. This sponsor also using 5 minutes, 5 a week transcribed "The Name You Will Remember" over CKWX, Vancouver. Both contracts 26 weeks.

****

**Radio Manufacturers Association—"Hier, Aujourd'hui et Demain", French version of "Yesterday, Today and Tomorrow", is to be heard once a week, 15 minutes on 7 stations of the French network.

****

**Dr. Jackson’s Roman Meal—3 a week, 15 minutes transcribed **"Adventures of Jimmie Dale" (Frank L. Packard). 24 stations. Harry E. Foster Agencies Ltd.

****

**St. Lawrence Starch—Wes McKnight’s Interviews recommence October 30th, 15 minutes, one a week on 43 stations of the national network. This is in addition to McKnight’s regular Sportsviews, 10 minutes, Monday through Friday, on CFRB. Release is through McConnell Eastman.

****


****

**People’s Credit Jewellers—30 minutes, one a week, “Precious Jewels—Gems of Thought. Gems of Music", over CFRB, CHML and CKCO. Release through McLaren Advertising, Toronto.

****

**Borden Co. Ltd.—“Canadian Cavalcade” 30 minutes, 1 a week, live from CFRB to CKPC, CKB, CKM, CHML, CJRC, CFPL, CKCO, CKLW.

****

**Fellows Medical Mfg.—“Modern Romances”, 39 programs, 15 minutes, 2 a week, transcribed, CKC, CFPL, CKXK, through Ronalds Advertising, Toronto.

****

**Peoples Credit Jewellers—15 minute newscasts, 2 a day on CKL and CHNS; 1 a day on CHML, CFPL, CKW, CKCO and CKCH. MacLaren Advertising, Toronto.

****

**Mutual Benefit Health and Accident—"Headliners"—5 minutes transcribed, 3 a week over 11 stations coast-to-coast. Harry E. Foster Agencies, Toronto.

---

**29th ACA Meeting**

The 29th annual meeting of the Association of Canadian Advertisers will be held at the Royal York Hotel, Toronto, Thursday and Friday, October 28-29, (and will highlight speakers on public relations, joint labor-management activities, and research.)

The speaker at Thursday’s luncheon will be Edward L. Perelman, New York Public Relations Counsel; Friday’s luncheon speaker will be J. C. Adams, general counsel for the Washington Industrial Relations Institute.

The banquet speaker, Friday evening, will be Arthur A. Porter, managing director of the Gallup Poll.

The forums chosen by expressed preference of the membership will cover discussions on post-war planning, public relations and employee morale on Thursday, followed on Friday with Research, Motion Pictures in Industry, The Position of the Advertising Manager in Personnel Work, and Sales Management.

---

**NAB Presentation**

More than 600 merchants, government officials, editors, advertising executives and others attended the first public showing of NAB’s "On Ferce and the Retailer", the U. S. radio industry’s ambitious 100 minute film presentation analyzing the problems of retail selling and distribution, October 12th, in Washington.

Glen Baneraman, president of the Canadian Association of Broadcasters was among the visitors.

---

**Issue of Receiving Station Licenses in Dominion of Canada**

Statement showing issue for Fiscal Year 1942-43, and Fiscal Year 1943-44 up to September 30, 1943

<table>
<thead>
<tr>
<th>1942-43</th>
<th>1943-44</th>
</tr>
</thead>
<tbody>
<tr>
<td>YEAR</td>
<td>SEPTEMBER</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>8,516</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>81,924</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>54,746</td>
</tr>
<tr>
<td>Quebec</td>
<td>436,286</td>
</tr>
<tr>
<td>Manitoba</td>
<td>163,316</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>108,455</td>
</tr>
<tr>
<td>Alberta</td>
<td>127,520</td>
</tr>
<tr>
<td>British Columbia</td>
<td>149,481</td>
</tr>
<tr>
<td>Yukon and North West Territories</td>
<td>72</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,726,880</strong></td>
</tr>
</tbody>
</table>

---

**Announcing...**

**Borden’s "Canadian Cavalcade"**

A true-to-life radio presentation of Canada marching on—in time with the headlines.

Over a network of Canadian Stations

Produced for Young & Rubicam, Ltd.

by RAI PURDY PRODUCTIONS
"PURE" AIR IN 1943
Jack Radford on Food and Drug

Commenting on the survey published in this paper last month under the title "What's wrong with the radio," Jack Radford, CBC supervisor of station relations, professed the disappearance from the Canadian air, perhaps by the end of 1943, of offensive advertising at least in food and drug fields.

Claiming that the "good taste" policy instituted by Dr. J. S. Thomson last March was working well, he pointed out that the success it had enjoyed, and was continuing to enjoy, was attributable in large measure to the support it had received from the private stations, and the Canadian Association of Broadcasters, as well as the advertising agencies and their clients.

Previous to the formulation of this new policy, food and drug advertising was cleared through the station relations department of the CBC, and submitted for the approval of Dr. J. J. Heegarty of the Department of Pensions and National Health. Now such material—some 3,000 pieces of copy each month—must also bear the approval stamp of the CBC continuity acceptance department.

The regulation affects all food and drug continuity broadcast over Canadian outlets, whether of Canadian or American origin or compilation.

Mr. Radford expressed the opinion that the operation of the new policy has been one of the most forward steps taken in commercial radio, and that its progress is being watched with the keenest possible interest by the U.S. networks.

The station relations department, he said, is charged with carrying out CBC regulations which now include the approval rather than the censorship of food and drug copy.

"A Trip to Santaland" may be used for a 3 or 5 a week run and will be sold exclusively to one station in a city. Rights for entire series of 15 episodes—$100.00.

For further information and audition samples—write, wire, phone—

Exclusive Radio Features Ltd.
141 McCaul St.
Toronto, Ont.

Salvation Army

"Many times the money we allowed in our budget for radio in the recent Home Front appeal was donated free by stations across the country and by advertisers who incorporated our messages into their programs," Colonel H. Charles Tutte, national campaign director of the Salvation Army told The Canadian Broadcaster at the conclusion of the "Army's national campaign.

"This publicity," he said, "so generously donated, has been priceless in both senses of the word. It's contribution to the success of our campaign is beyond assessment in dollars and cents, yet it has cost us nothing."

Colonel Tutte paid particular tribute to the CBC for their two Salvation Army dramatizations, to Wrigley's for the dedication of "The Wrigley Air Band" to "army" work, and to the countless other contributions of similar type broadcast the length and breadth of the Dominion.

Marathon Writer

Erle Stanley Gardner, creator of Perry Mason, is making his bow in radio with "The Case of the Unwanted Wife," first of a new CBS series.

From 1933-38 this prolific writer turned out 1,100,000 words a year, the equivalent of a novel every five or six days.
It's empty now—
the room at the
top of the stairs

Yes, but one of these days in the not too distant future the young Skipper will be taking it over again. Just how soon that will be, depends upon the united efforts of all of us in this

FIFTH VICTORY LOAN CAMPAIGN

CFCN

CALGARY ALBERTA

THE VOICE OF THE PRAIRIES
Democracy Needs New Freedom


Freedom in the post-war world for Canada and other countries will be possible only with an enlightened, well-informed public behind their government, Robert W. Keyserlingk, managing director of the British United Press, recently told a Montreal service club.

Not when hostilities have ceased, but by decisions being reached in semi-secret consultations during this present year, is the pattern for the post-war world being largely finalized, he said.

"Democratic government can function only where its citizens are informed—and they can be informed only by a free functioning of press and radio," he said at a luncheon meeting which marked Kiwanis International observance of "Press Week".

Keyserlingk warned against "monopolistic or government interference" with the unfettered gathering and distribution of news, and cited the Quebec Conference as an example. "There," he said, "we saw a free press functioning so that the peoples of free countries could be told what their children were facing, so that they in turn could prepare to play their part in the Battle of the Field and the Battle of the Minds."

He complimented the Canadian censorship for its work during the conference and said Canada is fortunate in having a censorship which is guided by wartime security alone, and not influenced by political factors.

Keyserlingk said emphasis during the Quebec Conference was put on reporting decisions affecting "the world of tomorrow", in which we and as citizens will have to live and bring up our children.

"It is a world of tomorrow in which we as citizens will be responsible through the exercise of our democratic prerogatives to exert our influence in order to assure that reality approaches as nearly as possible our several and various ideals for the spiritual, political and economic welfare of our country and also other countries for whom we are now sacrificing so heavily, both through the valor of our fighting men and the efforts and substance of our citizens."

Pronunciation

Reprinted from "The Montreal Herald"

Recently we had an editorial about the way Canadian broadcasters pronounce foreign place names, and particularly about their linguistic gyrations in attempting to give Russian, Italian and Spanish pronunciation.

We pointed out that they followed the accepted English usage in pronouncing such names as Rome, which in Italian is Roma, and Sicily, which in Italian is Sicilia, and suggested that they might follow Mr. Churchill's example, who contents himself with pronouncing foreign names in the popular English way, as, for instance, when he referred to Montevideo as "Montevideo" and not as "Montevidey." The Halifax Chronicle now has an editorial along the same lines. It points out that if our broadcasters were consistent they would pronounce Mexico as "Mecheo", and it gives another example from Mr. Churchill, who pronounces Nazis not as "Nazhzees" but as "Nazzees"—and, by the way, what contempt he can put into that pronunciation?

Our contemporary puts the argument well, thus:

"Why,加拿大, and English-speaking people generally, have been brought up in school and college to the use of geography books and atlases written in English. A majority of foreign capitals and well-known cities have acquired a familiar pronunciation among us, and most of us like to hear what we understand. The difference between the average listener and the radio broadcaster is that the listener knows perfectly that his own pronunciation of those difficult names is wrong, while the broadcaster never really knows that he is right."

Incidentally, our broadcasters do not always pronounce even English words or Canadian place names in the accepted way. Thus we heard one broadcaster, evidently reading from a manuscript, pronounce "vehicle" as "vedachill" and Tadousac as "Tadoozic."
CLAIRE WALLACE

whose "They Tell Me" program is heard daily on all Canadian stations, has been devoting her week-ends to working in Canadian war plants, farms and other vital industries, to get the inside track on just what women’s war work really means.

Transmitter Errograph

At CJAT in Trail, they have hit upon an effective way to minimize careless little errors in announcing and production. Transmitter engineers record each flaw on a graph. Each week this graph is posted in the studios. Since its inception there has been a steady improvement in the day to day run and on some occasions, 48 hours of broadcasting have gone by without a single error of any kind.

Rootin' Tootin' Feudin'

CKBI’s "Musical Mailbag", heard daily at 4:35 p.m. on the Prince Albert station, started off a battle of "Swing versus Hillbilly". With the district predominately "hillbilly", the station had to call a halt to the war of words because the participants became too violent. All is now quiet on the musical front, with both sides receiving their share of favorites.

Brevity is The Soul of Broadcasting

The Broadcast Sales Club, of Toronto, scored a tenstrike when they brought Colonel B. J. Palmer and his "One-day School of Radio Salesmanship" to Toronto, on September 28th, last, following a similar function in Winnipeg.

Starting on the split-second of 9 a.m., Colonel Palmer told the audience frankly that radio is headed for the "demotion bow-wow" unless it did something about it. Then he outlined explicitly what ought to be done.

Radio copy, particularly in announcements, he is said, is delivered too rapidly, contains too many words, and tries to tell the whole history of a product in one minute. By constant elimination of every unnecessary word, by using words that create mental pictures, and by voicing words so as to add meaning, commercials could be vastly improved. He proved his case too by playing recordings of spots refused by his stations, contrasted with the revised versions.

The president of stations WOC, Davenport, and W.H.O., Des Moines, Colonel Palmer puts his own theories of "ear-language" to constant use, with beneficial results.

The "One-day School" was well-attended by representatives of advertising agencies, CBC, independent stations and radio advertisers. We hope to think what Colonel Palmer would have done to this piece of copy!

Public Relations

Working on the principle that a broadcasting station with a sound public relations plan builds big audiences for every client, CJAT, in Trail, has undertaken a new type of advertising in the daily press. In a series of single column 8-inch ads they tell the story of CJAT’s growth within the community. The problems of a private community station are dealt with. The relationship between the station and the Canadian Broadcasting Corporation is clearly explained. The station’s contribution to the community in taxes, donations to charities and war drives, and time given in support of community projects are dealt with fully. Each advertisement winds up with an invitation to any citizen to visit the station and discuss any problems concerning broadcasting which may puzzle or annoy them. This series of newspaper advertisements is promoted by radio announcements on each publication date, and has resulted in several invitations from clubs and organizations in and around Trail to have the station manager speak to their groups on the subject of Broadcast Advertising.

Speed the Victory

The Problem!

It’s hard to find any kind of shelter in Edmonton. We were "in the open" when we had to find suitable living quarters quickly for a new addition to our staff and his family.

The Result!

CFRN believes in its own pulling power, so, went on the air with two short announcements and CASE UP WITH TWENTY-TWO REPLIES. Our staff member secured a nice, comfortable home.

The Moral!

In Northern Alberta, it’s

CFRN...1000 watts
Edmonton

Representatives; Radio Representatives Ltd.
TORONTO - MONTREAL

B. U. P. CLIENTS
Score Again!

Three firsts in three big Canadian stories within three days.

CANADIANS CAPTURED
KEY TOWN

"Bill" Wilson’s cable from Italy went to listeners across Canada from miles of BUP radio clients.

U-BOAT CONVOY BATTLE

Complete stories from survivors, including their reports of new type torpedo, topped the field.

TROOPS REPLACED STRIKERS

First to tell of strike spreading to long-shoremen.

...and in the foreign field, B.U.P. was strongly ahead with Russians’ first crossing of the Dnieper.

BRITISH UNITED PRESS
gets the facts while they are News

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

LIGHTS! ACTION! CAMERA!

IT'S THE HAPPY GANG on location on the Paramount set in New York City, during the making of their Victory Loan shorts.

CAB Meeting

The 1944 Annual Meeting of the Canadian Association of Broadcasters will be held at the Chateau Frontenac Hotel, Quebec City, February 14-16. Reservations are already pouring into the hotel.

Champ

Horace Stovin has won the Championship of the Uplands Golf Club, Toronto. When interviewed, Horace said that his success was due to the fact that most able-bodied man-power has gone to war.

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

MONCTON-LOWEST COST RADIO TEST MARKET

Only 23 centres in Canada own a compact market of 100,000 people. Moncton stands out among them. In this aerial era it is building with new population, new activities. THE BUSY, PROGRESSIVE MONCTON RADIO OFFERS DOMINANT RADIO COVERAGE AT A LOWER COST, DAY OR NIGHT TIME, THAN ANY COMPARABLES MARKET IN THE DOMINION. Get all the facts! Put CJCG in the loop! Call our representatives for details.

FRED A. LYNDS, Manager

Representatives—STOVIN & WRIGHT

Alan Young proves to me that Canada can raise comedians. The "Happy Gang" began their series just as they left the air for the Summer. But they must have used up their left-over gags by now, for they're going great guns again. There's good stuff on this show. Corney? Sure. I'll take mine on the cob, straight or what have you. I sometimes wish they wouldn't knock themselves out laughing at their own gags though. To say that the "Gang's" studio audiences enjoy the broadcasts is understatement. Judging by the whooping and loud applause they must be a wow to watch.

Then we have our quota of quiz shows. "Double or Nothing" has returned but with a new sponsor—"Frutivates". In the same old show, with Todd Russell as the new emcee, "Share the Wealth" is back for Colgate. This show's questions do less to demote you to the days when you wore bands on your teeth than the others, except "Information Please". Quiz shows are all right for the tremendous number of people who like them.

The 5th Victory Loan is bringing us further broadcasts. It is interesting and thrilling to hear our favorite screen star or blues singer. But for my money it's "Fanfares for Faith", P E R C Y Faith's arrangements and conduct- ing tie him up with Kostalnats for my Victory Bond money. Too bad Canada couldn't hold him.

New Representatives

Roy H. Thomson and Jack K. Cooke have announced the formation of National Broadcast Sales, representing in the national field radio stations CKGB, Timmins; CJKL, Kirkland Lake; CFCH, North Bay; CKDF, Val d'Or; CHAD, Amos; CHEX, Peterborough; C.K.W.S, Kingston.

Offices have been established in Toronto and Montreal.

Bob Leslie, for the past 8 years with Northern Broadcasting & Publishing Co.; and Clifford Wingrove leaves CKGB, Timmins, to take up his duties as promotion manager; and the Montreal operation will be under the management of Roy Hoff, formerly commercial manager of the Timmins and Kingston stations.

Other appointments will be announced shortly.
CBC OPENS TO CANADA

A WINDOW ON THE WORLD

Canadians are served today by news that is authentic, unsensational, complete

TODAY, in the exciting time of war, Canadians enjoy through the CBC News Service bulletins that are dependable, authentic and presented in a clear and unambiguous style.

Here truly is a window on the world...a window that gives Canadians everywhere an accurate and impartial view of the world in action. Five CBC News Bureaux in Toronto, Halifax, Montreal, Winnipeg and Vancouver provide both national and regional services of news bulletins, based on the full newspaper wire services of The Canadian Press (which includes the international dispatches of Associated Press) and the British United Press (which includes the foreign service of the United Press). To 95% of the whole Canadian population...four CBC news bulletins are broadcast daily in each Time Zone. In the preparation of news, accuracy and conciseness are the guiding principles. There is no sensationalism, no false emphasis, no glorification of minor successes, no belittling or overstressing of enemy victories—a balanced picture of the day's significant events.
Alert to its responsibilities as a community voice of a nation at war, CKWX wears its uniform zealously and well. Time, facilities and program assistance are on call each hour of the day and night.

Charles Jennings
CBC's newly appointed supervisor of programs.

More Stations to Network
A statement was released to the press, October 9th, by Dr. A. Frigon, acting general manager of the CBC, to the effect that plans for the operation of a second network would involve the use of more private stations as outlets, but stated that the CBC did not plan to take over the stations involved. Plans are now nearing completion, he said, and a "reshuffle" of network stations is anticipated.

Speed the Victory

ROY H. THOMSON and JACK K. COOKE
are pleased to announce the formation of

National Broadcast Sales
NATIONAL REPRESENTATIVES* FOR RADIO STATIONS

CKGB Timmins, Ont.
CJKL Kirkland Lake, Ont.

CFCH North Bay, Ont.

CKWS Kingston, Ont.
CHEX Peterborough, Ont.

and

Northern Quebec Broadcasting System

CKRN Rouyn, Que.

CKVD Val d'Or, Que.

CHAD Amos, Que.

National Broadcast Sales

TORONTO OFFICE: 220 Canadian Bank of Commerce Bldg.
R. A. (Bob) Leech, Manager
Sales Promotion
N. D. (Norm) Brown Sales
S. H. (Sonny) Barnett, Traffic

MONTREAL OFFICE: 310 Reuter Bldg.
Roy Hoff, Manager

Chicago, Detroit and San Francisco.

*Exclusive Canadian Representation becomes effective Dec. 1st.

"Something new has been added," said Major Vic. George, when he dropped into his old stamping ground at CKCW, Moncton. "Vic" was one time manager of CNRA, the CNR station in Moncton, and was back with his ARMY SHOW as it finished its Dominion tour. Needless to say, "Vic" got a great hand when he made his curtain call at the end of the show. He made a personal radio appearance with Earl McCarron — CKCW Program Director, who quizzed him about the Army Show.

1939 ISOLATIONIST PLOT BARED

Gladstone Murray Discloses Eire-like Scheme

An incident occurred recently which, while it has no direct bearing on the broadcasting business, yet appears to reflect the thinking at the beginning of the war of, among others, the National Council of the C.C.F. avowed enemies of private radio.

In his address to the Empire Club of Toronto, October 18th, Gladstone Murray referred to "those (Canadians) who, in the years between the two wars, had tried to weaken our ties with the Empire and to sabotage measures of armed defence, did their best to keep us out of the war, and, when this failed, tried to limit our contribution to the profitable sale of our natural products."

He disclosed that during the week between Britain's and Canada's declarations of war, pressure was brought to bear on him, as general manager of the CBC, to use the radio to stampede public opinion before Parliament could be assembled.

"Needless to say," he continued, "the conspiracy was detected and defeated."

Interviewed by British United press, Horace Stovin, associated with Murray at the time, as supervisor of station relations for the CBC, confirmed the former general manager's statement that he was subject to severe pressure, not only during the week of Sept. 3-9, 1939, but also before the war.

Commenting editorially upon the matter, the Toronto Evening Telegram points out that while Murray did not say that he had the C.C.F. in mind when he spoke of the pressure applied to the CBC by these isolationistic forces, M. J. Coldwell, C.C.F. leader, read into the records of the House of Commons on September 9th, 1939, certain statements of policy of the C.C.F., which made it pretty clear that this organization, which admitted it was lukewarm to the war, was among those Major Murray had in mind.

Part of Mr. Coldwell's statement read as follows:

"Canada should be prepared to defend her own shores, but her assistance overseas should be limited to economic aid and must not include conscription of manpower or the sending of any expeditionary force."
Your product slipped last week, unless you told some new customers about it!

War or peace—your market is changing every day. The Canadian market loses 115,000 customers a year, and gains 255,000 new ones.

So the future of your business finally depends on what impression new customers are forming of your product. If they're forming any impression at all!

Each day Radio is building in people's minds a favorable conception of products and their makers. Come peace, these lines will be out in front, while unknown and forgotten brands will be left at the starting post.

Start selling these new customers now. Select your markets—then spot your programme on the All-Canada stations—34 key stations covering every major market in Canada.

Your nearest All-Canada man will supply coverage data and rates, help select or build type of programme you need. Get his suggestions. Consult your agency representative.

Tell your story over the 34 All-Canada stations:

**BRITISH COLUMBIA**
- Kamloops: CFJC
- Kelowna: CKOK
- Trail: CHCR
- Victoria: CJVI

**ALBERTA**
- Calgary: CFAC
- Edmonton: CFCA
- Lethbridge: CJDC

**SASKATCHEWAN**
- Moose Jaw: CHMB
- Prince Albert: CKAI
- Regina: CJRI

**MANITOBA**
- Winnipeg: CKRC

**ONTARIO**
- Hamilton: CCGC
- Kingston: CHKL
- North Bay: CFCN
- Peterborough: CCHX
- Sudbury: CJKS

**NEWFOUNDLAND**
- St. John's: VONF

**QUEBEC**
- Montreal: CFCF
- Sherbrooke: CFMF
- Trois-Rivières: CJCR
- Verchères: CJGK

**MONTREAL**
- CFCF

**TORONTO**
- CFTO

**WINNIPEG**
- CKRC

**CALGARY**
- CFRB

**VANCOUVER**
- CKBE

Call the ALL-CANADA MAN
ALL-CANADA RADIO FACILITIES
Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER
Dedicated to the co-ordinated effort of the whole Dominion towards the success of the Fifth Victory Loan campaign, by

**CFRB**

**TORONTO**