ew Chairman Favors CBC CONTROL

There is a place in Canada for privately owned radio stations. The CBC, states Howard B. Mr. Chase, new chairman of the CBC board of Governors, but private stations could not carry out the complete service to the community the Canadian public requires, he believes.

Mr. Chase, a ranking executive of the Brotherhood of Locomotive engineers, was a member of the war Defense Purchasing Commission and later the War Supply Board. He was in on the ground floor of the creation of the Department of Munitions and Supply where he was director general and then he resigned in 1941. He acted for the government of Canada as controller of the National Steel Car Corporation of Montreal.

For the CBC and radio in general Canada Mr. Chase sees a changing and expanding function in the national life. Program policy of the CBC must be based on the wishes of the people who listen to the radio, he thinks. While no single type of program can please everyone Mr. Chase believes that use of advisory committees and support for projects will bring many features closer to the people.

To carry out its function in the community the CBC requires both funds and advertising revenue, he says. In Canada stations, he says, the CBC is surrounded by other government-owned and government-sustained stations, the broadcast license fees having been raised, and they are competing for the same audience.

Because large areas in Canada were too far from large urban centers for good reception, provision was made for government radio stations that could reach them clearly. In 1935 responsibility was given Mr. Chase. For national unity it was important that these sections of the population be as well informed as those living in cities. They were so entitled to the enjoyment of recreational features carried by radio.

Private radio stations could not be expected and would be unable to provide the sort of service that was needed in Canada. Private radio would also be unable to devote as much time to educational and cultural radio activities. He pointed out that in the USA and in England, private enterprise had not been able to put railways through pioneer areas without public subsidies. He suggested that radio expansion into new fields and new areas to railway construction, to illustrate the necessity of publicly owned radio.

THE MORE WE ARE TOGETHER

There is an ironic yet heartening note in the protests of the Periodical Press Association before the House Committee on Radio Broadcasting, against the unfairness of CBC competition in the field of advertising. Ironic because our system of national radio was fostered by the press 14 short years ago, when radio was beginning to endanger the business interests of the publishers, heartening because it is finally coming home to roast with at least one industry outside of the broadcasting business that "A Free Radio is Everybody's Business."

Politicians express alarm at the menace of one man owning a number of radio stations, just as another operates a chain of grocery stores; and these appointees of the people talk glibly of such a situation being tantamount to a monopoly. Meanwhile, the government broadcasting machine, with an undisputed monopoly in the network field, has, with immunity from taxation, and an income of just $3,787,886 from license fees, rolled itself up an annual business of a trifling $2,489,224.01 (less agency commissions).

Rightly the Periodical Press Association sees the CBC as a spectre looming up on the business horizon, a spectre it can very little about in an ordinary business way, because it enjoys the protection of the government besides the forced financial backing of the people in the license fees it levies.

The able presentation of Mr. J. D. Carson, vice-president of the Periodical Press Association, publicized this inequity to better effect than has ever been accomplished before. In eloquently voicing the resentment of the publishers against the government's unfair competition, he re-echoed the plaint of the privately operated radio station, which is not only compete with, as best it may, against the same competitor, but is also forced to submit to regulatory control by the same body.

Gradually the government is intruding itself farther and farther into the preserves of business. As commercial aviation waits for the post-war period, to emerge from its chrysalis, the government walks in and takes possession; the banks are hopefully anticipating a two years' stay of sentence instead of the customary ten year renewal of the Banking Act; the large industrialists are dreading almost unthinkable difficult competition. And now, after each of these industries — and a dozen more — has groaned under its private burden through the years, at long last there is some semblance of a possible fusion between two industries who suddenly realize that they stand or fall together.

Far more is at stake than a growing radio station or a thriving magazine. The forces that are at work against individual enterprise are not just the businesses out of which we earn our livelihood. What is happening is that our whole system of living is tottering, the right to think, act, live and work according to our inclinations, and it can do nothing but crash down into the chasm of socialism, unless selfish individual interests can see their way clear to ditching their private and petty squabbles, in considering their fellow's problems in conjunction with their own, and in showing a firm united front against the forces that are determined to destroy them.

There is a school of thought in the camp of free enterprise which expresses the sincere view that the policy of "offensive defence" is only furnishing our socialistic adversaries with the ammunition they need to continue their attacks.

Actually it has been on a firm foundation of the "wait-and-see" policy they advocate that the socialists have grown from a nebulous ideology to the powerful political party they have now become, to the point even of infiltrating the thinking of the present government.

Managing Editor

Committee Possibilities

Four alternative plans for the regulation of Canadian radio are under consideration by the House committee.

1. The establishment of a new supervisory board to replace the present Board of Transport Commissioners to regulate both "public" and "private" radio.

2. Conversion of the CBC into a purely radio operating agency without supervisory powers over private stations.

3. Retention of the present CBC as an operating and supervisory board with the chairman and a general manager, with the chairman concerning himself with matters of policy, and the general manager devoting his time to the technical and business side of the operation.

4. Abolition of the $2.50 license fee, and a direct grant from the Federal consolidated revenue fund to support the present CBC commercial revenue.

Conservative members of the committee, it would appear, favor the establishment of a new supervisory board, leaving the CBC to its present broadcasting activities. The liberal majority on the other hand is expected to favor practically supplementing the present system with little if any change except for the creation of the post of executive chairman for which post B. K. Sandwell, editor of Toronto Saturday Night and a recent addition to the CBC Board, has been frequently mentioned.

New Manager

Don McGill has been appointed executive director and station manager of station CKSO, Sudbury, Ont., effective June 30. He has been in radio work for five years, four with CPFCO, Chatham, Ont., and last year with the Sudbury station. Clair Chambers, who has been station manager since April 1943, has moved to Toronto, having left the station to seek broader fields in radio.

WAB Annual Meeting

August 7th and 8th are the dates for the Annual Meeting of the Western Association of Broadcasters, which will be held at Banff, Alta. A representative gathering of Western radio men is expected to deal with a crowded agenda of matters pertaining to radio in general and Western radio in particular.
MORE manufacturers are aware that the dealer is taking it "on the chin" these days of shortage and delays. Many worry about after-war reactions. But they don’t know what they can do about it.

Other far-sighted ones are using Radio to keep their brand names alive in consumers’ mind and help make things easier for the retailer by stressing that war needs come first.

Radio—friendly, human, persuasive—does a grand job in consumer and dealer relations. And it is the medium that retailers themselves put first, as surveys plentifully show.

Any radio job in Canada can be effectively done by spotting your programme on as many of the 27 All-Canada key stations as you require.

Get your information from the All-Canada man. He’s an expert on Canadian radio. He’ll gladly cooperate with your advertising agency in building a programme and coverage in line with your budget.

CALL THE ALL-CANADA MAN

ALL-CANADA RADIO FACILITIES

LIMITED

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER
Phone calls and letters from "ta-ta," commending us for the and we took in our editorial "The for Canadian Talent" (July 8) we inspired this sequel, in order but artists may not run away with the impression that we think that one of the fault is their's. Actually, if you tabulated all the ads of work which go to make by stations, producers and advertising agencies. Rehearsal hours are restricted, and they would be: minimum performing fees are established, as is right and proper; fee cutting is prevented, with justification. But in return for the better working conditions they have secured, what is talent doing to make its services of greater value—greater that is in proportion to the many advantages it is now enjoying? Wouldn't it be only equitable if talent did something in return?

These unions and guilds are apparently open to anyone who has on a pair of reading glasses, and the necessary number of dollars. Would talent not be serving itself, as well as its members, if these organizations were open only to those who came up to a specified standard in their particular craft? Unions would be heightening their own standards and increasing their position in usefulness if they not only saw to it that their members were properly paid, but also that no member was permitted to accept employment without its endorsement. Then the endorsement would gain recognition as a hallmark of excellence, constituting a cast-iron guarantee of quality, and the union would be serving a useful function for employers.

How many artists, in the case of commercials, take an intelligent interest in the product that puts them on the air? How many give two hoots about the rating their efforts are earning for the program? How many make a study of the problems attached to the sale and the business of the show? How many have discovered that when the first person singular becomes pluralized, a radio program or any other venture becomes a smooth, concerted effort instead of a disjointed conglomeration of noise? Which do you say after a program: "How did I do?" or How did we do?"

Radio is an intricate business. It is comprised of experts: experts in the agency; experts in the sponsor's sales department; experts in production; experts in the control room and the transmitter; and last— for without their co-experts they are completely useless — experts at the microphone.

Responsibility for the success of the show is definitely divided. The glamour on the other hand belongs to talent and to talent alone. So surely it would be a good idea if talent took a little time out from basking in its own glory, to find out about these other components without which it wouldn't even be heard.

And if he thinks we aren't funny, tell him to go out and get himself a new batch of gag-writers.
The Profitable Art of SELLING NOTHING

Recently Walter Daley, manager of Trail's GIAT talked on the subject of selling nothing. Here is his entertaining, candid speech, or rather the highlights of it, abridged for our readers.

There is a great deal of misconception about the term “advertising.” Too many think of it as a picture of silk panties above a blanishment reading, “Half off today!” or a radio blurb saying “these are extra-special unbelievably low on shoes, socks, red flannel underwear, garden hose and old lace.”

Admittedly that is advertising. It is important and it is profitable, but that is only scratching the surface of the word.

Advertising is education... the dissemination of information... a service to consumers... a tool for expansion of industry. Advertising sells ideas, mental attitudes, rationing, conservation, military service, as well as, if not better than it sells pork and beans, coffee or floor wax.

Today business is faced with the problem of selling nothing.

G. F. Brayden, president of CM, recently declared, “Advertising during war time is, in our opinion, sound judgment.” Companies such as those use advertising to say: “Sorry we can’t supply you, but we want you to keep on watching for our product. We’ll be looking for you when we’ve more bikes to sell.”

Such companies will reap the harvest.

Advertising also has an important effect on the personnel of a business, from the boss to the delivery boy.

Here is an experience I had with a druggist who had a fine store, a fair stock, but lacked one thing — customers.

On my first approach I was turned away with a “No, I don’t want any.” I wrote some copy anyhow and went back. This time he said: “You tell me why I’m not getting the business. Then I’ll buy some advertising from you.”

I went back to him in several months, and told him the reason. He didn’t curl, golf, belong to any club or lodge, he was a semi-recluse in the eyes of many. They called him a sour-puss.

I told him these things frankly, for he had committed himself to advertising if I came through with the answer to this question—and I wanted advertising — boy how we wanted advertising in them days.

“Oh, I see,” he said, “I’ll buy. But I’m no mixer — never will be. I’m like a fish out of water in a crowd.”

The druggist finally admitted he liked to talk business. He was bursting with information about the new Vitamin Pill.

So I wrote his copy this way.

I called his store a medical information bureau, told him how he enjoyed chatting about new developments in the drug trade, vitamins and the new methods of selling without dieting, how he often performed slight services on minor injuries or accidents until a doctor was available — how he enjoyed giving that service. It was all true — it was up his alley.

He’s still doing business at the same stand—plenty of business. As he started warming up to customers, we started warming up our copy about him and his store. And he lived up to it, every word of it. He’s a club member—still a bit shy, but people think of him as one of the amiable men in his city. Advertising did a lot for that man. He committed himself publicly to an attitude of friendliness, and lived up to it. Advertising was the oil that eased the friction between seller and buyer, and dollar and cost profit was the smallest thing that came out of that transaction.

Advertising should be a warm human proposition. If you’re a fellow in your store who is a good shoe fitter, put his picture in the window and his name on the air. Personalize him. Present him to the public as the kind of a man you think he can be, and if he doesn’t live up to the reputation you give him, he just ain’t buying.

Boast about your friendly pleasant, eager-to-help clerks, and watch the others fall in line. You’ll increase your business, but more than that, you’ll perform a service to the boys and girls who work for you that will benefit them as long as they live.

Think of advertising this way. Advertising is a means to a larger acquaintance; acquaintance leads to fellowship; fellowship begets friendship; friendship inspires confidence; and confidence is the bedrock on which the whole structure of business rests. Therefore the privileges of advertising should never be abused, and as sure as night falls, profits both concrete and abstract will come to him who advertises skillfully and honestly, especially when motivated by a desire to be helpful and good.

If you will think of advertising that way, as many people have started to do, then you will help us.

(Continued on next page)
Bushnell Refutes Leftist Charge

Charges of leftist among those control of programs and news cast by the CBC based on allega tions in a pamphlet published by the J. Fitzgerald, of Blind River, ire categorically denied by E. A. Bushnell, Chief Supervisor of pro grams for the CBC when he ap peared before the House Commit tee.

The pamphlet reprinted correspondence between the author and the Services Minister L. R. La che, Finance Minister J. L. Isley and Neil M. Morrison, CBC super visor of talks. The author charged S. Lambert, advisor and frequent CBC speaker with being "an arrant liar" and claimed that the Writ ers and Broadcasters War Council, of which he was a chair man, had been organized by Com munists.

The pamphlet further charged Raymond Arthur Davies a member of the national executive of Labor Progressive Party, was be ing utilized by the CBC as a cor respondent from Russia to put pro grams into Canadian homes.

L. S. Lambert was not in charge of CBC talks, stated Mr. Bushnell, in any case he was not a "leftist, and his chairmanship of the Writers and Broadcasters War Council, with a number of activ ists such as John Collingwood Kele, a sincere effort to help the effort. The allegations were "dangerous and damaging," declared Mr. Bushnell.

I am prepared to put before you an affidavit that there is no man any importance in our news de partment who belongs to any polit ical party," stated Mr. Bushnell.

Regarding Raymond Arthur Da vies, Mr. Bushnell stated that some of the things said about Mr. Dav ies are "true but that he was not an employee of the CBC, had not been to Russia by the CBC, but had been on his own responsibility in a regu lar way to contribute articles to the Toronto Star Weekly and Toronto Saturday Night. The CBC accepted and used some cables from him.

"We have never felt that we should not use a Canadian, irres pective of his political views, as a correspondent. He was successful in getting into Russia and can tell us something about what is happen ing to an ally of ours. Why in the name of heaven should we shut him of ?"

Selling Nothing

(Continued from Previous Page)

fellow in the advertising business to raise the prestige of advertising and add to its dignity. Be completely honest in your advertising, otherwise it can boomerang on you, and on us.

Simple advertising is best; straightforward, honest, enthu siastic, energetic.

Now for the question of rehabilitation.

Sixteen rules and regulations won't produce one single pound of butter. You can't make prosperity out of nothing. When you keep stock turning over fast you are creating something, you are creating employment, keeping factory wheels turning, keeping men at work.

Every cigarette you or I smoke means 45 seconds employment for a workman. Labor is the greatest single item in almost every item you sell. More sales, more production led to greater employment. Ad vertising makes sales; advertising can help you create jobs for the millions when normal times return. Smart, aggressive merchandising does more in ten minutes to help employment than all the non-pro ductive planners packed in govern ment offices can achieve in years.

Next Issue

August 5th

Rehabilitation Service

Free Employment Service for Overseas Veterans

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

Visitor's Book

Visitors at the Canadian Broad caster offices in the past few days have been Bill Hawkins, CFOS, Owen Sound; George Chandler, CJOR, Vancouver; and Ralph Parker, who took time out from building their new station CFPA at Port Arthur to pay a flying visit to Tor onto.

$3000 TO THE RED CROSS by "JO-JO"

CJCA's Singing Bird, "Trained" by Hal Yerxa, the Uncle Hal of the Kiddies Program.

Since February, JO-JO, a copyright feature, has been the star of the program — singing, yodelling, laughing, sulking, scolding and making love. Thousands of kiddies love him. School pupils from miles around visit him while on their industrial tours to Edmonton. Others organize social functions and contribute the net proceeds to the Red Cross through JO-JO, CJCA's Singing Bird.

CJCA EDMONTON

British United Press takes pleasure in announcing the appointment of two new bureau managers to expand their Canadian Bureau Network.

They are

Paul Malloy, Manager of the Quebec City Bureau.

and

John E. Bird, Manager of the Regina Bureau.

- CONSTANT EXPANSION of service facilities brings closer contact with B.U.P. subscribers

From Atlantic to Pacific across Canada, British United Press Bureaus operate in Halifax, Moncton, Quebec City, Montreal, Ottawa, Toronto, Winnipeg, Regina and Vancouver.

HEAD OFFICE: 231 St. James St., MONTREAL
CJIC
SAULT STE. MARIE, ONT.

The Hub Of the Great Lakes

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

National Representatives
J. L. ALEXANDER
Toronto • Montreal

TCA Installs First Ultra-High FM

Trans-Canada Air Lines has installed the first Frequency Modulation (radio) communications system of its type, in the ultra-high frequencies. The system is in use on the firm’s Vancouver-Victoria route. It links city operations and traffic offices in these two cities with airports at Sea Island and Patricia Bay, providing instantaneous communications for reservations, flight planes, loads, flight clearance and dispatch. It is a “point-to-point” system and has no contact with planes in flight. No other radio can pick up its messages.

“This is a development that can be applied to all commercial air lines after the war”, says S. S. Stevens, Superintendent of communications and electronic development for the line. Stevens also pointed out that one of the most valuable characteristics of ultra-high Frequency Modulation is that it eliminates static and fading under all weather conditions.

Lady Manager

Station CKCH (Ottawa-Hull) announces the appointment of Miss Laurette Amyot to the position of Commercial Manager as from July 1st last, succeeding Geo. Bourassa, who resigned to join Harold F. Stanfield Ltd. of Montreal. Miss Amyot has been secretary of the station since 1941, and is believed to be the first lady manager in Canadian radio.

Letters to the Editor

Dear Dick: I am writing you this letter firstly to remind you “you’re a fool doing it” (guess who) and secondly in the best hope that you will publish it in full in your school paper. The letter is in case any of your readers (?) may find it of interest and so that those who have forgotten me, will be reminded that I am still among you in this ridiculous and fabulous world. I suggest that you title it “Radio Advertising” – but make sure that you set the title in the kind of type which will make it look like an Englishman’s horribly reply to my question, “Do you believe in radio advertising”?

The Englishman does not like the idea of radio advertising. The thought of an aggressive young man trying to sell him something as he listens to first class entertainment, free of charge, is nauseating to him. You can understand that, surely! If you are getting something for nothing, of course you don’t want the ecstasy of the experience to be marred by a persuasive invitation to buy jelly beans, do you? If however, an Englishman pays for something—then—to hurl it at him. He looses all sense of reason to the winds. For instance: He may pay three shillings and sixpence to go to the flicks (movies) to you. He will line up for an hour or more to see a film so old that the faded print hardly registers on the screen. But that doesn’t matter, because between the feature and the news reel, he will be able to revel in five minutes of solid advertising. Most of this will be slides, with a musical background supplied from gramophone records running just a little slow. Just enough to give you goose-pimples, no doubt, but then suddenly—if from nowhere—there comes on the screen, a modern talkie. It’s terrific! It’s stupendous! But—its time will run out!!! Does the Englishman care? Not a bit! Why should he? He paid to come in! What has he to lose? His temper? Besides, it’s not like radio, which you can turn down if you wish, when the advertising starts. You have to sit there and take it! It’s wonderful! And all for three shillings and sixpence with no air-conditioning!

When I get out of this straight-jacket, I’ll write you again about an idea I have for phlebitizing the whole of Canada with billboards (borders) to you about different brands of Gin and Scotch and Beer. Of course you won’t be able to see any of the buildings or houses or street-cars—but so what? Radio will be free to broadcast to the world, its little message about the love-life of the Canadian tuxedo and the Chinese corset.

So long, Dick. Have a double (censored) for me, will you?

RAI PURDY.

P.S.: How about a sample of your sheet once in a while? I don’t even know who owns CHML at the moment.

Another Swell Show Goes to CKCR

TODD & LOUISE (Russell) (Robertson) in "How Does the Chorus Go".

Produced and Directed by MacLaren Advertising Co. Ltd.

Sponsored by DALGLISH ONT. LTD.

Manufacturers of JAVEX

OTHER SIGNALS MAY REACH KITCHENER, BUT KITCHENER LISTENS TO—

KITCHENER

REPRESENTATIVES STOVIN & WRIGHT

The Ottawa Valley Market is over 40% French

CKCH

85 Champlain Ave., Hull, Quebec

Promotion—D. L. ROOFORD, 12 Yonge St., Toronto

Serves the Ottawa Valley French Market

Manufacturers’ Representatives

HOWARD H. WILSON COMPANY

Montreal • Toronto • New York, Chicago, etc.

COOPERATING WITH LE DROIT

CKCH is the voice of authority in the French homes of the Ottawa Valley. Continuing surveys prove it to be the favourite station of this prosperous market. Ensure your sales story of preferred hearing by using CKCH. It produces results.
IDEA-A-DAY

Every day is an anniversary of something or other, and anniversaries take good copy ideas, or suggest possible plays or other programs. Here's an anniversary idea for every day in the month of August:

- 1754—"Whiskey Rebellion" in W. Penn. where whiskey was used as medium of exchange.
- 1810—Enrico Caruso died in Naples, Italy.
- 1904—First two submarines acquired by Canada on Pacific coast.
- 1914—Britain declared war against Germany.
- 1919—W. L. Mackenzie King, elected leader of Liberal Party, succeeding Sir Wilfrid Laurier.
- 1925—Bolivia, named after Simon Bolivar (Great Deliverer), declared independence from Spain.
- 1927—J. S. Bach's "Brandenburg Concertos" burned at Aachen, Germany.
- 1927—First telephone conversation ever distance made by A. G. Bell between Brantford and Paris, Ont.
- 1910—Andrew Carnegie, financier and philanthropist, died.
- 1896—Gold discovered on Bonanza Creek, Klondike region, Yukon.
- 1905—Canadian vessel Antelope with food for Russia seized by Japa as carrier of contraband of war.
- 1942—Allied forces raid Dieppe.
- 1921—U.S. declares war on Mexico.
- 1908—First British air raid on London.
- 1927—Damo and Vannetti executed in Massachusetts.
- 1926—Thomas Edison applied for patent on motion picture camera.
- 1921—First British air raid on Berlin.
- 1944—Artillery first used in the Battle of Crevy, France.
- 1945—British Parliament passed act (retroactive) legalizing marriage with a deceased wife's sister.
- 1917—Colombia declares independence from Spain; Simon Bolivar, President.
- 1905—Norway separated from Sweden by mutual consent.

Jack Canuck Sings

Written in a slit-trench in Italy, new song will soon be heard on nadian stations, when Southern Music publishes "A Patch of Red" Sgmn Brian Manley, RCCS, in Canada and England. "Southern" will be remembered for the songwriters' contest it ran in conjunc tion with the 1942-43 "Bucking Horn Sweep," in which Manley's composition "You" was a prize winner. Another forthcoming "Southern" case is the "Jean Lalonde Folio," consisting of French translations of current "Southern" hits. Jean is musical director of CKAC, Montreal, and brother of Phil Lalonde, manager of that station.

CFPA Reps

CFPA, Port Arthur, which will go on the air September 3rd, has appointed National Broadcast Sales its exclusive representatives for eastern Canada, and All-Canada Radio Facilities Ltd., west of the Lakeheads. American representation has not yet been arranged.

Commissar of Publicity

CJBC Publicity is now in the hands of "Mac" Reynolds who has returned to Canada after service with the Merchant Marine.

Jack Canuck Sings

Written in a slit-trench in Italy, new song will soon be heard on nadian stations, when Southern Music publishes "A Patch of Red" Sgmn Brian Manley, RCCS, in Canada and England. "Southern" will be remembered for the songwriters' contest it ran in conjunc tion with the 1942-43 "Bucking Horn Sweep," in which Manley's composition "You" was a prize winner. Another forthcoming "Southern" case is the "Jean Lalonde Folio," consisting of French translations of current "Southern" hits. Jean is musical director of CKAC, Montreal, and brother of Phil Lalonde, manager of that station.

CFPA Reps

CFPA, Port Arthur, which will go on the air September 3rd, has appointed National Broadcast Sales its exclusive representatives for eastern Canada, and All-Canada Radio Facilities Ltd., west of the Lakeheads. American representation has not yet been arranged.

Commissar of Publicity

CJBC Publicity is now in the hands of "Mac" Reynolds who has returned to Canada after service with the Merchant Marine.

Jack Canuck Sings

Written in a slit-trench in Italy, new song will soon be heard on nadian stations, when Southern Music publishes "A Patch of Red" Sgmn Brian Manley, RCCS, in Canada and England. "Southern" will be remembered for the songwriters' contest it ran in conjunc tion with the 1942-43 "Bucking Horn Sweep," in which Manley's composition "You" was a prize winner. Another forthcoming "Southern" case is the "Jean Lalonde Folio," consisting of French translations of current "Southern" hits. Jean is musical director of CKAC, Montreal, and brother of Phil Lalonde, manager of that station.

CFPA Reps

CFPA, Port Arthur, which will go on the air September 3rd, has appointed National Broadcast Sales its exclusive representatives for eastern Canada, and All-Canada Radio Facilities Ltd., west of the Lakeheads. American representation has not yet been arranged.

Commissar of Publicity

CJBC Publicity is now in the hands of "Mac" Reynolds who has returned to Canada after service with the Merchant Marine.

Jack Canuck Sings

Written in a slit-trench in Italy, new song will soon be heard on nadian stations, when Southern Music publishes "A Patch of Red" Sgmn Brian Manley, RCCS, in Canada and England. "Southern" will be remembered for the songwriters' contest it ran in conjunc tion with the 1942-43 "Bucking Horn Sweep," in which Manley's composition "You" was a prize winner. Another forthcoming "Southern" case is the "Jean Lalonde Folio," consisting of French translations of current "Southern" hits. Jean is musical director of CKAC, Montreal, and brother of Phil Lalonde, manager of that station.

CFPA Reps

CFPA, Port Arthur, which will go on the air September 3rd, has appointed National Broadcast Sales its exclusive representatives for eastern Canada, and All-Canada Radio Facilities Ltd., west of the Lakeheads. American representation has not yet been arranged.

Commissar of Publicity

CJBC Publicity is now in the hands of "Mac" Reynolds who has returned to Canada after service with the Merchant Marine.
MUSICAL SLANGUANGE

by Lucio Agostini

WORKING FOR CANADA. THEY CAN DO A BIG JOB FOR YOU TOO!

ORTHACOUSTIC TRANSCRIPTIONS

FOR absolute naturalness in your broadcasts, get RCA Victor Transcriptions as used so effectively in Government recruiting, Red Cross and Salvage drives, etc., and by leading Canadian advertisers.

An All-Inclusive Service—
* PLANNING  * FRENCH TRANSLATION  * SHIPPING  
* RECORDING  * PROCESSING  * PRESSING, ETC.

RCA Victor
TRANSRIPTION STUDIOS

TORONTO
Royal York Hotel
AD. 3991

MONTREAL
Lachine Street
WE. 3831

How They Stand

The following table lists the top transcription programs. The position numbers are those used in the Broadcast Research Reports as the change from the previous week.

<table>
<thead>
<tr>
<th>Program</th>
<th>Position</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lux Radio Theatre</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greene Fields</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Words at War</td>
<td>22.1</td>
<td>-7.8</td>
</tr>
<tr>
<td>Kraft Music Hall</td>
<td>19.0</td>
<td>-4.9</td>
</tr>
<tr>
<td>Treasure Trail</td>
<td>13.8</td>
<td>-3.3</td>
</tr>
<tr>
<td>Album of Familiar Music</td>
<td>11.6</td>
<td>-2.5</td>
</tr>
<tr>
<td>White Time</td>
<td>11.4</td>
<td>-2.0</td>
</tr>
<tr>
<td>Big Time</td>
<td>11.2</td>
<td>-1.9</td>
</tr>
<tr>
<td>Victory Parade</td>
<td>9.4</td>
<td>-1.4</td>
</tr>
<tr>
<td>French</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dr. Moxham</td>
<td>29.5</td>
<td>-2.0</td>
</tr>
<tr>
<td>Radio Théâtre Lux</td>
<td>21.3</td>
<td>-1.8</td>
</tr>
<tr>
<td>Café Concert</td>
<td>19.4</td>
<td>-1.4</td>
</tr>
<tr>
<td>Le Capitaine Bravo</td>
<td>18.3</td>
<td>-1.4</td>
</tr>
<tr>
<td>Course en Diret</td>
<td>18.0</td>
<td>-1.4</td>
</tr>
<tr>
<td>Mezzo</td>
<td>18.1</td>
<td>-1.3</td>
</tr>
<tr>
<td>L'Amour de Titon</td>
<td>18.0</td>
<td>-1.3</td>
</tr>
<tr>
<td>Quebec Nouveau</td>
<td>12.5</td>
<td>-0.9</td>
</tr>
<tr>
<td>Parade de la Victoire</td>
<td>12.0</td>
<td>-0.8</td>
</tr>
<tr>
<td>Vie de Famille</td>
<td>7.2</td>
<td>-0.8</td>
</tr>
</tbody>
</table>

Joke Backfires

Fritz Kreisler, famed violinist, who made his radio debut on the Telephone Hour, NBC, July 17, was nearly arrested when, for a joke he tried to sell his Stadivarius violin to a shop in Europe. The dealer, however, when he called the police, but having recognized the famous fiddle, neither dealer nor police would believe Kreisler was Kreisler until he played for them. That did it.

Don't Do A Thing

without

C F P A
Port Arthur

Opening
September 3rd

See

National Broadcast Sales In The East
All-Canada Radio Facilities In The West
Arctic Hook-Up

Something like fifteen hundred miles of transmission lines link Edmonton, Alta., and Fairbanks, Alaska, in broadcasts that link the two ends of the great Northwest, and out to the thousands of Canadians and Americans up and down Alaska Highway.

At the northern end of the highway is station KFAR, Fairbanks, Alaska. For months past CJCA, Edmonton, has been exchanging its broadcasts with KFAR, designed for American servicemen and civilians.

First broadcast in the world to be broadcast from Alaska by means of a phone line, built last year by 843rd Signals, U.S. Army, was basketball game played at Fairbanks between the Ladd Field Hurricans and the visiting Edmonton Army Engineers. It was aired p.m. and heard in Edmonton hours later, thus being sold in difference in the time.

CJCA reciprocated with a broadcast of the Alaska Wing Golden Boys Boxing Tournament, held in Edmonton, featuring boxers from the Northwest Command.

In the shortest night of the year, 21st, the Ladd Field Baseball and the Edmonton Yanks opened the annual midnight ball game at Fairbanks. This is the only time in the world played in broad daylight at midnight, Al Reusch, Edmonton announcer and Walter Blake, CJCA assistant manager flew to Fairbanks with the Yanks team, and participated in the broadcast.

Confederation of Ad Clubs

Tallent, Ont., July 20—Formation of a national confederation of advertising and sales organizations in Canada, tentatively called the League of Canadian Advertising and Sales Clubs, has been announced by Bacon Brodie, past president of The Advertising & Sales Club of Toronto, and the League chairman and treasurer pro tem is W. Howard De Cew, chairman of the Vancouver Board of Trade's Advertising and Sales Bureau.

Permanent officers are now being elected by the board of directors. The board consists of one representative each from ten of Canada's largest advertising and sales clubs which have become charter members of the League.

These are the clubs in Hamilton, Kitchener-Waterloo, London, Montreal, Ottawa, Vancouver and the Women's Club, the Young Men's Club and the Advertisers' Guild of Toronto. Applications are pending from our four other existing clubs and are expected from other localities in which the League's establishment may cause or encourage the organization of new clubs.

The League's five-fold provisional purpose, shortly to be formalized into a constitution and by-laws by the new executive, are:

1. To provide an organization that can, when necessary present the united recommendations and plans of all clubs to governments and national associations;
2. To unify the efforts of the clubs so as to promote the best interests of sales and advertising in Canada;
3. To encourage the formation of clubs in Canadian cities which do not have one at present;
4. To exchange information about speakers, club activities, etc.;
5. To become acquainted with members of other clubs by visits, bulletins, etc.

Select Service

"Mobilization Boards have been circulating recommending that all men employed by private stations who are eligible for call-up should be medically examined, even while on postponement, to establish their category, and, if replacements cannot be obtained for men being called up, that postponement be granted or extended until such replacements are available."

This information was contained in a letter received by Glen Ban- netman, president of the Canadian Association of Broadcasters, from Mr. A. MacNamara, Deputy Minister of Labor and director of National Selective Service.

Well planned time

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

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

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

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

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

2 more

newsmen...

join Vancouver's CKWX as assistants to Sam Ross

EARL SMITH

Has been a newspaper man since High School. Formerly of Toronto Globe & Mail, Telegram and Star, Earl Smith has lately been doing publicity work for Wartime Prices & Trade Board.

J.E. "RED" GRAEME

Canadian born and educated "Red" joined the Canadian press staff in 1930 and did reporting and editing in their Vancouver bureau until joining the editorial staff of Vancouver Sun in 1943.

STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

MONTREAL TORONTO WINNIPEG
WE CAN ALL BLOW OUR OWN HORNS BUT FACTS SPEAK LOUDER THAN WIND

An Elliott-Haynes Mail Survey throughout Southern Saskatchewan, conducted this spring, showed the following comparative overall weekly circulation of the FOUR TOP STATIONS in answer to the question—

"What Station Do You Listen To Most?"

CHAB - 47,956
Second Station - 43,489
Third Station - 27,622
Fourth Station - 9,037

CHAB
MOOSE JAW

"The Most Listened-to Station in all Southern Saskatchewan"

"Ask the All-Canada Man"

CKOC PROUDLY ANNOUNCES THE ADDITION OF "WALTZ TIME" TO ITS LONG LIST OF NATIONAL NETWORK PROGRAMS

CKOC 1150 on your dial 1000 Watts

Ask the All-Canada Man

For a whole year, CANADIAN BROADCASTING has tolerated my efforts at writing (or should I say, at improving upon) the name of the Editor, who said I've been unaturally sweet lately. This time I'm me.

I've been accused of preferring Canadian artists on Canadian shows, of having a nephew who learns toward American jazz shows lately of not being sufficiently critical in my comment. This time I'll let my hair down and tell you some things I really can't stand in radio.

One of my pet peeves is the announcer who has that 'nibblisher than thou' attitude and who talks down to his audience; or the news commentator who speaks as though he were auditioning for some leading role in a soap opera—I mean daytime serial pattern—instead of presenting a news bulletin; or the speaker with a highbrow type of voice which usually comes out of a politician who is doing his stuff on the network.

Most unattractive commercials annoy me. If more sponsors would say the same amount in half the words: 'York Raising Mills take a bow', I'd be a devoted listener and help me think it would pay off for them in more grocery sales. As it is, so many of them ramble on and on—about the merits of their product, without any apparent effort to make it interesting.

Another hate of mine is the Master of Ceremonies who opens the proceedings by bellowing the name of his show at you double forte. He sounds like a circus Barker addressing a crowd instead of someone talking to me confidentially in my living room. If a comedian begins by saying, 'The funniest thing that ever happened to me happened on the way to the studio', I must tell you—well, that's enough for me.

One thing this country doesn't boast is a really good female ensemble; at least, I haven't heard one. Maybe I'm a fan of the Dinner Sisters or the Invisibles (they really sell me) but I want to hear each vocalist in an ensemble striving to be a soloist, forgetting all about harmonizing. Maybe they should be secretly anchored the right distance from the mike. Also, an echo can quickly be developed hearing a soprano soliloquy straining to add half a tone to her range.

I tell a story badly and admit it. But I don't approach a mike to display my shortcomings so maybe I wouldn't know, but I could choke the fellow who knocks himself out laughing at his own stories on the air. This very easily spoils an otherwise good show.

The laughing, stamping and whistling of studio audiences is another thing that gets me down. Surely there are more air listeners than studio ones. So why not cater to the majority? Or do the actors pull funny stunts to kid us listeners that the show really is side-splitting even if we don't know it.

A velvety voice announcing a concert thusly "The house lights dim, the orchestra plays at its priceless instruments as the mistress strides majestically to his place on the podium. He raises his baton..." that has been a deep-down hate of long standing. Must we always endure a play-by-play report of these activities as a build-up to listen?

Oh yes—the drama! Maybe it's too much but I seem to have a natural taste for blinding into the middle of tender love scenes. Never does my dial sit quietly into the story as June does. Joe Blow are being morally instructed. Some listeners I always see in the middle of a passionate kiss. Must the June of the play always be the campus idol and Joe, just a kid with a defect that keeps him out of the army but out of the program?

Oh, there are plenty of good radio shows too, but so often a little something seems to throw me into a boom.

Bye now...

Radio's Post-War Role

"Radio will assume its rightful role in the pattern for peace by encouraging the interchange of ideas," Joseph A. McDonald, Assistant general counsel of the National Broadcasting Company, told the opening session of the third annual NBC-Northern Summer Radio Institute at a dinner in Chicago recently.

Radio will serve as an instrument for peace in the post-war world, McDonald said, pointing out that in Nazi and occupied countries in Europe listeners were prohibited to hear only one or two of the Nazi propaganda stations.

McDonald painted a bright picture of the future for young people seeking a career in radio. He declared that the age is about to move into broader and greater fields, and made particular mention of television.

Judith Waller, NBC director of Public Service in the Central Division and a co-director of the Institute, revealed that two scholarships will be awarded to the outstanding boy and girl student attending the 1944 Institute. Last year only one such scholarship was awarded.

No Election Eve Broadcast

Prime Minister King's radio talk scheduled for August 8 will not be heard in the Province of Quebec. This is conforming with the regulation prohibiting broadcasting on the eve of an election, the date of the Quebec Provincial election being August 9th.

All National Accounts Used First in the Maritimes

CHNS
The "Voice of Halifax" For Eighteen Years

A FINE STATION IN A FINE MARKET

Studies and Offices: BROADCASTING HOUSE HALIFAX, NOVA SCOTIA WILLIAM C. BORRETT, Director
Free Radio Explained By Radio

Radio got an all too rare boost by radio on July 4th when Richard Harkness delivered his Independence Day broadcast from WRC, Washington over NBC.

"The one basis of our freedom," he said, "is 'freedom of expression'—Freedom to speak as we please—to express our own opinions—to write as we choose. 'Freedom of expression' is summed up in a 'free' radio and in a 'free press.' A radio and press 'free' to bring the full truth to the American people—'free' to speak out plainly and frankly—a radio and press 'free' of government dictation. Otherwise we will soon find ourselves without our freedom. If we lose our free radio (and our free press) we will be 'fed' untruths, or worse, our freedom of thought would be twisted and warped by dangerous 'half-truths.'"

CIBC Staff Changes

H. G. "Bud" Walker is reported to be returning from the west where he has been Prairie Representative for the CIBC, to take charge of the Dominion network from National Office, Toronto. He will be replaced in Winnipeg by Jim Finlay, now manager of station CBL. Finlay's successor at the Toronto station has not been named.

Thomson Sells Quebec Group

Sale of the Northern Quebec Broadcasting System (CKRN, Rouyn; CHAD, Amos; and CKV, Val d'Or, formerly owned by Roy H. Thomson, president of National Broadcasting & Publishing Ltd., has been reported and Hector Audhier, M.P., from Amos and Roland Beaudy of Montreal are respectively president and vice-president of the new company.

Creation of Mr. Thomson of four Ontario papers is reported. These are the Sarnia Canadian Observer, Galt Reporter, Woodstock Sentinel Review and Welland-Port Colborne Tribune. The papers will operate as the Thomson Publications Ltd., under the general managership of Ray Barford, a director of J. J. Gibbons Ltd., Toronto.

The license for a 1-kw station recently issued to the Sarnia Canadian Observer will be retained by H. M. Hueston, formerly of the Sarnia paper, since Thomson is unable to take it up owing to the recent multiple-ownership regulations ruling in regard to radio stations.

CJBC Goes 5000 KW

By September 1st, station CJBC Toronto, will be operating on its increased power of 5,000 watts, according to a statement by Dr. A. Frigon, acting general manager of the CIBC. The Toronto outlet, formerly known as CBV, was formerly a 1,000 watt station.

..The.. Dreadful Uncertainty

—never knowing for sure that we’re going to leave your name on the free list—can be removed from your life forever!

Pin two bucks to the coupon below—pin it to your liquor permit for all we care (what else is it good for?) and mail it in.

Your $2 sends you the next 24 issues of this paper—one year twice a month.

Please attach address label from this issue.

Elliott-Haynes Limited

We offer a Complete Service in all types of Advertising and Marketing Research. We specialize in Public Opinion Polls, Dealer and Consumer Surveys, Radio Program Rating Reports, Publication and Readership Surveys, Brand Trend Reports, Mailing Balloting and Copy Testing. We would appreciate the opportunity to discuss your Sales, Advertising or Marketing problems with you.

Elliott-Haynes Limited

Sun Life Bldg.

Montreal

Bank of Commerce Bldg.

Toronto

Dept. 72

Canadian Broadcaster

371 Bay St., Toronto

Okay, I’ll go for it.

Name

Address

Toronto Globe & Mail
THANKS Spence!

Our "MUSEUM OF RADIO RELICS" is indebted to Spence Caldwell, enterprising manager of CJBC, Toronto, for three Marconi Valves made in England many years ago by the Osram Valve Works. Slowly but surely our museum is growing into a permanent collection of technical stepping stones in Canadian radio's amazing history. How about YOUR "relics" from YOUR station? Labelled with YOUR call letters, they will tie you in with this historic museum. Whatever you have, send it, express collect, to:

Harry E. Foster
AGENCIES LIMITED
Offices & Studios
King Edward Hotel
TORONTO

HEAVY ARTILLERY FOR YOUR Sales Messages

CKCK
SASKATCHEWAN'S GREATEST NAME IN RADIO
Coverage, and LISTENER-CONFIDENCE, that's what CKCK gives your sales message. We've built our reputation on 22 years of bringing southern Saskatchewan the finest national and local programs on the air.

Register With Us

When you come to Toronto use our office as headquarters. Use our address for your mail, our phones for your calls. We'll gladly take your messages and make ourselves as useful as possible.

CANADIAN BROADCASTER
371 Bay St., Toronto AD. 5075-6
Canadian Song Bird

ALYS ROBI

Born in Metairie, La., a suburb of New Orleans, Alys Agostini, now 22, spent her early days singing European songs with her mother, as well as appearing in local children's shows. At the age of nine, singing over CBC, she starred in "They Tell Me". Her Toronto career started on Dominion Network in "Latin-American Serenade", and she has recently been starred with Lucio Agostini on "Spotlight" on the Trans-Canada web.

BUSINESS

New Brunswick Liberal Association: 15 minutes transcribed, 5 a week. "The Human Side of Things", CFNB, Campbellton; CFBN, Fredericton; CHSJ, St. John; and CW, Moncton. Also trained on CHNC, Moncton. Also trained on CHNC, Moncton. Also trained on CHNC, Moncton.

Marguerite Dye Works: spots 5 a week from July 10 to end of August. CFBR, Toronto, through Walsh Advertising, Toronto.

Lepage Company (Jays) has renewed "How Does It Mean?", 15 minutes 3 a week on 8 stations. MacLaren Advertising, Toronto.


H. Comstock Co. (Dr. Morris' Ices) will replace "Match of the Week" with a new 30 minute program, name not yet announced, on FRB, Toronto, starting Sept. 7th, through Jack Murray Ltd., Toronto.

NATIONAL SELECTIVE SERVICES 14 live spots on 75 stations coast to coast, appearing to students to take farm work during their vacations. Also using 15 minutes once only with special appeal to tobacco growers and their employees on a wide list of Ontario stations. Placement through Gordon Anderson, public relations officer of the Dept. of Labor.

TEWKETT LIMITED: spots for Wings cigarettes on 13 stations west of Winnipeg. 3 a day five days a week, thirteen weeks, July 17 to October 13. MacLaren Advertising, Toronto.

Revive French "They Tell Me"

La Metisie Ranceau, French counterpart of Claire Wallace's "They Tell Me" was cancelled along with the English show. It has been revived under the same sponsorship (Wartime Prices & Trade Board) and is now heard 11:15 to 11:30 a.m. Monday through Friday on 14 Quebec stations. Contract is for 52 weeks.

HITTING NEW HIGHS...

With high listening audiences and low cost advertising C.K.C.W is a "must" for Maritime sales. 100,000 strong, folks in the booming Moncton area have money for your products.

C.K.C.W is the only station with primary coverage of Moncton...the fastest growing city in New Brunswick and the largest (per capita) trading centre.

Ask for facts, figures and coverage maps today.

WE DON'T SELL TIME: WE SELL RESULTS

C.K.C.W.
MONCTON N.B.
STOVIN and WRIGHT
Representatives
TORONTO and MONTREAL

Agencies! Only 40 More Shopping Days 'til S-Day *

MAYBE you're planning your own shows...maybe you're shopping around. After all you know your clients:

But...

If you're all plopped out with the heat...exhausted your repertoire...give us a call...why not?

You see, we don't deal with sponsors direct...we don't copy or purloin your ideas. We help you develop them and they still belong to you. We gladly give you ours (for consideration) and offer superb production and keen talent buying. In fact, if it's production...

"Ask Adaskin"

*September

JOHN ADASKIN PRODUCTIONS

TELEPHONES: OFFICE ELGIN 2936
NIGHTS RENWOO 4348

MONTRÉAL TRUST BLDG
67 YONGE ST
TORONTO
LET'S VISIT

Post War Set Usage

After the war, the radio manufacturers generally and Philco and RCA specifically can look forward to a field day according to a survey just completed by the Crowell-Collier Publishing Co., among a cross-section of seven home companion readers. Covering such points as the number of radios in use, factors influencing their purchase, brand loyalty, the sampler's postwar buying plans, and the outlook for radio-phonographs and frequency modulation, the survey contains plenty of hints for advertisers.

Topping the existing estimates of set ownership (82% of all U.S. families in 1940), the research showed that 97% of companion readers own at least one radio. Some 57% have two and 10% have three. Of their sets, more than half are table models, only 10% radio-phonograph combinations.

Purchase Plans

Sixty-five per cent. of the readers queried plan to buy a new radio as soon as they can, and no less than 57% of this group expect to purchase combinations. People with incomes over $3,000 will buy most of these, while another 22%—with lower incomes—will content themselves with new table models. A spontaneous 3% wrote in on the questionnaire that they would go for television.

News of frequency modulation has reached a third of all set owners, 84% of whom consider it a "must" in the new model they buy. A few correspondents commented doubtfully, however, that they wanted to see how FM developed before buying, preferred to wait until all major broadcasting stations used it.

Commando on CFRN

Lieutenant S. W. Chant of the Gordon Highlanders, one of the few Commandos to return from the raid on the Nazi-held French port of St. Nazaire in the Spring of 1942, gave Edmonton listeners a thrilling and interesting program when he was interviewed recently over CFRN by Gordon Reid.

Wounded and taken prisoner during the raid, Lieutenant Chant was recently repatriated and is now on a tour of Canada and the United States, sponsored by the War Information Board.

Several days after the broadcast the story was carried by the CBC, and an article appeared in the following issue of Readers' Digest.

Weekly the CJBC Mobile Unit travels to points of interest in and around Toronto for the Monday evening offering "Let's Visit". To date the series has included trips to Malton Airport, a Lake Grain Boat, the Royal Ontario Museum. Recently the port of call was the Royal Alexandra Theatre during the run of "Mr. & Mrs. North", starring Madge Evans. Pictured above (1) Miss Evans is interviewed in her dressing room by CJBC's Joan Baird, (2) Property Man "Murf" Murphy gets the business from Bunny Cowan over a property trunk, (3) Joan Baird seems to enjoy her talk with Tom Rutherford, leading man, (4) the unit in action, left to right, "Murf" Murphy, Bunny Cowan and Roly Anderson at the controls.

100-250 WATT STATION BOX 100 CANADIAN BROADCASTER 371 Bay St. Toronto

EXPERIENCE COUNTS

The appointment of Mr. Howard Chase, locomotive engineer, to the chairmanship of the Board of Governors of the CBC, means that the radio is ruled by the most progressive and progressive of almost every industry unrelated to radio.

SELECTIVE SERVICE

"He told me I didn't live up to my own opinion of myself," said the actor, "and then he fired me off the schedule."

ORDER GENTLY!

Indications are that the Western Association of Broadcasters Convention (Bapt. Assn. Aug. 7-8) will due to circumstances over which it has no control, devote considerable time to questions immediately relating to the business of broadcasting.

EN VOYAGE

We're wondering if the West Coast station manager is now cavorting in the East on business connected with the Dominion Network, or if he's travelling less 덜 than answering his mail.

PAN MAIL

Sir: It becomes increasingly obvious that all you have to do to get a free story out of your paper is to buy a little advertising.

—Station Manager

Don't be a dam fool!

INFORMATION PLEASE

Dr. A. Frigon, CBC acting general manager, told the Radio Committee that while a promise was made several years ago that it would be the desire of the Corporation to surround the figure of $500,000 for commercial revenues, this definition was given on the condition that figure should represent profits. We know, Doctor. Half million bucks.

NOMINATION

Following the appointment of an executive of a railway union to the chairmanship of the Board of Governors of the CBC, we may adduce, for the chairmanship of this union, Miss Claire Wallace.

INTESTINAL FORTITUDE

"We have thousands of men now acting with courage. We have too few who think with courage.

—Diamond Chip

PROBABILITIES

With a license transfer at a new station looming on the Toronto horizon, Que City Radio might be said to be heute about what cookie.

SABOTAGE

It actually happened. It went through this Sunday edition, too. The Minnesota Sunday Tribune listed radio programs coming up with this surprise feature: "3 TP: 7:30 p.m. One Man Fanny."
WHO WANT THEIR OWN SHOW ON THEIR OWN LOCAL STATION

• Advertisers who realize the value of having their own big-attraction show but think they can't stretch their advertising dollars that far... have good reason for cheers! An NBC syndicated show was born just for you.

It's your baby to have and to own exclusive in your locality. Behind it is top-rung radio talent plus the unmatched professional production facilities of NBC. Broadcast it on any station you like for your wartime or post-war messages. Carry it on a limited budget. You can, for by syndication the expenditure is shared by many non-competing advertisers in varied markets throughout the country. (And you have a show that would be far too costly if produced for one local advertiser.)

• Just to give you some indication of the high-caliber of NBC recorded shows...

Betty and Bob—people like your neighbors, but they live exciting lives. (390 quarter-hour episodes for five-a-week broadcasts.)

The Lone Ranger—radio's greatest adventure character with a guaranteed audience from the start. (Half-hour broadcasts on long-term basis.)

Modern Romances—True stories of real people, dramatized from the grippingly human pages of one of today's fastest selling magazines, Modern Romances. (156 quarter-hours, each a complete story.)

The Name You Will Remember—William Lang's sparkling five-minute vignettes of today's famous people. (260 for 3- or 5-a-week broadcasts.)

These and other famous NBC Recorded Programs are now available... if you act right away... in Canada through ALL-CANADA RADIO FACILITIES, LTD., Victory Building, Toronto.

* * * * *

Through NBC Thesaurus... you can secure outstanding recorded musical shows directed by the batons of big-name band leaders... with bands that run the gamut from jitter-bug jive to symphonic music... available on any or all of 32 Canadian Stations.
The Place of Meeting

As farms and industries developed in Canada's early days, villages on which have grown our great cities dotted themselves across the landscape.

They were built around the church, the school, the blacksmith's, the general store and the hotel—built up on a sound foundation of free men living and doing business the free way.

CFRB, the Voice of Free Enterprise, believes in the freedom which is Canada.