Alas Poor Lochinvar!

There must be a quiet serenity about Banff, Alberta; something in the air that dispels all thoughts of strife and discord from the human soul; something in the atmosphere of the Rocky Mountain retreat which even blinds you to gross acts of treachery being committed against your own heritage of freedom. At least this must have been the effect of the place on Glen Bannerman, president of the Canadian Association of Broadcasters, as he rose to address the tenth convention of the Western Association of Broadcasters. At that moment, forgetting the “fighting speech” he delivered to his own association just six short months ago, he held out an olive branch to the CBC, and in so doing virtually surrendered his fight for the freedom of the air—the Battle of the Networks.

Last February, in Quebec City, Bannerman said: “The system is becoming too centralized, too monopolistic and too cumbersome for the rapid changes and shifts which happen in broadcasting. Unless changes in the system are made in the near future, I believe the struggle will be lost.”

His speech was a plea for a private network instead of the CBC's second network, and it was, in the main, an able ditch stand for the fast-eroding life blood of freedom of speech on the Canadian air.

Last week, in Banff, he told western broadcasters that “whatever the strengths and weaknesses of the CBC may be, no one has been able to say that the co-operation (between the private stations and the CBC) has failed to provide service acceptable to Canadian listeners.”

With the programming facilities of the great U.S. networks to show them, and the commandeered facilities of Canadian private stations to put them on the air — why should they fail — how could they?

Bannerman's remarks were preceded by those of G. R. A. "Dick" Rice, WAB president, who praised the forward move by the CBC in forming its new Dominion Network, giving many WAB members their first network affiliation.

Now that the Parliamentary Committee on Radio Broadcasting in Canada has met, deliberated and tabled a report, which, as was obvious from the first, recommended no vestige of good for private radio, Bannerman called upon WAB delegates to co-operate in bringing before the parliamentary committee a complete picture of the community service provided by the privately-owned radio stations. Admittedly this indicates there is still some spirit left, but why in heaven's name is it necessary to wait until after the committee has met to deliver this admonition? The committee has adjourned, presumably for a year, and it is safe to assume that these wise words will have sunk into oblivion long before it reconvenes, unless of course the CAB’s mysterious committee on public relations holds another of its off-the-record meetings and follows up its sole good move, namely the development of Ken Sobole’s "Report from Parliament Hill," with another piece de resistance.

Unquestionably the failure of the CAB to sell the Parliamentary Committee on Broadcasting to investigate private broadcasting, and the failure of the CAB stations to arm the CAB counsel with the ammunition he needed to fight their cause.

What the Canadian Association of Broadcasters needs is not a new policy, but a policy—period. It needs to make up its mind if it is going to buckle under the CBC yoke, and let Lazurus of old, obsequiously accept the crumbs the rich man deigns to let fall from the table. Or it must turn back the clock to the 1944 Conference and continue the fight it appeared to be starting at that time, a fight, not for privileges and favors, but a struggle for existence.

Above everything else the CAB needs leadership, the courageous, forthright hard-hitting kind of leadership that wins battles instead of effecting patched-up and temporary peace.

(Continued from Column 1)

than most observers think. For this reason the competitive situation now existing in the standard band would not be greatly altered on frequency modulation bands he believed.

Broadcasters should welcome the expression of the intention of the Federal Parliamentary Committee on Radio Broadcasting to investigate private broadcasting as well as the CBC declared Glen Bannerman, president and General Manager of the Canadian Association of Broadcasters.

Mr. Bannerman called on the WAB delegates to co-operate in bringing before the parliamentary committee a complete picture of the community service provided by the privately-owned broadcasting stations. Private broadcasters have three responsibilities and rights Mr. Bannerman emphasized. First entertainment and any news services that are possible, second, the right to make a profit from commercial programs, and third the responsibility of providing full and unbiased information on all issues of public interest.

Mr. Bannerman warned that while co-operation with the CBC for improved service was desirable, operators of private stations have a right to expect the same cooperation in return from the CBC.

"Whatever the strength and weaknesses of the CBC no one has been able to say that the corporation has failed to provide a program service acceptable to Canadian listeners" pointed out Mr. Bannerman. He congratulated Dr. Augustin Frigon on his able representation before the parliamentary committee. Commenting on the report of the committee the speaker declared "I am satisfied that the members of the committee are not convinced that the majority of Canadians was not in our present system of radio broadcasting changed.

Thank You Gentlemen

The request we ran in our last issue for back copies of the issue of June 24 has been more than granted, and we should like to express our appreciation to the readers who co-operated.
On Wednesday, July 26th
this story was carried

OTTAWA, July 26—(BUP)—An extended strike of more than 4,000 employees of
Montreal Tramway appeared inevitable following receipt of the supplementary report
of the board of conciliation.

On July 27th
other sources carried from Montreal
“Strike rumours spread by irresponsible sources should be discounted . . .”

On August 3rd
One Million Montrealers were obliged to walk to their jobs or be driven by emergency
conveyances because

THE STRIKE WAS ON!

Phil Lalonde, CKAC, Montreal, states:—

“Thanks to BUP the Public was forewarned and
if today (August 3rd) war industries are functioning it is because we and others immediately
went on the air with the BUP item.

“Last time when tramway employees struck as a surprise move Montrealers were caught unawares.
D.I.L. and other industries put more than 300 announcements on the first day instructing their stranded workers how to get to their jobs.

“This time, thanks to the public having been warned emergency arrangements could be made. A public service has been performed by those who used the BUP item.”

J. A. Shaw, CFCF, Montreal, says:—

“Thanks to advance warning, emergency well in hand.”

Marcel Lefebvre, CHLP, Montreal, says:—

“Our station by using the BUP item was able to perform a public service.”

This is Another Example how with

BRITISH UNITED PRESS

The Public is Served with
Speed and Accuracy

Head Office: 231 St. James St., West, Montreal, P.Q.
R For Publicity

1. DIAGNOSIS
"Silence is the most perfect expression of scorn," wrote Bernard Shaw, whose department of "internal" publicity has kept his acid utterances on front pages the world over to the great age of 88.

The attention given the plight and the pleas of private radio by the recently adjourned House Committee on Broadcasting seems to indicate that the feelings of the members of that committee, measured in terms of this Shavian outburst, are just about as completely scornful as they can be. For not only did the Committee fail to recommend the granting of one single request made in the CAB presentation — with the sole exception of the power increases which were already provided for in the international Havana Agreement. Worse than that, the CAB's beef supreme, the demand for the right to establish a private network, was not summarily refused because it would have been out of line with public interest. That pill would have been bitter enough. But the House Committee went further. It did not even mention in its report, by so much as a solitary sentence, favorable or otherwise, the request of the free enterprise part of Canadian radio for nothing more than business parity with its government owned competitor.

Surely by now the diagnosis must be complete; publicity or rather the lack of it at the right time and in the right place.

For nearly three years the CAB Committee of Public Relations has functioned — presumably — to furnish the association with ammunition to use against the combined forces of bureaucracy and socialism. But nothing has been achieved, because the CAB has completely failed to appoint a public relations committee competent to fulfil its mission.

It may be argued that this is no reflection on these men who have worked in vain; that it is first and foremost a discredit to the CAB membership, which appoints and reappoints this committee, year after year, to co-ordinate the information it supplies, and then refuses to supply the information for it to co-ordinate.

Be this as it may, we submit that the past three years' work of the CAB Committee on Public Relations is certain no testimonial to its ability as a body of publicists, and either its activities should be dropped as ineffectual, or the committee should be replaced with a group of men who are willing and able to make it function.

Next Issue Sept. 9th
MIDWAY MOLLS

Work took on a new glamor for Jim Kent at the 1944 Provincial Exhition in Regina last month when, pictured above, he interviewed four of the Midway "Pin-up Girls" for a CKCK broadcast. This annual "Fair" is one of the largest agricultural exhibitions in "Tiny" world, and CKCK has given its listeners complete coverage of the event each year.

International Union

Washington (BUP) — The United States is preparing to propose a modified international telecommunication union which would have the power to reject a nation's application for use of a radio frequency if it failed to conform to international regulations.

Research Committee

Pursuing the function for which it was created, the Commercial Radio Research Committee representing the ACA, the CAAA, the CBC, the CAB and the Radio Station Representatives, has sent out a questionnaire to privately owned radio stations in Canada in an effort to learn which types of commercial announcements are most acceptable to Canadian listeners.

The questionnaire asks for details of listener comments received from listeners on commercial announcements, and six other pertinent questions pertaining to the problem.

After the co-operation of the industry has been received, we understand that the committee proposes to investigate further a field, approaching listeners, announcers and everyone who has an interest in radio — in other words everyone.

WAB Appoints Board

At the Western Association of Broadcasters Meeting at Banff, Alta, August 7 and 8, G. R. A. "Dick" Rice was re-elected president. Other directors who will automatically serve on the CAB board are Gerry Gaetz, CKRC, Winnipeg; F. H. "Tiny" Elphicke, CKWX, Vancouver; A. A. Murphy, CFOR, Saskatoon.

Titbit of the Week

Mimeographed under an arrestingly drawn heading "News from CJCA", that would attract any editor's eye, interesting news items have been reaching this paper called "Titbit of the Week" with increasing regularity. The items have been most welcome here, and we think Tom Shandro, CJCA's promotion man, is to be congratulated on the beginnings of a good job.

Did you know?

CJIC
SAULT STE. MARIE, ONT.

The Hub
Of the Great Lakes

Is the only Canadian Station heard in this part of Ontario also that 85% of the buying power of the district of Algoma is within 7 miles of CJIC's transmitter. Don't overlook this important market.

National Representatives
J. L. ALEXANDER
Toronto • Montreal

IS THERE NEWS at CHNC?

Yes—big news too!

Can now offer World Transcription service.

MIDWAY MOLLS

Research Committee

WAB Appoints Board

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MIDWAY MOLLS

Research Committee

WAB Appoints Board

Titbit of the Week

Did you know?
Hal Cooke, manager of CHEX, has made 'Community Service' the keynote at the Peterborough Broadcasting Company's station. He feels that the station can contribute to the public good by airing programs which are important to the people of the Lindsay area.

Hal has realized that the job of providing top radio fare for Peterborough ranks high among the progressive industrial centres of Canada. Now, in wartime, Peterborough's thousands of workers are redoubling their efforts, manning the production lines at C.G.E., Outboard Marine and a dozen other important plants, while dislocated farmers work sun-up to sundown producing food for overseas.

Now, Hal Cooke's service to his station's audience has resulted in fine programs. The Home Folks' Hour — daily feature of farm listeners in five counties; the annual remote coverage of the Lindsay Fair; the promotion of War Savings Stamps by the novel plan of recording the talents of rural school children, have all contributed to the popularity of CHEX.

Hal combines station know-how with a pleasing personality. Away from the station he becomes the amateur gardener with an eye to the progress of his crops and an ear to the smooth operation of CHEX.

**More Hope than Charity**

A Column of Constructive Destruction

Elda Hope

Holidays are past tense now. They were perfect but (and it's a big but) I did miss my radio. If this time off served no other purpose, it has made me appreciative of the programmes I now can hear once again. No, I don't dislike my losses, the things that got me down, but I do value the information brought by radio now that I can get it again.

To be without news at this stage of the War was a major failure. I couldn't help wondering who had invaded whom, and what the results might be. I am now a full-blooded fan of newsmen, well, some of them anyway. Among my favourites are Jack Bennett, Wrigley's newsreader; John Knock, CBC's famous newsreader; also, I have none of the tricks of the story-teller or the hesitancies and speed gains of the actor. There are no crescendos, diminuendos, allusions or intricacies marked in on their scripts. I'd bet there's no more writing in them than actually meets the ear.

Even a time signal would have been a great relief. We were never outside of the correct time and repeatedly I'd think 'If I could only hear a time signal or even a station break'. On well, that's all water under the bridge now and I've come back to my sphere of rotor ears and radius, feeling rather cosmopolitan and almost a woman of the world — to listen.

Planned listening remains a good idea to me. We plan our wardrobes, our tea-marrows, our reading. Why not our listening? Before me I see radio listening is no halfway business, but alive and active. It's a mistake to listen unless you really want to have. Music is created three times—once in the composer's mind, once in the musicians' mind, most in the listeners' mind. Listening half-heartedly spoils it as much as aesthetic playing.

Don't feel, either, that you must do your listening to a great mass of sentiment. You don't enjoy a genuine artist unless you have some sense of the beautiful relationship of its proportions. More basic than you if you follow the inter-woven counterpoints. Listening is and should be a partnership between emotional response and intellectual understanding.

If you don't know much about music, read books, or ask your musical friends for advice. Don't, however, yet caught by a "commercial radio listener"—the kinds rather be musically fashionable than enjoy music, or who are looking at a "wide" library knowledge by reading stored condensations.

If you do know something about music, learn more. Know the leaders—Bach, Haydn,莫扎特, Beethoven, Wagner, Brahms, Tchaikovsky, Dukas, Stravinsky—their best compositions, their style of composing. Then, go on to the modern composers. Know the facts, the difference between hand and orchestra, sonatas and concertos. Study the construction, the history, the architecture of great music. Read musical theory and criticism. Then, hot h'专项 music and expanded. Listen to one man's music, study it and become an amateur expert on his work. It's adventurous. If your taste is classical, explore the moderns. If you dislike a style that has been recommended, listen to it three or four times honestly, without mental reservations. And whatever you listen to, whether it's its fine, for stimulation or for education, listen with your mind, your ears, and most of all, with your heart.

Good listening.

Elda

Television Ahead

Amed with a new long-term radio contract that has every prospect of carrying the comic strip's show into the television era, Fibber McGee and Molly announced on their return to the West Coast from Chicago that their future motion picture work would be carried out with the idea of preparing for eventual video programs. The radio team had been cast to discuss their forthcoming fall program with the sponsor, S. C. Johnson & Son, Inc.

Howard B. Chase, recently appointed chairman of the CBC, has been described as a labor executive whose heart still rides the locomotives.
IDEA-A-DAY

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

September
1 1939—German invasion of Poland.
2 1783—U.S. Treasury Department established.
3 1939—British-French declaration of war on Germany.
4 1927—Isadora Duncan died at Nice, France.
5 1928—Robert H. Ingersoll, Watch manufacturer, died.
6 1949—Bismarck stopped at El Almin.
7 1822—Brazil declared independence from Portugal.
8 1780—Surrender of Montreal left all of then Canada in British hands.
9 1920—Transcontinental air mail established, Long Island to San Francisco.
10 1939—Canada declared war on Germany.
12 1965—Canadian Civil Service Commission established.
13 1753—Wolf and Montcalm both mortally wounded on Plains of Abraham near Quebec.
14 1812—Napoleon crossed the Rhine, returned to Paris.
15 1939—German lost 185 planes in attack on London.
16 1917—American Legion incorporated.
17 1909—Work begun on 160 million dollar Boulder Dam, Nevada.
18 1939—"America" cup race; Harold S. Vanderbilt (Enterprise)—4, Sir Thomas Lipton (Shrewsbury)—3.
19 1899—St. Clair tunnel, connecting Canadian railroads with U.S. lines to Chicago opened.
20 1917—Completion of Quebec bridge over St. Lawrence.
21 1901—Bureau of Aeronautics established in U.S. Navy Dept.
23 1846—Planet Neptune first observed by Dr. Galile.
24 1914—First Canadian contingent of 38,000 sailed for England.
25 1840—Samuel Pepys recorded his first "cup of tea" in his famous diary.
26 1967—New Zealand became Dominion.
27 1821—Mexico become independent of Spain.
28 1857—Louis Pasteur, French scientist, died.
29 1927—Tornado swept St. Louis, killed 90, injured 1500, damage 50 million dollars.
30 1936—

NAB Convention

The executive War Conference of the National Association of Broadcasters, Washington, D.C., is being held in Chicago, August 28 to 31.

"There is every indication," according to Harold Ryan, NAB President, "that our conference will contribute constructively to ironing out some of our current industry problems and laying the foundation for more helpful co-ordination of radio's part in the war effort and in the period to follow."

Stork Market

Bernie Braden, formerly of Vancouver, now Toronto radio actor, became the father of a baby girl August 3. Mother and child are reported to be doing well.

Recording Tax

As from September 1st, recording fees, including cost of talent used in the manufacture of recordings, will be subject to 8% sales tax on the total charge. This is to include the cost of pressings at other types of duplicates as well as original recordings.

Under the new regulation, all tax licenses will have to be taken out by recording and transcription companies, as well as those who manufacture or have manufacture to their order recordings and transcriptions, such as advertising agencies, independent producers, radio stations who do recording work, sponsors who produce their own spots or programs.

This information has been received from Ottawa by Hal Williams, of Dominion Broadcasting Company.

Announcing

"TREASURE TRAIL" and
Emceeing

"SPIN-TO-WIN" were a lot of fun this summer — —
Still are.
WHAT CAN I DO FOR YOU THIS FALL?
Just
Leave your number at mine
Hudson 3780

STU KENNEY

THE KEY TO THIS RADIO COMMUNITY IS THE ALL-CANADA STATION WITH THE DOMINION REPUTATION.

ASK THE ALL-CANADA MAN

JOHN ADASKIN PRODUCTIONS
TELEPHONE OFFICE, ELGIN 9296
NIGHTS KENWOOD 4346

MONTEAL TRUST BLDG 67 YONGE ST.
TORONTO

C A N A D A ' S  K E Y  R A D I O  C O M M U N I T Y

In Winnipeg, more people listen more often to more local programs than in any other city in Canada. (See your Elliott-Haynes)

TRY US!
There's no cost to you, and we'll do anything to achieve incomparable production.

"Ask Adaskin"

THE CANADIAN BROADCASTER August 19, 19, 1919

Page Six
BOPUSINESS

ROE FARM MILLING CO.: renewing on CKN X 15 minutes a week featuring Caron Robson, also renewing In His Steps on CKNX and CJCS. Ronalds Advertising Agency Ltd., Toronto.

Borden Company Ltd.: has renewed Canadian Cavalcade from CJBC, Toronto to 23 Dominion network stations commencing Sept. 7. Young & Rubinac, Ltd., Toronto.

LOUIS K. LIGGETT CO. LTD.: presenting in September Doctors Courageous, a 15 minute transcribed feature on 8 western stations. Ronalds Advertising Agency Ltd., Toronto.

LEHN & FINK: 30 minutes a week, Blind Date, over the Dominion Network starting Sept. 11th. Spitzer & Mills, Limited, Toronto.

COLGATE - PALMOLIVE - PEET CO., LTD.: resume The Happy Gang on Sept. 4th, from CJBC to the Dominion Network, 30 minutes a week. Spitzer & Mills, Limited, Toronto.


Pond's Extract Co. Canada Ltd.: "John & Judy" returns to Trans-Canada Network, Sept. 19, 30 minutes a week, Tuesday 9 p.m. (E). J. Walter Thompson Co. Ltd., Toronto.

General Foods Ltd.: 44 weeks beginning Aug. 31st will bring in the Frank Morgan Show (Maxwell House Coffee) from CJBC to the Dominion Network. Thursdays 8 p.m. Also the Aldrich Family (Postum) starting Sept. 15—Dominion Network. Baker Advertising Agency Ltd., Toronto.

ONT. DEPT. OF AGRICULTURE: appeal for canny help being made over 13 Ontario stations with spots 1-4 a day, for 12 days starting August 10. Jas. Fisher & Co., Ltd., Toronto.

QUAKER CO., Peterborough: 15 minutes a week transcribed "Terry & the Pirates" returns Sept. 4 to a wide list of Canadian stations. Spitzer & Mills, Ltd., Toronto.

LOafs INC. New York: "Inside MGM" 5 minutes, 5 a week. 52 weeks from Aug. 7, on CFRB, Toronto, through Donhue & Co., New York.

CURTIS PUBLISHING CO.: "The Listening Post," 15 minutes a week

FOR SALE

MARCONI B — 100 PLATE MODULATOR TYPE 88517
This modulator is capable of providing a high-quality audio output in excess of 250 Watts. Nearly new—in excellent condition.

Apply to
Radio Station
CFGP
Grande Prairie, Alberta

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

For Your Consideration:

"John & Judy" is a 30-minute Saturday morning program, featuring the Canadian Cavalcade, a 15-minute live feature, which is heard on 30 Canadian stations. "The Happy Gang" is a 30-minute program heard on 13 Ontario stations.

Feenamond, renewed for August 21st, spot 3 a week over 13 Canadian stations.

Baker Advertising Agency Ltd., Toronto.

Stovin & Wright
RADIO STATION REPRESENTATIVES

MONTREAL
TORONTO
WINNIPEG

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.

(signed) Stovin & Wright
CKNW To Open On September 1st

A new station for New Westminster, B.C., is scheduled to open September 1st. CKNW will be owned and operated by William Rea Junior.

CKNW's Northern Electric 700-watt transmitter will be heard at 1230 on the dial.

Staff appointments to date include Ross McIntyre, formerly at CKWX, Vancouver, as chief engineer; David M. Armstrong from CKBI, Prince Albert, commercial manager; Bill Fox from CKOV, Kelowna, Program Director.

Services contracted for by the new station are World Broadcasting System library service and British United Press wire service.

CHLT to Boost Power

Announcement has been made by Mr. Alphée Gauthier, manager of CHLT, Sherbrooke, Quebec that station power is about to be increased from 250 to 1000 watts. It is anticipated that the new transmitter will be in operation by the first of the year according to a statement given by Mr. Gauthier to the Coastbook Observer.

How They Stand

Elliott-Haynes August night time ratings will appear in our next issue along with the daytime figures for the same month.

RAI PURDY PRODUCTIONS
37 Bloor Street West
TORONTO

Our own views about Socialism is that if the country makes up its mind that it wants to have it, it will have to have it, but we don't want to see it sneakled by parties which were elected to keep it out.

—Toronto Saturday Night

"30"

The CBC has presented a sorry spectacle for some time past. It has had a chairman nor even a general manager. Mr. Augustin Frigon, assistant manager, has carried on the chief executive function in the interim. Such a state of affairs has been bound to affect the regular operation of the CBC.

The functions of chairman and general manager should involve no overlapping authority. The chairman should be the liaison officer between the board and the administration of board policies. The general manager should be responsible for the actual execution of policies.

—Winnipeg Tribune

"30"

National control of radio as it now stands at present is what this country has been given. There can be no content by a single, national and independent commission without any threat to the nativeness of our radio network. The existence or continuance of that system has never been in question. But if that system, fed on public subsidies, cannot compete with privately owned broadcasting under our regulations which are applied equally to all, then there can be little argument in its continuation.

—Toronto Globe & Mail

"30"

Above everything else the CBC bears the mark of immature and uncreative mind bringing up young men, with some ideas and a contempt for everything else that is not "progressive", in control of its situation. Juvenile runs rampant. What they require is one boss who knows his business. Splitting control of the organization under two heads is not secure that badly needed result.

—Winnipeg Bulletin

"30"

The radio committee's report projects a hand the proposal that the CBC should no longer be left in control of private broadcasting. It agrees that the CBC should be at once judge, policeman and comptroller of the private stations. This is the most unsound feature of whole radio system in Canada, for use it the private stations are precluded from competing with the public system. It is what the CBC wants. It wants an order, not its programs, lacking it, not in the standard which would filter opinion among them. If they had to go against private programs, now curb by the refusal of the CBC to allow it.

—Vancouver

"30"

With all these trained experts, road help and explore FM and television seems too bad that those who govern C. D. Radio, do not see fit to give the incentive and possibly capital to work's if necessary. It is too bad that C. C. can do nothing about FM and TV until 1947 at least after the censure of difficulties. The United States air has both FM and Television station operation and their war effort doing quite well.

—CHAB
The two recent articles, "What's wrong with Canadian Talent?" and "A Closed Shop," seem to call for some sort of statement on the part of organized artists in Canada.

First, let it be freely admitted that radio is a co-operative undertaking. Every actor and musician on the field of radio entertainment depends on producer, sound man, studio room and transmitter. As is so aptly put out... "Experts at the microphone are completely useless without their corps..." But the fact remains, talent, actual potential, is the key link between radio and the public. It is the commodity that sells the sponsor's product. Radio did not bring it into being, nor has it a monopoly. And indeed that artists are useless in radio without their co-experts, so is a network of transmitters with dead air.

You suggest that in return for the loyer working conditions, talent will undertake to make its series of greater value. For the individual you point out the advisability of taking an interest in the product that puts him on the air. In rating of his shows, the programs attached to the sale and business of these shows, unfortunately not one artist in a hundred exists on the proceeds of a single show or sponsor. He has a commodity for sale, his talent. It is cherished, on a strictly cash basis, as a sponsor or a sponsor, who also is a commodity for sale. The theory is that the first commodity may assist in the sale of the other. The artist's talent is defective, if supposed to be an interest in the product that puts him on the air, the artist's work, the whole program will automatically suffer. Obviously the contract will be refused. If the talent lives up to expectations the rating is satisfactory, the product sells, and there follows that happy renewal. But the purchase of talent surely doesn't carry with it the demand that every artist enthuse over, or even use the products of every sponsor he works for. Most sponsors realize that this is a personal matter between the artist and his taste. If a performer prefers another brand of coffee to that his sponsor advertises, is it courteous or hypocritical for him to change? The point is at least debatable. And what about the poor man who appears on two programmes sponsored by rival brands of the same product? Did the Tuckett Tobacco Company consider Alan Young less saleworthy as a comedian because he was a non-smoker? This is not to say that performers should ignore opportunities to further sponsor interests, but rather that what the sponsor pays for, is talent, not endorsement of his product by that talent. From his own point of view, the artist can best serve radio by perfecting his work, preserving his integrity and doing the best job possible when he is called upon to perform.

For artists collectively, you pose a bit of a problem. On the one hand, you suggest that organized performers should open their doors only to those who come up to a specified standard in their particular craft. On the other you accuse us of operating a closed shop. How better can we add fuel to that accusation than by following your first suggestion? You maintain that a closed shop exists in Canadian radio, that cliques of actors and musicians dominate the scene to the exclusion of many other talented performers, that the way is barred for newcomers. But is organized talent responsible for this condition, if it exists? Anyone is eligible for membership in these organizations. In the case of the musicians, conductors have a free hand in orchestral personnel. The onus for introducing new talent, for breaking up cliques rests then, not on organized talent, but on producers and conductors. No performer or group of performers can dictate to a producer or conductor what talent he will hire. Since no would-be performer is barred from membership there can be no question of discrimination...

Artists unions do not exist for the purpose of providing work for their members. They exist to provide proper working conditions for those members producers see fit to hire. Whether an artist works or not is up to him and his ability to convince prospective employers of his worth. For those who desire experience before appearing on network programmes there are local stations in every radio centre. Most of the so-called favored artists on Canadian networks today served an apprenticeship in this manner. If the way was open for them, it is open for others.

Appoints Reps
CKCI, Toronto, announces the appointment of National Broadcast Sales as its Canadian Representatives and Weed and Company to act in the same capacity in the United States.
Magistrate Injured Intercepting Speeding Truck

The above headline is from the Toronto Daily Star of August 3rd and it hasn’t any connection with the radio business except that it points out a moral.

“A magistrate, according to the dictionary, is a public official with judicial authority . . .”

In other words he should have tried the truck driver, in court, after a policeman had arrested him—instead he tried to do both jobs and look what happened to him . . .

When you, Mr. Sponsor, are planning a radio campaign don’t be like our friend the magistrate—leave the dirty work to the experts. Let them create the demand for your products—you take care of supplying it.

By the way, we are experts in building and producing selling radio campaigns.

JACK MURRAY LIMITED
10 KING ST. EAST—TORONTO—ELgin 5600
BABS HITCHMAN

Unique in Canadian radio is this famous daughter of a famous Santa Claus Hitchman. Versatile Babs has made her one playing adolescent (boy or girl), ingenuous, and character-istics, but her latest and best achievement for our money is a sympathetic characterization and genuine true-life belief-ship she imparts into her Pond's 'John & Judy' scripts. It's popular all-Canadian show returns to the Trans-Canada network Sept. 19.

PETRILLO ON THE CARPET

L. C. Petrillo, musicians' union chief, has been cited before the U.S. War Labor Board to show why he obeyed the Board's order in refusing to call off the strike against station WCP, St. Paul.

William S. Davis, chairman of the Board, denounced the strike which, he said, violated the normal process of handling labour dis-putes.

ADDRESSING JOSEPH PADWAY

Addressing Joseph Padway who, as general counsel for the AF of M, represented Petrillo before the Board, the chairman said: 'I expect you to let the proposition be settled by the War Labor Board.'

NEW STATION

A new 250 watt station is under construction at Fort Francis, Ont., according to the Dept. of Transport. The owner is John M. Reid.

REHABILITATION SERVICE

Free Employment Service

For Overseas Veterans

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

VISITING NEW YORK

Early next week, Dick Lewis, publisher of the Canadian Broad-caster, will be in New York for a few days on business.

IN NAVY

Jack Dunlop, commercial representative of the CBC, Toronto, has joined the Canadian Navy and is now taking an officers' training course.

ANOTHER DAMNED WESTERNER

Ready to ride herd on the narrations, quiz, M.C. or commercials!

BARRY WOOD

Call me at RADIO ARTISTS' REGISTRY

Waverley 1119

THE RADIO PICTURE IN TORONTO HAS CHANGED

* INCREASED POWER (EFFECTIVE SEPTEMBER 12, 1300 WATTS): Increased signal strength and coverage will give an additional 100,000 radio homes in Canada's largest and wealthiest buying area.

* LISTENER PROMOTION: Effective station promotion in Toronto and district newspaper ads, street car signs, radio show promotions, etc., attracting attention to new block programming and creating more regular CJBC listeners.

* DOMINION NETWORK: The key station offering you the facilities of numerous studios, originating the majority of programmes heard on the Dominion Network throughout Canada.

* BLUE NETWORK: The fleet of 100 stations become part of America's aggressive network leaders.

* NEWS: Prompt, accurate and impartial news and features from CBC, United Press, and Canadian Broadcasting Corp.

* BROADCASTING NETWORK: Hear an audition of a well-planned package show from the experts producers of CJBC.

* RATE INCREASE: Call the Com-mercial Department of CJBC for complete information on how to protect your own or your client's broad-ast advertising before the increased rates become effective.

[Address and contact information]

The Voice of MID-WESTERN ONTARIO

MARKS THE SPOT WHERE SPONSORS ARE FINDING RESULTS!

J. L. ALEXANDER

Representative

TORONTO & MONTREAL

An Independently Operated Station
Dear Mr. Time-Buyer:

We've been enjoying(!) an election here in New Brunswick, and the CKNB bulletin board is literally plastered with the pretty orange-coloured cards which indicate transient programs.

Another three or four days, however, and all that is a thing of the past. Meanwhile, we haven't lost sight of the main issue... which is finding good, high-listener periods for the Fall programmes of National advertisers.

I suppose you've heard about CKNB's unique position geographically. We have an audience thoroughly conditioned to the CKNB spot on the dial, but don't take my word for it. You can get the horrible details from the All-Canada man, who simply DOTES on the lurid particulars of our selling power.

Best regards.

Yours very truly,

Stan Chapman

CSC/JN
STATION MANAGER

AN ALL-CANADA STATION

Chosen for VITAL APPEALS...

RCA Victor TRANSCRIPTIONS

Busy recording vital war appeals—but the exceptional capacity of RCA Victor Transcription Studios enables us to give you, too, the Full Benefit of our "All-Inclusive Service"—planning, translating, recording, processing, pressing, etc.

RCA Victor
TRANSCRIPTION STUDIOS
TORONTO: Royal York Hotel MONTREAL: Lacrosse Street
AD. 5991 WE. 5671

Although hundreds of years have passed since the advent of what is now known as the trumpet, each decade brings forth a new crop of better "Tooters". The Beiderbeckes, the James' and the Armstrongs of not so long ago are being reincarnated by the Londons, the Reynolds and the McLintocks of today. Toronto has the best virtuoso of the trumpet in Canada. Both individually and as a section, these musicians can sit, without fear of inferiority under the best conductors and with the best orchestras of America. Worthy of an article by this obscure writer are all the above and many others. However, this edition's hero is Ellis McLintock.

Ellis Jr., son of Ellis Sr. (tooter and tutor)—pardon—is 23 years old. At that young age he has played in the Toronto Symphony Orchestra, has many radio programs to his credit and now conducts and plays in his own orchestra at the Casa Loma. He likes having his own orchestra, in fact it's been his ambition since his early cradle days. But we doubt whether he would consider dropping his trumpet entirely in favor of a lone baton. His first attempt at fronting an orchestra is very successful. His arrangements are very tasteful, and, together with the McLintock trumpet versions, they make for a very enjoyable listening evening.

Back in 1916, Ellis auditioned and was chosen for the British Empire Band. He won first prize amongst hundreds of talented young Canadian musicians. With that band he toured the British Empire and gave many recitals at the BBC in London. He was then 14 years old. Upon his return, he immediately became a member of the Promenade Concerts under Reginald Stewart. Two years later, he graduated as first trumpeter and also joined the Toronto Symphony under Sir Ernest MacMillan. To top it all, that year, at the age of seventeen he was appointed to the Faculty of the Toronto Conservatory of Music where he still teaches the trumpet.

In 1941, he auditioned with Stokowski and became a member of the All-American Youth Orchestra, with which he toured the United States and Canada. He was then the youngest member of the orchestra, being only 19.

Because of Stokowski's likes for effects, Ellis had to play six different types of trumpet in that orchestra—B flat Trumpet—C Trumpet—D Trumpet—B flat Cornet—Flugelhorn and Tenor Horn. He was really a one-man trumpet band.

Later he joined the R.C.A.F., where, outside of his training, he played in the band. After having served for one year and a half he was discharged on medical grounds. Ellis was fated to be a trumpeter even before he was born. The piper had made up his mind that, come

(Continued on next page)

Thanks!

To our Reps for all their help during our organization period.

I'm sure they can solve problems quite as effectively for spot broadcasters.

CALL IN
NATIONAL BROADCAST SALES IN THE EAST
ALL-CANADA RADIO FACILITIES IN THE WEST

CFPA - Port Arthur
ACA Award Jury
Athol McQuarrie, managing director of the Association of Canadian Advertisers, states that invitations are being given out this week to executers of the various media associations requesting them to name their representatives to the 1944 ACA Awards Jury.

As secretary of the jury, Mr. McQuarrie says he will welcome nominations, together with supporting information to be placed in the hands of the jury, for the awards which will be presented at the Annual General Meeting of the ACA, November 8-10. Nominations must be forwarded before Sept. 15.

The ACA awards are given for outstanding contributions to advertising—a gold medal for the most distinguished service, and a silver medal to an agency and a median executive and also to an advertising manager.

Music In Wartime
Canadian music in wartime is to be introduced to listeners throughout North America in a summer program series, provided by the Canadian Broadcasting Corporation as its contribution to the NBC Inter-American University of the Air. The eight broadcasts are being presented from Montreal as part of the "Music of the New World" series. Jean Beaudet, supervisor of music for the CBC, will direct the programs, which are to include symphonic and concert works written during the war years by prominent Canadian composers of all ages.

Artists Telephone Service
Toronto radio artists can now go to the show, take in a ball-game or even go away on a fishing trip without getting out of telephone reach of the agencies and producers by the simple expedient of subscribing to the Radio Artists Registry. This unique institution has an arrangement whereby telephone calls are automatically transferred to the registry's switch-board if the subscriber is away from the phone. Messages are taken and delivered by a competent staff of operators, and considerable time is saved by both telephoners and telephone companies.

Sales Shoot up for CKCW Advertisers
If you are aiming at sales in the Moncton area, take a tip from successful advertisers and use CKCW—the station that sells results—now.

Polls in this part of the country are busier than ever before with 51 industries going strong. CKCW offers you the means of covering 132,732 of them in its primary area alone. This, plus the fact that Moncton is the fastest growing city in New Brunswick, is proof that you should add CKCW.

A telephone call or letter will bring you all the facts by return mail—and it will pay you to get them NOW.
Some ABC’s about E

“E” means exclusive and exclusive in ‘broadcasting means only one thing—Exclusive Radio Features.

“A” stands unexcelled in all phases of radio advertising to agencies and their clients.

“B” rich in quality and recorded reproduction with new and modern equipment.

“C” construction of your program, live or transcribed, including ideas, planning, writing and producing.

For the complete alphabet on successful shows, on shows that sell—write or phone.

EXCLUSIVE RADIO FEATURES LIMITED
14 McCaul St., Toronto 2
ADELAIDE 5112

Post War FM

H. A. Crossland, manager of sales for General Electric’s U.S. receiver division, told the National Association of Music Merchants convention at Chicago that five million FM receivers, to retail in the vicinity of $50.00, will be on the market within 18 months after the war.

He said that commercial color television is five or ten years away and maintained that a good television receiver will cost about $200.00.

“Our plans call for FM receivers in all but the lower priced brackets,” he told the convention. He explained that between 60 and 70 per cent of pre-war sets were small five-and-six tube receivers. Omitting these small inexpensive sets from the picture, we expect our post-war line to consist of FM sets to the extent of 80 to 90 per cent of all remaining types,” Mr. Crossland said.

“This does not mean that FM will be confined to the higher priced sets”, he continued. “We believe that it will be possible to make AM-FM receivers with excellent performance at the present time that would retail at $60.00 based on pre-war prices. To reduce prices below this figure and at the same time maintain high levels of performance which FM receivers must have is not going to be an easy job. We think however, that it can and will be done.”

Newsreel Anniversary

In spite of bombs and blitzes, doodle-bombs and desecration, Radio Newsreel has gone out from the BBC transmitters to Canada and the United States, to the Pacific and African Services as well as most other parts of the world, regularly, night after night since July 7, 1945, and, some time this month, quietly celebrates its 1,500th broadcast.

Canada and Canadian radio stations have a special interest in this program, for Stanley Maitx, whose history in Canadian radio goes way back to early days, played a big part in getting the program going and is still actively connected with it. Also Kent Stevenson, of Vancouver, recently reported missing over Germany, and Stewart MacPherson of Winnipeg, have been frequent contributors.

Toronto Actor’s Union Reports

The Radio Artists of Toronto Society, originally a craft guild for radio actors and announcers, has expanded its scope and now includes singers. Simultaneously the Society which will in future be known as the Association of Canadian Radio Artists effects its long discussed affiliation with the American Federation of Labor.

Joins CFCH

Joe Drucker, of Montreal, has joined the announcing staff of station CFCH, North Bay.

SYNONYM

The change of name of Radio Artists of Toronto Society (RATS) to the Association of Canadian Radio Artists (ACRA) inspires an irresistible suggestion that the rose by any other name would smell as sweet.

SUGGESTION BOX

Maurice “Bod” Bodkin, latest recruit to the Toronto free-lances, must start his new career with a program of his own made called “Boddies.”

ESSENTIAL INDUSTRY

One wonders at times what the radio industry can possibly continue to fund when those important executives who carry the weight of the world on their shoulders all year can do themselves away for a few weeks vacation.

READERSHIP SURVEY

May we acknowledge the forty-seven letters we receive since the last issue, from advertising agency executives, who took the amiable trouble at their own expense to supply advertising (or other) seriously and personally.

SOME STUFF

The surprise expressed by Major General Charles E. Fleche because the CBC is along so well without having a full-time chairman to decide what policies should govern it, will probably be shared by the tax payers who will be called upon to cough up the moola to meet the new chief’s $15,000 a year grubstake.

OHO CANADA

It almost inspires us to tears when we learn that NRC has asked the NCA to provide a program of representative modern Canadian music for its “Music of New World Series,” it might well be taken as a suggestion to Canadian radio to do more to develop national Canadian individuality on the air both musically and otherwise.

VICTORY LOAN

With the 7th Victory Loan Campaign just around the corner, wouldn’t it be idea to resolve here and now to ban the words “war bond” from the air, as being a生etive of frustration instead of the success that is around the corner?

THINGS WE’D LIKE TO KN

Is it true that Spencer Gin is well, nurtured at the prize-entertainment bosom of CBC’s Vancouver, and for the year manager of CBC’s BC, Toronto, is about to kick up its heels, that in somewhat less effervescent management at CBC, Toronto station may rest to a state of proper burtic inertia?
"Tips from the Tops"

The new series of programs CHAB, features news of radio shows to be heard the following day. The show takes the air at 9:30 with a different staff member being heard on each show.

Vincent Young & Rubicam

Vincent Young, former CJBC scriptwriter, who started in radio at CJBC in 1942, joined the radio department of Young & Rubicam, Toronto, this week, where she will continue her work as a radio writer.

New Promotion Manager

CJVI, Victoria, B.C. announces the appointment of Miss Isabel Stewart as new promotion manager. Miss Stewart replaces R. C. "Bob" Willett, who has left the station to take charge of production at station CFPR, Prince Rupert.

Mygatt Mending

Phil Mygatt, radio director of the J. Walter Thompson office, Toronto, who has been home recovering from a serious operation, is well on the way to recovery and expects to be back at his desk early in September.

Boomerang

A motorist, rushing home for dinner, was listening intently to CJCA's A. B. C. (Always Be Careful) show. This show reviews traffic accidents taken out of files of the Edmonton Journal. Following the description, the morals of carelessness etc., are expounded. This motorist apparently became so interested in the show that he forgot to stop. There was crash — people gathered around — the traffic cops were soon on the scene. And out of it all his radio kept blaring out words of advice as to how to drive "carefully" down a busy thoroughfare. Needless to say, the spectators were amused, the traffic cops were annoyed and the driver — well, was his face red!!

CKCK Staff Changes

Wilf Smith, CKCK announcer, has left to join the U.S. Army Air Corps. Staff additions include Jack Matthews, Glen Hjalmarson and Bruce Goldie, all new to radio. Mrs. Marjorie Walsh has turned over her job of Traffic manager to Mrs. Audrey Counsell, and has taken on the duties of continuity writer, while Mrs. Murray McLeod, replaces Mrs. Counsell as secretary.

Get acquainted

with these BEAUTIES...
FIRST in popularity... FIRST CHOICE...

of time buyers who want the pick of the spots in any or all of these ten leading markets...

and the advantage of Spot Broadcasting is that you get just the spots you want, you aren't buying times you don't want. You buy what you want, where you want it, when you want it,

from RADIO REPRESENTATIVES —

In Toronto, the Telephone number is WA 6151, in Montreal, it's HA 7811.
The birth of the machine age brought the saw mill to Canada, and frame houses replaced log cabins.

Wooden schooners of Canadian timber carried her lumber to every port. Today many of these same firms in free competition, are still contributing to Canadian industry, employing her labor and equipping her sons for war.

Shoulder to shoulder with these great industries, CFRB, the Voice of Free Enterprise, is geared for Victory.