

CANADIAN BROADCASTER

VOLUME 3 NUMBER 14

10¢ a copy — \$2.00 a year

OCT. 21st, 1944

INVEST
IN
VICTORY

On the
**VICTORY
S T A R
SHOWS**

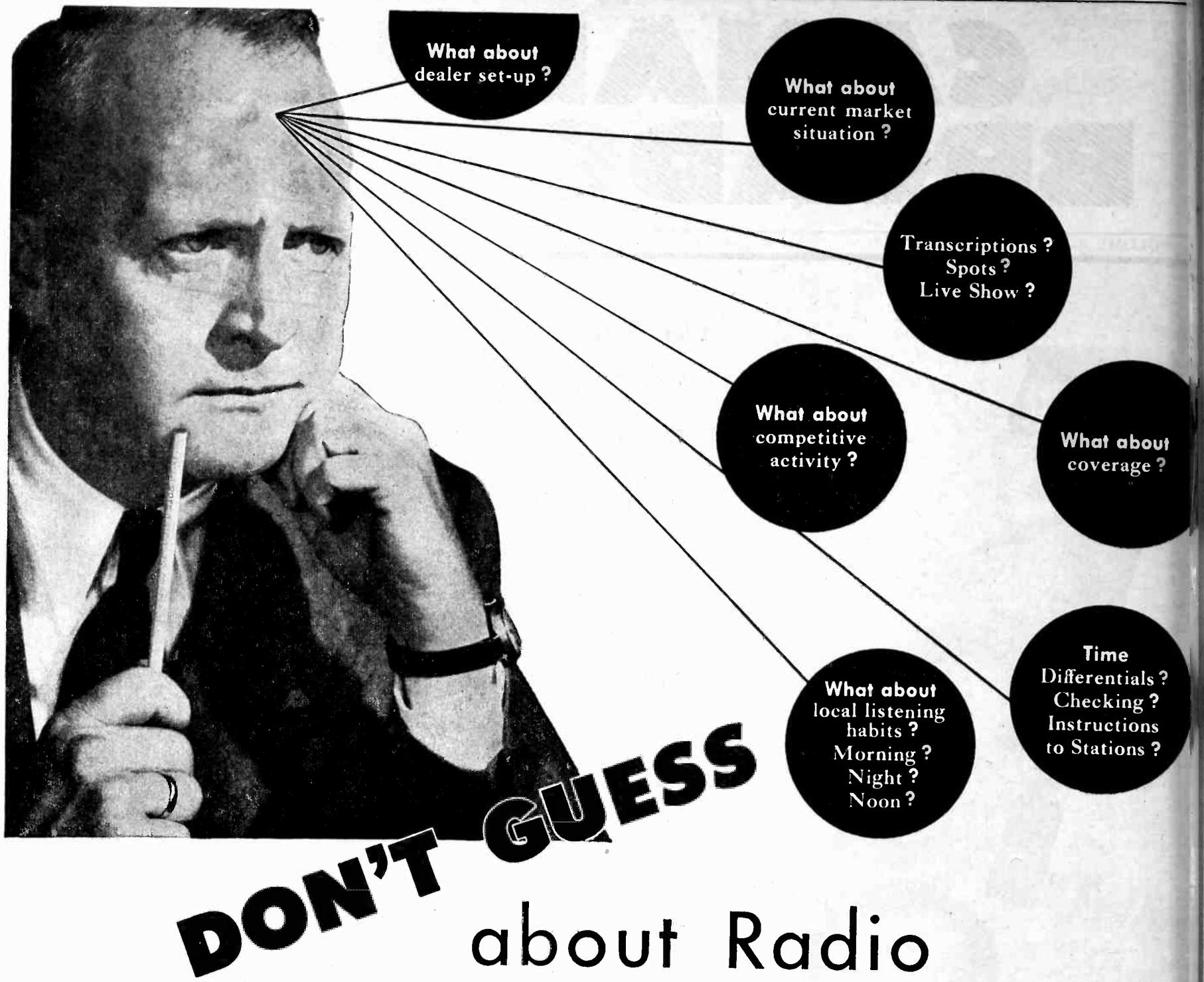
(LEFT)

Shirley Temple
Hume Cronyn
Martial Singher
Josef Marais
Jean Watson
Percy Faith

(RIGHT)

Jack Smith
Pat O'Malley
Barry Wood
Ronald Colman
Dorothy Kirsten
Alan Young





Get the FACTS FROM ALL-CANADA



REPRESENTING THESE LEADING STATIONS

BRITISH COLUMBIA

Kamloops.....	CFJC
Kelowna.....	CKOV
Trail.....	CJAT
Vancouver.....	CKWX
Victoria.....	CJVI
Chilliwack.....	CHWK

ALBERTA

Calgary.....	CFAC
Edmonton.....	CJCA
Grande Prairie....	CFGP
Lethbridge.....	CJOC

SASKATCHEWAN

Moose Jaw.....	CHAB
Prince Albert....	CKBI
Regina.....	CKCK
Regina.....	CKRM

MANITOBA

Winnipeg.....	CKRC
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ONTARIO

Hamilton.....	CKOC
Stratford.....	CJCS
Sudbury.....	CKSO
Toronto.....	CFRB
Fort Frances.....	CKFI

QUEBEC

Montreal.....	CFCF
New Carlisle.....	CHNC

MARITIMES

Campbellton....	CKNB
Charlottetown....	CFCY
Fredericton....	CFNB
Halifax.....	CHNS
Sydney.....	CJCB
Yarmouth.....	CJLS

NEWFOUNDLAND

St. John's.....	VONF
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ALL-CANADA is more than the representative of 29 top-notch stations in key markets across Canada. For hundreds of advertisers it's the source of *ready, accurate, organized, up-to-the-minute information* on radio markets.

More than that: The All-Canada man gives competent advice on how you can get the greatest pull from your advertising budget, based on the experience of the oldest and leading national organization of independent radio representatives in Canada.

And finally—All-Canada takes over every detail. Time reservations—contracts—lining up local live talent—transcription shows—special instructions to individual stations. Put All-Canada's unduplicated service to work on *your* radio problem. Call the All-Canada man today.



ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL

TORONTO

WINNIPEG

CALGARY

VANCOUVER

The CANADIAN BROADCASTER

Vol. 3, No. 14 Oct. 21, 1944

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Harkley Art Editor
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Printed for The Publishers by
Sovereign Press, Ltd., Toronto, Ontario

Invest in Victory

The twice yearly visitation of a sparkling array of Hollywood and New York radio, stage and screen stars, to lend their talents to Canada and her Victory Loan Drives, through the medium of Canadian radio, has a significance far greater, we believe, than the publicity value in selling bonds.

Undoubtedly the large volume of that most precious commodity, fame, which these stars donate so graciously to the cause of Victory — to say nothing of their entertaining abilities — do much, when harnessed to the great radio medium, to persuade listeners from the cities to the remotest hamlet, to buy themselves a slice of Victory.

But what impresses us at least as much is the example set to the United Nations in true unity, when these distinguished representatives of a neighboring power donate their services to Canada so liberally and effectively. It is an example which might well be emulated in other activities, both now, and when these same United Nations assemble around the Peace Conference tables.

This year the twelve half-hour shows under the title "Feature Story" will give Canadian performers an opportunity to be heard in the networks. But it should be early emphasized that these performers will be paid for their services, while those of the stars are definitely donated. Maybe our own stars of the ether should make gratuitous appearances, as a few of



"Why didn't somebody back home tell 'em a hundred bucks would have filled that box?"

them no doubt will, during the forthcoming drive. But if this is not made a general practice, and it certainly has not been one in the past, it can only be because Canadian talent, individually or through its various craft guilds, unions or other agencies, has not come forward and demanded that it be given the right to give Canada its services, just as the American stars are doing. Canadian talent has been quick to criticize the radio committee in the past for its alleged failure to recognize it, but really the criticism boomerangs right back at itself.

On the eve of the first of the "Victory Star Shows" there is a service that the radio and allied industries can render, not only as gesture of common politeness and appreciation to our distinguished visitors, but as a material aid to the cause we are all working for. This is the simple process of doing everything in our power to assure these shows the maximum possible audience.

Though there are newspaper publishers who seem unable to rise above their feelings of enmity towards the radio medium, there are many who prove only too willing to help promote these programs in every possible way. Besides this, we have the radio medium which

has proved itself, when it has been used for the purpose, most competent to promote its own programs.

Smug self-satisfaction is the current danger in the all-over war picture at the present juncture, and it is possible that a similar apathy may exist towards this repetition of the stars' appearances. Radio has it in its power to counter this, and send listener ratings soaring. Given this kind of an audience, the stars will do the rest.

Having trouble

Contacting Your Casts?

Tell Them The
**RADIO
ARTISTS'
REGISTRY**
gives them
day and
night phone
service for
\$5 a month
and your
troubles will
be over.

**RADIO
ARTISTS
REGISTRY**
TORONTO
WA. 1191

Stop! Look...

We think
we have the
smartest idea
ever conceived
for a local show
here or in Tim-
buctoo. Why
not give us a
call and . . .

Listen

7 of the 8 top daytime ratings
in Hamilton were on CHML
according to Elliott-Haynes
August survey



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

Youngest UNRRA Correspondent



Sixteen year old Bob Smith, six foot three and weighing 190 pounds, was a fully accredited correspondent at the UNRRA Conference in Montreal.

Representing Radio Station CHOV, Pembroke, Ontario, and reporting daily with a recorded commentary, Bob is a fifth year student at Pembroke's Collegiate.

Two years ago, he became acquainted with broadcasting, learning to operate, since his voice was changing and he couldn't announce. Working in his off-school hours, young Bob moved from operating, to announcing, to script writing.

One of his daily talks was broadcast at 9:05 a.m. to the school students, who listen in school; the others, at later hours of the day, for adult listeners. At sixteen, he was, as far as we can learn, the youngest accredited correspondent at the conference.

Toronto Tech. Starts Radio Course

The Toronto Board of Education urgently needs a recorder suitable cutting 33 1/3 and 78 rpm discs, and also requires one 25 cycle turntable. Anyone having any of this equipment available is asked to communicate at once with the Radio Department, Central Technical School, Toronto.

This equipment is required in connection with the Radio Night Course which is being set up at the school, a project in which considerable interest is being displayed by the radio industry, both on the CBC and local private stations. The course which is offered at an enrolment fee of only five dollars is intended to give students an all over picture of broadcasting from all aspects. Radio men are being asked to attend to talk on their individual specialties, and the enrolment to date numbers approximately 40.

The action of the Toronto Board of Education in giving this recognition to the broadcasting business is, we believe, a tremendous forward step, and we hope that anyone having the equipment the Board desires to purchase will communicate with them without delay.

Letters to the Editor

—Toronto

Many thanks for the suggestions contained in the *Idea-A-Day* column in the CANADIAN BROADCASTER. I have found many of them helpful on my morning show, "It's About Time" (CJBC, 7:00 a.m. to 8:30). As you may or may not know I have put great stress on the fact that any morning show should be cheerful, (not gag-full); helpful, (with a minimum of chatter), and spotted with unusual and interesting bits of information. Again I say thanks for the many interesting and provocative suggestions. — Wib. Perry.

New Director

Ray Avery, Toronto manager of Ronalds Advertising Agency Ltd., has been made a director of the company.

THE MEN

represented by

N B S *

CLAIR CHAMBERS
Manager of CJKL,
KIRKLAND LAKE



There's gold in Kirkland Lake and Clair Chambers as manager of CJKL is one of the best "radio miners" in the business.

Clair's idea of service means, whole hearted co-operation with all community endeavours in the Kirkland Lake gold mining district. Clair Chambers was appointed manager of CJKL on August 1st, 1944, bringing with him nine years of practical radio experience.

Clair started in radio in 1935 in James A. Richardson's station in Regina as a fill-in for an advertising salesman who had met with an accident. The fever got him and he remained at the station.

In 1937 Clair was transferred to CKRM's sister-station CKRC in Winnipeg where he remained for two years and then resigned to move eastward to CKSO Sudbury. After a year in Sudbury he travelled 'way east to become commercial manager of CKCW Moncton, N.B. When Clair had spent three successful years there he returned to CKSO Sudbury as manager of that station, where he remained until joining CJKL as manager this year. Clair combines station "know how" with a pleasing personality and is a valuable addition to CJKL and Kirkland Lake community life.

* NATIONAL BROADCAST SALES

Radio Station Representatives
Bank of Commerce Bldg.,
Toronto, EL. 1165

University Tower Bldg.,
Montreal, HA. 3031



REPRESENTING

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

The
Saskatchewan Farmer
Station
"GOES TO TOWN"

ckrm - Regina
The Station of the Saskatchewan Farmer

CFCN

***dominates All Southern Alberta
and Eastern British Columbia!***

(see the latest Bureau of Broadcast Measurement Report)

In ALBERTA—CENSUS DIVISIONS 1 TO 9,
and BRITISH COLUMBIA—CENSUS DIVISION 1—

CFCN has 8% more weekly circulation than any three competing Alberta Stations!

CFCN alone has 87% COVERAGE PENETRATION.
3 Competitors combined have 82% COVERAGE PENETRATION.

BUT—that's not all!

CFCN OFFERS A BONUS COVERAGE . . .

	RADIO HOMES	WEEKLY NIGHT TIME CIRCULATION
ADDITIONAL * { PRIMARY COVERAGE	27,279	14,379
SECONDARY COVERAGE	65,431	26,073
TERTIARY COVERAGE	47,660	7,890
	140,370	48,342

Making Alberta's best radio buy
UNQUESTIONABLY—

CFCN

10,000 Watts—1010 KC Clear Channel

CALGARY
Alberta

* Primary Coverage—defined by B.B.M. as the area in which the station obtains 50% or better coverage penetration.
Secondary Coverage—where the penetration is from 25% to 50%, exclusive, and
Tertiary Coverage—where the penetration is from 10% to 25%, exclusive. Less than 10% penetration is not considered coverage.

Did you know?

CJIC

SAULT STE. MARIE, ONT.

*The Hub
Of the Great Lakes
is supplementary
to both
Trans-Canada
and
Dominion
Networks*

**Don't overlook this
important market**

National Representatives

J. L. ALEXANDER

Toronto • Montreal

Canada Needs A National Theatre

An Interview With Hume Cronyn

The proper organization of audience is a prime essential in the organization of any theatrical or other entertainment enterprise. Failure to establish an audience is the rock on which such endeavors cannot but flounder.

This was the gist of our Friday-the-thirteenth interview with Hume Cronyn, Canadian born movie-actor, in Toronto for his appearance in his own play "The Unprepared" in the "Feature Story" Series.

"I left Canada for the United States" he told us, "because I wanted to act. Not just pushing a pen all day and then acting in the evening. I wanted to work in the theatre in the daytime too."

Cronyn deplores the fact that Canada has no national theatre—no cultural centre for the arts. "I know we are overshadowed—no, overwhelmed is the word—by the United States, but Canada is little-theatre minded, as evidenced by Hart House in Toronto and other groups that flourish or have flourished in Winnipeg, Montreal, Vancouver and elsewhere, but that seems be as far as it goes." He thinks it a pity that people who love theatre cannot find an outlet for their interests in their own

country, but makes no apology for going where the opportunities for the fulfilment of his aims are the greatest. "The whole pity is", he declared, "that Canada does not seem to be able to furnish people with the art in their hearts with encouragement, much less bread and butter."

We asked for the prescription for success in Showdom.

"First you have to love the theatre", he said, and you could tell from the tone of his voice just how he feels about it. "You have to learn the business, and that means harder work than it is possible to describe", he continued, "but if you love it, that's nothing. Then you have to be noticed, and there's the rub. It doesn't matter

ducers, and then just quietly proceeded to arrive has more than acting ability as we see it.

Hume Cronyn has a long list of accomplishments to his credit. He calls it luck, but take a look at this. He has appeared in stage plays that include "Mountain Ivy", "Three Men on a Horse", "High Tor" "Room Service", "Three Sisters" "Off to Buffalo", "The Weak Link", "Retreat to Pleasure", and "Mr. Big". His pictures are "Shadow of a Doubt", "Phantom of the Opera", "The Cross of Lorraine", "The Seventh Cross", "The Valley of Decision".

He appreciated our interest in the publicity angle of the business and closed with a wise reflection. "I admit that publicity is — perhaps unfortunately — an absolute essential", he said. "But", he continued, "publicity should mean talking about something worth talking about, and if you're going to get to that point, where producers begin thinking about you for parts as a matter of course, you have a long and sometimes dreary road to follow, through the period of walk-ons and bits that every would-be actor must survive before he can even wonder whether or not he can hope to be successful."



**6 O'CLOCK in QUEBEC
is 6 O'CLOCK**

IN
ONTARIO
SASKATCHEWAN
ALBERTA
and
BRITISH
COLUMBIA
when you use



SPOT BROADCASTING

CKNW • CFCN • CFRN • CFQC • CKPR
CKCH • CHLT • CHLN • CKCV • CHGS

how good you are, if you can't get seen or heard or talked about, you're sunk. People have to be coaxed to see or hear you the first time," he reflected with a twinkle in his eye, before they can possibly be expected to judge how lousy you are. From that point it's up to you."

Cronyn came by his theatrical career naturally. His aunt was David Garrick's leading lady and she is buried in Westminster Abbey. He was born in London, Ontario, went to Ridley College and McGill University. He is a young thirty-odd, and lives, as we may have suggested, for the theatre.

As we listened and talked back and forth, we heard an honest criticism of Canada from an artistic view-point. It was not a bitter condemnation. It was a recital of fact, gathered in an orderly mind, and delivered in the sincere belief that his expression of his views might be turned to good use. "You've got to have a strong leader if something is going to be started" And then he added, as if reading our thoughts, "I haven't the courage." We are inclined to question this point, for a man who started as a lad to battle the pro-

Overseas Mail

Mr. M. J. Coldwell, house leader of the CCF, on his recent tour overseas, received a 78 rpm disc containing a message from his wife, daughter and son who is in the RCAF. The disc was airmailed to him by the private stations' Radio Bureau in Ottawa.

Visitors Book

Visitors to the Broadcaster office in the past few days included one from Bruce Pirie, commercial manager of CKRM, Regina, who on his first visit to the east.

We have also had calls from Gord Smith of CHPS, Parry Sound, and Louis Leprohon of CKAC, Montreal.

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

CBC SHORT WAVE



Portrait by Prince Nesbitt

ERNEST SEITZ

Distinguished Canadian concert pianist whose Sunday afternoon radio recitals on the "Underwood Hour", were resumed October 15 over the Dominion Network.

Overseas Tour

John Collingwood Reade, who has returned to the CFRB microphone as a news commentator after some months in the political field in Ottawa, has left to do a tour of the battle fronts for the Toronto station. His present plans are to examine in a brief way advance training conditions in Britain, but to spend most of his time actually in the liberated countries with the troops. If, at the time, this means France, Belgium, Holland or Germany itself, Reade will go there. He also intends to visit the Canadian first division in Italy, which has been in constant action for two years.

This tour, we are informed, is a CFRB enterprise from start to finish. He will not broadcast from overseas or send cables for other CFRB newscasters to read. "He goes", says our CFRB informant, "with a skill of observation brought about by training and application. He goes as a Canadian to see Canadians and later tell other Canadians at home what he saw, how he saw it, and what it all meant to him."

Canadian shortwave service, which is expected to be in operation early next year, will be broadcast from the new transmitters being built in Sackville, N.B., connected by land lines to the program studios in Montreal, according to a recent release by Dr. A. Frigon, CBC general manager.

Peter Aylen has been named supervisor of international shortwave service. Aylen, who has been with the CBC and its predecessor, the CRBC, for the past 12 years, has been CBC program liaison officer at Ottawa since the start of the war. He will move his headquarters to Montreal.

Test transmissions to Europe are scheduled to begin before the end of November.

One of the important functions of the CBC shortwave service will be to form a new link between Canada and her troops overseas by sending them news and programs direct from home to the fighting fronts.

At the same time, programs will be beamed to civilian populations in the United Kingdom and France as well as to other Allied countries in Europe.

Major Rene Garneau, Quebec journalist and radio commentator, has been appointed supervisor of the service to France. Major Garneau was seconded from the Canadian Army to the British Broadcasting Corporation in London to broadcast on the BBC French service and later returned to Canada for special work with the Wartime Information Board.

Gordon Skilling, of Toronto, who will supervise the service to other parts of continental Europe, is a University of Toronto graduate, an expert in modern European history and political science, and speaks several European languages. He did shortwave broadcasting in Czechoslovakia before the war and joined the BBC monitoring service

in 1939. He has given up his professorship of political science at the University of Wisconsin to take up his new work with the CBC in Montreal.

The European antenna system will be the first to be completed at Sackville. As other arrays are constructed, broadcasting service will be directed to Africa, South America, Australia, and the West Indies. Early in 1945, it is expected that construction will be sufficiently complete to be able to send programs to the West Indies, Mexico, and New Zealand.

CBC engineers, who have designed the Sackville antenna system on the pattern of BBC installations and adapted their plans to meet Canadian climatic conditions, believe that when operations are under way Canada will be able to send to Europe the most powerful broadcast signal on this continent.

The Sackville shortwave project, Dr. Frigon says, is being financed by the Canadian government and operated by the CBC. Broadcasting policies will be decided by a joint committee of officials from the department of External Affairs, the Wartime Information Board and the CBC. All operations and programming will be the responsibility of the CBC, under the direction of E. L. Bushnell, director-general of programs.

SHOW BUSINESS

by Geo. A. Taggart

BROADCAST COUNSEL

165 Yonge St., Toronto Adelaide 8784

A radio advertiser asked me the other day, "What can I do to better the results from my radio programmes?" My answer was "Merchandise the programme in every possible way . . . if the programme is to sell the product, you must first sell the programme to the listener."

Today programme-building is only half the job. You have to add audience-building too, if you want to lift your show from average success to spectacular success. Mind you, that doesn't mean promotion is a substitute for good programme material but it does mean that today, to get the greatest return per radio dollar, the two must be joined.

So, to the radio advertiser who asks, "What can I do to get better results from my radio programmes? I answer— "You've got to use a double barrelled gun . . . one barrel loaded with programme-building and the other barrel powdered with audience-building.

P.S.—We are informed on the international radio situation as it is today . . . and the trends for tomorrow . . . including television. We would welcome the opportunity of discussing with you your current and future radio problems.

ADVT.

**NOW
5000 Watts
in
TORONTO
on
CJBC**



**KEY STATION OF THE DOMINION NETWORK
TORONTO AFFILIATE OF THE BLUE NETWORK**

"Flak" comes from FLUGABWEHRKANONEN!

"Sales Results"

come from **CKNX**

Include CKNX in your Post-war Planning

CKNX

The Western Ontario Farm Station

Representative

TORONTO & MONTREAL

J. L. ALEXANDER

An Independently Operated Station



IS THE MOST POPULAR STATION IN SOUTHERN SASKATCHEWAN

ACCORDING TO ELLIOTT - HAYNES SURVEYS

And

IF YOU WISH TO COVER MOOSE JAW SWIFT CURRENT AND RURAL SOUTHWESTERN SASKATCHEWAN

YOU MUST USE

CHAB
MOOSE JAW SASK.
800 KC. 1000 WATTS



AN ALL CANADA STATION

'We Trusted The BBC'

How, during the four long years of German occupation, hope was kept alive in western European countries by the regular BBC broadcasts was strikingly revealed by Frank Gillard, BBC war correspondent, in recent despatches from Brussels.

"The Germans," he said, "had looted all the most valuable equipment from the great Phillips radio works, and confiscated all the wireless sets belonging to the people of Eindhoven, but it was a futile thing to do in a city where almost every other man is a radio engineer. The Phillips workers turned out thousands of clandestine sets — in fact, they practically mass-produced them — made in tiny biscuit boxes out of parts which they took from the works when the Germans were not looking. . . .

"You just can't stop these people from listening to London. One man told me this morning that when the power supply failed he brought his bicycle into his house, connected his radio set to the little dynamo which generated electricity for his bicycle lamp, and then he and his wife took it in turn to listen while the other kept the wheel of the bicycle spinning round. . . .

"You really have to meet these allies of ours in France and Belgium and Holland to realize what the London radio has meant to

them in the last four years. Their whole lives have revolved around it; the broadcasts from London have been everything to them. Thousands of them say that they couldn't have kept up their hopes and their resistance without it. They listen in their own languages and to a very great extent to the Home Service in English as well, for there are vast numbers of people here who understand English though they can't speak it. . . .

"There is always a tremendous personal welcome for us, as representatives of the BBC, when we go into newly liberated towns. People crowd in upon us to express their thanks, and there is one thing they invariably say: 'We listened to the BBC, and we trusted the BBC, because it has always told the truth.'"

BUSINESS

BYERS FLOUR MILLS: 2 a week for 30 weeks, started Oct. 10, "Superman" over CFRB, Toronto; CHML, Hamilton; CFCF, Montreal and 9 other Canadian stations. Harold F. Stanfield Ltd., Montreal.

VICK CHEMICAL CO.: 5 minutes 5 a week started Oct. 2 over CFRB, Toronto; CFCF, Montreal and 7 other Canadian stations, "It Takes a Woman." Morse International, New York City.

DRUG TRADING CO.: started "Musical Myriorama" October 11 over CFRB, Toronto; CHML, Hamilton; CKCO, Ottawa. Wednesdays at 9.30 (E). J. J. Gibbons Ltd., Toronto.

Off The Record

CJOR in Vancouver has a late-evening recorded feature called "Top Hat Club", one of those discs shows produced in such a way as to give the illusion of actuality.

One night not long ago the phone rang, and a voice said:

"This is the U.S. Army Military Police calling. We make the rounds of all night clubs in Vancouver and we'd like to know where the Top Hat Club is. We want to patrol there too".

MOTHER PARKER TEA CO.: series of spot announcements over a number of Canadian stations starting in October. A. J. Denne & Co., Toronto.

INTERNATIONAL SILVER CO. OF CANADAS "Ozzie & Harriet" started October 8, piped in to 27 CBC Trans-Canada stations. Sundays at 6 (E). Young & Rubicam Ltd., Toronto.

NATIONAL CELLULOSE OF CANADA: weekly transcribed musical programs under way over number of Canadian stations. Ferres Advertising Service, Hamilton.

BRITISH COLUMBIA ELECTRIC RAILWAY: started September 28 for 26 weeks "Now It Can be Told" over 3 CBC Pacific stations originating from CJOR, Vancouver. Stewart-Lovick Ltd., Vancouver.

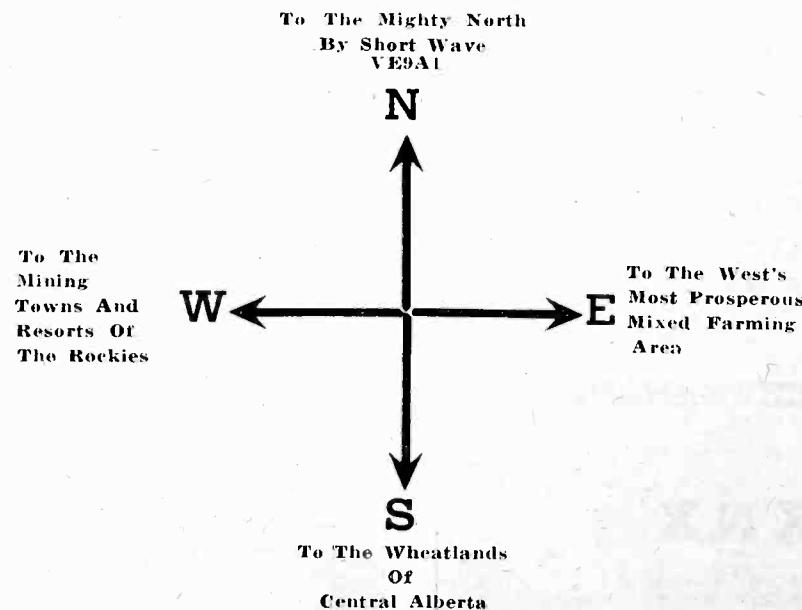
W. K. BUCKLEY LTD.: began September 27 for 30 weeks "Le Tourbillon de la Gaiete" over CKAC, Montreal and CHRC, Quebec City. Harold F. Stanfield Ltd., Montreal.

MARVEN'S BISCUITS: 30 minutes 1 a week starting November 5, "In His Steps" over 6 maritime stations. Placed direct.

IMPERIAL OIL LTD.: resume "Imperial Oil Hockey Broadcasts" on October 28 for 21 weeks from CBL Toronto to augmented CBC Trans-Canada Network and CBF Montreal to CBC French language network.

IMPERIAL TOBACCO COMPANY OF CANADA LTD.: started "Le Ralliemement du Rire" for 20 weeks over CKAC, Montreal and CHRC, Quebec City. Whitehall Broadcasting Ltd., Montreal.

At the Crossroads OF THE WORLD



CJCA
EDMONTON

M-m-m-m!



\$200,000 a year is the figure quoted for her income, and the picture suggests she is underpaid. It's Irene Dunne, whose lovely voice might have led her to the concert platform, but who chose instead the silver screen and has won fame and no small fortune in such roles as Lady Ashwood in "White Cliffs of Dover". Miss Dunne is contributing her talents to help Canada put the seventh Victory Loan drive over the top and will be heard in the Victory Star Show from Montreal Wednesday, November 1st, with Barry Wood and Percy Faith.

ACA 30th Anniversary

During the thirtieth annual convention of the Association of Canadian Advertisers, to take place November 8-10 in the Royal York Hotel, Toronto, this body, representing about half of Canadian national advertising appropriations, will hear discussions on almost every phase of advertising, public relations, merchandising

and research.

The convention reaches its climax on the last day, when, at the annual dinner, the ACA advertising awards of one gold and three silver medals will be presented in various fields of advertising. The guest speaker at this meeting will be Mr. B. K. Sandwell, editor of SATURDAY NIGHT, and a recently appointed governor of the CBC.

All forums will be open.

Grey and Bruce Counties

ONTARIO'S NO. 1 FARM AREA

Grey and Bruce are leaders among Ontario Counties in the production of cattle and hogs—the most profitable branch of agriculture. The people of this prosperous area listen regularly to CFOS which features programs designed to meet their needs.

4 Great Radio Shows!

...all NBC Recorded
and available to Canadian Advertisers

Want to capitalize on a special audience—WOMEN! Or do you want to catch the ears of the entire family? Whichever . . . NBC Radio-Recording has the right answer . . . right in the collection of shows listed below . . . tip-top shows that you can buy within your budget, because the cost is pooled among many non-competing advertisers throughout Canada and the United States.



... people like your neighbors but they live exciting lives . . . convincingly portrayed by Arlene Francis (Betty), Carl Frank (Bob) announced by Milton Cross . . . memorable theme music by Allen Roth. 390 5-a-week quarter-hours.



... true-to-life love stories from the pages of one of America's most popular magazines . . . expertly dramatized . . . excitingly acted . . . skillfully produced. 156 quarter-hours women love . . . find helpful . . . in the tempo of today.



... starring Stella Unger whose hints on beauty and charm . . . drawn from her personal acquaintance with the great of stage, screen and radio . . . appeal to every woman . . . young and not so young. 156 5-minute shows for 3-a-week.



... names that mean news! The "low-down" on the men and women who make the headlines . . . vivid, fascinating human-interest stories . . . told in a graphic, punchy style by William Lang. 260 five-minute sketches for 3- to 5-a-week broadcast.

PLUS—The Lone Ranger, Carson Robison and His Buckaroos, Getting the Most Out of Life Today, Hollywood Headliners, Time Out with Ted Steele and Grace Albert and 5-Minute Mysteries—all NBC Recorded Programs.

Available in Canada through All-Canada Radio Facilities Ltd.



NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y., Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C., Sunset and Vine, Hollywood, Cal.

INVEST IN VICTORY BUY VICTORY BONDS



HOWARD CABLE

by Lucio Agostini

Howard Cable, no relation at all to Clark Gable except in looks, is still in the blooming age. He's 23. Having studied under Mazzoleni at the Toronto Conservatory of Music, he wasn't slow at getting into the radio via the field of arranging. He began writing for radio only 3 years ago, and he gives Samuel Hersenhoren credit for having helped him through his first hectic stages of arranging, and believes that Sammy is to a great extent responsible for the success which he has so far attained.

Howard is also a speeding demon at scoring. An average-length score is done in a short matter of three hours and Cable's agile fingers do not stop at only a few scores a day. At this moment, his undertakings are tremendous, both in quantity of work and in importance of quality. Outside of his own two radio commercials— "Canadian Cavalcade" and "Jolly Miller Time" — he scores and arranges the entire Tip-Top Tailors program, The Tip-Top show ("Music For Canadians") is a big show; the orchestra is of forty men and being a strictly musical show, Howard has to score 8 numbers a week for that program only. When

you figure that his other two commercials will take at least 6 scores each out of him a week, we find that Cable has a grand total of 20 scores a week to write. Divide that by seven and add any of the extra and unexpected scores that every Tom, Dick and Harry might require from Howard and you have another grand total of many hours' work and many sleepless nights.

When in high school, Howard began studying the piano but when he found out that every other member of his class had decided to make a fortune on the same instrument, he switched to clarinet. He didn't like the embouchure, probably because it couldn't find his mouth in the maze of mustachios (italian for lip-tickler,) so he again switched. This time it was the oboe. He stuck to it or the oboe stuck to him. That is of no importance. The result was that he played the oboe quite well and would have stuck to it were it not for a very unfortunate accident that changed his whole musical career. Howard was, at that time, playing the oboe in a brass band. It was often necessary for him to parade with the

band, so we find our hero, attired in the loudest regalia, marching the one-two step, oboe in mouth—when suddenly a cobble-stone perks her head up and says— "Whoo . . . Whoo, here I am"—and Howard falls all over himself sustaining a middle G (3rd finger). When he got up, he found that the oboe reed had gone further inside his mouth and protruded from the back of his neck. P.S. He's been using it as a collar button ever since.

We hope you'll pardon our corny jokes, but it isn't often that we're in such a happy frame of mind. In fact we're often crabby—probably even crabbiest than our editor. Writing this article is a lot of fun, mainly because we always liked Howard Cable's work. Not having met him personally until just a week ago, we felt very pleased knowing that Howard was the exact person our mind had pictured. He's unassuming and modest. Even-tempered, his only grief is at being asked to write a "Commercial" arrangement. He believes in writing and composing as he sees fit. We hope that he'll go the way of all other prominent arrangers, such as Kostelanetz, Goodman and Rose, and will then find out, that a commercial arrangement pays more dividends than any Shostakovich Symphony. One day the commercial producers will rate Howard's judgment over their own.

As we mentioned in the previous paragraph, we're in a happy frame of mind but we'll lay a hundred to one that at this moment our Howard is in happier state. When this article went to press Howard was pacing a hospital corridor, up and down waiting for the news of what surprise the stork has in store for him. Howard is wishing for a son. He has two daughters so far.

Let's hope he gets his wish because it will be a real treat to sit



at the typewriter one day and jot another article about a new Toronto arranger who will have followed the footsteps of his famous father.

Cab Sir?

John B. Stinson reads the Canadian "cut-ins" for Lever Bros. "Amos 'n' Andy" (Friday 10:00 to 10:30 p.m.) and also does a late newscast over CKEY. On the night of Sept. 22nd, John finished his news, dashed out of the CKEY studios to a waiting cab that was to whisk him two miles to the CBC. There wasn't much time — John glanced at his watch — then it happened. His cab crashed into another. John piled out and dimly surveyed the damage. Then instead of crying over spilt taxicabs, flagged down the next passing car. It was a cab too, with a "fare" in it. John B. explained the situation — the passenger offered the cab. At the CBC, John B. Stinson panted through the studio door and got set before a mike. The Canadian "cut-ins" went over the CBC as scheduled. "Amos 'n' Andy" were terrific!

VICTORY LOAN DRIVES RED CROSS APPEALS COAL CONSERVATION RECRUITING DRIVES

Chosen for VITAL APPEALS RCA Victor

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 AD. 3081
MONTREAL Lacasse Street W.E. 3671

RCA

The
Ottawa
Valley
Market
is over
40%
FRENCH

Market coverage and public acceptance are the standards by which an advertising medium is judged. Continuing surveys prove how effectively CKCH meets the test. Let it produce sales results for you too.

CKCH

85 Champlain Ave., HULL, Quebec

Promotion — D. L. BOUFFORD, 112 Yonge St., Toronto

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES LIMITED Montreal Toronto HOWARD H. WILSON COMPANY New York, Chicago, Etc.

COOPERATING WITH LE DROIT

IDEA-A-DAY

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

November

- 1. 1869—Louis Riel seized Fort Garry (Winnipeg).
- 2. 1920—First general broadcast by Westinghouse in covering U.S. presidential elections.
- 3. 1923—Largest dry dock in the world opened at St. John, N.B.
- 4. 1605—Guy Fawkes' 'Gunpowder Plot' to blow up British Parliament discovered.
- 5. 1940—F D R elected to third term.
- 6. 1854—Florence Nightingale and nurses arrived at Crimea.
- 7. 1594—Sir Martin Frobisher, naval explorer, died.
- 8. 1939—Hitler escaped bomb attempt in Munich beer hall.
- 9. 1929—Privy Council ruled that gold and silver found on lands of Hudson Bay were property of Crown.
- 10. 1916—Canadian order-in-council effected to control prices.
- 11. 1036—Canute the Dane, King of England, died.
- 12. 1929—Stock market collapsed in New York.
- 13. 1933—Edwin Booth, great American tragedian, born.
- 14. 1940—Savage German air raid on Coventry, England.
- 15. 1682—Dr. Halley predicted by mathematics appearance of comet later named after him.
- 16. 42 B.C.—Tiberius, Roman emperor, born.
- 17. 1903—Silver discovered at Cobalt, Ont.
- 18. 1802—Sheet copper first manufactured in Boston.
- 19. 1653—First reference to a type of makeup used by English women consisting of patching of face with stars, crescents, etc.; prevailed for more than century as beauty aid.
- 20. 1806—Napoleon entered Berlin.
- 21. 1918—German fleet surrendered.
- 22. 1774—Lord Clive, founder of the British Empire through acquisition of India, died.
- 23. 1890—Queen Wilhelmina became ruler of Holland.
- 24. 1836—John Macadam, improver of roads, died.
- 25. 1738—British evacuated New York City.
- 26. 1863—President Lincoln appointed last Thursday of November as national day of Thanksgiving.
- 27. 1784—Jonathan Thatcher rode cow to market to avoid payment of Pitt's war tax on horses.
- 28. 1859—Washington Irving, famous American writer, died.
- 29. 1890—First Japanese parliament opened.
- 30. 1835—Mark Twain born.

Woodhouse & Hawkins



Back in their own bailliwick of Winnipeg, Art McGregor and Frank Deville (Woodhouse & Hawkins) turn it on for the westerners during a War Savings Drive.

\$2.00

Sends you
this paper
for 1 year
(24 issues)

Circulation Dept.
371 Bay St. Toronto

PAY ROLLS THAT "PAY OFF"

only when you use



Railroad, milling and paper mill payrolls ALONE amount to

\$375,000.00 Monthly

No wonder it pays to reach this isolated district through its one and only clear reception station CJRL.

A DOMINION NETWORK STATION

Representatives
STOVIN & WRIGHT

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.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
TORONTO WINNIPEG

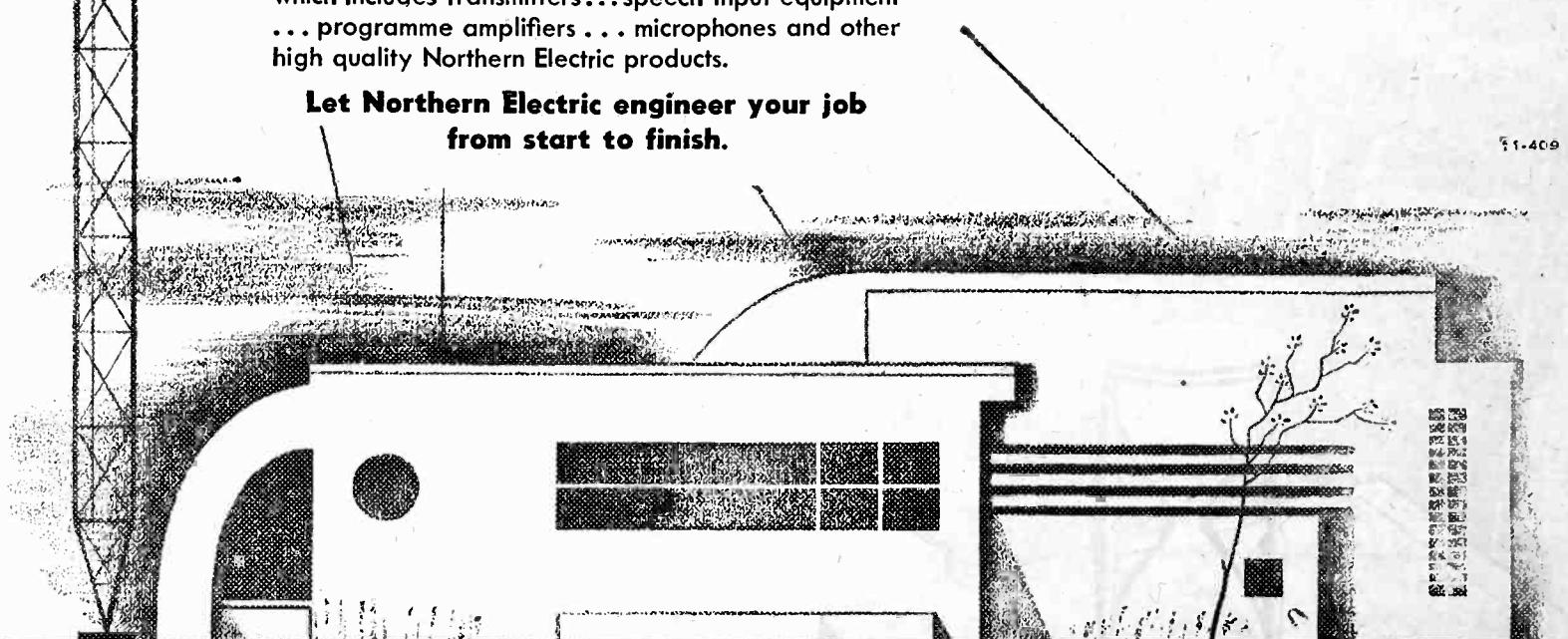


**WE HAVE ALL THE FACTS AND FACILITIES
FOR DESIGNING, ENGINEERING
AND BUILDING BROADCASTING EQUIPMENT**

FOR HIGH POWER STATIONS...

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

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



Northern Electric
COMPANY LIMITED

A NATIONAL ELECTRICAL SERVICE

HALIFAX
SAINT JOHN, N.B.
QUEBEC
TROIS RIVIERES

SHERBROOKE
MONTREAL

OTTAWA

TORONTO

LONDON

KIRKLAND LAKE

SUDSBURY

WINNIPEG

CALGARY

PORT ARTHUR

EDMONTON
VERNON
VANCOUVER
REGINA
VICTORIA

Platter Peace Talks Fail

Petrillo Refuses Roosevelt's Request For Settlement

Prospects of peace being restored in the transcription front by a lifting of the recording ban imposed by James C. Petrillo and his A F of M evaporated October 10 when the Czar of the Musicians declined to act on the request contained in the following telegram received by him from President Roosevelt, October 4th.

"The National War Labor Board has entered directive orders in the dispute between the Electrical Transcription Manufacturers and the American Federation of Musicians. Among the provisions of the directive orders is a direction that the Federation withdraw its ban against playing for mechanical reproductions of music for commercial use. With this provision the Federation has not complied.

"The National War Labor Board and the Director of Economic Stabilization have not recommended Government possession and operation. Under the statute it must be sound that the labor dispute unduly impedes the war effort. It is the opinion of the Director of Economic Stabilization that under all the present circumstances the noncompliance by your union is not unduly impeding the war effort. But this noncompliance may encourage other instances of noncompliance which will impede the war effort.

"In a country which loves democratic government and loves keen competition under the rules of the game, parties to a dispute should adhere to the decisions of the Board even though one of the parties may consider the decision wrong. Therefore, in the interest of orderly government and in the interest of respecting the considered decision of the Board, I request our union to accept the directive orders of the National War Labor Board. What you regard as your loss will certainly be your country's gain."

In reply to the President's tele-

gram, Petrillo wired as follows:

"Your request that the American Federation of Musicians lift its ban against playing for mechanical reproductions of music for commercial use has been received. It is very gratifying to American Federation of Musicians that the Director of Economic Stabilization is of the opinion that we are not unduly impeding the war effort nor are we in violation of any statutory law. This opinion vindicates the position which we have taken throughout this entire controversy.

The importance of this matter of necessity requires me to submit it to the International Executive Board of the American Federation of Musicians. Since members of this Board reside in various parts of the United States and Canada, it will take at least four days for them to convene. I have issued a call for them to meet in Chicago on Monday, Oct. 9, at which time your request will be given careful consideration."

October 10th Petrillo announced that the A F of M executive board had rejected Mr. Roosevelt's request to end the ban, implementing the War Labor Board's demand to the same effect.

Friday, The 13th

Al Savage and Gordon Sinclair who, between them, do an awful lot of talking, define all the voodoo, black magic and evil eyes in the superstitious world by starting this season's "Ontario Panorama" at 9 p.m. on voodoo day, Friday, the 13th.

The Willard program is originating in a different town each week starting with Cobourg and just to make it tough for themselves Sinclair and Savage judged a beauty contest in the Northumberland County Fair that same voodoo day.

REHABILITATION SERVICE

Free Employment Service For Overseas Veterans

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

News For Hi-Timers



W. H. "Bill" Torgis, who, at 22, is probably the world's youngest publisher, has got his paper a sustaining spot, 3 a week at 6 p.m. on CJBC, called "High School Highlights", which presents Wallace Goulding, reporter for Bill's 25,000-a-week "Canadian High News". These 10 minute programs bring high school students news of events from forty Toronto and district secondary schools.

CKNB CAMPBELLTON N.B.

October 21, 1944

Dear Mr. Time-Buyer:-

Things are different this Fall.

Just as we were getting our "hello's" said to all the old friends who were re-joining us for the season, along came the CBC's Dominion network with a veritable host of new acquaintances to gladden our, - and our listeners' - hearts.

So I'd like to be on record with our welcome to The Campbell Soup Company, Gillette Safety Razor Company, General Foods Limited, McColl-Frontenac Oil, Tip Top Tailors, Pepto-dent, Borden Milk Company, Philco Corporation; and the several other Dominion Network users who are, I hear, planning to extend their swell shows to the Maritimes division,

We have some right pretty quarter and half hour periods available in the evenings for spot programme sponsors, too. Don't you be shy about asking, if you're interested in reaching some more people with your story. The All-Canada man has our confidence, our facts and figures, and our proxy to do business with you.

That's all, - except, best regards.

Yours very truly,

Stan Chapman

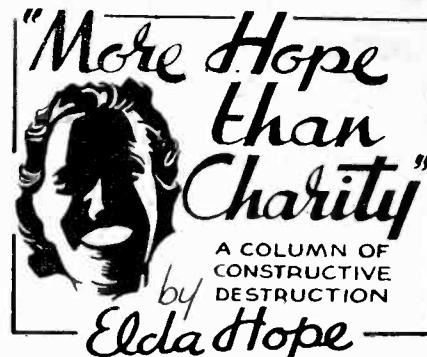
CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

The Saskatchewan Farmer Station
"GOES TO TOWN"

ckrm - Regina
The Station of the Saskatchewan Farmer



• We think you have, but we'd like to tell you again! Now, with the new season well under way, CKAC is again pulling in the listening families of the rich Montreal-Quebec market in its time-honoured way. Latest Elliott Haynes national ratings for evening shows (and that means *whole family* coverage!) show CKAC with four out of the first five. And positions One and Two.

Year in, year out, Canada's Busiest Station proves its place in the heart of French speaking Canadians. CKAC programs compound the good will, the showmanship of CKAC has built. Your program in this four star company will pay off in added popularity right from the start.

We still have a few excellent sustaining programs, now just hitting their full stride—and ready for your scrutiny. May we tell you about them?

CKAC

COLUMBIA BROADCASTING
SYSTEM
MONTREAL

Representatives—Canada:
C. W. Wright, Victory Building,
Toronto, Ont.

United States:
Joseph H. McGillvra

Halifax News Chief

James Kinloch, formerly of Winnipeg and Toronto, is now senior news editor with CBC in Halifax. He comes to Halifax from Winnipeg where for the past six months he was in charge of the CBC news room during the absence of Bill Metcalfe on a special job in Toronto. Kinloch came to Winnipeg from Toronto.

Accent on Youth. I think it was Shaw who once said: "Youth is such a wonderful thing it seems a crime to waste it on children". At the risk of being called an extrovert or a pessimist, I disagree. Children are just plain wonderful to me, and after all they are the adults of tomorrow. The word "waste" is utterly misused as far as youth is concerned and this has been proven by radio. Youth is wonderful and, because we are past that glorious stage, let's not overlook the fortunate kids.

The new series sponsored by The Robert Simpson Co., "Sonny and Susie" is a perfect example of everyday children. Sonny and Susie Sommers are twin brother and sister who whip up far-fetched ideas, quite harmless but exciting. There is nothing about this show that would bring on nightmares to the most excitable child and it is a welcome contrast to the blood and thunder type often heard. Will Simpson's carry this series to other communities where they do business?

For the teen-agers attending collegiate there is an up-to-the-minute broadcast called "High School Highlights" on CJBC every Monday, Wednesday and Friday. Wallace Goulding of Malvern Collegiate, Toronto, reports sports events, social activities and campus news of over forty Toronto collegiates. A student I know at North Toronto Collegiate would rather be late for dinner than miss a broadcast. Even girls want to know who won the rugby game, and are always interested in a forthcoming dance.

Then, too, we have the young fry who believe anyone who has reached the ripe old age of twenty-five would never get "hep to the jive". What if the campus is one large fudge sundae of mud, do they care. These jive-struck rug cutters cry for madder music and hotter licks. On the bandstand at Simpson's Arcadian Court every Saturday these "hep cats" can hear Bert Nosi, or some other jazz band, dishin' it out. This program is "What's the Answer", sponsored by Simpson's with Red Foster as Quiz Master. When it comes to definitions of jive. I'll take the late Fats Waller's answer—"If you gotta ask—you ain't got it!"

Going from one extreme to another, educational music may be heard every Sunday on CFRB, or CHML, presented by artists from the Toronto Conservatory of Music. This is a program of better instrumental music of special interest to the piano student. It is sponsored by "Face-Elle" whose name is never mentioned until the conclusion of the program.

Canadianism need never suffer an inferiority complex in radio as long as broadcasts such as "Music for Canadians" are aired. The all-musical program is sponsored by Tip-Top Tailors and features some of Canada's finest talent. Samuel Hersenhoren conducts a forty-piece orchestra which includes two self-contained units—"The Strings that Sing" and "The Swing Wing". The highlight of one of the shows was the orchestra's rendition of "The Sheik of Araby" as it might have been heard in 1921, then as played to-day. Vocal selections are by the very talented and beautiful Gabrielle. Clever narrations are ably read by Frank Willis with Stanley Ornert, announcer. Considering the type of show this is, there seems to be a slight over-mention of sponsorship.

RADIO DRAMATIC CLUB

When 75 young Edmontonians gathered in the CJCA studios to discuss the possibilities of forming a radio dramatic club, 30 were selected as having adequate radio voices and some dramatic possibilities.

A few months later the first production went on the air. It was a half-hour play, "A Child Was Born" sponsored by the Edmonton Gas Company and presented on Christmas Morning. Since that day, the CJCA Radio Theatre has been very busy. Every Sunday afternoon the group presents "Welcome American" as a public service for the North West Service

Command, United States Army. W.O. Frederick W. Ayer, U.S. Army is the writer and Doug Hornersham, founder of the club, and a member of the CJCA commercial staff, is the producer.

Besides, the group presents, "For Valour" for a local sponsor every Tuesday evening. This is a quarter-hour play, depicting meritorious deeds of Canadians in the Armed Services.

Many service club campaigns and war drives have also benefited, and during every Victory Loan campaign the artists present a series of five-minute dramatizations, conveying messages of local and timely interest.

The group presented a play in commemoration of the 25th anniversary of the Edmonton Kiwanis Club. More plays were presented in support of the membership campaign for the Navy League; the Greek War Relief Campaign and others.

Every play presented to date has been an entirely local production.

INVEST IN VICTORY



CKCW tells your story to eager listeners

153,273 folks in the Moncton area are "all ears" when CKCW goes into action. It covers every nook and cranny of this prosperous market. In fact it's a "must" for advertisers who want Maritime sales.

This area has a sound future too. Moncton alone is the fastest growing city in the province and the largest (per capita) trading centre.

Remember CKCW is a proven producer. Ask those who use it. Then telephone or write for details.

WE DON'T
SELL TIME;
WE SELL
RESULTS

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

STOVIN and WRIGHT
Representatives
TORONTO and MONTREAL

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

● BRITISH COLUMBIA

Chilliwack	CHWK*	Canada—No Exclusive Reps.
Kamloops	CFJC*	Canada—All-Canada Radio Facilities
Kelowna	CKOV*	Canada—All-Canada Radio Facilities
Nelson	CKLN	Canada—Stovin & Wright
New Westm'ster	CKNW	Canada—Radio Representatives Ltd.
Prince Rupert	CFPR	Canada—Stovin & Wright
Trail	CJAT*	Canada—All-Canada Radio Facilities
Vancouver	CBR	Canadian Broadcasting Corporation
	CJOR*	Canada—Stovin & Wright
	CKMO*	Canada—Radio Representatives Ltd.
	CKWX*	Canada—All-Canada Radio Facilities
Victoria	CJVI*	Canada—All-Canada Radio Facilities

● ALBERTA

Calgary	CFAC*	Canada—All-Canada Radio Facilities
	CFCN*	Montreal } Radio Representatives Ltd. Toronto }
	CJCJ	Canada—Radio Representatives Ltd.
Edmonton	CFRN*	Montreal } Radio Representatives Ltd. Toronto }
	CJCA*	Canada—All-Canada Radio Facilities
	CKUA	Does not sell time.
Grande Prairie	CFGP*	Canada—All-Canada Radio Facilities
Lethbridge	CJOC*	Canada—All-Canada Radio Facilities

● SASKATCHEWAN

Moose Jaw	CHAB*	Canada—All-Canada Radio Facilities
Prince Albert	CKBI*	Canada—All-Canada Radio Facilities
Regina	CKRM*	Canada—All-Canada Radio Facilities
	CKCK*	Canada—All-Canada Radio Facilities
Saskatoon	CFQC*	Canada—Radio Representatives Ltd.
Watrous	CBK	Canadian Broadcasting Corporation
Yorkton	CJGX*	Canada } Stovin & Wright Montreal }

● MANITOBA

Brandon	CKX*	Canada—Stovin & Wright
Flin Flon	CFAR*	Canada—Stovin & Wright
Winnipeg	CKY*	Canada—Stovin & Wright
	CKRC*	Canada—All-Canada Radio Facilities

● ONTARIO

Brantford	CKPC*	Canada—J. L. Alexander.
Brockville	CFBR*	Canada—Stovin & Wright
Chatham	CFCO*	No Exclusive Reps.
Fort Francis	CKFI†	Canada—All-Canada Radio Facilities
Fort William	CKPR*	Canada—Radio Representatives Ltd.
Hamilton	CHML*	Canada—Stovin & Wright.
	CKOC*	Canada—All-Canada Radio Facilities
	CJRL*	Canada—Stovin & Wright
	CKWS*	Canada—Natl. Broadcast Sales.
	CJKL*	Canada—Natl. Broadcast Sales
	CKCR*	Canada—Stovin & Wright
	CFPL*	Canada—No Exclusive Reps.
	CFCH*	Canada—Natl. Broadcast Sales
	CBO	Canadian Broadcasting Corporation
	CKCO	Canada—Stovin & Wright
Owen Sound	CFOS*	Canada—Stovin & Wright

Parry Sound

Pembroke

Peterborough

Port Arthur

St. Catharines

Sault Ste. Marie

Stratford

Sudbury

Timmins

Toronto

Windsor

Wingham

CHPS

CHOV*

CHEX

CFPA

CKTB*

CJIC*

CJCS*

CKSO*

CKGB*

CBL

CJBC

CFRB*

CKEY*

CKLW*

CKNX*

Canada—Stovin & Wright

Canada—Stovin & Wright

Canada—Natl. Broadcast Sales

Canada—Natl. Broadcast Sales

Canada—J. L. Alexander

Canada—J. L. Alexander

Canada—All-Canada Radio Facilities

Toronto—All-Canada Radio Facilities

Canada—Natl. Broadcast Sales

Canadian Broadcasting Corporation

Canadian Broadcasting Corporation

Montreal—All-Canada Radio Facilities

Canada—Natl. Broadcast Sales

Canada—Stovin & Wright

Canada—J. L. Alexander

● QUEBEC

Amos	CHAD	Canada—Natl. Broadcast Sales
Chicoutimi	CBJ	Canadian Broadcasting Corporation
Hull	CKCH*	Canada—Radio Representatives Ltd.
Montreal	CBF	Canadian Broadcasting Corporation
	CBM	Canadian Broadcasting Corporation
	CFCF*	Toronto—All-Canada Radio Facilities
	CHLP*	Toronto—J. L. Alexander
	CKAC*	Toronto—Stovin & Wright
New Carlisle	CHNC*	Canada—All-Canada Radio Facilities.
Quebec	CBV	Canadian Broadcasting Corporation
	CHRC*	Canada—No Exclusive Reps.
	CKCV*	Canada—Radio Representatives Ltd.
Rimouski	CJBR*	Toronto—Stovin & Wright
		Montreal—All-Canada Radio Facilities
Rouyn	CKRN*	Canada—Natl. Broadcast Sales
Ste Anne de la Pocatiere	CHGB	Canada—Stovin & Wright
Sherbrooke	CHLT*	Canada—Radio Representatives Ltd.
Trois Rivieres	CHLN*	Canada—Radio Representatives Ltd.
Val d'Or	CKVD	Canada—Natl. Broadcast Sales

● NEW BRUNSWICK

Campbellton	CKNB	Canada—All-Canada Radio Facilities
Fredericton	CFNB*	Canada—All-Canada Radio Facilities
Moncton	CKCW*	Canada—Stovin & Wright
St. John	CHSJ*	Canada—Stovin & Wright
Sackville	CBA	Canadian Broadcasting Corporation

● NOVA SCOTIA

Antigonish	CJFX	Canada—J. L. Alexander
Halifax	CHNS*	Canada—All-Canada Radio Facilities
	CJCH†	Canada—Natl. Broadcast Sales
	CJCB*	Canada—All-Canada Radio Facilities
Sydney	CKIC	Does not sell time
Wolfville	CJLS	Canada—All-Canada Radio Facilities
Yarmouth		

● PRINCE EDWARD ISLAND

Charlottetown	CFCY*	Canada—All-Canada Radio Facilities
Summerside	CHGS	Canada—Radio Representatives Ltd.

● NEWFOUNDLAND

St. John's	VOCM	No Exclusive Reps.
	VONF	Canada—All-Canada Radio Facilities
	VOWN	No Exclusive Reps.

* indicates membership in the Canadian Association of Broadcasters, which has supplied the above information in respect to its member stations.

† Under Construction.

**the best shows
of all are carried
by CKCK**

- Singing Stars of Tomorrow
- Ozzie and Harriet
- Charlie McCarthy
- Album of Familiar Music
- The Victory Parade
- Lux Radio Theatre
- The Shadow
- Big Town
- Fibber McGee and Molly
- Lone Ranger
- Curtain Time
- Green Hornet
- Voice of Victor
- Kraft Music Hall
- Hollywood Radio Theatre
- Waltz Time
- N.H.L. Hockey Broadcasts
- Road of Life
- Soldier's Wife
- Lucy Linton
- Big Sister
- Happy Gang
- "L" for Lanky
- John and Judy
- Jolly Miller Time
- Our Fighting Navy
- Claire Wallace
- Lum and Abner
- A Woman of America
- Ma Perkins
- Pepper Young's Family
- The Right to Happiness
- The Liptonaires
- CBC National News Bulletin
- Terry and the Pirates
- Indian Trails
- Men in Scarlet
- Secret Service Scouts
- Today's Adventure

CKCK
REGINA, SASK.

Saskatchewan's Predominant Broadcasting Station — owned and operated by the Regina Leader-Post.

Representatives: Canada, All-Canada Radio Facilities; United States, Weed & Co.

Survey On Commercial Continuities

28 Stations Reply to Questionnaire

Replies to the first of a series of questionnaires submitted to stations by the Joint Committee on Commercial Radio Research have been received from twenty-eight broadcasters, and have been summarized in a report.

The following is a synopsis of the committee's release.

Indications are, according to the report, that enough comment on commercial continuities is received from listeners to justify further study; that comment comes mainly from women, and that most critics fall under the heading of "sincerely interested listeners".

Question: Do you find copy generally written for smooth vocal expression? If not, can you cite type of material more suited for printed copy?

16 stations answered "yes"; 7 stations answered "reasonably"; 5 stations answered "no".

Excerpts from comments

"Tongue-twisting phrases, harsh or unpleasant sounding words should be eliminated".

"Copy written by women is hard for the male announcer to put over."

"Many agency commercials are literary gems and are grammatically correct, but have a tendency to monotonize".

"Occasionally sentences have to be shortened to make for smoother reading and clearer listening."

"Copy-writers in general still write radio commercials for the eye (newspaper, magazine copy) while they should write for the ear. Only today a newspaper ad appeared in our local paper, and to our surprise . . . identical copy was used for both media by a national advertiser."

". . . allow the actual announcer to make small alterations to so that better phrasing for his own style might be obtained."

"Many words look well in print which sound much less effective when read. For example "Poignant", "Nostalgia", just to mention two of my own particular dislikes."

"Some translations (French) we receive are not written for smooth vocal expression. We prefer to make our own French translations."

"I would say the type of material best suited for radio rendition is the business-like, short-sentenced, straight - from - the - shoulder type. Too personal remarks in a commercial continuity are hard to deliver."

Question: Do your announcers find difficulty in delivering commercials sincerely? If so, please give examples and reason.

21 stations answered "no"; 6 replied "sometimes"; 1 said "yes".

Excerpts from comments:

"People naturally don't cheer at breakfast time because they happen to get a certain brand of—".

"Instances have come to our attention where the copy was too lengthy, too repetitious and too bold for the purpose in mind, but in other instances the copy is considerably shorter, is chatty and in a friendlier vein, with the result that the announcers deliver it with more sincerity, and the listeners find it more acceptable."

"Occasionally our announcers do find difficulty in delivering commercials sincerely . . . where exaggerated claims have been made, but we must be fair and state that copy in the last 12 months has greatly improved."

"Soap, drugs and food commercials . . . could be worded for greater effect in getting across a sincere sales message."

"For really sincere announcing . . . natural personal phrasing is essential for greater effect in getting across a sincere sales message."

Question: Do you feel that the commercials you are generally requested to give are tuned to your community audience?

15 stations said "yes"; 8 replied "generally acceptable"; and 5 answered "no".

Excerpts from comments:

"The national commercials fit our audience better than the ones local merchants ask for."

"Commercials seem to be designed for the metropolitan area. This station serves a distinct rural area, and we have often felt that some attention should be given this fact."

"Very few of the national announcements we are asked to read are 'out of tune with our audience' . . . few of them are written so that they really click as they might."

"There are occasions when western agencies have attempted to go 'hill-billy' on western stations. Too often it is overdone."

". . . times when it is very obvious that the agency has an Ontario or United States outlook."

"We think some copy is weakened somewhat through being too high-pressure and imperative in mood for our easy-going audience."

The stations who responded to the questionnaire were, CJVI, Victoria; CJOR, Vancouver; CJAT, Trail; CFAC, Calgary; CFGP, Grande Prairie; CFRN, Edmonton; CJCA, Edmonton; CJOC, Lethbridge; CHAB, Moose Jaw; CJGX, Yorkton; CKBI, Prince Albert; CKRM, Regina; CKCK, Regina; CKY, Winnipeg; CFBR, Brock-



WINNIPEG

*The Dominion Network Station
"630 ON YOUR DIAL"*

ville; CFCH, North Bay; CKGB, Timmins; CKWS, Kingston; CFRB, Toronto; CHOV, Pembroke; CKCR, Kitchener; CKPR, Fort William; CFCF, Montreal; CKCH, Hull; CJBR, Rimouski; CKCW, Moncton; CJCB, Sydney; CHNS, Halifax.

How They Stand

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

EVENING

English		
Charlie McCarthy	33.4	+13.3
Lux Radio Theatre	31.4	+ 7.9
Album of Familiar Music	20.3	+ 1.9
Treasure Trail	19.4	+ 2.3
Kraft Music Hall	18.8	+ 3.4
"L" for Lanky	17.2	resuming
Words at War	16.9	+ .3
Waltz Time	16.8	+ 2.2
Aldrich Family	14.4	+ .7
Big Town	14.4	+ 2.9
<i>French</i>		
Course au Trésor	34.5	+ 7.7
Café Concert	30.3	+ 7.3
Dr. Morhanges	30.2	+ 9.5
Métropole	25.5	+ 9.0
Radio Théâtre Lux	25.4	+ 5.4
La Mine d'Or	22.7	resuming
Nazaire et Barnabé	22.2	+ 8.7
L'amour de Ti-jos	21.9	+ 4.5
Parade de la Victoire	21.2	+ 8.8
Pierrot Latulippe	20.0	+ 9.0

**NEXT ISSUE
NOVEMBER
4th**

"quotes"

The war in Europe, some say, is in danger of bogging down. Well, maybe it is but if so, then at least we know what to do. These radio boys, the commentator commentators, have told us. Over the NBC and WABC and our own CBC they have been telling us right along. Telling us what is wrong. The wrong people are running the war. They have been making one mistake after another, piling blunder upon blunder, taking advice from people like Alexander and Montgomery and Eisenhower, when, poor devils that they are, all they had to do was to call in the commentators.

—Ottawa Journal.

"30"

Despite the expansion of CBC activities in recent years, particularly of its wartime coverage, few Canadians realize the extent of the corporation's undertakings. Dr. Frigon outlined these in his evidence before the House of Commons Committee on Radio Broadcasting in July of this year. For example, the CBC's budget this year will total \$8,400,000. There are 807 employees. There is a staff of war correspondents at the various fronts, and the Corporation employs between seven hundred and eight hundred radio artists every week.

—London Free Press.

"30"

It is doubtful that anywhere radio speakers are given a perfectly free hand to say whatever they please. Even in the United States where control is reduced to a minimum and all broadcasting is done by privately-owned chains or stations, the Federal Communications Commission does exercise a certain authority to regulate and, if necessary, check. It is a question whether the majority of ministers would expect or ask to be exempted from the supervision that may be exercised over all other radio speakers, or whether, for that matter, it would be in the best interests of the churches themselves if such exemption were granted to them.

—Montreal Standard.

"30"

The radio industriously and constantly puts forth the idea that Canadians speak French language at non-French speaking Canadians at the slightest provocation, or without. Likewise in the United States think we all speak French. Of course Canada is not a bilingual country. The placing of the language on postage stamps, notes, currency and that sort of thing is a political fiction supposedly to influence the French-Canadian section of one province. And they would be much more prosperous and free if they all spoke the predominant English language as all have to do in the United States. Not to speak the common language of this continent is a handicap to Canadian citizens for which they blame everybody but themselves. That is a pathetic state of affairs which continually retards unity of thought and vision and prevents a united Canada.

—Brandon Sun.

"30"

This war has brought new horrors in the train, one of which is that of listening to news announcers wrapping unfamiliar tongues around foreign place names. In the last war there was no news broadcasting—radio did not make its first feeble steps until after the peace was signed—and consequently our ears were not assaulted by the piping of alien pronunciation of names of distant places.

—Toronto Telegram.

"30"

There is no law which allows a municipality to collect taxes on the contents of a home. The Government has no more moral right to collect an annual tax on a radio than it has to tax a home subscribing to The Toronto Daily Star. However, the law is we must purchase a radio license each year. This law is made ridiculous by thousands who have never complied and who have no intention of ever paying this tax.

—Picton Times.

VICTORY STARS

First Victory Star Show — Wed., Oct. 18th—Massey Hall, Toronto.

Percy Faith, conducting orchestra.

Martial Singer, baritone of Metropolitan Opera

Josef Marais, Songs of the African Veld

Shirley Temple

Alexander Knox of "Wilson"

Ernest Seitz — Canadian Concert Pianist

Second Victory Star Show — Sun., Oct. 22nd—CBC Concert Hall, McGill St., Toronto.

Samuel Hershenov conducting Jean Watson, Canadian contralto

Pat O'Malley, of Albert and the Lion fame

Ronald Colman

Third Victory Star Show — Wed., Oct. 25th—His Majesty's Theatre, Montreal.

Alan McIver conducting Dorothy Kirsten, soprano

Jack Smith, singer on the Raymond Scott Show

Franchot Tone

Alan Young

Constance Cummings

Alexander Brott

Fourth Victory Star Show — Wed., Nov. 1st—His Majesty's Theatre, Montreal.

Percy Faith, conducting orchestra

Barry Wood, romantic baritone

Irene Dunne

Patsy Kelly

(Movie star to be added)

Fifth Victory Star Show — Wed., Nov. 8th—Massey Hall, Toronto.

Percy Faith, conducting orchestra

Ralph Bellamy

Claire Trevor

Busy Signal

CJOC, Lethbridge, recently had an example of the perils faced by taking broadcast information over the telephone. A Raymond district farmer long-distanced for help in locating a Jersey bull that had strayed from his farm. The ohmlims, (cousins of the gremlins), interfered. By the time the message reached the microphone the herd had grown from "one Jersey bull three year old," to "three Jersey bulls one year old." The farmer phoned to make the necessary correction. But CJOC, taking the bull(s) by the horns, made him happy by relaying the true picture to the audience. Friend farmer phoned a third time, advising that he had had eleven calls within twenty minutes, telling him where he could find the missing quadruped. And everyone lived happily ever after.



The Biggest Assignment in History

8

MAJOR

War Fronts

Brought to the microphone

by

BRITISH UNITED PRESS

ACE

B.U.P.

Correspondents with the Armed Forces in every war theatre, on the Western Front, in Italy, in Albania and Yugoslavia, in Greece, on the Russian Front, on land and sea, in the vast Pacific, are doing a spectacular job for B.U.P. client stations.



OTHER SIGNALS MAY REACH KITCHENER, BUT
KITCHENER LISTENS TO —

CKCR
KITCHENER

REPRESENTATIVES
STOVIN & WRIGHT

HEAD OFFICE:
231 St. James St.
MONTREAL



ASK THE ALL-CANADA MAN

Vancouver's

CKW
980 Kcys.
1000 WATTS

Frank H. Elphicke - Manager

**"THE VOICE
OF
MANITOBA"**

CKY

**WINNIPEG
15,000 WATTS**

EXCLUSIVE REPRESENTATIVE - H. N. STOVIN
TORONTO WINNIPEG MONTREAL

Jig Fox Charlie Calling

by Albert Shea

Pick up the earphones of a wartime communication receiver and you will hear a hodge-podge like this: "Jig Fox Charlie calling Able Baker Mike. Message for you. Do you read? Over."

It simply means that operator JFC has a message for operator ABM, wants to know if he is being received clearly, and expects a reply.

The answer will probably be "Roger", meaning "understood". This is one of the many words in the verbal shorthand of those who use radio for spoken communication back and forth across the battlefronts, and across the globe. In common use by thousands of air-force pilots and service radiomen, "Roger" is passing into everyday speech as a synonym for "O.K.".

"Wilco" is another common term in the spoken shorthand of radio. Briefly it means, "will co-operate". Its full meaning: "Your last message received, and will be complied with."

If you hear "Mayday! Mayday!" coming over the airlines, that calls for action. "Mayday" is the spoken equivalent of S O S in Morse.

"Mayday" is the anglicized version of the French "m'aidez", meaning "help me".

Since certain words in English have the confusing habit of sounding like other words of very different meaning, radiomen and telephone operators have adopted the phonetic alphabet. Phonetic spelling, as it has come to be called, (using a spoken word to stand for each letter) eliminates error. In communication between American, Canadian, English and Australian troops on combined operations, it is a great aid to understanding. With phonetic spelling it is even possible to bridge the chasm between a cockney twang and a northern drawl.

There are many workaday applications for the phonetic alphabet. Spelling out difficult words or names over the long distance telephone, for example. At the radio station it could prove useful in calls between transmitter or remote and studio . . . probably does.

The words of the phonetic alphabet have been selected for their simplicity and distinct sound. Through static, noise or crowds or motors, your message gets through.

PHONETIC ALPHABET

A—Able	N—Nan
B—Baker	O—Oboe
C—Charlie	P—Peter
D—Dog	R—Roger
E—Easy	Q—Queen
F—Fox	S—Sugar
G—George	T—Tare
H—How	U—Uncle
I—Item	V—Victor
J—Jig	W—William
K—King	X—X-Ray
L—Love	Y—Yoke
M—Mike	Z—Zebra

CAB Board Meeting

Among matters on the agenda for the meeting of the CAB board to be held in Ottawa, October 30 and 31 is the question of the employment of a full-time engineer by the association.

The board will also discuss the appointment of representatives to the Canadian Radio Technical Planning Board, will review the activities of the CAB Public Relations Committee, and will make a preliminary survey of the agenda for the next annual meeting (Quebec City, February 12 to 14).

Reports will also be heard on the operation of the Bureau of Broadcast Measurement, the Committee on Commercial Continuities and the Program Committee.

An invitation has been extended to the CBC board and officials to attend an informal dinner.



FOR SALE

A number of addressing machine stencils, slightly used on our free list.
(Advt.)

* * *

IS IT TRUE

That Clary Settell, who has started giving the race results on his CJBC Sports cast, contemplates interviewing some of the winning steeds? Won't be any tougher than that interview with wrestler Nanjo Singh, Clary, when he put a hammer-lock on you half way through the broadcast.

* * *

CURIOS

Commenting on our announcement last issue about his promotion to Press and Information Supervisor, Wells Ritchie writes to enquire of what organization.

It was only a filler, Wells, and anyhow, we thought you knew.

* * *

ERRATUM

In changing the name of the Broadcast Sales Club of Toronto to the Radio Executives' Club, we thought they were taking the B. S. out of it.

* * *

PAN MAIL

Sir: After abusing your readers without let-up since your paper first appeared in January 1942, now you add injury to insult by taxing us 2 bucks for it. No need to send a receipt for enclosed check.

* * *

QUESTION BOX

What market researcher, lawyer and editor are contemplating forming the "Association of Barnacles on the Bottom of the Broadcasting Business"?

* * *

EDITOR'S NOTE

It's certainly no cinch doing this Lewisite column while the races are in town, and we're concentrating on our earnest prayer: "Oh Lord let me have a good day and not lose too much."

* * *

HOUSE-CLEANING

And now we are busy rejuvenating some of our less unclean stories in preparation for the appearance we have been invited to make before The Young Men's Advertising and Sales Club of Toronto, October 25th.

* * *

INERTIA

To the correspondent who complains that the last few issues of this paper have taken on an unnatural tone that is as unnatural as it is seraphic, we point out that the safest way to avoid criticism is never to do anything.

* * *

INTROSPECTION

Before we pat ourselves on the back concerning our forthcoming Loan efforts, we might remember that there are others risking death too — but not at the microphone.

INVEST IN VICTORY BUY VICTORY BONDS

A PRAYER OF THANKSGIVING



We yield thee
heartfelt thanks..

ALMIGHTY GOD, who didst lead our fathers into this land, and set their feet in a large room: Give thy grace, we beseech thee, to us their children, that we may approve ourselves a people mindful of thy favour, and glad to do thy will. Bless our Dominion with honourable industry, sound learning, and pure manners. Save us from lawlessness and discord, pride and arrogance, and fashion into one godly people the multitude brought hither out of many kindreds and tongues. Give to all the spirit of service, and love, and mutual forbearance. In prosperity make us thankful unto thee, and in the day of trouble suffer not our trust in thee to fail. So that, loving thee above all things, we may fulfil thy gracious purpose in this land; through Jesus Christ our Lord. Amen.

A PRAYER FOR THE PEOPLE
OF THE DOMINION

FROM THE BOOK OF
COMMON PRAYER
CANADA



HARRY E. FOSTER AGENCIES LIMITED
TORONTO VANCOUVER



All this AND COLUMBIA TOO

BROADCAST schedules of fine local programs, carefully chosen for their appeal to CFRB's far-flung following embrace all phases of broadcasting, to please all sorts and sizes of listeners. This is the prime factor in keeping the "Batteryless Radio Station" at the top of the list in listeners' hearts and minds.

In addition to this, we offer the wealth in entertainment and enlightenment of America's foremost network, the Columbia Broadcasting System.

Your spot broadcast is in good company on station CFRB.

860 KC **CFRB** TORONTO
10,000 WATTS OF SELLING POWER!

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