

# CANADIAN BROADCASTER

VOL. 4, NO. 8

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

APRIL 21, 1945

Invest In  
The Best

## Canadian Artists Entertain Wounded

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Leading the committee charged with organization of these shows is Mr. Arthur, of Famous Players, George Taggart, Frank Willis, Hank Chamberlain, Samuel Hermonen, Rex Battle and Wally Armour.

Small groups of professional artists are being created who will go regularly right into the hospital wards and put on their shows there. An effort will be made to produce some shows suitable for audience participation. Artists will be asked to make friends with the patients.

Programs will be short, not longer than 20 minutes, and will include request numbers, novelty routines, singing, ad-libbing, quiz shows, dancing, etc. Mr. Arthur expects to have twenty troupes on the go, and asks artists willing to devote a little of their time and talent to this worth-while work to communicate with the Citizen's Committee for Troops in Training, 69 College Street, Toronto, Telephone Adelaide 9416, or any member of the committee.

## The Missus Came Too



Frederic March and his wife, Florence Eldridge, now appearing on Broadway in "A Bell for Adano", are among the American artists who are donating their radio services in connection with the War Victory Loan Campaign in Canada.

## A VOICE THAT IS STILL

**N**OT just a nation, but an entire race,  
Bonded together round a warring world  
By tie of tongue, ideals of decency,  
Was stunned to silence by the shocking news  
That an inspiring and a well-loved voice  
Was still.

**U**NABLE, through a vagary of fate,  
To watch the seeds he'd sown burst into bloom,  
And then, through further years of toil, mature  
Into the fruits of total victory,  
The fragile frame that housed the giant soul,  
Too mortal to withstand more strain and wear,  
Its task complete, except for final rites  
Of victors' crowns and wildly-cheering throngs,  
Sighed wearily and slept.

**A**LL men were not his friends, yet when  
he spoke,

"My friends" dispelled all thoughts of enmity,  
And bred respect and honor, as his words,  
Straight-forward, simple, earnest, from the heart,  
Rang through a continent, around a world.

**A** WELL-LOVED voice is still for ever more.  
But spoken words, graven too deep to die,  
Live on, and you and I and men unborn  
Are better men, and will be better men,  
Because he lived and spoke.

April 12th, 1945

## FOUNDER'S NIGHT

April 11th was founder's night at the Young Men's Advertising and Sales Club of Toronto, and Alec Phare, the founder, was feted by the membership at a well-attended dinner meeting in the Ontario Club.



Phare, who is radio director of R. C. Smith & Son Ltd., and is heard on the air (CFRB Thursdays 7.45 EWT) with his "Queer Quirks" besides founding this club, has been treasurer of the Senior Toronto Ad Club for a number of years, and also is a past director of the Advertising Class held annually at Northern Vocational School.

## DEADLINE BEAT

Ottawa, April 18 — Prime Minister King has announced the resignation of Hon. L. R. LaFleche as Minister of National War Services, in charge of broadcasting and the appointment of Dr. J. J. McCann, 58 year old Renfrew South physician, who has been chairman of the Radio House Committee for the past 3 years.

CKEY'S application to the CBC for permission to become a Canadian outlet of the American Broadcasting Company (Blue) has been set over until the next Board meeting.

—R. G. L.

CBC has requested private stations with US network affiliations to send in copies of their American contracts for review.



*Look Who's*  
**LISTENING**

She's the President's sec,  
 But by gosh and by heck  
 They live in a different key.

Yet lands sakes alive,  
 They both like their jive,  
 And they get it from CFRB.

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

REPRESENTATIVES  
 ADAM J. YOUNG JR., INCORPORATED  
 New York Chicago  
 ALL - CANADA RADIO FACILITIES LTD.  
 Montreal

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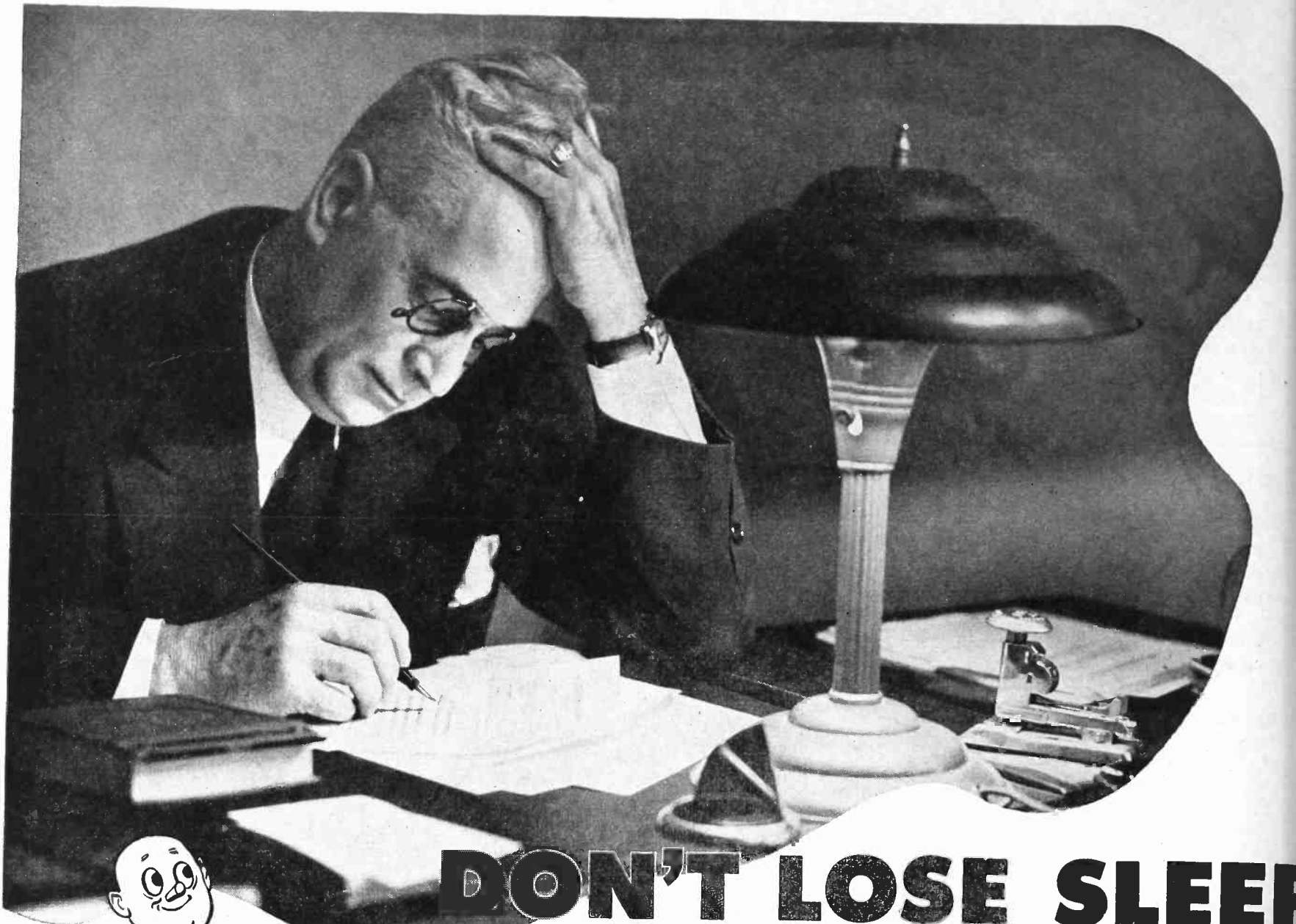
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# DON'T LOSE SLEEP

over radio details—turn the job over to All-Canada !

**R**ADIO is an elastic medium. Spotting your program—varying your appeal or promotion according to the opportunity—can bring big rewards. But it involves a lot of detail—a No. 1 Traffic job for somebody.

The wise executive doesn't lose sleep over these details. He calls the All-Canada man. He gets a quick round-up of time availability and local information from any or all All-Canada's 29 key radio markets. All-Canada handles contracts, scheduling, instructions, delivery of material, checking, changes. All the details.

Take advantage of All-Canada's unequalled radio service. It will help you get the most from your radio appropriation. Save you worry and out-of-pocket too. Call the All-Canada man today. A consultation involves no obligation.

## ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



**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

**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

# This Is The Canadian Broadcasting Corporation

One of the most complete, and, the main, factual descriptions of the CBC has been written by T. W. Deachman, former CBC publicity man, under the title *This is the Canadian Broadcasting Corporation.*

Published in a 48 page pamphlet Deachman divides his work into two main parts, in the first of which he deals with the "History" of the Corporation starting with the founding of the radio commission in 1932; he then discusses the private and general personnel and the various departments of which the CBC is comprised, as well as the policies under which it operates. His second part discusses the operation under such headings as "Problems", "Relations with Private Stations", "Public Relations", "Talent Development", "What has been done about" and "Solutions".

The last section has been reprinted below. Copies of the booklet *This is the Canadian Broadcasting Corporation* are available, and will be mailed, while they last, on receipt of request addressed to the CANADIAN BROADCASTER.

### SOLUTIONS

We have seen that criticism and investigation from without has tended to produce an organization with weak and fluctuating policies, afraid to take a firm stand on public relations and the development of its arts, and on the other hand arbitrarily exercising the monopoly which prevents anyone else from jolting it from convenient procrastination to prompt action.

Through their awareness of the deadliness of a ruling monopoly, the CBC have themselves created a second coast-to-coast network.

The former National Network has been broken down into two networks, and are referred to as the "Trans-Canada Network of the Canadian Broadcasting Corporation," and the "Dominion Network of the Canadian Broadcasting Corporation."

Each network is made up of roughly 100 stations, spread out so that, as far as possible, listeners in most communities have a choice of either Dominion or Trans-Canada service.

Apparently listeners now enjoy the benefits of competitive broadcasting, and there is no doubt that service will be somewhat improved. The joker lies in the fact that the CBC is endeavouring to control its own competition by playing one of its networks against the other, while the old producers continue with the same methods.

They cannot succeed. It was tried in the United States by the National Broad-

casting Company with their Red and Blue networks. NBC was finally forced to divorce the Blue Network completely, and since then broadcasting on both the NBC and Blue has improved immeasurably.

The Canadian Association of Broadcasters, an organization representing 64 of the 78 privately owned Canadian stations, has offered the only logical answer to the present CBC situation. It has recommended that:

(1) The private stations be allowed to take over the Dominion Network, to be owned and operated by them on a mutual basis, and that such a network would compete with the CBC for programs, artists and audience.

(2) Regulatory powers be taken from the CBC and put in the hands of an independent tribunal or commission, over and above the CBC, to administer and promulgate regulations on an impartial basis for the CBC-owned network and the privately owned network.

If this were done, it can be taken for granted that many of the existing evils would banish overnight. The competition would strengthen the CBC, and talent would take its rightful place as a vital commodity to be sought out, encouraged and developed.

The private broadcasters have emphasized that they do not wish to have any part of the license fees presently collected for the CBC. In a word they feel that Canada has outgrown the 16-year old Aird Report; that we have come of age and are now capable of sustaining a second network with commercial revenue.

In answer to this suggestion, that a privately-operated network would improve Canadian Broadcasting, Dr. Rene Morin, then Chairman of the CBC Board of Governors, said:

"I believe that the result of this competition would lead it (the CBC) to appeal to the masses of the people with programs of a more popular character than it wishes to do, and therefore the interests of the Canadian public would not receive better service in that way than they do at the present time."

The CBC is an idealistic institution. The governors and executives have long felt, and rightly so, that radio was a tremendous force for education. And so they determined to broadcast the finest music that could be found here and in the United States, and to bring before CBC microphones a daily fare of authoritative speakers and commentators.

The objection to private radio, therefore, is the fear that they will lose sight of the cultural objectives the CBC has set, and that competition itself will force a retrogression to the ephemeral and slapstick entertainment of a vaudeville circuit.

That such fears are unfounded must be evident to anyone taking the trouble to examine the competitive broadcasting systems in the United States.

Private or "commercial" networks there have prided themselves on fine musical



And all they ask us to do is buy bonds.

and educational programs, and in many instances have produced programs which have been imported into Canada at the request and to the delight of the culturally-minded CBC.

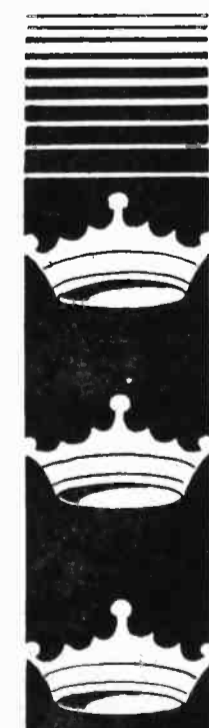
It is safe to say that there is not one phase of America's intellectual accomplishments that has not been adapted for broadcast presentation. Week after week, year after year, the United States' networks have given listeners their own armchair box seats at the Metropolitan Opera, the Chicago, Boston, New York and Philadelphia symphonies, and have vied with each other for the privilege of presenting the nation's foremost vocalists

and instrumentalists.

One cannot accuse private, competitive American radio of appealing entirely to the slapstick, when one explores through the loudspeaker the wonders of the Smithsonian Institute, when one listens to the voice of Lily Pons, the violin of Jascha Heifetz, or hears of millions of children being educated daily in their classrooms by radio.

Such a system is a healthy system, and an alert system, fully aware of its public responsibility to entertain, to educate, and to inform. Keen competition is its life blood, and it is this principle which challenges the CBC today.

# Get to know your DBC'S



**Dominion and dominance**

**Broadcasting and best**

**Company and courtesy**

When it comes to recordings it pays to know your DBC's.

*Duophonic Transcriptions*

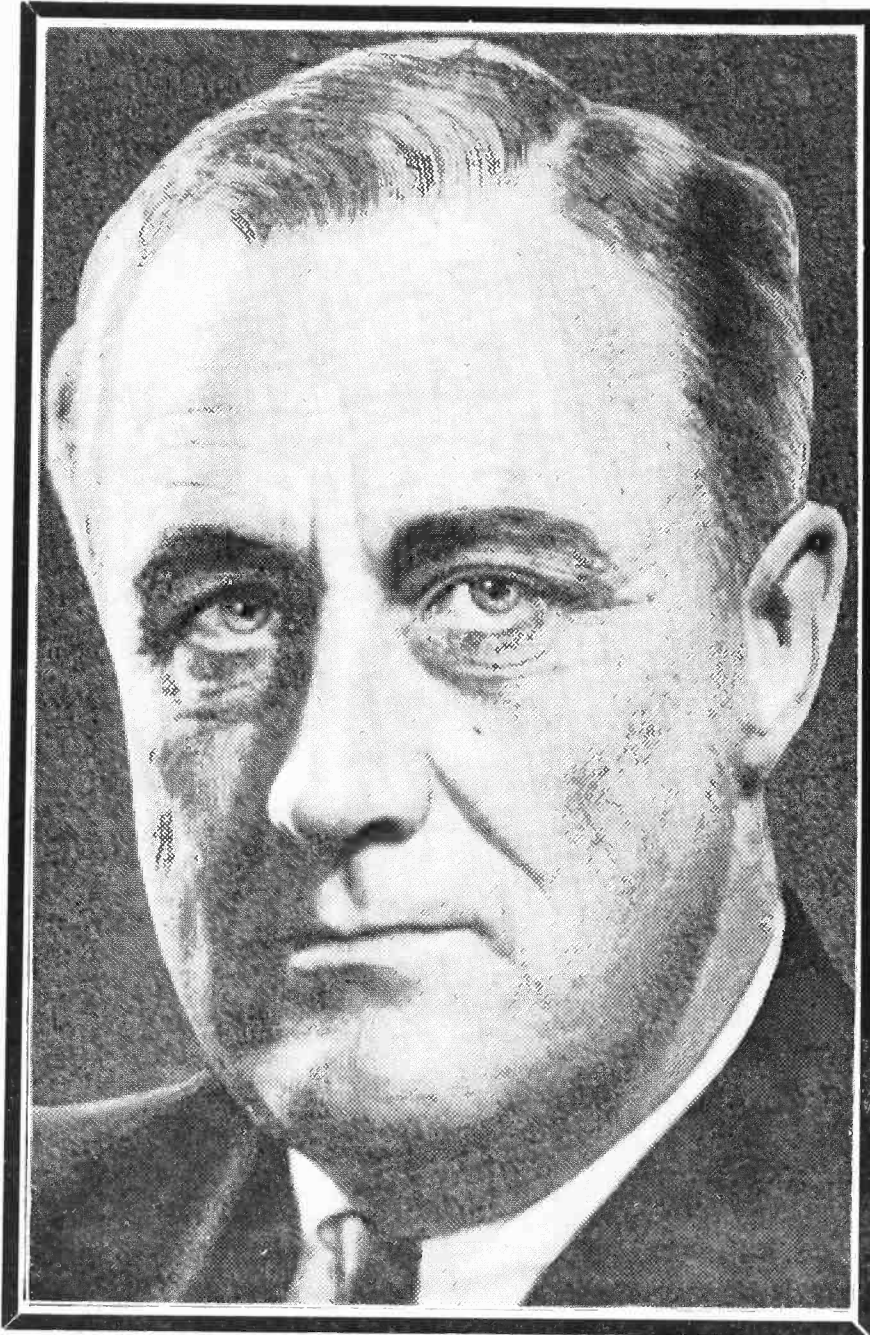
**DOMINION BROADCASTING COMPANY**  
4 ALBERT ST. TORONTO

**CHML**

CFRB COLUMBIA    **900**    WBEN N.B.C.

860    930

**HAMILTON**



## Franklin Delano Roosevelt

April 12, 1945

A great Man has died in harness—  
a familiar and beloved voice is  
forever stilled. We join in Canada's  
mourning the loss of a true friend,  
a good neighbor, and a trusted leader

HORACE N. STOVIN

& COMPANY

RADIO STATION REPRESENTATIVES

TORONTO

MONTREAL

WINNIPEG

# CANADIAN BROADCASTER

VOLUME 4, NUMBER 8

APRIL 21, 1945

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

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

Editor: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

## CBC Is Not A Commercial Organization

Howard Chase, Chairman of the Board, heard in Network Broadcast

... the CBC is a nation-wide organization with studios and offices all across the country", according to Howard B. Chase, chairman of the Board of the Canadian Broadcasting Corporation. "... is not a commercial organization", Chase said. "That is, no individual or group makes any money by selling commercial time for advertising goods or services. The revenue goes back into the operation and improvement of programs and facilities."

### Not A Government Department

... a coast-to-coast network broadcast, the chairman, who is also a high executive in the Brotherhood of Locomotive Engineers, endeavored to explain that the CBC is not a department of government. "Even after nine years there is still some confusion about this," he said. "The CBC is properly a trustee—a trustee for you, the listener, since you pay your share of the revenue. It is empowered by the Canadian Broadcasting Act to co-ordinate and control all broadcasting in Canada."

### Don't Kill the Umpire

... referring to what he termed the unfair criticism which has recently been levelled at the General Manager of the CBC, Mr. Chase said: "The General Manager must be guided by the Board, and, under the provisions of the Act, his duties consist of seeing that the regulations are properly observed. He is like the umpire at a ball game—he knows the rules, and his decisions must stand. It's no use saying — 'kill the umpire' — the rules are fair for everyone, and as servant of the public the General Manager must apply them. It is obvious therefore that any criticism of the CBC should be directed to the Board of Governors, and not to the General Manager."

... rror Programs and Shakespeare speaking of press comment about the responsibility of the CBC "allowing on our networks what are called horror programs", Mr. Chase said: "We issued a reply to the press in which we indicated that the CBC deplored the existence of any programs injurious to the children listening. After all, the CBC is just a group of individuals — and we do not like our children to be frightened by

morbid stories, whether on the radio or in the so-called "comic strips". There are certainly no CBC stories which would fall into this class. And we do recognize that our responsibilities include the supervision of commercially sponsored programs. We intend to cooperate fully in attempting to eliminate horror shows." He proceeded to point out, however, how much easier this task would be if "criticisms could be made specific". He pointed out that the CAB had joined with the CBC in its expressed desire to eliminate undesirable programs, so that the CBC will not find itself in the position of having to impose an unwanted censorship.

"The question of horror stories is not new", he continued. "It has cropped up in relation to fairy tales for years... maybe even back to Shakespeare. Macbeth, for instance, is full of murder and horrible events. But the schools teach it, and the CBC, just this season produced a special radio version of Macbeth for school listening. However, I am pretty sure your criticisms are not directed against Shakespeare, but against lesser writers," He referred to "Sports College of the Air" (CB April 7) as being a young people's program which, in that it encourages better living habits, is "on the positive side of the ledger."

### Religious Broadcasts

Mr. Chase pointed out that the CBC devotes a great deal of time to religious broadcasts. "We feel",

he explained, "that it is our first duty to give national service to the whole of Canada, leaving the local field of community service to the private stations." This was in accordance with the recommendations of the Aird Commission (1929) he stated. He denied the allegation that "the CBC was trying to eliminate all religious broadcasting after 12 noon on Sundays or at least after 5 o'clock." He told his listeners that the CBC works very closely with the National Religious Council in planning its religious periods, and affirmed that three half hours on the networks are apportioned fairly and carefully between all creeds and denominations every Sunday, in addition to non-denominational religious periods provided by the CBC during the week.

Referring to representations which had been made to the Board (1) that all Sunday commercials should be removed from the air on both CBC and private stations between 7 and 8 p.m., and (2) that all advertising should be removed from the air on Sundays, he said that no decision had been reached.

### Wire Line Costs

"The CBC pays about one million dollars a year", Mr. Chase said "a sum representing about one fifth of our total income, to cover the cost of leasing lines from the wire companies." Great Britain has four times our population, he explained, but it takes eight times the line mileage to cover Canada.

### Fake Corporation

Reprinted from "The Letter Review"

Mr. H. B. Chase, chairman of the CBC, is quoted in the London papers, as telling the British people that the CBC is not a Government undertaking, but essentially the same as a privately-owned one. Mr. Chase should be asked to resign for making such an untrue statement, in another country. CBC, like anything else which the Government owns, is a branch of a Government department, subject to the political control of the Parliament of Canada, and Mr. Chase can take that and like it. These fake "corporations", spending public money under authority of parliament, have to be made to understand that they are under the authority of Parliament.

IT'S A  
**2 IN 1**  
**MARKET**  
IN THE GOOD  
OLD SUMMERTIME  
28000 Permanent  
Radio Homes  
AND  
tens of thousands of  
summer vacationists  
can only rely on



For clean reception because of mineralization.

A DOMINION NETWORK STATION

Representatives

HORACE N. STOVIN & CO.

**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.

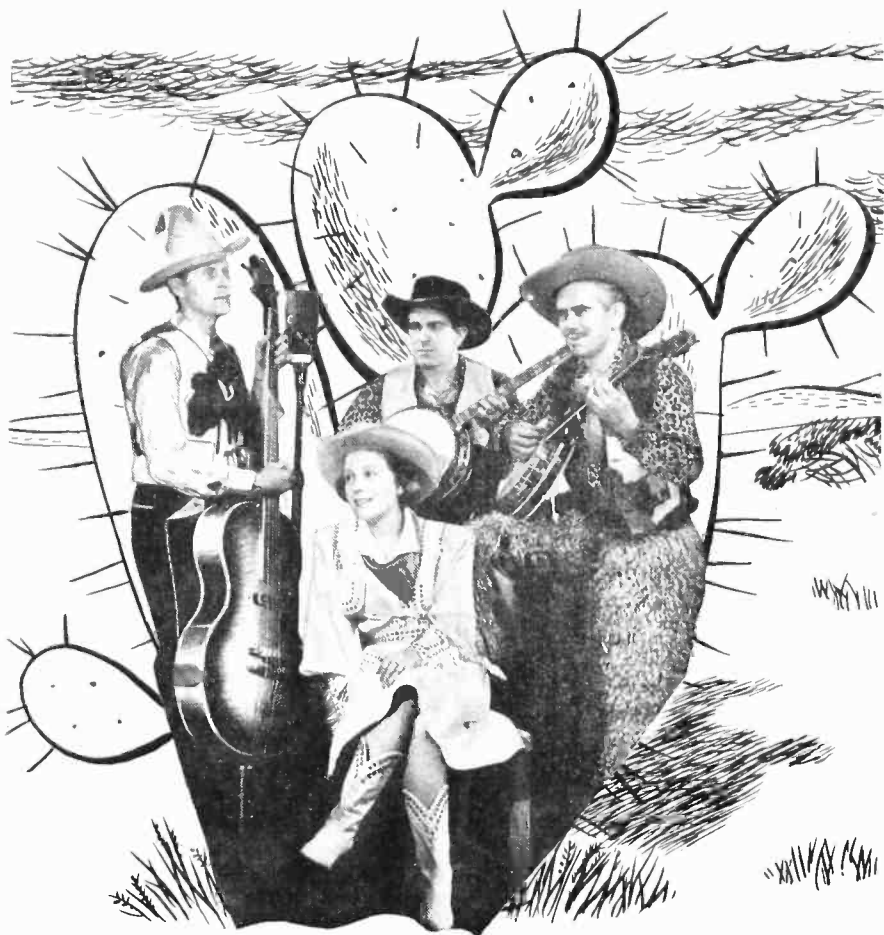
**CKCH**

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.
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COOPERATING WITH LE DROIT



**It's CARSON ROBISON**  
**and his BUCKAROOS**  
 with "Folksy" Music and Patter  
 ...for local sponsorship

**H**ERE'S an NBC Radio Recorded program that is contributing much to the wide and growing appeal of "country" type music and entertainment.

**CARSON ROBISON** and his **BUCKAROOS** . . . outstanding voices and instrumentalists . . . all hail from the great open spaces and have what it takes to produce music that's keyed to the adventure, humor and pathos of life on the lone prairies.

117 quarter hour programs that draw regular and loyal listeners . . . people of all ages . . . men as well as women . . . clearly indicated by the topflight job they have done in sales, goodwill and prestige for an imposing list of important sponsors.

Available in Canada through  
**ALL CANADA RADIO FACILITIES, Ltd.**  
 VICTORY BUILDING, TORONTO

National Broadcasting Co. **NBC** RADIO-RECORDING DIVISION  
 AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

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

**JOBS FOR VETS**

**FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE VETERANS**

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

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

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

**Lucky Old Thirteen**  
 "Ontario Panorama" (Willards Chocolates, through Cockfield Brown) opened the current season on Friday, October 13, 1944, and closed it Friday, April 13, 1945. The chain will be broken when the program returns in the fall since July is the only other month this year in which the 13th falls on a Friday.

**Diva Returns**



Once again, Dorothy Kirsten of The Metropolitan Opera grace Canadian air waves. She will be heard on the May Victory Star Show, which dates from His Majesty's Theatre Montreal.

**Personnally Speaking**

Arthur Nicols formerly at CJC and CJAT has joined the staff of CJCA, Edmonton after over 10 years service with the RCAF. Alan Ley, former Ferry Command member, left CHEX for the announcing staff of CKSF, Cornwall. Buders formerly at CJCA has been added to staff of CKNW, New Westminster. Fred Gowin has joined the announcing staff of CJCA after 5 1/2 years with the army and airforce. Don Wilson formerly announcer and news commentator with CJOR and CKNW has opened an electrical transcription business in Vancouver. Blondahl has left CKNW to join the announcing staff of CJO Vancouver. Also headed CJO way are Carl Mack from CJV Victoria and Fred Darling former BL mikeman who is expecting release from the RCAF.

**Institute Vice-Chairman**

Ernie Swan, chief engineer of station CKEY, Toronto, has been elected vice-chairman of a newly formed Canadian Council of the Institute of Radio Engineers.

**CKCO**  
 OTTAWA

A *Bright* STATION

Programmed in the interests of the people that serve you.

**CKCO** — "The Community Station of the Nation's Capital," plays a vital part in maintaining Canada's private radio.

**WILLIAM WRIGHT**  
 Victory Bldg.

AD. 8481



# TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by  
ART BENSON

WES BROS. OF CANADA LTD.:  
rted on April 14 "Take a  
ance" for 26 weeks. Produced  
Dickson & Edington Ltd., for  
res Advertising Service, To-  
to.

NITY SHOE STORE (VANCOU-  
): 15 minutes 1 a week "Tales  
the Turf" under way over CJOR,  
ancouver. Placed direct.

ROY JEWELLERS (VANCOUVER):  
ame Jack Gordon's "Vox Pop"  
r CJOR, Vancouver. Placed  
ect.

RKETT'S DRUG: (FLIN FLON):  
minutes 3 a week, "Mid-day  
rts Reviews" under way over  
AR, Flin Flon. Placed direct.

DDIE'S HARDWARE (FLIN FLON)  
spot announcements over CFAR  
a Flon. Placed direct.

ORTH STAR FUEL & ICE Co.: 154  
t announcements under way  
r CFAR, Flin Flon. Placed di-

MBERT PHARMACAL (LISTER-  
): renews "Green Hornet"  
r 29 Canadian stations. Lambert  
sley, New York City.

YAL CHESTERFIELD Co.: spot  
ouncement campaign under  
y over CKEY, Toronto, until  
bruary 27, 1946. Ellis Adver-  
ng Agency, Toronto.

APPLES LTD. (FORT WILLIAM):  
minutes 1 a week "Hollywood  
en House" for 26 weeks under  
y over CFPA, Port Arthur. Plac-  
direct.

GLISH (ONTARIO) LTD. (JA-  
K): add CFPA, Port Arthur to  
ot announcement campaign. Mac-  
ren Advertising Co. Ltd., To-  
nto.

HUDSON FUR COMPANY: 12 flash  
announcements until May 3 over  
CKEY, Toronto. Placed direct.

THE LIBERTY CHERRY AND FRUIT  
Co.: 118 flash announcements un-  
til December 31, 1945 over CKEY,  
Toronto. The James Fisher Co.  
Ltd., Toronto.

PREMIER SHIRT AND SPORTSWEAR:  
15 minutes 1 a week "The Score-  
board" for one year under way over  
CKEY, Toronto. Ellis Advertising  
Co., Toronto.

A. WANDER LTD. (OVALTINE):  
newscasts 6 a week under way until  
October 27, 1945 over CKEY; To-  
ronto. McKim Advertising Ltd.,  
Toronto.

KELLOGG Co. OF CANADA LTD.  
(CORN FLAKES): spot announce-  
ment campaign under way over a  
number of coast-to-coast stations  
for one month. J. Walter Thomp-  
son Co. Ltd., Toronto.

KELLOGG Co. OF CANADA LTD.  
(ALL WHEAT): started April 20  
for 26 weeks test over CKOC,  
Hamilton and CKRC, Winnipeg  
"Kellogg Athletic Club", recorded  
program. J. Walter Thompson  
Co. Ltd., Toronto.

### Fur Storage Spots

Members of the Furriers' Guild  
of Toronto are running a series of  
spots, advertising fur storage and  
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Names of member furriers are not  
mentioned in spots. It is hoped to

### Salome



Yvonne De Carlo, the Vancou-  
ver-born brunette who has been  
acclaimed by Hollywood as the  
most beautiful girl in the world  
is among the famous stars help-  
ing Canada with the Eighth Vic-  
tory Loan campaign. Miss De  
Carlo, whose breath-taking fea-  
tures and lovely figure won her  
the role of "Salome" in a forth-  
coming motion picture produc-  
tion, went before an audience in  
Massey Hall, Toronto, April 18.

encourage people to store furs with  
competent furriers, and to meet the  
increasing competition of cleaners  
and others. Release is through  
Harry E. Foster Agencies, Ltd.

# SHOW BUSINESS

by Geo. A. Taggart

### Thoughts on Thinking

WE learned a long time ago that  
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AND yet—to paraphrase a great  
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**Third**—Think of Who can do This  
Particular Job Best: What artists and  
talent are required to make the show  
a real selling success?

FRANKLY, we don't like the effort  
of thinking any better than the  
other fellow . . .

BUT—no one has yet come along  
who could show us an easier and  
more successful way of producing  
radio shows that get results.

165 Yonge Street, Toronto  
ADelaide 8784

# FOR SALE

## ONE TWENTY SECOND FLASH

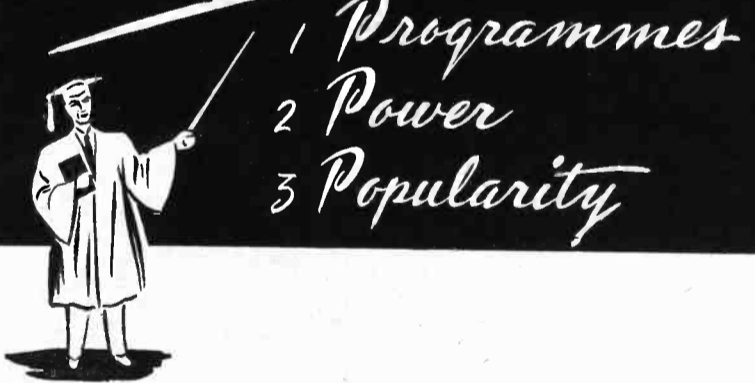
(WEATHER REPORT THROWN IN)

12:29:30 P.M. Daily—64% E.H.

Immediately After Summary of  
World and National Plus District News  
\$3.00 per Time

Write Direct - **CFOS** - Owen Sound  
SEE HORACE STOVIN AND CO.

# These things matter



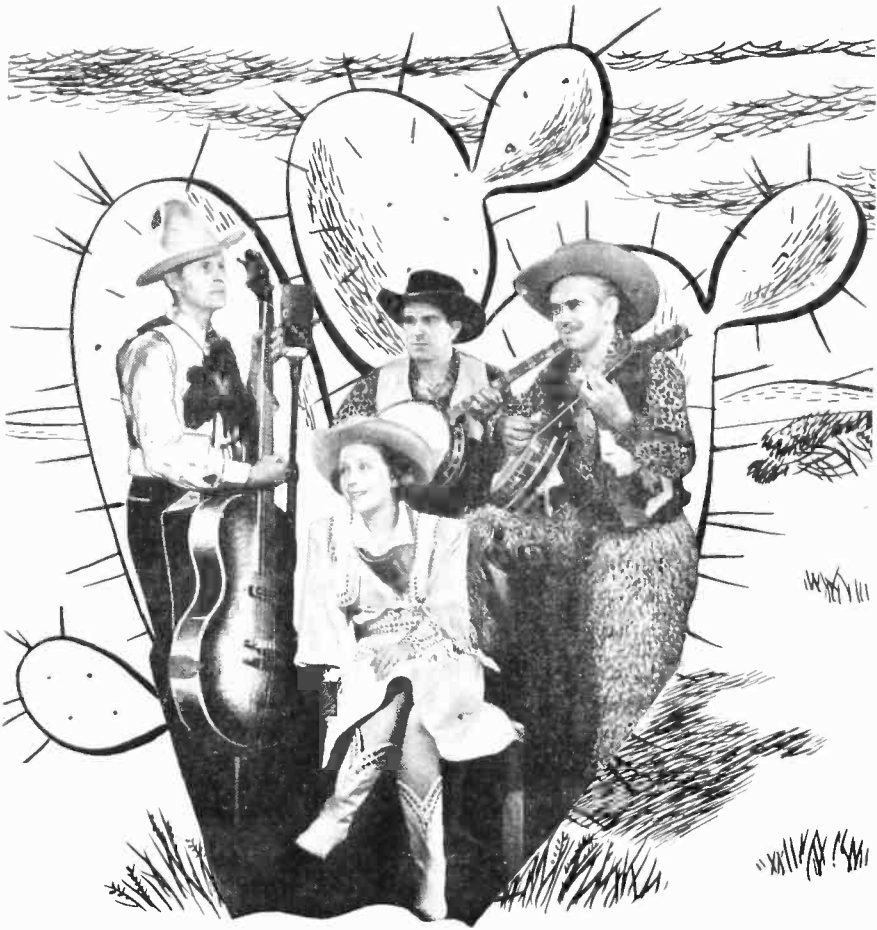
Programmes are first in impor-  
tance at CKY. They are most  
essential to good broadcasting  
service. With Trans-Canada  
network connection, Thesaurus  
and other fine transcription  
facilities, and with local fea-  
tures developed by a staff of  
experts, CKY's programmes

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



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

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



**It's CARSON ROBISON**  
**and his BUCKAROOS**  
 with "Folksy" Music and Patter  
 ...for local sponsorship

**H**ERE'S an NBC Radio Recorded program that is contributing much to the wide and growing appeal of "country" type music and entertainment.

**CARSON ROBISON** and his **BUCKAROOS** . . . outstanding voices and instrumentalists . . . all hail from the great open spaces and have what it takes to produce music that's keyed to the adventure, humor and pathos of life on the lone prairies.

117 quarter hour programs that draw regular and loyal listeners . . . people of all ages . . . men as well as women . . . clearly indicated by the topflight job they have done in sales, goodwill and prestige for an imposing list of important sponsors.

*Available in Canada through*

**ALL CANADA RADIO FACILITIES, Ltd.**

VICTORY BUILDING, TORONTO

National Broadcasting Co.



**NBC**

**RADIO-RECORDING DIVISION**

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

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

**JOBS FOR VETS**

**FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE VETERANS**

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

**FILE CB 8**

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

**FILE CB 9**

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

**Lucky Old Thirteen**

"Ontario Panorama" (Willards Chocolates, through Cockfield Brown) opened the current season on Friday, October 13, 1944, and closed it Friday, April 13, 1945. The chain will be broken when the program returns in the fall since July is the only other month this year in which the 13th falls on a Friday.

**Diva Returns**



Once again, Dorothy Kirsten, star of The Metropolitan Opera, will grace Canadian air waves. She will be heard on the May 9th Victory Star Show, which originates from His Majesty's Theatre Montreal.

**Personnelly Speaking**

Arthur Nicols formerly at CJOC and CJAT has joined the staff of CJCA, Edmonton after overseas service with the RCAF. Alan Cauley, former Ferry Command, has left CHEX for the announcing staff of CKSF, Cornwall. Bud Rogers formerly at CJCA has been added to staff of KKNW, New Westminster. Fred Gowin has joined the announcing staff of CJCA after 5 1/2 years with the army and airforce. Don Wilson former announcer and news commentator with CJOR and KKNW has opened an electrical transcription business in Vancouver. Omas Blondahl has left KKNW to join the announcing staff of CKMO Vancouver. Also headed CKMO way are Carl Mack from CJVI, Victoria and Fred Darling former CBmikeman who is expecting his release from the RCAF.

**Institute Vice-Chairman**

Ernie Swan, chief engineer of station CKEY, Toronto, has been elected vice-chairman of a newly formed Canadian Council of the Institute of Radio Engineering.

**CKCO**  
 OTTAWA

A *Wright* STATION

Programmed in the interests of the people that serve you.

**CKCO** — "The Community Station of the Nation's Capital," plays a vital part in maintaining Canada's private radio.

**WILLIAM WRIGHT**  
 Victory Bldg.

AD. 8481

# TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by  
ART BENSON

ES BROS. OF CANADA LTD.:  
ed on April 14 "Take a  
nce" for 26 weeks. Produced  
Dickson & Edington Ltd., for  
es Advertising Service, To-  
o.

\* \* \*

ITY SHOE STORE (VANCOU-  
): 15 minutes 1 a week "Tales  
be Turf" under way over CJOR,  
cover. Placed direct.

\* \* \*

Y JEWELLERS (VANCOUVER):  
me Jack Gordon's "Vox Pop"  
CJOR, Vancouver. Placed  
t.

\* \* \*

KETT'S DRUG: (FLIN FLON):  
minutes 3 a week, "Mid-day  
ts Reviews" under way over  
R, Flin Flon. Placed direct.

\* \* \*

IE'S HARDWARE (FLIN FLON)  
pot announcements over CFAR  
Flon. Placed direct.

\* \* \*

TH STAR FUEL & ICE CO.: 154  
announcements under way  
CFAR, Flin Flon. Placed di-

\* \* \*

BERT PHARMACAL (LISTER-  
): renews "Green Hornet"  
29 Canadian stations. Lambert  
ley, New York City.

\* \* \*

AL CHESTERFIELD CO.: spot  
ouncement campaign under  
over CKEY, Toronto, until  
February 27, 1946. Ellis Adver-  
ing Agency, Toronto.

\* \* \*

PPLES LTD. (FORT WILLIAM):  
minutes 1 a week "Hollywood  
m House" for 26 weeks under  
over CFPA, Port Arthur. Plac-  
direct.

\* \* \*

GLISH (ONTARIO) LTD. (JA-  
): add CFPA, Port Arthur to  
announcement campaign. Mac-  
en Advertising Co. Ltd., To-  
o.

HUDSON FUR COMPANY: 12 flash  
announcements until May 3 over  
CKEY, Toronto. Placed direct.

\* \* \*

THE LIBERTY CHERRY AND FRUIT  
Co.: 118 flash announcements un-  
til December 31, 1945 over CKEY,  
Toronto. The James Fisher Co.  
Ltd., Toronto.

\* \* \*

PREMIER SHIRT AND SPORTSWEAR:  
15 minutes 1 a week "The Score-  
board" for one year under way over  
CKEY, Toronto. Ellis Advertising  
Co., Toronto.

\* \* \*

A. WANDER LTD. (OVALTINE):  
newscasts 6 a week under way until  
October 27, 1945 over CKEY; To-  
ronto. McKim Advertising Ltd.,  
Toronto.

\* \* \*

KELLOGG CO. OF CANADA LTD.  
(CORN FLAKES): spot announce-  
ment campaign under way over a  
number of coast-to-coast stations  
for one month. J. Walter Thomp-  
son Co. Ltd., Toronto.

\* \* \*

KELLOGG CO. OF CANADA LTD.  
(ALL WHEAT): started April 20  
for 26 weeks test over CKOC,  
Hamilton and CKRC, Winnipeg  
"Kellogg Athletic Club", recorded  
program. J. Walter Thompson  
Co. Ltd., Toronto.

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BUT—no one has yet come along  
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165 Yonge Street, Toronto  
ADelaide 8784

# FOR SALE

ONE TWENTY SECOND FLASH

(WEATHER REPORT THROWN IN)

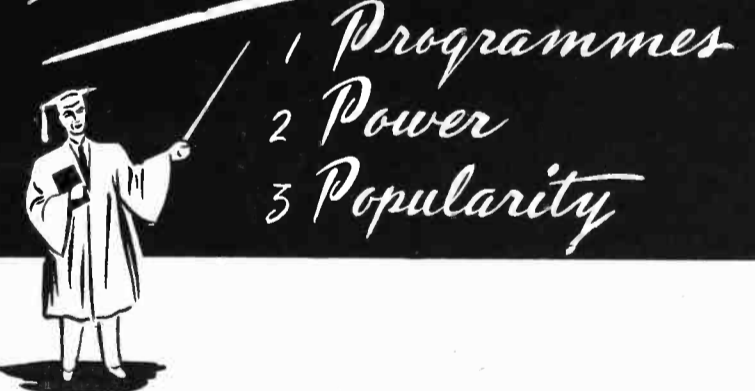
12:29:30 P.M. Daily—64% E.H.

Immediately After Summary of  
World and National Plus District News  
\$3.00 per Time

Write Direct - **CFOS** - Owen Sound

SEE HORACE STOVIN AND CO.

These things matter



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



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

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

# \$503,300,000.00

## THE LARGEST INCOME INCREASE IN ALL CANADA

Saskatchewan's CASH INCOME FROM THE SALE OF FARM PRODUCTS, in 1944, totalled the amazing figure listed above. This is even more amazing when it represents, as it does, MORE THAN ONE-THIRD OF CANADA'S CASH INCOME FROM THE SALE OF FARM PRODUCTS FOR THE SAME PERIOD.

This figure takes on even more significance when we realize the income was received by a group of people who are anxious to spend it on land and home improvements, on clothing, food, all the necessities which have so long been off the market, BUT WHICH IN THE NEAR FUTURE WILL BE PUT INTO PRODUCTION.

CKCK, Regina, serves the greater part of Saskatchewan's rich farm area. CKCK, through superior programming, and a long-term public service policy, carries your message into this huge income area with authority, listener-interest and prestige. Hitch your product to "the Station with the drive in '45".

# CKCK

REGINA, SASK.

THE STATION WITH THE DRIVE IN '45

*Owned and operated by the Regina Leader-Post. Representatives: Canada, All-Canada Radio Facilities. U.S., Weed and Company.*



Advertisers are invited to utilize our facilities for radio coverage . . . coast to coast.

We represent a group of important stations across Canada . . . complete, accurate information supplied on request.

ASK YOUR AGENCY

TORONTO  
WA. 6151

MONTREAL  
HA. 7811

## FAN - FARE

By JOHN ADASKIN

I can't for the life of me understand why stations both private and network, perpetrate such crimes to the musical ear as their remote evening broadcasts. Never, have I heard such atrocious caterwauling as some of these. I use the word 'some' loosely, because I haven't as yet heard a Canadian dance band remote that had charm and polish; but then I may have missed a few. The pick-up is worthy of 1927 and the 'balance' always favors inner harmony that shouldn't happen to a "dawg".

I suppose the answer is simple. It's a free show so why send a capable producer along who will take time to reseat the orchestra when "after all", the station director reasons, "it's too much bother". Well brother, that's not good radio . . . and if I were fronting a band I'd very soon see that it's presented in the best light possible or *not at all*: When it's good, it's good advertising for the night-spot, the band and the station . . . when it's 'as it is', it stinks for all three!

Sure it pays to advertise, but you'd better dress your windows if you're going to lure people out to your night spot or encourage listeners to stay tuned to your station. Maybe it's a good thing Messrs Elliott and Haynes don't phone around during these late hours. You, Mr. Station Director, might get quite a jolt. Serve you right too!

And while we're on this "Beef" session, there's something else I'd like to say to our local and coast to coast announcers. PLEASE stop being affected and effected by composer's names. I'm quite certain if Mr. Strauss were living and here in Canada, he wouldn't insist on being called "Shtrauss" with a guttural accent to boot. He would anglicize the pronunciation just as soon as he got his naturalization papers—maybe before. So fellas, stop making with the foreign accents unless (1) you know your stuff or (2) it's absolutely necessary from a dramatic script point of view.

It doesn't matter how many dictionaries to the contrary you show me . . . I still say Shostakovich can be pronounced without tasting every syllable steeped in Borstch. I like simple things like wine, women and wholesome food but when I hear some of our announcer's accents and would be accents, I find it hard to keep the latter down.

On the reverse side of ledger, the CBC has a very strange custom of giving the Corporation Cue bilingually whenever a program is carried on both the French and English networks. Here's one time the above tables must be properly reversed . . . but no! The three little words, that should tickle the palate of every French station operator, is treated like an illegitimate child and must make Frenchmen and Frenchwomen writhe in agony. I even doubt if they understand it. After all, why create animosity, when we can make friends . . . and they do make such swell pea and onion soup!!!

A few years ago this writer brought John Coulter and Healey Willan together with "Transit Through Fire" as a result . . . Well, on Saturday of last week a preview of their new work "Deirdre of the Sorrows" was presented at Toronto's Arts and Letters Club. I won't say a Gilbert and Sullivan or a Rodgers and Hart team is with us, but there does seem to exist a mutual respect for each others' work to the extent that harmony is not limited to the piano score alone; although to accomplish such an involved undertaking, it must have taxed their patience with each other to the quick . . . and one of them calls the Emerald Isle home! Hm. Hm, Hm. Let's hope the CBC doesn't let two years go by before repeating the first performance.

Wouldn't it be swell now if the CAB had a program department Director who commissioned the writing and composing of an original Canadian operetta. Does anyone get the idea?

## Rugged Erinite



Pat O'Brien, Hollywood cinema star, who is among the visiting American stars who are giving their talents to the 8th Canadian Victory Loan drive. O'Brien's appearance in Canada was on the program of April 18, broadcast from Massey Hall, Toronto.

## Paper Shortage

It is with regret that we have to decline frequent requests for extra copies of this paper for the simple reason that we are still running in short supply. Although we can seldom furnish additional copies, we sometimes have tear sheets available, and if those desiring reprints would mention the article or feature which interests them, we shall be glad to send tear sheets if we have them.

The situation is attributable, in the main, to a steady influx of new subscribers which is gradually supplanting our original free-list.

## TOO D----D BUSY

To write this month, but look out in May!

You'll be hearing from

## CFGP

"Voice of the Mighty Peace"

P.S. Business is so good that it takes all our time looking after sponsors.

Bye-bye,

Mush Mush

# Canada Calling via BBC

When you are half way round the world, say serving with the 1st Squadron, RCAF, in India, you find the call letters of station CFCN, Calgary, sounds very good to you even if you are an Edmontonian. So, in effect, writes R187082 L.A.C. Smith, E. after hearing "fifteen minutes of old-time music, which used to be on the radio (when I was at home that night) on Thursday nights."

"I am from Edmonton", writes, "and, of course, you know what Edmontonians and Californians think of each other, but here, half way around the world, Calgary seems like home, especially so, when you have listened to that radio call nearly all your life."

When that program came on last night, I forgot for a few moments the flickering lantern under the tent and the dark jungle and, in fancy, I was back on the Seventh Avenue, or in a dimly lighted room beside a fire. Those are the kind of things that "keep us going."

Another letter comes from Pincher Creek, Alta., in which a mother encloses part of a letter she received from her son in Holland. "I have just heard a program on the Forces Network", he wrote, "on CFCN, the Voice of the Forces. It sure brings back memories. In fact it is the first time I have heard that phrase on the radio for nearly five years."

These programs, heard on the Forces Network of the BBC, are available in disc form, by local Canadian stations, for transmission to Canadian servicemen wherever they may be; in a program series called "Going to Town".

Commenting on the programs, Gilbert Harding of the BBC Toronto office who is charged with gathering material for this series, expressed great appreciation of the cooperation and help he is receiving

from private stations. "The need for more and more of these discs is urgent, if these morale-building programs are to continue. To those stations which have contributed so magnificently in the past, may I say "Please come again"; to those who have not as yet supplied us with any of their programs, your help would be most appreciated."

Stations interested in getting further particulars should write Gilbert Harding, British Broadcasting Corporation, 354 Jarvis St., Toronto.

## BBC Toronto Staff Changes

S. J. deLotbinière, who has been Canadian representative of the BBC since November 1943, has been recalled to London, where he will return in about six weeks to reassume his former post of BBC Director of Special Events. He will be replaced by Michael Barkway, long-time BBC man whose duties have included Home News Service, chief editor of Overseas News Service, chief editor of Overseas News Service, BBC Washington correspondent, and very recently secretary of the Commonwealth Radio Conference in London.

Established in Toronto by Mr. deLotbinière eighteen months ago, the BBC office has been primarily engaged in arranging for the exchange of program items between Canada and the United Kingdom, and it is through their efforts that stations across Canada have been supplying programs to entertain service men around the world with programs from their home stations, and, similarly, the sending overseas of transcribed programs, describing the activities of U. K. servicemen in Canada for broadcast to their families over there.

Gilbert Harding, who joined the BBC Toronto office recently as Program Assistant, remains.

# They're the "Amos 'n' Andy" of 3,000,000 French Canadians



## Nazaire et Barnabé

show you how to reach "A Nation within a Nation"



Religiously each Friday evening Jean Baptiste's family gather round the radio on the red-checked kitchen table. While in their sumptuous *vivoirs*, Quebec's *élite* are chuckling over the same program—*Nazaire & Barnabé*—on CKAC.

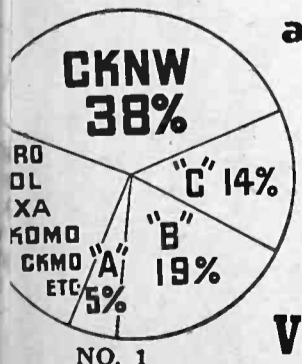
Actually, Nazaire & Barnabé mean more to 3,000,000 French-Canadians than Amos & Andy in English-speaking radio history. French-Canadians listen to radio in a 3 to 2 proportion compared to English-speaking people. Proportionately, CKAC audience figures are astronomic!

CKAC's tremendous popularity as the family station of French Quebec makes it the key to the \$600,000,000 family spending of this great compact market. Write for details of CKAC's market coverage and suggestions for programme planning.

**CKAC MONTREAL** affiliated with CBS

Representatives  
Canada: C. W. Wright, Victory Building, Toronto, Ontario.  
United States: Adam J. Young Jr. Inc.

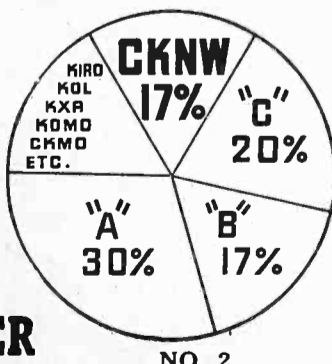
# Buy New Westminster



New Westminster (E.H. ratings) 3 a.m. - 6 p.m.)

and get a **BIG SLICE OF VANCOUVER FREE!**

**CKNW**  
NEW WESTMINSTER, B. C.



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

# Give Radio A Chance To Save Enterprise

by Gladstone Murray

Radio has been the most effective publicity instrument in contracting the area of democracy in the past thirty-five years. In the past five years, witness Hitler's use of muzzled microphones in the subjugation of Europe. Radio has been and is indispensable to all brands of collectivism, Fascist or Communist. Let's change the pattern and do something decisive for democracy and freedom by the imaginative use of the same instrument.

There is certainly no room for complacency about the future of Enterprise. Nor is this a matter of party politics. Socialism is spread throughout all parties. When, last month, Mr. Churchill dared to say at the Conservative Party Conference in London: "... at the head of our mainmast we fly the flag of free enterprise", the shock sustained by many of his own followers was echoed all over this continent. It was radio that carried Mr. Churchill's message around the world. Because of it, Business took heart and waited — for what?

In Canada, an analysis of party programs reveals active competition in promises of a glowing and effortless future for all. I do not blame the political parties. It is

the job of their leaders to keep their ears to the ground, and to attract votes. Clearly, in the present mood of the public, the best magnet for votes is the most far-reaching and convincing promise of security and welfare for all. The competition has become so intense that in recent weeks a federal minister has calmly envisaged a normal post-war national income of eight billions (nearly four billions greater than that of 1938 as necessary to pay for the social projects of the present administration, and he omitted to say how we are to make this money! The first installment of CCF plans would require a national income of at least thirteen billions. The Progressive-Conservatives have come out against monopoly-capitalism without defining it. In no case is there sufficient consideration of ways and means. It is symptomatic also that candidates for election of all parties resort to fantastic expedients to prove that they are free from the contagion of contact with Business or Enterprise.

For reflecting the public mood, the politicians cannot be justly blamed. They can and should be blamed however for committing the fundamental psychological er-

ror of making high employment and security, without the base of sound business economy, their direct and exclusive objective. As long as we have democratic ways of life and democratic institutions, the only way to attain and hold social objectives is as a by-product of soundly based and well defined prosperity. We take high employment and social security in our stride; if we don't do this we shall get neither and lose our freedom into the bargain. But the public is not effectively reached. The proponents of socialism as a panacea are forever carrying their story to the public. Probably the most effective means they are employing is the subtle introduction of leftist ideology into radio dramas, ably prepared by writers whose task is made the easier by the fact that so many of them are simply propounding their own views. Radio Forums also provide opportunities for all kinds of economic and social thought. But it is much easier to break down than to construct. It is much easier to deal in Utopias than realities. In the continued absence of official and imaginative effort on the part of business, the left wing holds the field in public interest.

The real reason for the competition in socialist promises among all parties is that the CCF and the Communists have made their propaganda about "Hungry Thirties" stick, and Enterprise has done little to counter it. Although all important authorities are agreed that the Enterprise system was a minor factor in the great depression before the wars — that the real cause is to be found in the consequences of World War I, and the contraction of the area of democracy — Business and Enterprise have been so successfully blackguarded that they are blamed for all the ills that flesh is heir to. The only 100% sure way to arouse tumultuous applause in an average audience is to denounce Business. It is not sur-

prising therefore that politicians avoid "Business" like the plague.

What is to be done about all this? There is only one thing to be done. That is, to establish in the public mind the truth about modern Business and Enterprise. The picture of "robber barons" and "capitalist pirates", so effectively implanted by the Socialists, is a caricature of even the deplorable conditions against which Karl Marx inveighed in 1848,—it is a complete perversion of contemporary conditions.

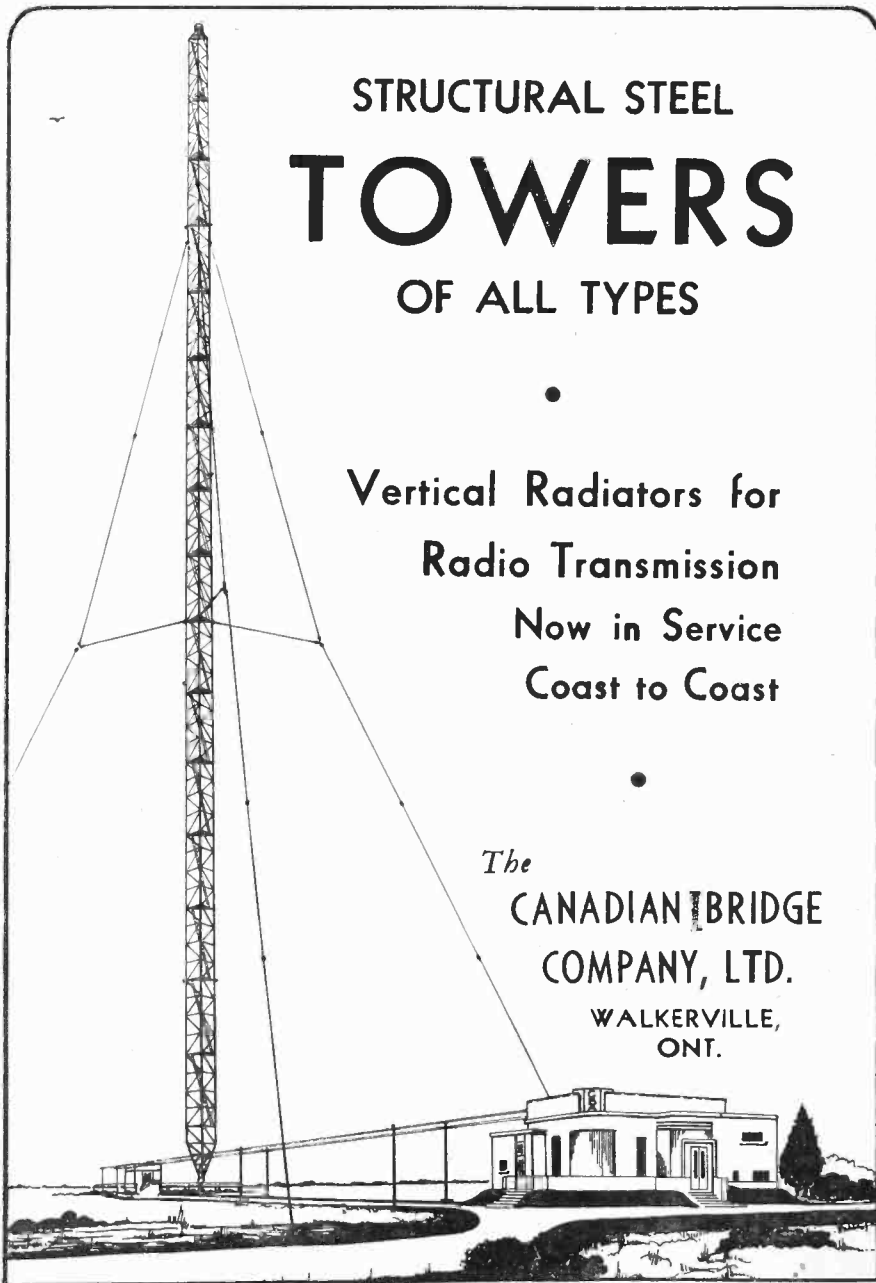
To get the truth across is a task in psychological warfare, an important instrument of which should be radio. Nor is there room for undue emphasis on "Free" Enterprise; there is no such thing, nor is there ever likely to be. All enterprise is regulated and controlled in the public interest, and rightly so. What is characteristic of contemporary Enterprise is its social conscience. Take for example the code of Responsible Enterprise now endorsed and applied by a powerful cross-section of industry, business and finance throughout Canada.

(1) Recognizing that it can profit permanently only to the extent that it identifies itself with the general welfare, Responsible Enterprise undertakes to play its full part in the joint effort of management and labor to improve the lot of humanity.

(2) In Responsible Enterprise wages and salaries should be the first charge of operations.

(3) Responsible Enterprise recognizes its stewardship for satisfactory and continued employment, and is ready to support such Government measures of Social Welfare and Security as can be financed short of a tax burden that strangles business and stops the flow of Venture Capital, thereby creating permanently much more distress and hardship than are temporarily alleviated.

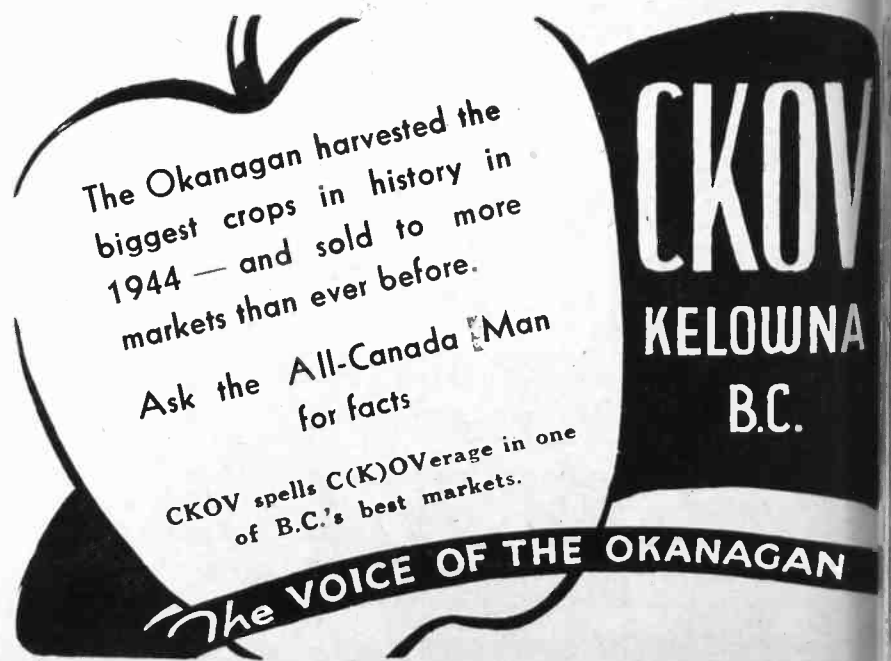
(4) Fully recognizing the sta-  
*(Continued on Next Page)*



**STRUCTURAL STEEL  
TOWERS  
OF ALL TYPES**

Vertical Radiators for  
Radio Transmission  
Now in Service  
Coast to Coast

The  
**CANADIAN BRIDGE  
COMPANY, LTD.**  
WALKERVILLE,  
ONT.



The Okanagan harvested the biggest crops in history in 1944 — and sold to more markets than ever before.

Ask the All-Canada Man for facts

CKOV spells C(K)OVerage in one of B.C.'s best markets.

**CKOV  
KELOWNA  
B.C.**

**The VOICE OF THE OKANAGAN**

(Continued from Previous Page)

tus of Labor, and the legally established procedure of Collective Bargaining, Responsible Enterprise assumes that Labor accepts the obligations and duties that attend rights and status, for example, in the bilateral character of Collective Bargaining Agreements.

(5) Acknowledging the vital necessity of advance remedial measures to promote and ensure high employment, Responsible Enterprise will co-operate continuously with Labor and Agriculture in every practicable proposal to maintain a steady and balanced economy, under the impartial guidance and regulation of Government.

(6) Responsible Enterprise will promote all measures designed to facilitate international trade without jeopardizing the standard of living of Canadian wage-earners.

(7) Responsible Enterprise accepts the principle that the prosperity of industry depends upon expanding production, a descending curve of prices, and ver-broadening distribution.

(8) Responsible Enterprise recognizes that a primary function of Government in the Canadian democracy is to protect the individual citizen from unfair exploitation by any vested interest, whether of Capital, labor or Bureaucracy.

Let the public be informed of Code and its implications. Available references should be introduced in sponsored programs. The lists of businesses should be prepared to come to the microphone explain just how they apply code. More subtly and much

more effectively the same technique of infiltrating radio dramas with the Enterprise message should be employed with the same dexterity as has been used against it. When this stage is reached, we should aim at associating labor with the common objective. Practice in this matter in the United Kingdom has long been ahead of practice on this continent. The joint National Committee on Labor Management problems, of the United Kingdom, consisting of thirteen representatives of Labor and and thirteen of Employers, with a Government representative presiding, has been a vital factor in national unity and war production,—and it is going on into peace-time. Now the United States is following suit. What is called a "New Charter for Labor and Management" has just been announced jointly by Mr. William Green, President of the American Federation of Labor, Mr. Philip Murray, Chairman of the Committee of Industrial Organization, and Mr. Eric Johnston, President of the Chamber of Commerce of the United States. The code is conceived in precisely the same spirit as animates our Canadian Code of Responsible Enterprise. The recommendation is made that there be set up "a National Committee, composed of representatives of business and labor organizations" to promote "an understanding and sympathetic acceptance of this code of principles."


In the United States organized labor is aligned with management in the protection of Enterprise. We in Canada are a long way from that state of affairs. Here the Canadian Congress of Labor, corresponding to the CIO in the United States, is committed to Socialism. This would not be the case if Enterprise in Canada were as alive to the importance of public education as it is in the United States, and the first step, should be that of informing the public.

The problem of communicating to the public the truth about Enterprise should not be left solely to associations or groups. It is best done by the individual employer or manager telling his own story to his own people—his workers and his customers. Every business man who cares about democracy, and who accepts the social responsibilities he must accept to survive, should use the instruments of psychological warfare ready to his hand, — the press and radio carefully dovetailed. When the penetrating rays of truth have had a chance to disperse the poisonous mist of falsehood and innuendo raised by the collectivists, labor in Canada will not be lagging behind labor in the United States in co-operating with management in the common objective of preserving and strengthening regulated Enterprise as the only reliable foundation for progress and happiness in a free society of sovereign citizens.

The Elliott-Haynes Calgary Rating for the Buckingham Cigarette Program "CURTAIN TIME" over

# CFAC

IS 100% HIGHER than its National Rating



... another proof of the CFAC listening habit ... Take advantage of it!

STUDIOS: SOUTHAM BLDG. CALGARY

REPRESENTATIVES: CANADA: ALL-CANADA U.S.A.: WEED & CO.

*Watch for next Issue!*

AND reasons why more Canadian Stations use U.T.S. program library than other transcribed program services.



## News of the Big Push

All along the Western Front, British United Press war correspondents have daily risked their lives to report the big end-of-the-war offensive. Canadian listeners got the feel and thrill of the Big Push from their dispatches.

Leon Kay, veteran of the middle east campaign, went with the Canadian First Army on its vital smash through north Holland to cut off 50,000 German troops and lift the V-bomb siege of Britain.

Clinton B. "Pat" Conger turned a 19-minute beat on Montgomery's crossing in the north.

Richard D. McMillan, veteran of Dunkirk, the Balkans, Greece, North Africa, Italy, took his jeep along with the spearhead of the British Second Army.

Bob Vermillion dropped with the paratroopers inside the German lines — his second jump, for he had come into southern France on a parachute with the Seventh Army.

When the over-the-Rhine drive began, it was Chris Cunningham, Jack Fleischer, Ann Stringer and a score of other veteran correspondents.

All these, and many more, send B.U.P. clients daily their vivid close-up descriptions of the Victory Push.

**The World's Best Coverage of the World's Biggest News**

**BRITISH UNITED PRESS**

HEAD OFFICE.  
231 St. James St.  
MONTREAL

# If It's "Cavalcade" It Has To Be Funny

## Borden Show Introduces Plug-Funnies

An interesting attempt to liven interest, and one which bids fair to being successful is contained in the Borden's "Canadian Cavalcade" commercials which have suddenly taken unto themselves that precious quality called humor.

Starting with commercials that aimed at creating sponsor prestige by reciting their contributions to the war, it was recently decided to abandon this policy, because, to quote a Young & Rubicam executive, it has become hackneyed to such an extent that everything from Bobby pins and paper bags are marching to victory.

Instead of integrating "commercials" à la Fibber McGee and Molly, they have made the commercials an extra act in the program, standing on its own feet from the standpoint of interest and entertainment. This way, they claim, by dexterous use of dialogue with musical punctuation, you can extend the length of your commercial without the listener being aware of it. "If you can bring in a laugh, so much the better", say Y & R, and it does not necessarily sacrifice dignity."

The following is a sample commercial used on a recent "Canadian Cavalcade" program:

MUSIC: (*Up very light and gay*).

Miss Dinsmore is a "Vera Vague" type of character. If possible it would be fun from audience standpoint to have male actor play Miss Dinsmore.

MISS DINSMORE: (*Fading on mike*) Mr. Mack! Oh hoo hoo... Mr. Mack!

MACK: Oh, hello Miss Dinsmore. I see you got down to the broadcast alright.

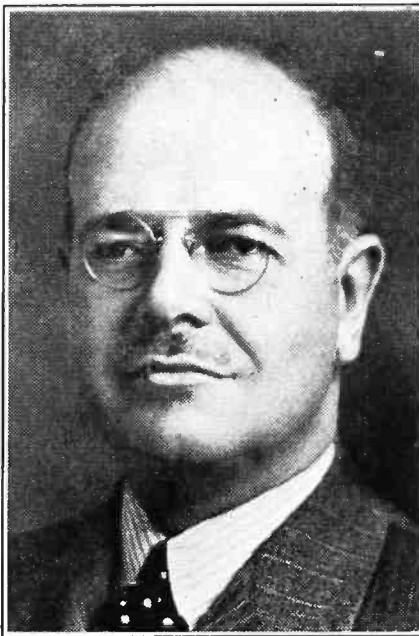
MISS D.: Oh yes. It's such a beautiful night. (*sigh*) I felt I had to do something gay... so here I am! (*confidentially*) You know — I think it's Spring...

really I do; It's done something to me!

MACK: Oh, that's it. (*chuckle*) I thought perhaps you'd been in an accident.

MISS D.: (*Nasty laugh*) Ah ha... bless your dear pointed head. But you know, the reason I'm here Mr. Mack is that I'm an actress. And I understand the Borden Company produces many fine things.

MACK: Oh yes. Borden's do!



The human side of the war gets frequent attention on the "Cavalcade" Program. Recently the Postmaster General, Hon. William P. Mulock, K.C., M.P., appeared on the show to endorse the work being done by the Citizen's Committee for Troops in Training in encouraging the sending of overseas mail.

shoulders. (*pause*) I wonder who's it is!

MACK: You see, Miss Dinsmore... Borden's are famous for producing fine dairy products such as Borden's Evaporated Milk irradiated with Vitamin D!

MISS D.: Oh?

MACK: Borden's Ice Cream.

MISS D.: Oh?

MACK: And Borden's Klim... pasteurized whole milk in powder form. Why the many famous Borden products have become an institution in the home!

(*Pause*).

MISS D.: Well... I can see how you fit in very nicely Mr. Mack... I imagine you would always feel at home in an institu-



But... er... maybe you'd stand a better chance at the Company across the street.

MISS D.: Oh? Why?

MACK: Well, they're a little more in your line. They're well known for producing ham.

MISS D.: Aaah ha ha... you're so clever Mr. Mack. I think you have a wonderful head on your

tion (*laughs with great glee*).

MACK: (*Laughing... teases her*) Say, I'll bet you can remember the year Borden's first came to Canada. Remember Miss Dinsmore, forty-six years ago? 1899.

MISS D.: 1899? Why you silly boy. How would I remember Borden's first year in Canada... forty-six years is a long time. Hum... I'm not so old. Why just the other night on a show the M.C. introduced me as "a lovely young lady!"

MACK: Oh. You do imitations too?

MISS D.: Aaah ha ha Mr. Mack you're a wonderful person. I wish I'd met you when you were alive! You know... it's really too bad. The Borden Company, with all their fine dairy products. And their forty-six years of service to Canada... and that... that wonderful Lorne Greene and everything... why they have to stick an old wooden dummy like you on the show. (*sigh*) But that's tradition I guess.

MACK: Tradition?

MISS D.: Yes, you know that thing you always say... "If it's Borden's it's got to be wood".

MACK: No — No... No! It's Borden's... it's got to be good. MUSIC: (*Up gaily and out*).

## After the War... WHAT?

Here's what Alberta says:

"Albertans plan spending an estimated \$690,000,000 during two years after the war."

(Post-war Reconstruction Committee Survey)

## Where Does CJCA Come In?

"More than half the amount is ticketed for CJCA's Listening Area."



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

time of writing, Easter holidays are—and in full force. The week before Easter, Jimmie listened to Marynan's "Magic In Spring". He hasn't figured out yet, how those animal characters could be played by real, live people but that's radio.

It is now that Easter week is really books, games and even studies are completely forgotten. It's radio morning, and night. He starts the day off with Don McNeil's "Breakfast Club". He misses "The Happy Gang" at noon and makes sure he's home in time for "Scarlet" and "Secret Service". Sponsors would jump with glee if listeners boosted their products like he does. The cupboards are lined with cereals and box tops are everywhere. He belongs to almost every radio and wonders why we don't fall for the tag too.

Like any child he argues about going to school, always insisting on "just one more show". He knocks himself out at "Young", really goes for Arlene Francis on "Blind Date" (as who would she hang on Foster Hewitt's word. What chance have I?

Little boys always retire eventually, then comes my turn. And what to hear—"Music for Canadians" final. If Tip Top Tailors should contemplate the return of this show, I can't see any improvement that might be in Samuel Hershoren's excellent soloist, Gabrielle was "sometimes yes—sometimes no", with me. The compositions by Frank Willis were always impressive.

Listening to radio (as I think I do) it's a great disappointment to me when programs like the previous one "Jolly Miller Time" leave the air until Fall. To start with, it makes other radio seem to take a slump and I always wonder if they will be. I always did criticise commercial Maple Leaf Milling Company outdressed themselves in repetition. But enough shop talk—let's look at the program content. It's little doubt that Howard Cable knows how to handle "notes", although sometimes I felt the finished result was above the average listener. Maybe I'm wrong about this (and sometimes I am) because his arrangements were truly beautiful. Personally, if this show comes back in the Fall, I'm inclined to hope some part of the male singing is eliminated. Maybe the sponsor was striving for vocal variety, but pop songs by George Murray, ballads by the Baltons, gay duets by Cliff & Louise, and John Sturges' choice of heavy numbers was more than sufficient. It pleased the show was just hitting its stride when the series ended.

Health is something each person strives for every day. Being no exception to the rule, I have listened with interest to "Here's Your Health" written by Tom Tweed and broadcast on Trans-Canada Network. Tweed has lost no opportunity to be light and breezy in his talks, yet he also portrays the serious side of this matter. Helpful advice is given by Lorne Greene and the young man Knapp. There is a clever support-cast dramatizing each situation. While the series passes along excellent advice,

Tweed has never failed to remind his listeners that it's entirely up to them. The story of "Tears Idle Tears" written by Fletcher Markle was very timely. It was played on "Stage 45" under the production of Andrew Allan with the lead brilliantly acted by Ruth Springford. This drama should have helped to prove the advisability of showing tact in our treatment of returning men.

Victory is more than just a word, it is much more now than just a hope. Buy bonds and buy more bonds.  
 Buy Now. ELDA.

**This Freedom**

When speaking to overseas listeners recently in the 'Getting Things Done' series, Sir Arthur Salter, M.P., recounted the following anecdote: A little time ago an American friend of mine said to me, "Now I am really convinced you English believe in liberty of speech. I was driving my car through Hyde Park today when I heard an orator vigorously denouncing the 'brutal and corrupt' Metropolitan Police. I stopped my car to listen, but without stopping the engine. Just then I saw a mountain of a man, a member of the brutal and corrupt force, stalking in our direction. I thought—now there will be some fun! I suppose he will seize the speaker by the scruff of the neck and rush him off to gaol. But when he got nearer, to my surprise he turned, not to the speaker, but to me, and said, quite politely, 'Would you mind stopping your engine sir? People can't hear what the gentleman is saying.'"

—:London Calling

**Joins Adam Young**

Mr. Eugene Kraemer has just joined the New York sales staff of Adam J. Young Jr. Incorporated. Mr. Kraemer will concentrate on the selling of Canadian radio.

**Digging By Faith**



Percy Faith, Canadian conductor, appeared on the podium for "Victory Star Show" April 18th (Massey Hall, Toronto) and will also conduct the April 25th performance (His Majesty's Theatre, Montreal). Once again he has written all the musical arrangements for all five shows, as he has done in nearly all previous loan campaigns, in each case donating his talents without charge. Pictured above, Percy is shown in his garden at his home in Chicago cutting back his lawn to enlarge his Victory Garden.

**630**  
 ON THE DIAL

Local Accounts Know!  
**ASHDOWN'S HARDWARE**  
 Sponsors of Daily Newscast for 9 Years  
 Still Choose

**CKRC**  
 WINNIPEG  
 "THE DOMINION NETWORK"

**CJCH**

**"The Friendly Voice of Halifax"**  
 Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL  
 JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

**CKCR KITCHENER**

**GROWTH**  
 Between 1939 and 1943, the total sales in the Kitchener-Waterloo community grew by 115% to nearly \$155,500,000, while, in the same period, the number of persons employed grew by over 35% to 18,235.

**And still growing**  
 CKCR COVERS THIS "MUST" MARKET  
 See WILLIAM WRIGHT  
 Toronto Montreal

**CKCR CKCR CKC**



# THINK . . .

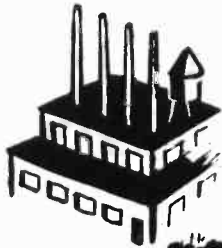
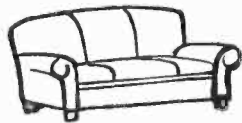
of the millions of feet of timber being cut for war purposes. Despite the huge quantities produced, the ordinary civilian requirements cannot be met.

Think of the post-war call for lumber to meet the needs of industry and a clamoring public. Shipping and industrial plants, homes and furniture, planes and automobiles, and a myriad of other products will be called for.

Today lumbermen in the St. Lawrence Valley timber belt are working from dawn to dusk producing—and earning bigger pay—spending more. The needs of tomorrow will also keep them going full speed ahead.

Here is a market worth concentrated effort now, and in the post-war years. 250,000 buyers with well over \$40,000,000 to spend.

Cover this field thoroughly by radio through CJBR.



Affiliated with the C.B.C. 1000 Watts.

The key to the lower St. Lawrence



# CJBR

RIMOUSKI

## He'll Mow 'em Down

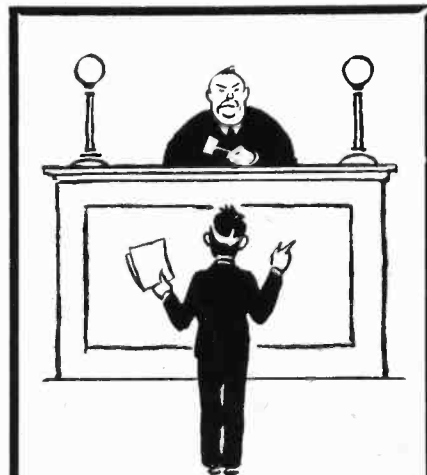


Charlie McCarthy, favorite son of Bachelor Edgar Bergen will be regaling the audience to the May 2nd Victory Star Show from Vancouver, along with Mortimer Snerd and Effie Clinker.

## Posted Overseas

Louis Belanger, ace French announcer, has left CKAC, Montreal to join the War Auxiliary Services, Knights of Columbus Canadian Army Huts. He has reported at Camp Borden as Recreational Sports Officer for overseas service.

Belanger is a Montreal favorite, having handled many major shows, among them Lux Radio Theatre, Kraft, Ponds, and Kellogg's Daily dramatic serial. He has been a regular with CKAC for 6 years. Prior to joining CKAC, he was on the staff of CKCV, Quebec City.



## Our Evidence

- RUBY RAMSAY ROUSE
- MAURICE RAPKIN
- LORNE GREENE
- MONA O'HEARN
- BARRY WOOD
- MAURICE BODINGTON
- J. ARTHUR MARTIN

You Can Contact Them Thru  
**RADIO ARTISTS REGISTRY**  
 WA. 1191  
 TORONTO

## quotes

It is conceivable that the CBC failed to present the Quebec viewpoint in proper proportion; this newspaper is attempting to say whether it is so; if it is so, the way to correct the situation should be through change in CBC policy. It could thus be made to serve all and the course of time unify thought, opinion and outlook. But if the CBC is repudiated and a new radio set up in Quebec, the tendency will be toward making the CBC the mouthpiece of the English speaking part of the country while the Quebec radio becomes more and more a thing of the province alone. The lines will be drawn sharper than ever. That elusive thing called national unity will be postponed for many years.

—:Port Arthur News Chronicle

"30"

There exists, in fact, no more real need for a provincial radio system than for the provincial government to own and operate its own chain of newspapers. The private ownership, the independence and the fair presentation of news which are outstanding features of the press of this country, form one of the most solid bulwarks of popular freedom and democracy. As far as radio is concerned, the results of federal ownership and control of the national broadcasting system provide a very questionable precedent for state operation of radio, whether by a province or otherwise.

—:Montreal Gazette

"30"

Broadcasting is a matter of control by international agreement, if hopeless confusion is to be avoided—because channels are strictly limited in number—and the Canadian Broadcasting Corporation, since the creation of the Dominion Parliament, now can speak for Canada with full authority. If competing provincial systems are set up, which may or may not recognize the over-riding powers of the CBC, who could then speak for Canada? If CBC were being unfair to the French-speaking population, and discriminating against the French language, there would be some justification, perhaps, for drastic remedial action by the Quebec Government. It would be most difficult to convince the average radio listener that this is the case.

—:Ottawa Journal

"30"

When CBO was set up the idea which was "sold" to the people Government operation of radio was the vision of an agency which would give us entertainment, amusement, instruction, culture, varied suit all tastes, and with a strictly limited amount of commercial time. Somewhere along the line that vision faded. CBC always wanted more money for greater projects, the greater the project the more money it needed, and caught in this endless circle the easy way was to sell more and more advertisements.

Nobody would pretend that all the commercial "messages" are in good taste, some are so frank and offensive that the listener wonders how anyone could believe they would sell the advertiser's goods. It is clear that the advertiser, who is the piper, insists upon right to call the tune, as we saw recently when the governors refused to ban "horror" programs directed to children despite protests from individuals and religious groups. The programs were paying cash on the line, and that was the argument which prevailed.

—:Ottawa Journal

# Accentuate the Negative

by R. G. L.

Look a listen the other night to Medicine Company Ltd's "Dream". That is an understatement. As we sat at the radio with clenched hands and a baseball bat between our knees, just waiting . . . but it happened. Were we disappointed? We were waiting for the commercials, to beat hell out of the radio the time the announcer went off into a poetic description of our internal organs. He didn't do it, and we felt cheated. Instead of being submitted to tributes about alimentary tracts and grape juices, we were interested to hear of the first commercials that ever assailed these eardrums which constituted a testimonial to business. We gave John Public a little insight into what our competitive system is for. The commercial had to do with brand names, and told how a company such as Dodds, stakes everything on selling its name to a product, and upholds standards of quality or else the wall. The program is a pleasure. Nobody jolts you out of a waltz between a serenade and a sonata, or a machine gun at you from the speaker, and even the commercials are keeping. If we wanted to criticize what we do, we would question the program, from a commercial standpoint, and would keep listeners as product-conscious as less peaceful programs (and for that matter less pleasant ones) might do. We've noticed our fellow inmates in the institution in which we reside tuning in subsequent programs, so we could be sure on this score.

It seems to have been quite an epidemic of pleasant musicals during the season. In and around Toronto we have been hearing, besides the nationally broadcast "Music for Canadians", the IDA's "Musical Myriorama", which is a melodic show, and not in the least long-hair or itsy-bitsy as its name might imply. Parenthetically we might mention that if we decide to give a "Golden Award" next year for the student named program, this show will win it. Myriorama, according to the dictionary, means some sort of a picture, but who has ever heard of it? "Musical Nightcaps" is another pleasant half hour. As a matter of fact, if you tuned in either one, without knowing which, it would be an even bet you'd guess wrong.

It raises a point which has long worried us. This is first the styling of these musicals, and second, their names. "Music Time" seems to be pretty much the pattern, and the name is appropriate. But what kind of an inferiority complex induced Tip-Top Tailors or their clients to call their show "Music for Canadians"? It would indeed be nice if someone came up with a musical program which was so Canadian you could smell the maple syrup, but it wouldn't be necessary to dub it Canadian then. We'd know. Anyhow, if that will happen, there will have to be characteristically Canadian music to sing and songs to sing. It is a fact that in all these musicals we have been hearing in this column, no individual characteristic, Canadian or otherwise, stands out, and they and their counterparts all over the country, are just different people blowing the same instruments, and delivering the same tunes. They are programs turned out of the same mould, with little if anything to distinguish them from each other, and if one of them does get a streak of originality and have Frank Willis recite poems on it. One of the others out-tones the industry by having somebody recite on his program too. It seems to suffer from this fear of anything new worse than any other complaints.

# Agency Appoints Directors



W. H. "Pete" Reid and J. R. "Joe" Charles have been appointed directors of Spitzer & Mills Ltd. Pete Reid started with the Lord & Thomas agency (to which S. & M. are successors) in 1928, and was appointed General Manager in 1943. Joe Charles joined the agency in 1941, following service with the Toronto office of Atherton & Currier. Previously he had been in the advertising department of the Great Atlantic and Pacific Tea Company.

**INVEST IN THE BEST**

**CKNB CAMPBELLTON N.B.**

April 21, 1945

Dear Mr. Time-Buyer:

As it did to all broadcasting stations similarly situated, the acquisition of Dominion Network basic facilities resulted, for CKNB, in an appreciable increase in network commercial programmes.

We knew that our clients wanted promotion on their shows, and we went out to give it to them...with planned, week-by-week announcements on every show, plus large-space ads in our two local newspapers.

This wasn't anything new for CKNB. It was merely the enlargement and extension of a policy which we have always followed in our dealings with "spot" advertisers. And today the "spot" advertiser gets that same day-by-day, week-by-week promotion service as a part of what CKNB has to offer its clients.

We have letters of appreciation on file...too many of them to itemize here...and they show that the client appreciates our extra effort in seeking an ever-widening audience for his show.

Add to that the fact that CKNB has a far higher-than-average Coverage Penetration in its primary area, and you'll readily see why we get results for sponsors.

I guess that's all for this one!

*Stau Chapman*

CSC/JN

STATION MANAGER

**AN ALL-CANADA STATION**

# Hats Off

## To the Kindly and Generous People of Saskatchewan

## who in the past two months donated \$84,002.03

## to the Saskatchewan Anti-Tuberculosis League Prevention Fund through their Community Station

# CHAB

MOOSE JAW SASK

JUST FOR THE ASKING

# CHAB

MOOSE JAW SASK



**AN ALL-CANADA STATION**

MEET THE GANG AT CKCW

COMING IN ON A WING AND THE HAPPY GANG

by Hugh Patrick O'Sullivan

JIM WHITE "CHIEF ENGINEER"



★ Jim is really more than our Chief Engineer... he's a real newscaster to boot. His easy delivery and clear enunciation make his newscast the most popular in this growing market. Jim also gets in on our supper hour program, "Music to Remember". His magnetic voice keeps the cash-customers listening. Jim, however, is no exception to the rule. The entire staff was chosen and trained to CKCW standards because they had something on the ball... something that helps CKCW to produce results for advertisers. Jim's voice, like the others, has been put on a record... simply ask for it. And if you want record sales in this "going-places" market, have a chat with H. N. Stovin & Company.

We don't sell time ... We Sell Results

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

HORACE N. STOVIN Representatives Toronto and Montreal

Pat O'Sullivan, recently placed on reserve by the R.C.A.F., writes of a significant domestic radio which we may not appreciate. He tells what the programs we take much for granted mean when you're thousands of feet in the air. Back in civvies no Pat is knocking at the radio door, and hopes to crash the gate with his Irish baritone. He was heard singing on a recent "Canadian Cavalcade" program.

To you landlubbers, radio stations are outlets for information, and entertainment, and advertising media to sell your goods. To airborne aircraft and their crews, radio stations all over the world provide unparalleled public service, for on their beamed pathways through the sky, innumerable aircrews have ridden to a friendly roost when all other direction-finding aids have failed.

Let's whip over to our weather-moody eastern seaboard, and far out over the angry Atlantic, where coastal command aircraft patrol and cover convoys, and trans-Atlantic planes hurtle towards Canada or the United Kingdom.

It was a bumpy morning, and an aircraft, on routine patrol, bounced and bucked its way on the home leg. Winds aloft had been gusty and changing all during the trip, the green navigator on his first solo ops. sortie was sick as a dog (he'd lost his recently eaten alphabet soup), and the radar had gone unserviceable.

"Land ahead almost obscured in a heavy haze. Where'n hell are we, navigator?"

The navigator takes a sickly look at the map, and the land looming ahead. "Looks like we're coming in on the south-west instead of the north-east side of Halifax Harbor", he managed to articulate into the inter-com. "Fly a course of 190 degrees when we hit the coastline."

The radio op. switched to his D/F (direction finding receiver). Most aircraft carry two or more receivers, one of which is always tuned on the broadcast band or radio beacon frequencies to obtain immediate bearings or "fixes" for position checks.

"960 on the dial, CHNS Halifax... very faint... should be louder if we're so near the 'Eastern Port'. Quickly, over to 1270 Kcs, CJCB, Sydney. Yep! That's better... Holy smoke it's 'The Happy Gang'! That five-foot-two-and-a-half of sunshine, Palmolive Pearl, never sizzled like this before in his life, and he thinks his mission is to sell soap!"

The aircraft starts a steep bank, and, sorry Bert, we have to transform your chirpy song into a high squeal as we turn on the C/W (continuous wave) switch, to give us a steady signal for a good homing indication.

Well, what d'you know? When the kite straightened out on course, the homing needle indicates a "Wrong Way Corrigan", so we do a 360 turn, and sure as heck we're on the right track. We had been blown a couple of hundred miles off course!

Pretty soon "The Happy Gang" were booming in just as if they knew we were Palmolive Shave Cream and Cue Dentrifice users. Eddie Allen should have been singing "Lover Come Back to Me".

But the trouble wasn't over yet. Sydney airport was closed in, so we had to continue on to Dartmouth. Meantime, nobody said anything, but we knew the gas was getting low. We tuned in Sackville in time to hear Hugh Bartlett doing his closing commercial secretly wondering if we were ever going to clean our teeth again.

From CBA and CHNS, we worked out a good fix (estimated position), as we could do no map-reading on account of the thick haze over the coast. Then we stayed on CHNS with Claire Wallace in sight of the Dartmouth air-

port where visibility was... Claire Wallace was talking about fashions, I remember, as we made out emergency landing (no radio station circuit) with our eyes glued to the gas gauge all the way. The homey topic she was discussing seemed to be coming from another and very beautiful world. No sooner had we touched down on the runway and surged onto a stretch than the engines missed, coughed, spluttered and stopped. As we waited for the mule (tractor) tow us to our hangar, our thoughts were all the same. "Without 'The Happy Gang' and Claire Wallace we'd sure have 'had it'".

On another occasion, about two miles out to sea, off Yarmouth one of our engines packed up, fuel line bust, and we came closer than comfortable to exploding or catching fire. We stood by to bail out just in case. Then we tuned in CJLS, Yarmouth, homed in and landed safely on one engine.

Another adventure, which was not so successful, was when one of our squadron aircraft was caught out at night in a blinding snow storm. The whole east coast was closed in — visibility zero. For time they attempted to home in on CFCY, Charlottetown, but the static was terrible. Then their gas gave out.

They bailed out, thinking they were over land, but landed on an ice-flow in the Northumberland Strait, between Prince Edward Island and the mainland. They were found five days later—alive.

And so we go on interminably. Similar stories can be told right across Canada. Canadian radio stations from coast to coast have been providing a public service. (Continued on Next Page)

CHNS BULLETIN BOARD. The majority of the staff of CHNS have studied for 19 years at the feet of that great educator, "Experience." In those 19 years, we've picked up quite a bit of what it takes to please the Maritime public. Why not try us, and see for yourself, or ask the All-Canada man!! 960 ON YOUR RADIO

### Father Of Two



Young, Canadian comedian, conducting his own (Bristol) program on the Blue Network of New York, will be helping himself away from his daughter and newly-arrived to help sell Canadians their Victory Loan Bonds. The 25-year-old comedian will appear on program from His Majesty's Theatre, Montreal, May 9th.

(Continued from Previous Page)

perhaps even they do not realize, as one of the direction to aircraft, flying the Dominionways and the lonely stretch of the blustery North Atlantic over the vast Pacific.

You asked the boys in the trenches and turrets, they'd tell you they wished that all stations provided round-the-clock service, to let them get "easy fixes" in the "small" hours. East coast masters have been co-operating with Eastern Air Command in turning on their radios after hours in cases of emergency.

No doubt stations know they are used as homing and location but it would be hard to believe the drama that is daily being played in the skies in fair weather and as foul. A station call even fifteen minutes often spells the difference between "missing" and aircraft returned safely.

Eventually, we shall never forget delivery by "The Happy" as one navigator who is going to be any announcer heard singing praises of Alphabet Soup "mouder de bum".

### Radio Monde Awards

Narcisse Thivierge and CKAC News Dept. Among Winners

RADIO MONDE, French Canada's enterprising radio paper for listeners, staged its annual dinner dance last Saturday (April 14) to which French-Canadian radio turned out in a sparkling body, to witness the coronation of Jeannine Sutto as Miss Radio 1945, and the awarding of the LaFlèche and Radio Monde awards and trophies.

The "La Flèche Trophies" for the most outstanding contributions in the field of radio were awarded as follows: dramatic artist, Jacques Auger; comedienne, Juliette Béliveau; singer, Alys Robi; classical singer; Pierrette Alarie; script-writer, Felix Leclerc; orchestra leader, Jean Deslauriers. Winners of these awards were selected by the vote of program producers.

RADIO MONDE Bronze Plaques went to Felix Leclerc for "L'Enchantement des Rêves"; Germaine Lemyre, actress; Narcisse Thivierge, 21 years manager of CHRC, Quebec City; Maurice Valiquette, musical director; Jean Deslauriers for "Serenade for Strings"; Jean Laforest, producer; CKAC news department for "constant alertness and completeness of their newscasts."

The Gold Medal for dramatic Artists, chosen by popular vote, went to Philippe Robert, and RADIO MONDE Trophy for the most popular announcer to Jean Maurice Bailly.

### Ross Reporting From Overseas

Broadcasts by Sam Ross from various European theatres of war are now being heard on nine All-Canada stations, in addition to the regular newscasts from the wire services of CP and BUP.

Broadcasts are received by short wave in Ottawa, recorded, and shipped by airmail to the nine All-Canada stations for broadcast to their listeners.

Stories about Canadian men and women serving overseas are Ross' prime concern. He reports on the work of various Canadian units, giving personal stories and "notes to home" from the battlefronts.

## Between you... and us...

Do you think that 38 National Advertisers plus innumerable local advertisers are actually purchasing time over CHNC through just habit? . . . NO.

You will doubtless get into this excellent habit, however, once you have tried our medium for reaching the French population of Eastern Quebec and the Maritime Provinces, because you will get results.

If your expansion plans include our market (and they should) start them off by becoming our client.

The All-Canada Man will be tickled to death to tell you our story.

# CHNC

NEW CARLISLE  
QUEBEC

1000 Watts  
(Soon 5 kw)

610 kcs

**CKAC**  
MONTREAL

A *Wright* STATION

**CKAC** enjoys popularity because they feature the most popular French entertainers.

This popularity + the rich \$600,000,000 Quebec market = DESIRED RESULTS!

**WILLIAM WRIGHT**  
Victory Bldg.

AD. 8481

"...in good company"

*Advertiser:*  
QUAKER OATS CO. OF CANADA LTD.

*Program:*  
"TERRY AND THE PIRATES"

*Air Time:*  
MON. THRU FRI.: 5.45 p.m.

Vancouver's  
**CKWX**  
980 KC. 1000 WATTS  
*Frank H. Elphicke*  
MANAGER

This . . . . . is MUTUAL

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If everything is right except the script, try this new service

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\* \* \*

#### MAIL BAG

Sir: What is a producer? writer evolves the script. Actor acts the lines. musician arranges and plays the music. A sound man puts in the effects. An engineer monitors the show. What 'n' hell does a producer produce except a stop watch?

—:A Broadca

\* \* \*

#### ANNIVERSARY

We greatly appreciate the forbearance of the industry in not overwhelming us with their congratulations on the occasion of this, our fiftieth issue.

\* \* \*

#### POLITICAL DEPT.

If radio doesn't get behind the Right, it's going to get left.

\* \* \*

#### SAD BUT TRUE

To you, the eye-wash you make is the most important thing in the world, but to John Public it is just much eye-wash.

\* \* \*

#### HYPO DEPT.

Let's not let VE interfere with VIII.

\* \* \*

#### PAN MAIL

Sir: Your Lewisite column is nothing but a lot of poison gas, which has even been outlawed in civilized warfare.

—:Ex-Recor

You catch on quick, Bud

\* \* \*

#### NO HOLDS BARRED

Probably Fighting Mac now hoping they'll make VE-Day June 11th.

\* \* \*

#### DOLCE

They say that Lucio Agostini is working on a new arrangement of Stravinsky's "First Bird Suite", which will have all the simplicity of Brickett Stuart's current hat.

\* \* \*

#### QUESTION BOX

"We have read your two articles on the Quebec market and would like to know what you propose to hold forth on the peculiarities of the prairies."

—:Rush

When we can get more paper.

\* \* \*

#### WHAT'S WRONG WITH THEM

I'm completely satisfied with my program said the sponsor, and I'm going to make a point of telling the agency and the artists how pleased I am.

\* \* \*

#### INCOMPATIBILITY

Even the CBC isn't doing anything terrierish just now to help us fill this column.

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The dollar volume of wholesale trading in February 1945 increased by 6% over February 1944. The January 1945 figure was 4% over January 1944. While all provinces of the country shared in the 6% (January) gain, increases were not uniform, ranging from 3% in British Columbia, 10% in Ontario. Increases on a regional basis were as follows: Maritime Provinces, 7%; Quebec, 4%; Ontario, Prairies, 4%; British Columbia,

Automotive equipment and footwear reported gains of 15%; tobacco confectionery, up 12%; hardware dealers, up 8%; fruits and vegetables up 6%; groceries up 5%; drugs up 6%; dry goods down less than 1%; sugar down 1%.

January retail sales averaged 3% higher than January and 6% higher than February 1944 according to returns from 14 different trades dealing chiefly in food, clothing and household requirements. The general sales index stands at 143.1 for February 1945, 143.1 for January 1945 and 139.0 for February 1944.

Commercial failures in 1944 receded to a low point. There were 218 assignments of receivers as compared with 314 the previous year. In the last peace year there were 1,302. Defaulted liabilities in 1944 stood at a low point—\$3,101,435, as compared with \$4,486,247 in 1943, \$15,089,461 in 1942 and \$61,617,527 in 1928. Commercial failures of trading establishments numbered 46 compared with 105 in 1943. In manufacturing there were 32 compared with 23, in personal service 28 compared with 27, in professional service 20 compared with 8, and in construction, 27 compared with 41.

Total revenues of the Dominion Government during the 11 months from April 1944 to February 1945 was \$2,821,000,000, an increase of 6% from the same period of the previous year. Ordinary expenditures showed an increase of 19.5% in the same period, the total having been \$630,000,000. War expenditures, on the other hand, showed a decline of 10%, the total for the first 11 months of the present fiscal year having been \$2,940,000,000.

National income computed on a preliminary basis showed a decline of slightly more than 2% in the first two months of the present year. The total was \$1,444,000,000 against \$1,475,000,000 in the first two months of 1944.

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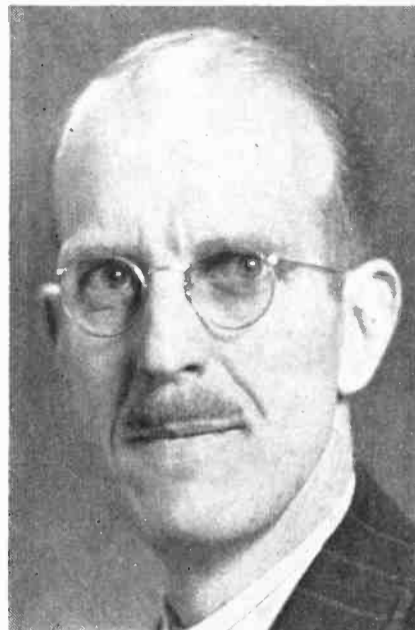
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Yes, each of these new World Features is "A Show For Your Money"—each one is priced to fit even the most moderate budgets. Yet each Feature bears the unmistakable imprint of World's experience and "know-how" in creating top flight radio shows.

These Feature Programmes are business-makers just as is the World Broadcasting Library Service. You can offer to your listening audience the "cream of the talent". Would you like more information?

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A NATIONAL ELECTRICAL SERVICE

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TORONTO	HAMILTON	LONDON	WINDSOR	KIRKLAND LAKE	TIMMINS	SUDBURY	PORT ARTHUR
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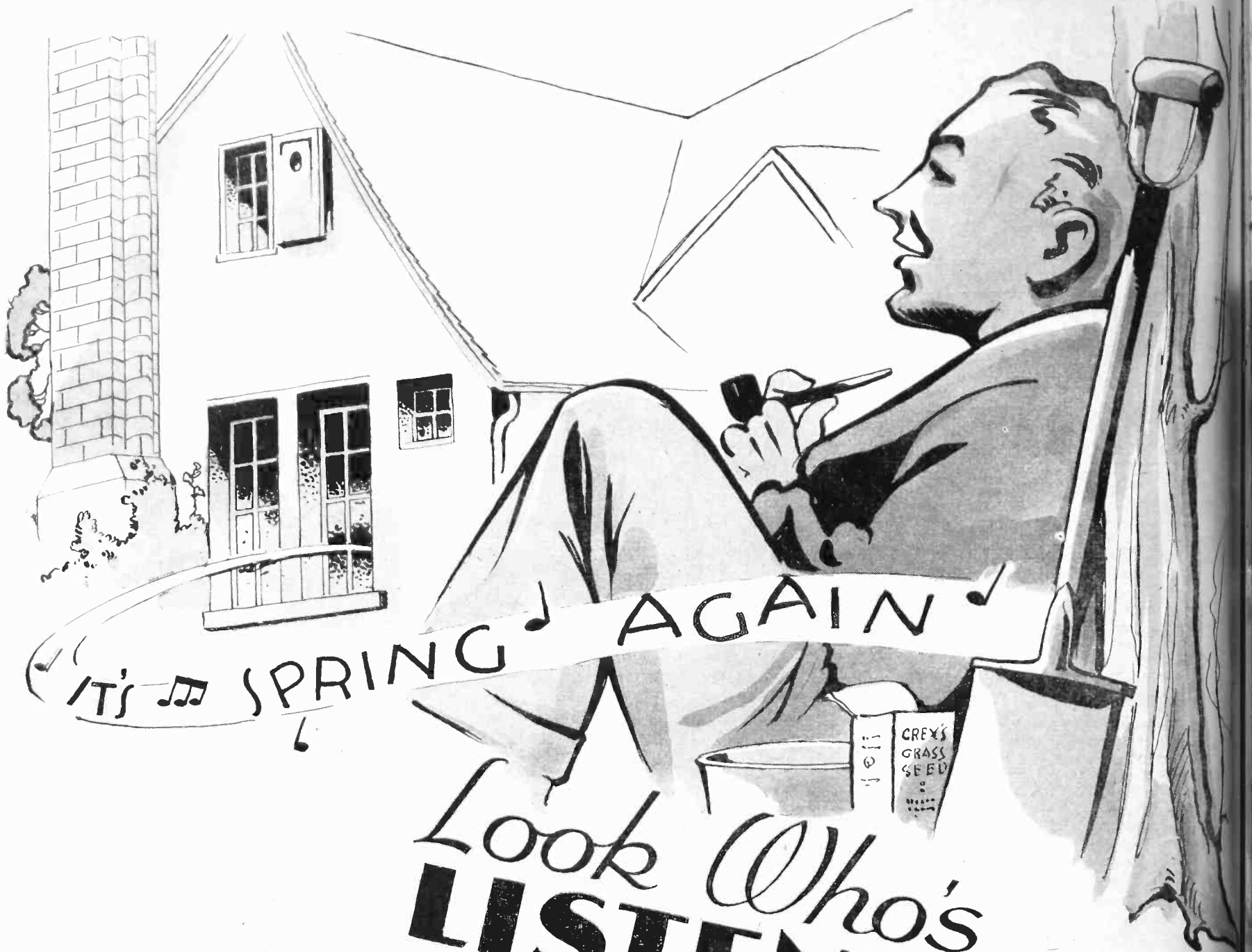
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- WINNIPEG REGINA CALGARY EDMONTON VERNON VANCOUVER VICTORIA





# Look Who's LISTENING

In the spring a young man's fancy  
 Turns to thoughts of out-of-doors.  
 Wearing of his working pants he  
 Takes a rest from gard'ning chores.  
 Dawn 'til night he's found a station  
 Pouring through his radio  
 Entertainment—information—  
 Everything he wants to know.

# CERB

860 KC

TORONTO

**10,000 WATTS OF SELLING POWER!**

REPRESENTATIVES  
 ADAM J. YOUNG JR., INCORPORATED  
 New York Chicago  
 ALL - CANADA RADIO FACILITIES LTD.  
 Montreal