

At Left, the new directors of the Western Association of Broadcasters, elected at the WAB Convention in Calgary August 6th and 7th: left to right, Bert Cairns (CFAC, Calgary); Dick Rice, president, (CFRN, Edmonton); Tiny Elphicke (CKWX, Vancouver) Lloyd Moffat (CKBI, Prince Albert. In right hand picture, CBC and other guests at the Convention left to right—standing—Ira Dilworth, CBC Pacific Supervisor; Jim Finlay, CBC Prairie Supervisor; Bud Walker, CBC Dominion Network manager; Jack Radford, CBC Supervisor of Station Relations; Glen Bannerman CAB President; seated—Austin Weir, CBC Commercial Supervisor; Dick Rice, WAB President; Michael Barkway, Canadian Rep. BBC.

CANADIAN BROADCASTER

TWICE A MONTH

VOL. 4, NO. 16

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

AUGUST 25, 1945

CAREERS FOR SERVICEMEN

Practical Plan Announced by Toronto Ad Club

A counselling and instructional plan for returning service men and women interested in entering the advertising or sales fields has been announced by the Advertising and Sales Club of Toronto. The whole program will form a part of the club's general educational activities of which Roydon Barbour, club president, is general chairman. It will work under a committee consisting of L. W. Lawrence, The Borden Co. Ltd., chairman; Hall Linton, MacLean's Magazine, vice-chairman; Alec Phare, R. C. Smith & Son Ltd., University of Toronto Advertising Course; G. H. Sheppard, International Business Machines; University of Toronto Sales Course; A. J. Cameron, A. Simball Ltd., Literature Committee; Alan C. Ball, Canadian Advertising, Bulletin Committee; Wm. Campbell, Marketing, Counseling Committee.

Preliminary information respecting the operation of this activity discloses that two separate "Counsellors' Panels" have been lined up by Bill Campbell, one in advertising and one in sales. This means, in effect, that 150 major executives, in widely varied industries, have undertaken to set aside at least one period a week to interview returning personnel and discuss their pro-

blems and prospects. Applications for these interviews will be made through the Department of Veterans' Affairs, and arrangements are being made so that counsellors will be available at all hours to accommodate men who want interviews either early or late in the day.

With the guidance of the counsellors, each of the men or women will be invited to prepare a 50-word story in the form of a classified advertisement and these will be mimeographed and sent out to a prepared list of one thousand firms twice a month.

A series of folders is being prepared by A. J. Cameron and the Literature Committee for distribution to those interested, intended to shed a light on the knowledge required to enter positions in advertising or sales. Through these it is hoped that aspiring advertising men and salesmen will be led to seek work in the right spheres of activity.

A series of weekly lectures on advertising will be conducted by Alec Phare at the University of Toronto; and, parallel with these, a series on salesmanship will be delivered by G. H. Sheppard.

It is the expressed hope of the committee that, through this ambitious project, means will also be found of bringing together potential employers and employees.

WAB Holds Calgary Meeting

Both the Bureau of Broadcast Measurement and the Radio Bureau came in for discussion at the Western Association of Broadcasters meeting in Calgary early this month, when G. R. A. (Dick) Rice was elected president for the fourth consecutive year.

Officers Elected

Under Dick Rice's presidency, the following will serve on the WAB Board: F. H. (Tiny) Elphicke, CKWX, Vancouver; Lloyd Moffat, CKBI, Prince Albert; A. M. Cairns, CFAC, Calgary. Retiring directors are Gerry Gaetz, CKRC Winnipeg; A. A. Murphy, CFQC, Saskatoon.

CBC Representatives

Among guests of the broadcasters were Ira Dilworth, CBC Pacific Region Supervisor; Jim Finlay, Prairie Region Supervisor; Jack Radford, National Supervisor of Station Relations; Austin Weir, National Commercial Supervisor.

Addressing the meeting during the opening ceremonies, Jack Radford expressed the Corporation's pleasure in the fact that the CBC and the private stations can still sit down together at what he termed "Bull Sessions", and thrash out their problems, and expressed the hope that they would continue to

"get together and thrash out our problems. We must continue to get together", he said, "to reach arrangements for our mutual advantage."

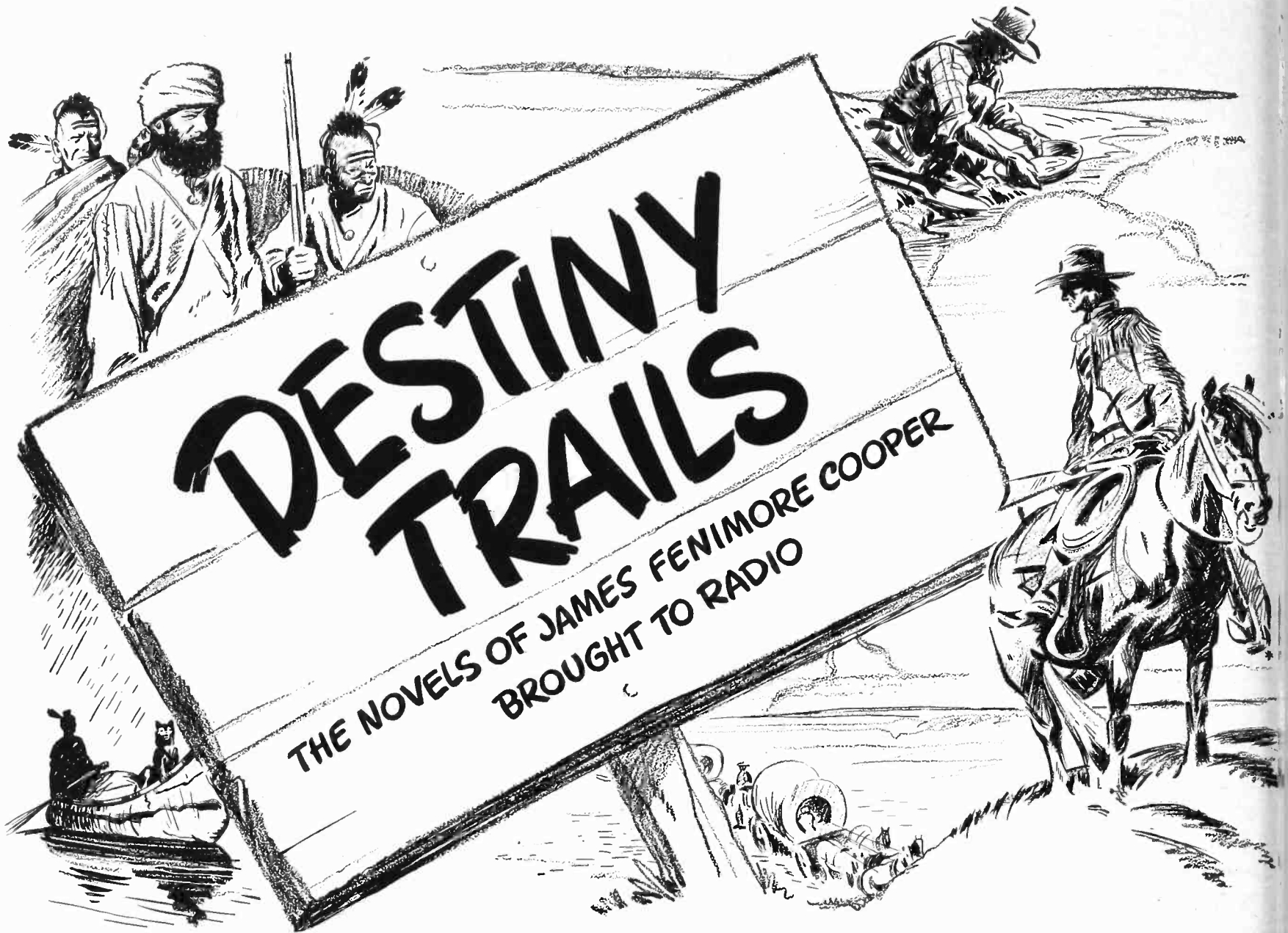
Bureau of Broadcast Measurement

A motion is on foot to amend the BBM system of station coverage measurement, according to Horace Stovin who addressed the WAB Convention in a closed meeting. The plan is to do away with the present system under which a station's coverage is divided into a primary, secondary and tertiary area, and replacing it with one listening area for each station. Further particulars have not been disclosed.

CBC Writer Gets Fellowship

Fletcher Markle, Winnipeg-born veteran of the RCAF, has been awarded one of five literary fellowships for \$1,500 by 20th Century-Fox Films, the movie firm's story editors have announced. The awards, to be paid at the rate of \$100 monthly plus two payments of \$150 each, are to enable ex-servicemen authors to finish the novel or play of which they had furnished outlines and sample chapters or scenes.

To Canada's future citizens All-Canada Program Division presents . . .



STRAIT from early pioneer days come entertaining and instructive tales from "The Deerslayer" and "The Last of the Mohicans." This educational feature, produced by NBC, hits the all-time high as a sales program for any sponsor catering to the young fry and their parents.

Wherever your market . . . All-Canada can help you plan a consistent radio campaign spotted in the areas best suited to your needs, with programs of network quality. Here are some samples . . .

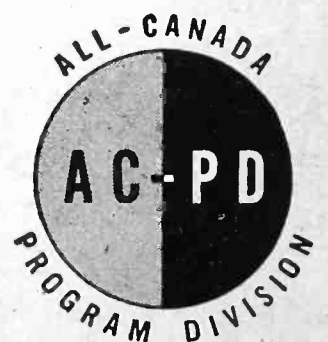
- | | |
|-------------------|-------------------|
| THE HAUNTING HOUR | COME AND GET IT |
| PLEASURE PARADE | CALLING ALL GIRLS |

For any information or an audition program

CALL THE ALL-CANADA MAN

ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



Leaders in syndicated programs . . . bigger audiences . . . better service

Sounding Board

London, Eng., July 27, 1945.
 ar Dick:—Things are begin-
 to look a bit more like home
 and the sooner I get there,
 better. We're planning to
 up our shop here, pretty well,
 ct. 1. We'll just leave a
 le of officers behind to keep
 da in the picture from a ra-
 point of view on what the
 een thousand boys left over
 in the police force are doing.
 da will have four bomber
 four fighter squadrons here
 uite a few lads will have folks
 ome wondering about them.
 the radio will bring the voice
 something the press can't
 o matter how many stories.

w Roy Thomson at an in-
 ture at Buckingham Palace
 other day. We had quite a
 about the industry back
 . Roy's mighty interested in
 g to get into the advertising
 dio business over here, if he
 l find a station! But since
 doesn't believe in it, and it
 n't look like the usual outlets
 able in France, Luxembourg
 other countries will play ball,
 s he won't get. He's off on
 sit to the battlefields right

he "Canadian Forces Net-
 " has, or on Sunday, will get
 r way. It consists of two 50-
 transmitters in the Aldershot
 to serve the Canadian Army.
 y Wilmott of CBC overseas,
 eading it up, with Army per-
 el supplied by Major Brian
 edith. They figure on 15
 - a - day schedule of their
 stuff built here in London
 ios, rebroadcasts of CBC fea-
 d recorded and sent from
 ada, pickups from CHTA, the
 adian short - wave station
 ch booms in here like a house
 e incidentally) and a tie-up
 the American Forces Net-
 from whom they actually
 owed the two transmitters.
 Air Force was supposed to
 icipate but couldn't see it
 e our turnover at the repat
 ts is much too fast.

Well, all for now, fella . . . ex-
 I hope to be seeing you all
 n one of these fine days. The

ANDY McDERMOTT,
 P. R. Officer. R.C.A.F.

.S. — Thanks for sending the
 er. It comes through in erratic
 sms but I generally get enough
 ies to figure out what's hap-
 ing in the biz. All the boys here
 it. Good stuff!



"Hello, City Lock? We just locked our producer in the control booth. Can anything be done, or shall we just forget the whole matter?"

Community Service

"The Farmer's Bulletin Board",
 CKNX, Wingham program fea-
 tures old-time music interspersed
 with timely farm items concerning
 crops, dairy herds, farm machinery,
 egg production and other items of
 interest to the farm population of
 Western Ontario. "The Farmer's
 Bulletin Board" is conducted by
 the CKNX Agricultural representa-
 tive Warner Newton, B.S.A. Farm
 queries are invited and the ques-
 tions are answered on the program.

Radio Guild Officers

At the Annual Meeting of the
 Montreal Radio Guild (La Guilde
 de la Radio) held August 9th the
 following were elected officers:
 Paul L'Anglais, Radio Programme
 Producers, president; Phil Lalonde,
 CKAC, vice-president; Hertel La-
 Roque, McKim Advertising Ltd,
 secretary; Walter P. Downs, Wal-
 ter P. Downs Ltd., treasurer. The
 following were elected to serve as
 directors: Marcel Provost, Radio-
 monde; Bernard Goulet, CKAC;
 Wilfred Charland, Whitehall
 Broadcasting; Lucien Thériault,
 CBC.

Teachers Study Radio

The general science class of 130
 teachers at the University of Al-
 berta Summer School is visiting the
 CJCA studios as part of its sum-
 mer course. The class is broken
 down into groups of 15 and visits
 are made daily at 10 a.m.

During visits teachers get an out-
 line of the operational highlights
 of the station, and end with a
 round-table discussion on radio in
 general.

Casting?

Need Some Music?

**RUBY RAMSAY
ROUSE**

Can really do a job on
a piano or an organ—

And you can reach her
in a jiffy at

**RADIO
ARTISTS
REGISTRY**

WA. 1191

TORONTO

Get in the Swim



More and more sponsors of transcribed
musical programs turn to DOMINION
for tone-true reproduction.

—WE'VE PROVED WE CAN DO
A REAL JOB!

Check with advertising men
who know

*Duophonic
Recordings*

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

CHML

CFRB
COLUMBIA

WBEN
N.B.C.

860

900

930

HAMILTON

TIME

FOR SALE

For Available Time on all, or any, of these live, independent radio stations — for up-to-date Market Data — for Program Information and Intelligent Service — write or telephone any of our 3 offices.

RADIO GETS YOUR MESSAGE HOME

CKX Brandon
 CFAR Flin Flon
 CJOR Vancouver
 CKY Winnipeg
 CJRL Kenora
 CJGX Yorkton
 CKLN Nelson
 CFPR Prince Rupert
 CFOS Owen Sound
 CFOR Orillia
 CKLW Windsor
 CFPL *London
 CHML *Hamilton
 CJBR Rimouski
 CFBR Brockville
 CHOV Pembroke
 CKSF Cornwall
 CHSJ Saint John
 CJEM Edmunston
 CKCW Moncton
 CJCH Halifax

*in Montreal Only

HORACE N. STOVIN
 & COMPANY
Radio Station Representatives
 MONTREAL TORONTO WINNIPEG

CANADIAN BROADCASTER

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

VOLUME 4, NUMBER 16

AUGUST 25, 1945

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

Pattern For Peace

It is V-JDay.

A war-worn world sighs, wearily thankful that the long years of destruction have at last ended.

Men who have offered their lives that the Torch of Freedom may burn on with unquenching flame, are soon to throw that Torch to you and me, to keep its rays casting their blessed light on a peaceful world, that those who died in battle may have died to some purpose; that those who have survived may find a new world fashioned in decency, a world in which they may live, work and bring up their children in peaceful and contented plenty.

Man will no longer be called upon to shoot — to bomb his fellow man to death. Whether this era of death by violence is to be replaced by an age of death by want, is in the hands of the men of peace, in our hands.

There is only one filip to strife. Only lack of knowledge of one another can hurl us at our neighbors' throats.

Because knowledge had been studiously kept from the German people, it was possible to stir them into taking up arms against those whom their masters would have had them destroy. And it was the false knowledge that the fate they would meet if conquered would, in some mystical and unknown way, be far more horrible than even death, that kept them fighting, killing and destroying long after they must have known their cause was lost.

Our country is richer because the ravages of war have been kept from her shores. Yet, because she has never known, from grim experience, to what depths of despair and misery disunity can eventually lead, the same danger besets her as once infected the countries she and her allies have just conquered.

No one can travel, even swiftly, across this Dominion from the Atlantic to the Pacific, without coming to the conclusion that Canada is not one great nation, knit together by one unconquerable bond of fellow-citizenship; rather the grand warm-hearted people we have met to the east and to the west seem to live their domestic lives in five distinct isolations, and to persist in overlooking all the decencies and similarities they hold in common with their fellow-Canadians, preferring to focus their minds on advantages they imagine their neighbors enjoy; gazing at our geography as though their oaths could move ten trillion tons of rock or mile on mile of bush; cursing at a language as though recent words were incapable of translation into any tongue; deriding our faith as though good could be divided into denominations; and, back here in Toronto, basking in smug serenity, as though there were nothing left to know or learn.

Through years of war the great threat against very survival has flamed the flames of internal hate. It has been the great power of words that has kept public interest concentrated on the world-wide issue. That has inspired willing sacrifice in a war some once thought was none of their affair. Now the "Home Front" is returning to the centre of the scene, and, if it only will, the same force of words that spread the knowledge needed to unite all our thinking on the needs of war, — the need for men, money and munitions, — can turn its energies, its power, to the far more constructive problems of peace.

Only if a better Canada results will the sacrifices of her sons be justified; only unity can make a better Canada; only a greater understanding of each others' problems can effect this unity.

Richard G. Lewis

Editor.

Making Our Flesh Creep

Reprinted from "Canadian Forum"

Latest to set the horns of elf-land blowing in tune with the Murray - Trestrail - Sanderson - McCullagh axis is Mr. R. G. Lewis, editor of Canadian Broadcaster, self-appointed one-man-band of the private radio interests. Mr. Lewis' windy arpeggios on the villainy of the Canadian Broadcasting Corporation and socially-owned radio in general have been blended with warning blasts about the Menace of Socialism and Totalitarianism and the CCF. So forthright a tuba-player for Private Enterprise is he that some of his blasts have drawn public rebukes from the general manager of the CAB, official body of the private broadcasters, whose experience before parliamentary radio committees has taught him the advisability of a blander note in public relations. But Mr. Lewis goes booming on.

His most recent fantasia is a terrifying tone-picture of what might be done with our public radio system by a supposititious Canadian dictator. "The government-operated Canadian Broadcasting Corporation," he bugles, "is all ready for the day when a Hitler or a Mussolini may sweep into power and use it against us as those tyrants used controlled radio against their own people... Apparently those officers of the CBC who do most sincerely strive to keep broadcast schedules politically impartial do not appreciate the frightfulness of the fascistic control to which they are contributing... Why would the government not get down to fundamentals and run water mains through the isolated prairies and the remote tracts of bushland so that the pioneer Canadians who choose to live in these places could

lie luxuriously in modern bathtubs, while listening to the programs the CBC so graciously sends them, at the expense of their fellow Canadians from the denser areas of population?"

Well, why not? Our latter-day pioneers are surely deserving of anything we can do for them. We are sure that Mr. McCullagh would wish our sturdy mining prospectors whom he celebrates so lyrically in his paper to have all the modern conveniences; and Mr. Bill Wright, remembering his less affluent and more uncomfited days on the northern rocks, would be all for it, too. After all, the directors of the resultant mining companies all have bathtubs. And why shouldn't the prospector, after a hard day's prospecting, lie in his bathtub and listen to a symphony orchestra instead of to warnings about Four-o'clock Shadow and paeans to the correctional benefits of Bran Raspies?

But surely Mr. Lewis, in his obsession with the CBC, has slighted the grandeur of his theme. Think of what a Canadian Mussolini or Hitler or Franco could do with our national post-office, our public school system, the Canadian National Railways and Telegraphs, the Trans-Canada Airlines, the public telephone systems of the prairie provinces, to say nothing of our municipally owned sewage systems and garbage trucks which could easily be linked into a single chain? Or, for that matter, with the private radio stations and our daily newspapers across Canada, all of which, even now, speak with a more-or-less single voice? If Mr. Lewis is out to raise goose-pimples, why be so niggardly about it?

Look to

RCA VICTOR

for Custom-Built

TRANSCRIPTION PROGRAMS



RCA Victor TRANSCRIPTION STUDIOS

TORONTO • Royal York Hotel • AD 3091 • MONTREAL • Lacasse St. WE 3671

To You **A NEW STAR**
To French Canada
A BELOVED DAUGHTER!



Pierrette Clarie

**-her exquisite voice has long
thrilled Quebeckers over CKAC**

The Met has discovered her—she's acclaimed as a rising star—but the people of her native French Canada smile, lift their hands and say, "But, of course! We have always known that our little Pierrette *'avait de l'étoffe'*. Have you just found it out now?"

There's a lot more for you to learn about the nation - within - a - nation that's called French Canada. 3,000,000 people live here—a quarter of Canada's population—with their own customs, their own language, their own loyalties. Their annual spending budget is more than \$600,000,000. Their national recreation is radio listening—and since CKAC first pioneered radio, their favourite station has been CKAC.

Plan your approach to the family audience of French Canada over CKAC, now. Full details of markets and coverage furnished at your request.

CKAC MONTREAL
affiliated with CBS

Representatives:

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

OTTAWA

Letter

by
JIM ALLARD



Great little town for rumors, this. Current crop links name of General McNaughton with occupancy of chair of CBC's Board of Governors. John Grierson is also mentioned as possibility. Story persists that with imminent folding of National War Services Department, control of CBC will pass to Post Office, parallel with BBC's situation. It is considered possible that postmaster general's job, now vacant, will go to Ontario member not now member of the Cabinet. In event of this move, Department of Transport will retain its present broad controlling functions in connection with all radio.

Several Ottawa citizens are packing their bags for the Radio Conference in South America next month. CBC will be represented by General Manager Dr. Augustin Frigon and Assistant G.M. Don Manson. Transport and National Defence will also send representatives; and the Canadian delegation will include in addition Keith McKinnon, who has recently opened offices in Ottawa as Radio Consulting Engineer. (CAB will be represented by Harry Dawson, their staff engineer).

Discussions will be broad, but it is not expected that any sweeping changes will materialize. Canada may gain one or two more clear channels; will at any rate maintain her present position. National Defence, civil aviation, police and related departments of all nations will make somewhat heavier demands upon FM bands than has been generally anticipated. It is safe to assume their demands will be met; which will have the effect of reducing the number of FM channels available for broadcasting stations. Engineers here believe development of FM will be slower than has been generally anticipated, particularly in relation to receivers.

The Provincial premiers have left for their respective capitals, with copies of Dominion reconstruction proposals under their arms. Permanent committees are now at work on various specific suggestions; and the steering com-

mittee hopes to present a preliminary statement on November 26th. Surprising degree of agreement is apparent during the initial stage of discussion, and it is generally felt that when the final bargaining starts early next year, the Dominion government will have trouble securing agreement to its rights in the income-tax, corporation tax and succession duty fields.

The two Ottawa dailies, who lose no opportunity to attack radio, tried hard to place the blame for V-J fiasco of August on radio generally and the CBC in particular. One paper carried text of Prime Minister's broadcast message under the headline "King's text off the 'Record'". This was in reference to fact that the actual broadcast was by CBC made some hours earlier; a fact which the local dailies were apparently not aware of until some time after the release. Same paper referred to "... the first flash from the NBC newsroom New York". Fact that the PM's talk was waxed seemed to make 'crime' of radio doubly worse. Incidentally, increasing network of some correspondents has stirred interest amongst certain sections of Press Gallery membership.

Soaporifics

Listeners to American daytime serial dramas are to have less and more opera if the recommendation of the National Association of Broadcasters, Washington, through, and the commercials daytime programs are cut to length of the night time plugs.

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

•
Walter A. Dales
Radioscripts
420 Medical Arts Bldg.,
Montreal, Que.

**YOU CAN'T SELL
THE
OWEN SOUND MARKET
WITHOUT * CFOS**

*A recent Elliott-Haynes station study proves that ALL-DAY, ALL-WEEK, CFOS enjoys 49% of primary area listeners.

ASK HORACE STOVIN & CO. ABOUT US

"PROGRAMS ARE FOR PEOPLE"

First in a Series of Excerpts from a Talk Given to the N.Y. City College Radio and Business Conference

By CLARENCE L. MENSER

NBC Vice-President in Charge of Programs

Looking back over the past few years, I sense a tendency which has come altogether too wide-spread, indicating that some of us have gotten the simple fact that radio for an audience. Too frequently have music which is played because the musicians want to play. And drama which is done because the authors have written it or the actor likes to act it. You know the kind of music I mean and the kind of musical programs which result from its selection. It may be music written by an undiscovered genius whom a conductor chooses to thrust upon an unsuspecting public. The conductor himself, certainly the composer, and maybe even some of the members of the orchestra, find great momentary delight in picking their uncertain way through the mire. There is only one thing wrong with it. That is that nobody in the audience wants to hear it.

Or perhaps its one of those risky arrangements devised by an ambitious gadget-maker, who happens to have found his way into music and who shudders at the thought of a layman's desire to whistle a simple melody. Having taken a tune which the audience loves, he so carefully avoids it that it ends up by merely having a series of 16-bar introductions.

We do the same thing in drama. Under the guise of dramatic presentations, we hurl at the audience combinations of words which to the author, sometimes to the producer, are really awe-inspiring, but which mean practically nothing to the listener.

One could go on multiplying examples. The truth is that these things are not good for radio. There is hope in the fact that they don't happen more frequently than they do, but they indicate that we have strayed away from the all-important fundamental of always keeping the listener in mind.

There is no question that the artistic appreciation of the audience can be heightened by the occasional introduction of new ideas in music and drama, but those ideas must proceed from what the audience knows rather than from what it will not listen to. Certainly there is no quarrel with the person who says he must present program material calculated to make the listener reach a little higher. But when the reach is so great or so abrupt that the audience loses contact, the whole purpose is nullified. The way to increase appreciation by radio is exactly the same as to increase sales. It is, first of all, to have the set turned on and tuned to the program. Nothing in the world is as ineffective as a radio set which isn't turned on. Nothing is so fundamentally detrimental to a program as an element which loses contact with its audience.

Now let no one assume that I have any quarrel with a certain amount of programming which represents new ideas in music, drama or any other form. But we often set handicaps for ourselves by not telling our audiences enough about our purposes. If we state clearly what we are setting out to do in a program, we will have taken away much of the force of the criticism of the people who don't happen to like it. So I would counsel first of all that we be frank with our audience in many instances and tell them what we are going to do, even at the risk of having them tune out before we do it, because I would rather have them tune out, knowing what they were tuning out, than to have them tune out later because they were disgusted with our efforts. Particularly if they didn't understand what we were trying to accomplish.

Sales Manager V.C.



Photo by Globe & Mail

Formerly sales manager of Sterling Products Ltd., of Windsor, Ontario, Major Fred Tilston, was awarded the Victoria Cross for valor in action in Hochwald Forest, Germany, as company commander with the Essex Scottish Regiment.

Major Tilston, who suffered the loss of both legs in this action, is a Torontonian, having been educated at De Le Salle College. He was afforded a civic reception on his return to Toronto July 27th.

Mercer McLeod

NBC Recording Division has announced the release of Mercer McLeod's "The Man With The Story". The initial series is 26 half hour programs.

SHOW BUSINESS

by Geo. A. Taggart

SO lively is the demand for fall radio time, and especially within those hours known to be most effective, that every major Canadian radio program must take stern opposition for granted this season.

THIS crowding of time schedules that can't be stretched makes skill, experience, and good judgment in the production field, increasingly important to the radio advertiser.

WE are proud to be able to tell you that all radio programs produced by this organization last year have been renewed by their agencies.

166 Yonge Street, Toronto
ADelalde 8784

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

SORRY, no nylons here either, but how would you like to buy one of these excellent transcribed programs — all exclusive to CJCH in Halifax.

SONGS OF PRAISE
IRENE WICKER — NBC "Singing Lady"
ONCE UPON A TIME — with Maureen O'Sullivan
THE SEALED BOOK — a Chiller Thriller
Write or wire us — or see H. N. Stovin

CJCH HALIFAX

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

The
Ottawa
Valley
Market
is over
40%
FRENCH

The sales dollar is bilingual in the Ottawa Valley. Tell about your product or service over CKCH and cover the French homes too through their favorite station.

CKCH

85 Champlain Ave., HULL, Quebec
Promotion — D. L. BOUFFORD, 112 Yonge St., Toronto

Serves the Ottawa Valley French Market
RADIO REPRESENTATIVES LIMITED
Montreal Toronto
HOWARD H. WILSON COMPANY
New York, Chicago, Etc.

COOPERATING WITH LE DROIT

THREE NATIONS BID FOR EIRE RADIO

(Reprinted from London Daily Mail)

Tempting offers by British, United States and Canadian commercial broadcasting companies are to be renewed for the use of "Radio Eireann". One concern named is the Columbia Broadcasting System of America. Another offer is said to be from the owners of a chain of cinemas in London, and a third is from Canada.

Agents from these organizations have already been in Dublin.

If they can devise a scheme for broadcasting programs in the Irish language, they may be granted radio time.

Broadcasting in Eire is operated by the Post Office, and the Government's main objective is to have its programs outstandingly Irish.

Lack of money has been the drawback to this policy. Eire radio stations operate only 6 hours a day.

In return for the use of short-wave facilities the rival companies are prepared to engage the best Gaelic speakers in the country who would use Eire's Home Service mainly, but would also be allowed some time daily on the short wave programs.

In Dublin it was stated that the government might agree to this offer which would be in addition

to the payment of large annual fees.

Eire is badly in need of a short-wave station to reach all parts of America — for political reasons.

There are millions of Irish-Americans in the United States whose ear the government is most anxious to reach.

Dublin artists and writers are strongly in favor of commercializing broadcasting.

"Radio Eireann" could broadcast to Britain and Northern Ireland as well as to Europe and America.

Soldiers' M.P.

"You through the radio have a greater power than the press to mold public opinion," Western broadcasters were told by Captain Harper Prowse, soldier M.L.A. in the Alberta House.

Capt. Prowse was guest speaker at the WAB's annual banquet in the Palliser hotel, Calgary, August 6th.

"Don't let anyone take it (the power) away from you," he told the radio men, stating he favored "a free press and a free radio where anyone has the right to say anything he thinks."

One thing radio lacked, he believed, was "the newspaper editorial page. You need something more than just commentators to explain things to the public. You have a duty to society to be fair. Truth must be your only criterion."

The opportunity of a free press and a free radio for the future had been "bought at a terrible cost—40,000 Canadians sleeping in foreign soil."

Help Wanted Male

A breakfast food manufacturer has offered Mayor LaGuardia of New York \$1,750 a broadcast to read "funnies" over the air when his term expires.

Wants More Musicians

The co-operation of private stations operators was sought by American Federation of Musicians by Walter Murdock, president of the Toronto Musical Protective Association and an executive of the parent organization in an "off the record" talk to the broadcasters, August 15th.



Private stations are not in the union's bad books, Murdock is to have assured the meeting, the union is anxious to see money turned into programs, especially musical ones.

Both eastern and western stations are concerned with the question of recording network programs, delayed broadcasts, because of various situations occasioned by variations across the country. The union official apparently gave no promises but assured broadcasters that their case would receive greater consideration if the question of increasing their musical talent expenditures was favorably decided upon. He suggested 5% of gross receipts as an objective towards which to work, but said that the union was not quoting this percentage specifically. At least one broadcaster, interviewed after the meeting, gave it as his opinion that these talent expenditures referred only to sustaining programs, which apparently should be replaced by new sustainers, in the union's view as soon as they are sold.

Broadcasting stations are restricted in their use of recorded programs by CBC regulations, but discussion seems to have taken place on this aspect of the delayed broadcast problem.

Radio Week

US stations, in conjunction with the Junior Chambers of Commerce are holding a "Jaycee Week" August 26th to September 1st. This is "Freedom of Speech".

A TARGET WORTH SHOOTING AT

Diversified farming and diversified incomes keep Buying Power BIG throughout Southern Alberta.

AN ALL CANADA STATION
1000 Watts
1060 Kc.

CJOC
LETHBRIDGE ALBERTA

There are **DEFINITE REASONS** Why

Advertisers Like these

consistently use

CFNB

Fredericton

- | | |
|----------------------|------------------------|
| General Foods Ltd. | Imperial Tobacco Co. |
| Blue Ribbon Corp. | Colgate Palmolive Peet |
| Dodds Medicine Co. | Procter & Gamble |
| Canadian Marconi Co. | Chase & Sanborn |
| British American Oil | S. C. Johnson & Son |

They know they are assured **RESULTS**

CFNB
FREDERICTON N.B.

ASK THE ALL-CANADA MAN
OR WEED & CO. USA.

CKCO
OTTAWA

A *Bright* STATION

A RADIO STATION with Initiative

CKCO
covering the Rich OTTAWA MARKET

See **WILLIAM WRIGHT**
Victory Bldg.
AD. 8481

SCANNING THE SURVEYS

HOW THEY STAND

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

| EVENING | | |
|-------------------------|------|------|
| <i>English</i> | | |
| Victor Borge Show | 13.6 | -1.6 |
| Waltz Time | 12.8 | +1.2 |
| Radio Reader's Digest | 12.6 | +2.2 |
| Album of Familiar Music | 12.1 | -.2 |
| Frances Langford Show | 11.1 | -1.5 |
| Treasure Trail | 11.1 | new |
| Kraft Music Hall | 10.5 | -2.1 |
| Big Town | 9.6 | same |
| Alan Young Show | 8.5 | -.5 |
| Risë Stevens Show | 7.6 | +.5 |
| <i>French</i> | | |
| Course au Trésor | 13.7 | new |
| Dr. Morhanges | 13.5 | -2.9 |
| Métropole | 10.8 | -2.3 |
| Vie de Famille | 10.7 | -3.0 |
| Le Café du Coin | 9.2 | -1.4 |

*—Excluding Montreal coverage.
 *—Excluding Vancouver coverage.

Early August surveys indicate that general listening has not declined as much as expected, due in great measure to the Eastern war news, including of course Russia's entry into the war and the intensely interesting stories on the atomic bomb.

"Treasure Trail" and its French counterpart, "La Course au Trésor", returned after a short summer holiday and almost immediately resumed their top-ranking Canadian spots, with the French version topping all other ratings by a small margin.

Victor Borge, summer replacement for Fibber McGee and Molly, continues to lead the American programs in spite of a drop in ratings from last month. Borge rather confounded the critics by temporarily

retaining the high rating of Fibber McGee and Molly but it now appears that thirty minutes of Borge is becoming rather tiring after the novelty of the first few weeks.

"Radio Reader's Digest" shows a nice gain from last month and is the only program to so register. Its Sunday time of 9.00 p.m. shows a sets-in-use drop and yet they seemed to have acquired more listeners, probably due to the fact that it is the only strictly variety type show on that day.

"John and Judy" is missing from current ratings, being the last Canadian show to go off the air. Plans for its return have not been definitely established but with the current scrambling for time it seems that such a popular show will not long be absent.

Frances Langford, replacing the Charlie McCarthy show, is making a valiant effort to hold the high spot that Charlie maintained but seems to be slipping to a greater extent than the corresponding decline in sets-in-use would compensate.

Ratings indicate that on the hour newscasts have become rather tedious and for the most part are so repetitious that their popularity is definitely on the wane. Current trends seem to indicate listeners are returning to the long established regular-time broadcasts. Apropos of this situation the time seems to be ripe for broadcasts of localized news, particular in metropolitan centres.

WITH NATIONAL BROADCAST SALES



It's an....

It's well worth repeating, but you CAN'T duplicate it. Check the Elliott-Haynes Survey figures for any other group of radio stations in Canada. You'll find that as a group we have the highest percentage of listeners—plus the highest overall ratings on the list.

For best value and proven radio effectiveness—
 Buy N.B.S.

NATIONAL BROADCAST SALES

Bank of Commerce Bldg.,
 TORONTO, EL. 1165

University Tower Bldg.,
 MONTREAL, HA. 3051



REPRESENTING

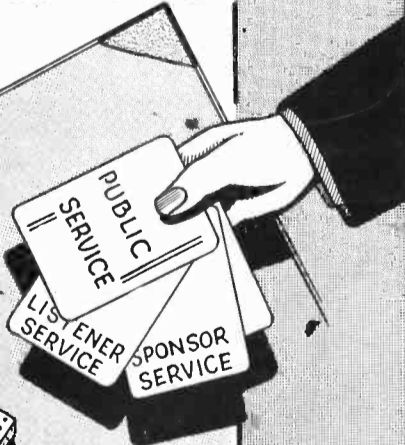
| | | |
|-------------------------|-----------------------------|-----------------------------------|
| CKWS Kingston, Ont. | CKRN Rouyn, Que. | CKTB St. Catharines, Ont. |
| CKGB Timmins, Ont. | CHAD Amos, Que. | CFPA Port Arthur, Ont. |
| CFCH North Bay, Ont. | CHEX Peterborough, Ont. | CKVD Val d'Or, Que. |
| CJAD Montreal, Que. | CJKL Kirkland Lake, Ont. | CHGB Ste. Anne de la Pocatiere |
| | CKEY* Toronto Ont. | |

* MONTREAL ONLY

Hardly a Gamble...

Bet on CJCA's coverage of a great Western Market—Northern Alberta!

NEWS SERVICE
 COMMUNITY SERVICE



Edmonton's **CJCA**

IN THE WEST - it's



22 years of operation keeps CKY's finger on the pulse of the nation.

Another Manitoba-owned Station: CKX BRANDON — 1,000 watts
Exclusive Sales Rep.: H. N. STOVIN
Toronto - Winnipeg - Montreal

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

Returning shows indicate that this year the audience is going to be treated to fare by no means dissimilar to last season's schedules, and it seems worthy of note that there have been few casualties on the networks. Questions about post-war plans for programs do not receive very cordial answers as yet, and agencies are inclined to be somewhat riled by the CBC's inability to clear specific time for its commitments.

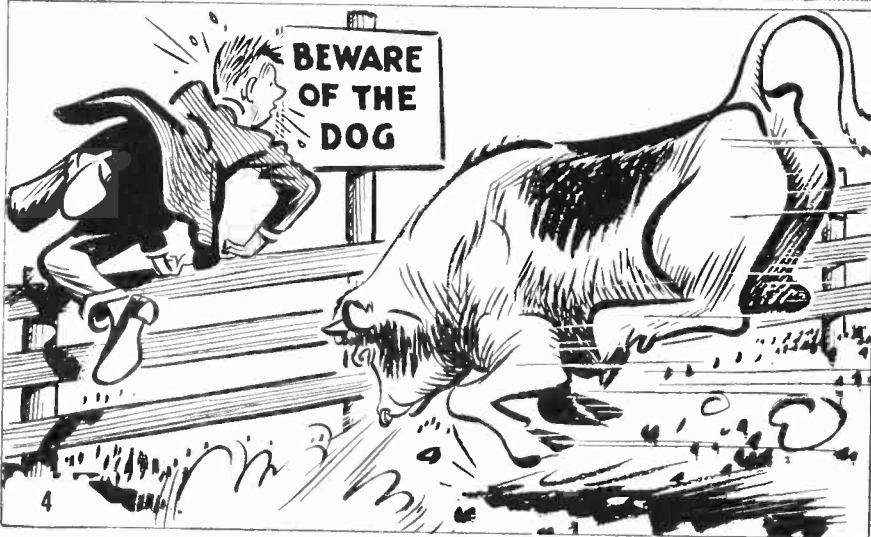
Eddie Gould at McConnell 1 man says that Tip Top's "M for Canadians" returns to the minion network October 7 much the same show. Broadcast time has not yet been confir

Erwin - Wasey report 2 flash announcement campaign starting September 3. One Musterole goes to a wide list stations coast-to-coast, and other sponsored by Barbasol, be a test campaign over CFRB CKEY. The same agency soon release starting dates for client R. B. Semler (Kreml) plan on getting into the radio ture this fall.

Bob Simpson at Young & Rubicam reports that Claire Wallace's "They Tell me" returns to the Trans-Canada September 3. Sponsored by Robin Hood Flour Mills Ltd., the program takes the 1.45 p.m. (EWT) slot Mondays, Wednesdays and Fridays for 26 weeks. The same agency which handles "Ellery Queen" for Whitehall Pharmacal (Anacin and Kolynos) now being piped in to CFRB and CKAC, has announced its extension to the Dominion network starting September 12 at 7.30 p.m. (EWT) with a delayed broadcast to the B. C. Regional network at 9.30 p.m. (PWT). Simpson also intimated that "Counter Spy" now being piped in to CFCF from ABC will get a Toronto outlet as soon as details are sorted out with the sponsor, Pharma Craft Ltd. (Fresh).

Bill Byles at Spitzer & 1 reports that "The Happy G returns to the Trans-Canada o- tember 3 while the French ed n "Joyeux Troubadours" comes l k to the French network Septer 10. Three more S & M shows ll break early next month. Col Palmolive's "Share the Wea" goes to the Trans-Canada Sep- ber 8 at a new time, 8.00 a. (EWT). "Terry & the Pira" for Quake Oats returns Septer 10 over 12 stations coast-to-c while the same sponsor usher n "Le vieux Loup de Mer" onne same date over CKAC and CFC

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

WE'RE proud to make Johnny Canuck's home-coming memorable — to meet the troop trains and record interviews, to put on big-name bands dedicated to the boys in local hospitals, play their request numbers, and give local dramatized rehabilitation programs with D.V.A.

CFPL LONDON

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

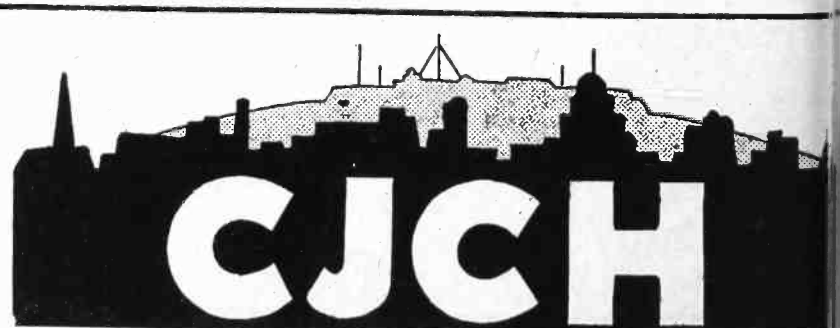
RADIO GETS YOUR MESSAGE HOME

Imperial Tobacco Company Ltd. has contracted for the use of the CKNX house orchestra, "The Ambassadors", to advertise Winchester cigarettes in Western Ontario. "The Ambassadors" are currently playing at the Port Elgin Casino. "The Winchester Dancing Party" is to be broadcast as a remote feature Thursdays at 9.30 p.m. (EWT). Contract calls for a 13 weeks run.

ACA Annual Meeting

This year's Annual Meeting of the Association of Canadian Advertisers, scheduled tentatively for November, in Toronto, will place or not according to the transportation situation, and we hope for the relaxing of present convention restrictions. In the event that the "not more than fifty" ruling stands, it occurs to us a possible "out", to hold conventions, one in Toronto, one in Montreal, using a closed circuit to enable all business and important discussions to be heard both ends. Further outlets could be used to the east and to the west if it seemed desirable.

Alan Savage at Cockfield Brown reports the return of two major shows this fall. "Jolly Miller Time" goes to the Trans-Canada October 10 with same sponsor, Maple Leaf Milling, but revised format, Willard's "Ontario Panorama" comes back to CFRB on September 28 with the same pattern.



"The Friendly Voice of Halifax"

Representatives: HORACE N. STOVIN & CO., CANADA
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

Fourth Term



FM and Television offer employment opportunities on a large scale returning servicemen, Dickie, manager of station CFRN, Moncton and 4th term president of the Western Association of Broadcasters, told the Association its annual meeting in Calgary this month.

"I am firmly convinced", he said, "that the private station operator should be given every opportunity to carry out experimental work in High Frequency Modulation and Television, as both methods will be used by trained men."

He said that both the private stations and the CBC should participate in experimental work in both these fields.

"There is no doubt in my mind," he continued, "that many returned men with radar experience could be trained in television, and the present broadcasters are the ones willing to set aside money to carry out experimental development and we have places for training the broadcasting personnel of tomorrow."

Flying Studios

Until now, television's main problem has been the question of "bending its beams" to make the image travel more than 50 miles. Now Westinghouse engineers come up with the idea that instead of building towers of an impractical height to attain distance, 14 B29 type planes could beam programs from an altitude of 30,000 feet, and send the programs out to areas of 211 square miles each, thus covering the whole country, or at least 78% of it. Programs would be beamed to the planes from ground stations, which would rebroadcast with the above results.

Westinghouse estimates that the cost would be \$1,000 per hour per plane, and engineers say it would revolutionize television and perhaps FM too. NBC President Niles Trammel's comment has a Missouri quality. He said: "If it works it will be revolutionary."

Joins U.S. Agency

Dave McMillan, whose resignation from Erwin Wasey was announced in our last issue, has affiliated with Grant Advertising Inc., as an account executive attached to the Chicago office, but operating out of Toronto.

Looking for a Writer?

Someone to prepare and write your scripts . . . spots . . . or commercials? Or maybe your problem concerns publicity or advertising copy. Make use of my experience in Radio Station continuity and Advertising Agency creative work. I have a little spare time to put to profitable use. All assignments handled on a fee basis.

Box 580
Canadian Broadcaster

Extends BBC's Greetings

Michael Barkway, recently appointed Canadian Representative of the British Broadcasting Corporation conveyed the BBC's appreciation of the stations' co-operation on such wartime ventures to the Calgary meeting of Western Broadcasters as the "Going to Town" series and voiced the hope that this co-operation would continue in the peaceful days that lie ahead to the end that a greater mutual understanding may grow between Canada and the United Kingdom. Mr. Barkway's few remarks were greeted with enthusiasm, with the exception of a few quite unwarranted taunts hurled in the general direction of your editor.

"It is our aim", he said, "to bring more BBC programs into Canada, and to send more Canadian shows to the BBC." He said that the BBC would welcome requests for assistance in the production of programs in London for broadcast in Canada, which would be compiled with wherever possible. He also said that the BBC would welcome suitable Canadian productions for presentation over there. "The possibilities of International Radio", he continued, "are still in their infancy. We have a new and exciting field to develop, and we must develop it wisely between us, the fundamental criterion being 'what the listeners want to hear.' If this cannot be done between the members of the British Commonwealth of Nations", he concluded, "then I don't know where it can."

Pacific Prattle

Wallie Peters, CJOR Musical Director, is back on the job after a six-week course in production at New York University and CBS in New York. Also back is Jim Stovin son of Toronto's Horace Stovin, who took an announcing course at University of California at Los Angeles.

MEET THE GANG AT CKCW



★ Although the R.C.A.F. is short one darned good Mosquito pilot CKCW is ahead of the game by one darned good production man . . . Ross Rowlands. Recently we welcomed Ross back to the fold after he proved to the Germans that folks in the Moncton area really mean business.

Ross learned his abc's at Mount Allison University and the University of Toronto. After some newspaper experience he joined CKCW as a script writer and announcer. This background plus his military experience, and pleasing air personality "label" Ross with the high standard required for all CKCW production men.

If you would like proof that Ross really has a voice that will help to start sales flying in the Moncton area, drop us a line and we'll send you a free recording. And if you want proof that CKCW sells results . . . not time, have a talk with Horace Stovin.

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



HORACE N. STOVIN
Representatives
Toronto and Montreal

CKCR KITCHENER

POST-WAR

A Survey conducted by the Kitchener-Waterloo Chamber of Commerce discloses that plans have been made for the immediate expenditure by public bodies, business firms, farmers and householders in that area, amounting to almost \$38,000,000 in the immediate post-war period.

TO CASH IN ON THIS HUGE MARKET CHECK WITH WILLIAM WRIGHT

Toronto
Victory Bldg.
AD. 8481

Montreal
Medical Arts Bldg.
Fl. 2938

CKCR CKCR CKC

RADIO—IN YOUR CAR

by Phil Glanzer



Meet ~

JOHN STINSON

your new

Canadian

FREELANCE ANNOUNCER

★ ★ ★ ★ U.S.A. 1936-44

N B C
C B S
B L U E
MUTUAL

★ Canada 1944-45

ONE YEAR
FIRST WITH
THE NEWS

COMMERCIAL—Walter Winchell
NEWS —Standard Oil
POETRY —WLW, Cincinnati
NARRATION—WJR, Detroit

●
Telephones

ELGIN 0608
WAVERLEY 4823

Toronto - Ontario

What an embarrassing situation it would be if Johnny was parked in an auto-court, whispering sweet nothings into the ears of his charming sweetheart, only to have the telephone ring. Who was it? Why, his mother, of course, reminding him to come home and get to bed—he'd lose his job if he wasn't in on time the next morning!

This doesn't sound half as ridiculous as you may think. The columns of this paper have told you about everything from "walkie-talkie" to Frequency Modulation; television to wire-recording, and now we give you the radio-telephone in your car! Yes, such may well be the situation of tomorrow—by subscribing to a new type of radio-telephone service.

This latest innovation is really an extension of the ship-to-shore communication service that has been in use in New York harbor for some time. It will permit telephone conversations between a moving car and any other phone, whether in an office, home or another moving car.

The new service will differ from the two way radio system in that it will operate through a telephone exchange. A high-powered transmitter might be installed atop a tall building, from where it could serve a large area.

In general, here's how mobile radio-telephone service is expected to work in cities:

Calls to and from motor vehicles will be handled by special operators. The conversation will travel part of the way by telephone wire and part of the way by radio. If a caller at his desk wants to talk to the occupant of a certain automobile, he first dials or asks for the vehicular operator. He gives her the call number or designation of the vehicle. She sends out a signal on the proper radio channel for dialing the code number assigned to that particular vehicle. An audible or visual signal indicates to the car occupant that he is wanted. He picks up his dashboard telephone and the conversation starts. Under his finger as he holds the telephone handset is a 'push-to-talk' button which permits him to switch from receiving to sending.

The operator of a mobile unit can originate calls merely by picking up his telephone and pushing the "talk" button. This signals the vehicular operator and "she comes in on the line." He gives her the telephone number he wants and the call goes through.

In the large metropolitan centers, like Montreal, Toronto, Winnipeg or Vancouver, it is probable that a

number of fixed receiving stations will be employed, located throughout the area so that the relatively low-powered mobile radio service will be within range at all times. The receiver nearest to the mobile unit will pick up the voice signal and send them on their way by telephone wire. It is planned to have more than one radio transmitter in order to give full coverage.

For years the Bell company has furnished two-way radio-telephone service for coastal and harbor boats, ship-to-shore service for ocean-going vessels and also for fishing boats on the Great Lakes and inland waterways.

Urban mobile service will be provided as separate radio-telephone systems for each metropolitan area served. A metropolitan system will be arranged to serve not only trucks, buses and harbor and craft operating within the area, but also other mobile units such as trolley cars, elevated trains and trolley engines operating within the metropolitan area.

The Province of Quebec has jumped the gun on two-way radio-telephone communication by recently announcing that Provincial Police will shortly be operating their own two-way radio-telephone system, with complete Provincial coverage.

Preliminary surveys in a large number of cities indicate that mobile radio-telephone service will be used initially by business concerns or individuals operating vehicles and other mobile units within metropolitan areas where it is impractical with headquarters keep in touch with their various drivers or conversers.

Three classes of mobile radio-telephone service are contemplated shortly:

1. A general two-way radio-telephone service between any radio-telephone and any mobile unit with a three minute initial period and the usual one-minute over period.

2. A special two-way radio-telephone service between a particular radio-telephone at the dispatching office and specified mobile units. A line from the dispatcher to the telephone central office would be furnished as part of this service. A one-minute initial period and the usual one-minute over time would probably apply here.

3. A oneway signalling service to mobile units, to notify the operator of the unit that he must comply with some pre-arranged instruction, such as calling his attention from the nearest public telephone.

(Continued on Next Page)

(continued from Previous Page)

Radio signals in the frequency range between 152 and 162 megacycles have been assigned for the mobile service. In general, transmission of these frequencies is greatly improved by mounting transmitting and receiving antennas on high buildings or other commanding elevations.

The Bell System plan is to use transmitters of about 250-watt power in the metropolitan centers. Mobile units will have power of about 15 watts. Each mobile unit will use a single antenna for sending and receiving.

Another type of mobile radio-telephone service which will be provided will furnish two-way voice communications to motor vehicles traveling on inter-city highways to boats on adjacent waterways. This service will require transmitting and receiving stations along highways to be served. The mobile units will be equipped for driving and sending, and with all equipment similar to that to be used for urban service.

The technical and operating problems of high mobile radio-telephone service are being given consideration at present. Introduction of that service, however, is expected to follow along after the inauguration of urban radio mobile service.

Widespread development of the mobile service must depend to a large degree upon international conditions and the availability of power, facilities and materials. Who will use the new radio-telephone service?

Well," said one spokesman, "it is impossible to say until the survey is completed. However, it is expected that trucking and taxi companies, public utilities, doctors and other industrial concerns will be foremost users."

Victory Loan

October 22 is opening date for ninth Victory Loan. It is understood that there will be no long loan as this one will take care of the borrowing needs for the year. The objective will be larger.

CKY Gets New Bossman

William A. Duffield, formerly Chief Engineer at CKY, Winnipeg, has been appointed station manager, to succeed W. H. Backhouse, who is now comptroller of the Manitoba Telephone System. Duffield came to Canada in 1923 after serving in the British Navy, joined CKY in 1925 and has been chief engineer since 1939.

G. S. Henderson, chief operator, replaces Duffield as chief engineer.

Joins Adam Young

Paul S. Wilson has resigned as New York manager of William G. Rambeau Company to join the New York sales staff of Adam J. Young Jr. Inc.

Wilson has been in radio since 1929 having worked with NBC Central Division, CBS Radio Sales and United Press Association.

He will become a member of the Young firm.

Here Comes The Bride

"Here Comes The Bride" is the name of a program aired co-operatively by MBS and BBC to "soften the blow" when 20,000 G.I. Joes get back to the States and present their UK brides to their US in-laws. TIME seems to feel some worry on how these about-to-be Americans will go down with Joes maw and paw, but we throw in a consoling thought—namely that Joe seems to have been reasonably well-done-by by his British in-laws.

Platter Duty

A release has been received by Athol McQuarrie, managing director of the Association of Canadian Advertisers, in which the Deputy Minister of National Revenue, Customs and Excise lists values for import duty purposes of "original recordings, imported in the form as shown hereunder, for use in the production in Canada of electrical transcriptions for radio broadcasting".

F.O.B. Point of Shipment (U.S. Funds)

| | |
|---|---------|
| Lacquer or Wax Original Recording (positive) | \$12.00 |
| Unbacked Duplicate Matrix Shell. Also known as Unbacked Stamper or Unbacked Matrix (negative) | \$15.00 |
| Plastic Mold (positive) | \$15.00 |
| Backed Duplicate Matrix Shell. Also known as Backed Stamper or Backed Matrix (negative) | \$18.00 |

"Invoices covering shipments of the foregoing", the release reads, "should show values not lower than as above mentioned in the column on the invoice headed "Fair Market Value at time and place of shipment".

Thirty

Charley Shearer, chief radio censor since early days in the war wrote finis to his operation August 16th, and thus creates a record in running a difficult regulatory department without making an enemy.

CKNW, NEW WESTMINSTER
NEW WESTMINSTER, CKNW
CKNW, NEW WESTMINSTER
NEW WESTMINSTER, CKNW
CKNW, NEW WESTMINSTER
NEW WESTMINSTER, CKNW

• • N W
GIVES YOU
THE MOST
ON THE
COAST!
(SEE E-H)

CKNW, NEW WESTMINSTER
NEW WESTMINSTER, CKNW
CKNW, NEW WESTMINSTER
NEW WESTMINSTER, CKNW
CKNW, NEW WESTMINSTER
NEW WESTMINSTER, CKNW

AVAILABLE

For the Luvva Mike! . . . check on this experienced announcer with the pleasant voice and sparkling personality . . . who loves his mike work! Capable of efficiently handling any continuity assignment. Is now producing a network series from a Canadian station. Has a wealth of ideas which look swell and sell well when in print. No allergy to work. For further particulars apply to your nearest Employment and Selective Service Office. Refer H.O. 2503.

CROP PROSPECTS ARE GOOD IN CENTRAL AND SOUTHERN ALBERTA

with a Retail Market of \$325,000,000.00

available over

CFCN

| | | |
|------------------------------|---|---------------|
| Primary Coverage—Radio Homes | - | 108,696 |
| Secondary " " " | - | 65,371 |
| Tertiary " " " | - | 47,660 |
| | | <hr/> 221,727 |

ALBERTA'S BEST RADIO BUY

CFCN 10,000 WATTS
1010 K.C.
CLEAR CHANNEL
CALGARY, ALBERTA

unquestionably

KAC
MONTREAL

A *Bright* STATION

QUEBEC'S MOST LISTENED TO RADIO STATION

CKAC

featuring the best French-Canadian Actors and Announcers

See **WILLIAM WRIGHT** Victory Bldg.

AD. 8481

Vancouver's
CKWX

First
IN CANADA'S
THIRD MARKET
1000 WATTS
going to
5000
Mutual Network
REPRESENTED BY
ALL-CANADA RADIO FACILITIES

Visitors' Book

Current visitor to the BROADCASTER office and 'the east' in general, is Hal Crittenden, manager of CKCK, Regina.

RADIO AT WAR

Curtain Rings Down on Allied Expeditionary Forces Program

When the Allied Expeditionary Forces Program service wound up its career July 28 there went out of existence a remarkable experiment in the field of wartime radio. Entertainment featured the greatest aggregation of "name" talent ever piped over one network.

Wherever sailors, soldiers and airmen served, portable radios were tuned to stations on the network airing the best obtainable in comedians, music and commentators. A soldier in Burma knew how the advance on Nijmegen was going at the same time as the people of London, Toronto and Kelowna. An able seaman aboard a destroyer in the Mediterranean could listen to his own request of "Rocking Chair" as sung by the famous recording artist, Mildred Bailey.

International Radio

The AEFP demonstrated that international co-operation in the radio field is a simple proposition.

At the beginning of the war, the British Broadcasting Corporation abandoned its regional system of broadcasting and concentrated its program service into two sections: the Home Service and the General Forces Service. From the latter



Cpl. Bob W. Christie, Toronto radio artist, responsible for AEFP's "Hospital Blues" is seen in BLA-3, mobile unit which moved with the Canadians into Holland and Germany, plying his platters on a request program.

was started one of the first regular features with a nightly Canadian news summary broadcast at 7 p.m. (GMT). Then other shows were prepared for the forces including a weekly documentary on Canadian war news, and a half hour drama depicting the battle exploits of the three services.

Then came two CBC programs—"Music from the Pacific" and the "Western Five". These programs were broadcast on both short wave and standard broadcast bands, so that practically every Canadian in uniform, wherever he was serving, could tune them in.

Immediately after D-Day, Allied Expeditionary Forces Program began to function. Special transmitters were set up to cope with the daily 6 a.m. to 11 p.m. schedule of news and entertainment.

Canadian contributions to this program service were many and varied. Special transcriptions sent

to the London Office of the BBC from Canada contained such shows as "Rhythm Musical", "The Old Songs", "Soliloquy", "Reveries", "Serenade for Strings", and "Latin American Serenade".

A special entertainment unit of the Army Show came overseas specifically to prepare programs under the direction of Captain Bob Farnon of Toronto, this unit produced two variety musicals each week, often assisted by top lights stars of stage, screen and radio. In addition the band was broken into smaller units and presented such half-hour shows as "Sing and Swing" and "Dance Show".

In Canada, several privately owned radio stations co-operated with the BBC, transcribing some of their popular programs for inclusion on the AEFP. Station WVI, Victoria, for example, would record one of its popular programs slanted towards the men from that area.
(Continued on Next Page)

CKNB CAMPBELLTON N.B.

August 25, 1945

Dear Mr. Time-Buyer:

We went into the transportation business for a few hours the other day.

When H.M. Canadian Ships Drummondville, Red Deer and Medicine Hat paid a visit recently to the Port of Campbellton, two of the ships' officers got a yen to purchase themselves bicycles and see something of the famed Restigouche scenery. They asked us to help. We pointed out that bicycles were scarce articles, but we'd try.

Five announcements, strategically located in the schedule, brought us sufficient replies for the Navy to make its choice, and next morning our sea-faring friends were up and away on their newly acquired two-wheel steeds. They tell me they had the time of their lives during the five days in port. They also expressed pleased surprise that the Navy's money was no good in our office.

Well....we aim to give results; and that goes for your client, too.

Yours very truly,

Stan Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

B.C.'s GOLD PRODUCTION
\$8,000,000

THE OKANAGAN'S AGRICULTURAL PRODUCTION
\$16,500,000

CKO
KELOWNA
B.C.

The VOICE OF THE OKANAGAN

See All-Canada
or Joe Wee

(Continued from Previous Page)

and the transcribed program would then be flown to England and used on the AEF network. Other stations participated in a similar manner. This series was "Going to Town".

Mobile Stations

An important factor in getting mobile programs to the troops were mobile radio stations operating in the sectors by the British Army Broadcasting unit. These stations were always available to Canadian personnel and frequently permitted Canadian troops to hear programs which would not otherwise have reached them. The mobile unit servicing troops served with the Eighth Army in the Adriatic Front was often headed by Captain Courtney Benson, with the London Radio Club, and Sergeant Rudy Hartmann of Trail, B.C. These men, along with others with the field broadcasting units, sent material back to London for dramatization or for broadcast over the CBC network in Canada.

Holland, Belgium, and Germany, the Canadians were at first unable to hear the AEF direct, but they advanced beyond range of transmitters in the United Kingdom, other broadcasting facilities had to be set up. A relay system was formed. Using Army "BLA" stations 2, 3 and 4, everything was covered. BLA 3, for example, was under the command of Captain Bob Ten, of Toronto. Assisting him were Sgt. Bill Valentine, Winnipeg; Sgt. Jack Deragon, Montreal; Lt. George Lunn, Trail, B.C.; and Cpl. Bob Christie, Toronto, all broadcasters prior to the war.

Short Wave

The recent inception of a short-wave service from Canada, over the CBC's high-powered station CTA in Sackville, N.B., provides the Canadians overseas with something previously lacking in radio programs direct from home. These broadcasts on the 19 metre short wave band were also re-broadcast through the mobile unit CTA 3 in Northwest Europe. The Canadian Army's Public Re-

lations services maintained a radio section which was the channel and source of support for the CBC and BBC Overseas in programming for Canadian Forces. Gerry Wilmot of CBC, formerly of Vancouver and Montreal was a prime mover in the organization and presentation of Canadian programs generally through the BBC; and on the services side Canadian officers and N.C.O.'s included Squadron Leader Andy McDermott for the RCAF, Major Brian Meredith, Capt. Campbell Ritchie and Capt. Court Benson, Lieut. Douglas Marshall, Lieut. Jack Scott, Sgt. Wilfrid Davidson, Lieut. Charmain Sansom, CWAC, Cpl. Dick Misener, Pte. De B. Holly and others.

Addresses WAB

Warning that it would be a mistake to wait until FM and Television equipment are available before getting the ground-work done on the new developments in broadcasting, Glen Bannerman, CAB president, said at the Calgary meeting of the Western Association of Broadcasters that the CBC Board had announced that private stations would be granted licenses, but pointed out that nothing had been said so far about regulations.

This situation added to the fact, he said, that "at no time in the history of broadcasting has the future been so confused and beclouded". With this, he continued is the government's lack of information regarding "the conditions and regulations under which licenses will be granted to private stations".

He urged for better programming, and increased public service.

Personally Speaking

Tom Rafferty, formerly of CJKL and CKCH has joined CKNX Wingham as program director. Dan Carr commercial manager at CKEY has left the Toronto station to join Vickers & Benson as radio director. Fred Cripps former chief announcer at CKCK, Regina has been added to the announce staff of CKEY, Toronto. Alan Miller, former Montreal newspaperman has joined CKEY as newscaster. Jim Kirkpatrick former captain in the British Army has joined CJKL as program director. Jim has had experience with CKWS and CKSO. Ron Grant former CFRB and CFCH announcer has been added to the staff of CKWS Kingston. Harry O'Donnell former announcer at CKY and CBM has joined the announce staff of CKGB after service in the army. Ron Morrier former CBC Winnipeg music producer goes to CJCH, Halifax as program director. John Burke-Gaffney has left CBC Winnipeg to join the All-Canada Winnipeg office. Ed Bouser former CKCW and CKOC announcer has been added to the staff of CFCH after service in the RCAF.

Press Committee

Newsmen who attended the WAB Convention in Calgary this month noted a new note of candor in the press committee's handling of information on closed meetings, and expressed themselves as being somewhat encouraged, both dailies, trade papers and news services, that they were being taken more into the association's confidence than has been the practice at CAB meetings in past years. The press committee functioned under the chairmanship of F. H. "Tiny" Elphicke and consisted of Norm Botterill and Les Garside.

La-La Commercials

Singing commercials were given "the business" by a narrow margin recently, when a little better than 60% of the 1250 listeners who sent in ballots to the "Public Opinion" program heard weekly on CKWX, Vancouver, intimated they could take the la-la plugs but would far rather leave them alone.

The program, which invites listeners to express their opinion on a list of ten topics each program is sponsored in Vancouver by the Spencer Department store jointly with the Vogue Theatre. It is well in its second year, takes no summer lay-off, and is running on an "until forbids" basis.

HUB of a BOOMING MARKET!

Ontario's newest mining boom territory is covered exclusively by



Not ONE
Not TWO
but THREE

times normal population in Kenora and district during the holiday season — and summer homes are radio equipped.

A DOMINION
NETWORK STATION

Representatives

HORACE N. STOVIN & CO.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

Musical Clock

YES, we're starting a brand new "Musical Clock" program — 12 noon to 1.30 p.m. — made up of musical novelties, news, time-signals, and lots of sparkle as well. Room for 10 spots — all grand spots for any advertiser with a family product.

CKCW MONCTON

Represented by

HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME



A FRIENDLY
INFLUENTIAL PROGRAM
DEDICATED TO THE
PROMOTION OF
GOODWILL
AUDIENCES
SALES



B.U.P. SERVICE

**built during
peace years,
dominated on
the air in
Canada through-
out the war.**

**NOW
as in the
past, the
Canadian
public is
assured**

**The World's
Best Coverage
of the World's
Biggest News
over stations
carrying news
by**

**BRITISH
UNITED PRESS**

HEAD OFFICE
231 St. James St.
MONTREAL

Old Time Round-up

Weekly messages from home are rare and valued to the miners, hunters, prospectors and trappers in the lonely northlands up in the Red Lake District, and CJRL, Kenora's "Old Time Roundup" is aimed to fill the gap in the lives of these men whose work condemns them to solitude for months at a time.

Broadcast Saturdays 5-5.30 p.m. (EWT) with Bob Cooke, CJRL program director, who has himself had experience in the bush with prospecting gangs, the program affords mothers, wives and children an opportunity of sending their messages ranging from "Happy birthday, daddy" or "Margaret passed her examinations", to "mother's had her operation and she's out of danger."

Men who are otherwise out of touch with their families for as long as a year at a time express appreciation in various forms. One prospector came into the studio offices one day and insisted on paying forty dollars for this gratuitous service.

Besides hearing these messages from home, the station has made arrangements with various bush pilots to bring back replies which are also broadcast on the program.

Another feature on "Old Time Roundup" is the use of the show to keep bushmen advised on the shipment of needed supplies. Last spring, when the ice break-up came six weeks later than usual, with the result that when fresh supplies were due, planes could not land on skis or floats, regular contact was maintained in an attempt to substitute a little cheery morale for steaks and potatoes.

Ottawa Radio Bureau

The Ottawa Radio Bureau, where the private stations' programs "Report from Parliament Hill" are produced and transcribed plans to change its assessment of stations if a recommendation of the WAB is adopted. Stations will contribute to the Bureau in relation to the market in which they are located, it is said, fees being based presumably on rates charged advertisers for station time.

CAB Radio Advertising Agencies

June 1st, 1945—May 31st, 1946

- ARDIEL ADVERTISING AGENCY LTD.: Toronto, Hamilton and Oakville
- ASSOCIATED BROADCASTING COMPANY: Montreal.
- ATHERTON & CURRIER INC.: Toronto
- BAKER ADVERTISING AGENCY LTD.: Toronto.
- CANADIAN ADVERTISING AGENCY: Montreal, Toronto, Kelowna, I.
- COCKFIELD, BROWN & CO. LTD.: Montreal, Toronto and Winnipeg
- DANCER-FITZGERALD-SAMPLE (CANADA) LTD.: Toronto.
- D'ARCY ADVERTISING AGENCY: Toronto.
- A. J. DENNE & CO. LTD.: Toronto.
- DOMINION BROADCASTING COMPANY: Toronto.
- ELLIS ADVERTISING COMPANY: Buffalo and Toronto.
- ERWIN WASEY OF CANADA LTD.: Toronto
- FERRES ADVERTISING SERVICE: Hamilton and Toronto.
- JAMES FISHER COMPANY LTD.: Toronto and Montreal.
- FRONTENAC BROADCASTING AGENCY: Toronto.
- HARRY E. FOSTER AGENCIES LTD.: Toronto, Vancouver and Montreal
- GENERAL BROADCASTING Co.: Montreal.
- J. J. GIBBONS LTD.: Toronto, Montreal, Winnipeg, Regina, Calgary, Edmonton and Vancouver.
- R. F. GRIFFITHS ADVERTISING SERVICE: Winnipeg.
- F. H. HAYHURST CO. LTD.: Toronto and Montreal.
- L. J. HEAGERTY AND ASSOCIATES LTD.: Toronto.
- PUBLICITE J. E. HUOT: Montreal.
- RUSSELL T. KELLEY LTD.: Hamilton, Montreal and Vancouver.
- KENYON AND ECKARDT LTD.: Montreal.
- LOCKE JOHNSON & CO. LTD.: Toronto.
- MACLAREN ADVERTISING CO. LTD.: Toronto, Montreal, Winnipeg, Vancouver and London (Eng.).
- MASON'S UNITED ADVERTISERS' AGENCY LTD.: Toronto.
- McCONNELL, EASTMAN & CO. LTD.: London, Toronto, Montreal, Winnipeg and Vancouver.
- McKIM ADVERTISING LTD.: Montreal, Toronto, Winnipeg, Vancouver and London (Eng.)
- METROPOLITAN BROADCASTING SERVICE LTD.: Toronto
- JACK MURRAY LTD.: Toronto.
- WILLIAM R. ORR AND COMPANY: Toronto.
- ALFORD R. POYNTZ & CO.: Toronto.
- THORNTON PURKIS: Toronto and Montreal.
- EDWARD W. & O. REYNOLDS CO. LTD.: Toronto.
- RONALDS ADVERTISING AGENCY LTD.: Montreal and Toronto.
- RUTHRAUFF & RYAN INC.: Toronto.
- R. C. SMITH & SON LTD.: Toronto.
- SPITZER & MILLS LTD.: Toronto, Montreal and Vancouver.
- HAROLD F. STANFIELD LTD.: Montreal and Vancouver.
- STEVENSON & SCOTT LTD.: Montreal, Toronto and Vancouver.
- STEWART-LOVICK LTD.: Vancouver, Toronto, Calgary and Edmonton
- TANDY ADVERTISING AGENCY LTD.: Toronto.
- J. WALTER THOMPSON CO. LTD.: Toronto and Montreal.
- VICKERS & BENSON LTD.: Montreal and Toronto.
- WALLACE ADVERTISING LTD.: Halifax.
- WALSH ADVERTISING CO. LTD.: Windsor and Toronto.
- WHITEHALL BROADCASTING LTD.: Montreal.
- YOUNG & RUBICAM LTD.: Montreal and Toronto.

CHNS BULLETIN BOARD

THE VOICE OF HALIFAX—NOVA SCOTIA

Average Elliott-Haynes Evening Ratings for Halifax for July 1945:—

| CHNS | Station B | Station C |
|------|-----------|-----------|
| 13.5 | 4.4 | 4.1 |

960 ON YOUR RADIO



**ACCENTUATE
the NEGATIVE**
by R. G. L.

One of the highlights of our recent western trip was our visit to CKWX, Vancouver, and Sam Ross' "City Desk" right there in the studios. Sam and his four newsmen edit what comes out of the teletypes (they have PN and BUP) of course, but they are also ready to jump just as soon as things happen in Vancouver which Vancouver will want to know about. If Sam's out when you call, try the coffee counter at Cunningham's Drugstore over the street. Incidentally we're still glowing at the warmth of the Ross hospitality as dispensed by Theresa — age 7 — who invited us to stay the night at the Ross establishment, assuring us that "Daddy can sleep on the living-room chesterfield, while Uncle Dick turns in with Momma."

Besides the delightful afternoon we spent while George (CJOR) Chandler showed us to the scenery (and also to Art and Noel), with the able assistance of PR man Dorwin Baird, he gave us an insight into the contributions being made to talent promotion by at least one Canadian station. Yes, it was CJOR. George trotted out his list of Alan Youngs, John Drainies and Bernie Bradens, all CJOR fledglings, but asserted, and produced his side-rule to prove it, that he has a new crop in his studios right now which will put these oldsters to shame.

We'll be hearing more from Johnny Hunt, ex-CKWX commercial manager, who has taken over the reigns at CKMO.

We went to New Westminster with Bill Rea. We had to go, because Bill dragged us out of bed to drive us there. After a tour of his thriving city — with a pleasant stop-over at the Rea domicile — we inspected the station, and heard Bill do his daily stint on the noon-day cowboy opera. Afterwards we put on our boots and saddle and went to see the Vancouver Stampede, where Bill did an on-the-spot broadcast. When you go into CKNW, you don't see a lot of chrome furniture, but when we were there we saw people — gobs of them — all up to see the noon program.

Space does not permit a recital of the hospitality we enjoyed at the Elphicke's, the Ross', the Lovicks' or the odd bit of chandelier climbing with R. I. P. (Ralph Ingersoll Pimiento) Crotty and Mickey Goldin of the Globe Theatre.

Following our address to the Rotarians we are not likely to forget Rev. Ed Braden's "thanks", when he said that we reminded him of the cleric who was told by a member of his congregation that "in spite of everything you have said, I still believe in God".

Our stay at Calgary was primarily convention, and is dealt with through the pages of this issue. Winnipeg we shall attempt to report on in the next issue.

A general summary of our trip is that getting out to meet the neighbors is something we should all do more often.

R. R. DESLAURIERS

has been placed in charge of Broadcast Station Equipment, with headquarters in Montreal, for the Canadian Marconi Company. His experience started with the job of Marconi Marine Radio Officer in 1924, and he has been ship inspector, and has worked on transmitter development and other experimental work.

Welcome Home

By installing loops into both CNR and CPR stations in London, Ontario, CKNX Wingham, 7 miles distant, carries broadcasts to troop trains arriving with military personnel for Military District 1 in London. Repatriates within the CKNX coverage are interviewed and given the opportunity to speak over the air to friends and relatives who have not had the chance to meet them in London. These broadcasts are not "canned", but are broadcast direct to a listening audience that has been prepared by considerable pre-broadcast publicity from the station.

CFGP

Grande Prairie

"WANTED ONE CODE BOOK"

See July 21st issue Canadian Broadcaster Page 3.

"Wanted one more National Sponsor."

See August issue Northland Calling.

"Voice of the Mighty Peace"

\$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.

THE larger centres of population are not typical of most Maritime Canadians, for 60.6% of the combined populations of Prince Edward Island, New Brunswick and Nova Scotia are rural dwellers, according to 1941 Census figures. The BBM Report credits CFCY with 72,086 radio homes in its primary area, which is 56.48% of all radio homes in the three Maritime Provinces.

CFCY
CHARLOTTETOWN

The MARITIME Must STATION

ALL-CANADA RADIO FACILITIES LTD. WEED & CO. IN THE U.S.A.

RE-EMPLOYMENT SERVICE

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.

ANNOUNCER AVAILABLE

Age 29, married, 2 children
3 1/2 years CFRB
1 year CKCL
5 1/2 years CAOS

Available as full-time or freelance announcer

DICK McDOUGAL

93 Kenwood Avenue Toronto
Phone KE. 1354

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Discussing the new type of proficiency certificates which the department proposes to issue to station operators, Dawson strongly advocated that instead of one they issue three grades: Grade 1, qualifying an operator to work on any station; grade 2, on stations of from 1,000 to 5,000 watts directional; grade 3, whose holders could only work on a 1,000 watt station, non-directional.

Stork Market

Dorwin Baird, CJOR Vancouver publicity and promotion gent, is looking for a larger hat, to celebrate the arrival of a daughter on August 4th, just in time for the WAB Convention.

Air Checks



MICHAEL FITZGERALD
Ra. 2377
1175 BAY ST. TORONTO



SOME WELCOME

Only Torontonians to re-act for work on V-J Day was editor Grey Harkley thought the cheering your editor's welcome from his western trip.

WESTERN WIT

Then there's Ross MacL crack that it was a thing we weren't fight Denmark instead of Ja (You have 15 second solve this).

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PRESTIGE

"We have had less bht speakers — from Toron." Comment on our Vancouver s ch

TIP TO WRITERS

Is that word absolutely necessary?

CLIPPED FROM "RADIO"

"Oh Lord, please bless r ma and especially papa and give us this day our vita-enriched slow-baked on-fresh bread."

SOLDER-UP GAL

Angeline Orr, heard on "Ma Perkins" programs dedicated her latest p to the Amalgantated Steamfitters' Union of Peoria, Tennessee. Iw's about a "Paste-up Pene" for overworked and u er paid editors?

NEWSBEAT

Immediately following marriage in Winnipeg, ust 3rd, Brian Tobin, Winnipeg Bureau Manter, left on a trip to Calga with Bob Keyserlingk.

TOPICAL WARNING

Don't you know there peace on?



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



More Hope THAN CHARITY
Elda Hope

"RG"—

about the exact moment you stepped the plane for Vancouver and opened your office to suggest (of course) that my next issue may be, like ever, a little late. However, I don't all forsake the Good Ship Broadcaster at one time, so I'm taking my vacation days few and latter will be on time.

Days for me mean very things! Last year there was radio, no nothin'. This year means plenty of radio with lots of criticism. I've discovered that people are those human who either listen or don't listen to programs and, if they do, they're mad about them after-

Questionably men, women and children are the most interesting individuals, but some of them come up with the oddest opinions. There is one family here we call them the John Carters — who really intrigue me. C-B is definitely symphony-mad. She took great pains to explain to her daughter and me that she were merely melody-minded while she is musically-minded. A significant and domineered husband hears newscasts only — and only if he's lucky. It was said that Jack Dennett is his own suit as newscaster and I do agree with his choice.

Her daughter, Margaret, better known as Mrs. Smythe (spell with an 'e', Mrs. C-B reminds me) listens, like myself, to a variety of shows. She doesn't care for matters, when stating her favorite dramatic show is Fletcher's "Radio Folio". She says she rather intensely dislikes them but admires them greatly but, in the case, listens intently. The Carters in "Radio Folio" strike me somewhat the same way, but (you can quote me) they are cleverly written and presented cleverly. I think Markle has a certain quality about his programs and I do like to hear the explanation of artists.

Margaret's husband is overseas and her two children keep her on her toes. Betty and Bob can be called rug cutters, but they do lean toward solid stuff. Betty is a fan of Cliff McKay both on "Happy" shows and on "Summer Session". She describes Lou Snider's "Pop Session" as "my kind of". Bob declares he's a Dinah Shore man, will gladly do his "sing" to Bert Niosi's band and Peggy Loder must be a "chick".

These people may not be the kind of listeners sponsors hope for but they're the kind that sometimes get. Funny world, isn't it?

Just before coming North, I saw one of the "Hometown" dramas, broadcast every Monday night on the Dominion network. These

plays, written and produced by Bernard Braden have struck a high level of appeal for my money. They are cleverly written, well acted and capably produced. Everybody must have a home town, so why shouldn't they appeal to me, certain U.S. critic notwithstanding.

Did you know that Andrew Allen is partly responsible for the two series, Markle's "Radio Folio" and Braden's "Hometown", being aired on CBC's summer dramatic schedule to replace "Stage 45"? This seems rather unusual and is certainly noteworthy.

Don't ever let anyone tell you Toronto has only a few good radio actors. It's untrue. This "Hometown" play starred Austin Willis dramatically and Lou Snider musically. Austin portrayed a young lad playing long-hair type of music to the joy of his mother, while his father was overjoyed by his boogie-woogie. Lou played the necessary incidental music well. To smoothly produce this type of show is no cinch, but Braden did it.

The supporting actors were equally good — Grace Webster, Roxana Bond, Patricia Joudry, Hilda Pawlice, songstress Georgia Dey, Tommy Tweed, Al Pearce and Budd Knapp. Because I heard this show from the control booth, it would be purely oversight not to mention the work of engineer Vic Ferris also that of sound effects man Bert (Curly) Stanley, and the announcer, Bunny Cowan. For my listening, author-producer Bernard Braden may take very hearty applause.

'Bye now,

—ELDA.

Equipment Freeze

Although Washington has announced that the freeze on radio equipment will be relaxed October 7th, there has been no information emanating from Ottawa on this subject as far as Canada is concerned. Seeing that the freeze was applied by the Canadian WICB at the same time as it was imposed by the WPB in the United States, it is considered strange that Ottawa has not declared itself along with Washington.

CFPA

"Serving the Lakehead"
PROGRAM TIME FOR FALL — AFTERNOON OR EVENING — CAN STILL BE RESERVED

Contact—

- Montreal - Toronto National Broadcast Sales
 - Winnipeg - Vancouver All-Canada Radio Facilities
 - United States Weed & Company
- Dominion Network —

Welcome

**CHNS HALIFAX
CFOR ORILLIA**

To the evergrowing list of U.T.S. subscribers —
35 stations now using Canada's leading transcription service—U.T.S.

Write - Wire

EXCLUSIVE RADIO FEATURES LTD.

14 McCaul St.

TORONTO

CKRC
630
ON THE DIAL

Manitoba's population is concentrated in the South and CKRC delivers this area at far less cost.

Ask the All-Canada Man

WINNIPEG
ON THE
DOMINION NETWORK



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MONTREAL HA. 7811



More Hope THAN CHARITY

by Elda Hope

plays, written and produced by Bernard Braden have struck a high level of appeal for my money. They are cleverly written, well acted and capably produced. Everybody must have a home town, so why shouldn't they appeal to me, certain U.S. critic notwithstanding.

Did you know that Andrew Allen is partly responsible for the two series, Markle's "Radio Folio" and Braden's "Hometown", being aired on CBC's summer dramatic schedule to replace "Stage 45"? This seems rather unusual and is certainly noteworthy.

Don't ever let anyone tell you Toronto has only a few good radio actors. It's untrue. This "Hometown" play starred Austin Willis dramatically and Lou Snider musically. Austin portrayed a young lad playing long-hair type of music to the joy of his mother, while his father was overjoyed by his boogie-woogie. Lou played the necessary incidental music well. To smoothly produce this type of show is no cinch, but Braden did it.

The supporting actors were equally good — Grace Webster, Roxana Bond, Patricia Joudry, Hilda Pawlice, songstress Georgia Dey, Tommy Tweed, Al Pearce and Budd Knapp. Because I heard this show from the control booth, it would be purely oversight not to mention the work of engineer Vic Ferris also that of sound effects man Bert (Curly) Stanley, and the announcer, Bunny Cowan. For my listening, author-producer Bernard Braden may take very hearty applause.

'Bye now,
—ELDA.

Equipment Freeze

Although Washington has announced that the freeze on radio equipment will be relaxed October 7th, there has been no information emanating from Ottawa on this subject as far as Canada is concerned. Seeing that the freeze was applied by the Canadian WICB at the same time as it was imposed by the WPB in the United States, it is considered strange that Ottawa has not declared itself along with Washington.

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"RG"—
out the exact moment you ed the plane for Vancouver ned your office to suggest ly, of course) that my n for next issue may be, like er, a little late. However, n't all forsake the Good Ship aster at one time, so I'm g my vacation days few and atter will be on time.

idays for me mean very things! Last year there was dio, no nothin'. This year ans plenty of radio with s of criticism. I've discov- hat people are those human n who either listen or don't e to programs and, if they do, ike mad about them after-

uestionably men, women hildren are the most inter- br individuals, but some of encome up with the oddest op- There is one family here w call them the John Carter- es — who really intrigue me. s. C-B is definitely symphony- sious. She took great pains alain to her daughter and me atre were merely melody-mind- ile she is musically-minded. rnsignificant and domineered i husband hears newscasts ny — and only if he's lucky. It en that Jack Dennett is his uit as newscaster and I do ce with his choice.

Their daughter, Margaret, bet- own as Mrs. Smythe (spell- th an 'e', Mrs. C-B reminds erme) listens, like myself, to vety of shows. She doesn't n matters, when stating her te dramatic show is Fletcher re's "Radio Folio". She says eather intensely dislikes them mires them greatly but, in th case, listens intently. The as in "Radio Folio" strike ome what the same way, but n you can quote me) they are ntly written and presented e cleverly. I think Markle has certain quality about his rigns and I do like to hear the eification of artists.

argaret's husband is overseas ater two children keep her on oes. Betty and Bob can be rug cutters, but they do lean d solid stuff. Betty is a fan iff McKay both on "Happy" shows and on "Summer ri". She describes Lou Snid- e Pop Session" as "my kind o' ". Bob declares he's a Dinah o. man, will gladly do his "ing" to Bert Niosi's band and s Peggi Loder must be a ck".

ese people may not be the p of listeners sponsors hope r but they're the kind they times get. Funny world, it?

st before coming North, I saw of the "Hometown" dramas, lcast every Monday night on e Dominion network. These

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