

The Canadian Broadcaster

Monthly Meeting Place for the Industry and Its Sponsors

Volume 2. Number 12

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DECEMBER, 1943



Old Whiskers
By Grey Harkley



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Toronto



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Winnipeg

The entire organization of
Stovin & Wright
WINNIPEG TORONTO MONTREAL

unites to wish you
a

**Merry
Christmas**

and a

**Happy
New Year**



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Toronto



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Toronto



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Winnipeg

The CANADIAN BROADCASTER

Vol. 2, No. 12 December, 1943

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Managing Editor **Richard G. Lewis** Art Editor **Grey Harkley**

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Old Whiskers

Take a look at *Old Whiskers* grinning at you from our front cover. Look at the mischievous gleam Grey Harkley has painted into his eyes; and that cheery old puss we've all been grinning at ever since we can remember. Then let us lift up our hearts and rejoice, because in spite of the century of horror that has been packed into these past four years, *Old Whiskers* is still doing business at the same stand.

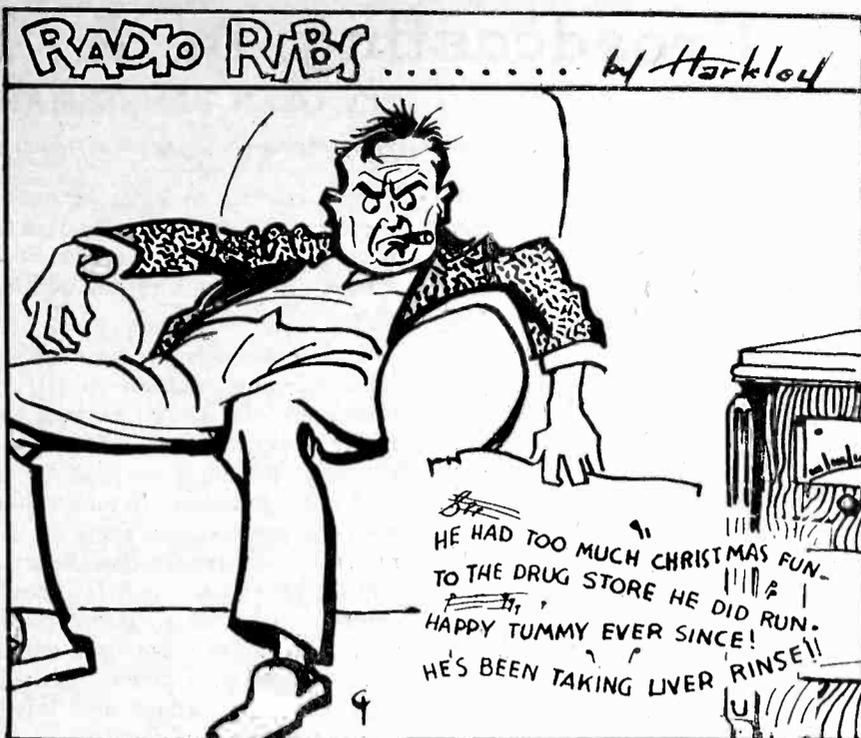
Certainly I believe in Santa Claus.

I've believed in him since the first Christmas morning I can remember, when I got the first thrill of my life opening the stocking he had deposited at the end of my bed. He hid parcels all over the house for me to scramble around after on an ecstatic treasure hunt. He persuaded those who had charge of my inner mechanism that on this one day there was no limit to the turkey and plum pudding I could eat, other than my own cubic capacity.

That's why I used to believe in *Old Whiskers* then. And I still do. But now I have found new reasons too.

There is a significance to *Old Whiskers* now beyond his association with my childhood. He is the old boy who has kept, and let us hope will continue to keep countless of our country's industries steadily at work from one Christmas to the next, and thousands of our countrymen regularly at their desks and benches, weaving the terrific ties for our Aunt Ermintrudes to give us for Christmas; designing the cards and decorations to liven our homes; manufacturing the electric trains which Dads love to lavish on their respective Juniors. It is he who crams railway trains to capacity, as members of families, scattered across continents, assemble their collective feet under the homestead table one day a year. Yes, and it is *Old Whiskers* who prompts you and me to wish each other well at the festal season, and so pours fabulous sums into government coffers through the postal departments.

That is what *Old Whiskers* stands for as I see it. I'm for him. Aren't you?



Grrr!

Talent Travels Sixty Miles to "Ontario Farm Station"

THE CANADIAN BROADCASTER has received a letter from CKNX, Wingham, showing how a station serving a widely scattered farm area contrives to bring home talent to its microphones, and often has to temporize by taking the microphones to the talent. The letter follows:

"In the past few issues of your paper the plaint has been voiced that the private radio stations are doing little or nothing for local Canadian talent, and Station CKNX, Wingham, would appreciate being able to occupy a little space to state their case in regard to the aforementioned problem.

"The CKNX talent list numbers eighteen groups, not including guest artists who are heard from time to time on the station. These people are gathered from all over the CKNX area, one group travelling 60 miles to present their program, while another has a mere 40 to reach the station.

"In their presentations these people range from Old Time orchestras and Cowboy singers to individual talent, such as Gordon Davison, L.T.C.M., and Professor Anderton, organist. Some of these artists have been performing on the station for as long as six and seven years.

The outstanding group is the "CKNX Ranch Boys", an Old Time aggregation which has been touring the territory in and around Wingham with its broadcasts, and has proved itself to be a very popular offering. In their last 'remote'

A. F. of M. Dominion Negotiations

Information is just to hand that Dominion Broadcasting Company, Toronto, has completed negotiations for permission to record live talent music.

from Seaforth, which, incidentally, was their fifth appearance in that town, they brought in 500 paid admissions to the broadcast!

"We, here at CKNX, feel that perhaps the statement that the private stations are doing nothing to help Canada's local talent may, after all, have been founded on fiction."

This is LEADERSHIP!

9 out of 10
25 out of 30

Montreal Evening Programmes are on

CKAC

according to November Elliott-Haynes reports

NO WONDER

the 1943 special Billboard Award

for outstanding bilingual programming goes to

CKAC

COLUMBIA BROADCASTING SYSTEM MONTREAL

Representatives—Canada
C. W. Wright, Victory Building, Toronto, Ont.
United States:
Joseph H. McGillvra



Why A Mask?

Christmas goodwill is never a mask at Dominion. We have a year round interest in the success of your radio programs.

Dominion wish you a Merry Christmas. Duophonic transcriptions will bring you a Prosperous New Year.

DOMINION BROADCASTING COMPANY

4 ALBERT ST. TORONTO

Broadcasting in A Democracy

By GLEN BANNERMAN

President and General Manager Canadian Association of Broadcasters



250 WATTS

OF COURSE

outside stations reach the Kitchener Market—but it takes CKCR to deliver a profitable audience.

CKCR IS A "HOME" STATION

•
Ask Your Agency

•
**REPRESENTATIVES
STOVIN & WRIGHT**

In a true democracy, press and broadcasting are free to present conflicting ideas and competing thoughts. Dictators on the other hand must organize everything on the basis of centralized control if they are to survive. This is particularly true of the means of communicating ideas and information. Press and broadcasting, in totalitarian states, may present to the people only the demands and thoughts of the dictator.

A press that is truly democratic has but one fundamental responsibility, and that is to its readers. It voices the views, not only of the majority but also of the minority. Owing nothing to the government other than what is owed by any group of citizens, it stands or falls, not by any government in the name of the people deciding what it shall or shall not say, but simply upon its ability to induce purchase and readership. Therein, during the past, has existed one of the staunch guardians of democracy.

Today, the communication media are enriched by the birth of radio. Through plays and entertainment, news and forums, radio brings people into close touch with things that happen. But unlike the newspaper, radio cannot be bought.

People are free to listen or not as they prefer. In some democracies people pay license fees for this privilege. In others they pay nothing direct.

Unlike the press, radio does not hold the same position in all democracies. In some countries the right to broadcast is retained exclusively by the government. In such cases, broadcasting cannot join with the press as guardians of democracy. No matter how benevolent the government may be, broadcasting, under these conditions, is not a free agent. In some democracies, the government controls certain of the stations and leaves others a measure of freedom under government license. In still others the government licenses and supervises all broadcasting stations, but controls none of them. In these countries broadcasting more closely resembles the press in being a guardian of democracy.

In Canada, radio is half way on the road to state monopoly, the system essential to dictatorship. There is, however, a semblance of decentralization in the licenses issued by the government to the private stations. As long as these stations serve the best interests of their communities, people can listen to competitive ideas and thoughts. To this extent, radio forms a guardianship of democracy, and helps the democratic way of living to function.

But here is the danger.

Unlike the press, where success or failure is in the hands of the people, the all-over form which broadcasting will take in Canada is decided, in the name of the people, by the government. By establishing the CBC, and by giving it complete control over all private stations, it has, in law, if not in fact, centralized all broadcasting in Canada. Unless the CBC wills it, there can be no competitive networks and no competition of ideas and thoughts. Now, with the proposed establishment of two CBC networks, there is an even further centralization of all control of national programs. The addition of another network may have a real monetary advantage for the privately-owned stations affiliated. There is, however, room for discussion as to whether or not such complete centralization is in the best interests of a democratic Canada and its people.

Those who operate the CBC have made an honest contribution to broadcasting in Canada as the past six or seven years can testify. No one doubts that. It is natural, however, that in making this contribution, their loyalty is first to the building of a strong and durable public corporation. Anything competitive either gets brushed aside or swallowed up.

To avoid this complete state monopoly one would have thought that the Corporation might have encouraged the establishment of a mutual network, privately operated under government supervision, in competition with the Corporation's controlled network. If such had been the breadth of vision of the Corporation, there would have been neither a state nor private monopoly of broadcasting, but two groups competing in service to listeners. Such competition would have stimulated the personnel of each network, since neither could afford to fall far behind the other.

Now that the die has been cast and the policy makers of the CBC have decided to enlarge their centralized control to two national networks, it is important to look at the position of the privately-owned stations. First of all, in fairness to the Corporation, it should be stated that under the Broadcasting Act of the Parliament of Canada, they have the power and right to do as they have decided.

The position of the privately-owned stations becomes increasingly subservient under the development of two networks centrally controlled. Each privately-owned station is dependent for the necessary revenue to serve its community upon three sources: (1) local advertisers (2) national advertisers using transcribed programs, and (3) national advertisers using networks.

As the networks develop and expand the time required from affiliated stations, there is less time available for local advertisers and national transcribed shows. As a result, in order to live and be of any service to the community, the private station is practically forced to give up a large measure of its freedom to the centrally controlled and operated networks. It has no choice of either one network or the other, but can be and is told by the central authorities that it must affiliate with this or that network. Its independent voice in the community as time goes on becomes less and less; and more and more it becomes the mouthpiece of the central authorities. At present, this trend may not be very apparent but it follows in the path of the plans adopted just as surely as day follows night. Therein lies the inherent danger to a medium that should be a guardian of free speech and true democracy.

Join CAB

At a recent board meeting of the directors of the Canadian Association of Broadcasters, two new stations were accepted as members—Station CFBR, formerly CFLC, Brockville, Ontario, and station CHLP, Montreal.



A MERRY
CHRISTMAS

WE HAVE SO MANY friends to remember this Christmas that it's going to take quite an effort to reach all the people we want to thank for their kindness to us this past year.

But one of the best ways we know of is to take this bit of space in the lustiest and liveliest "infant" in the business—Dick Lewis' "Canadian Broadcaster".

SOUTHERN MUSIC PUBLISHING COMPANY
(CANADA) LIMITED

83 Bloor Street West - Toronto

You only need one ticket
**TO DELIVER YOUR MESSAGE
 THROUGH THESE TEN STATIONS**

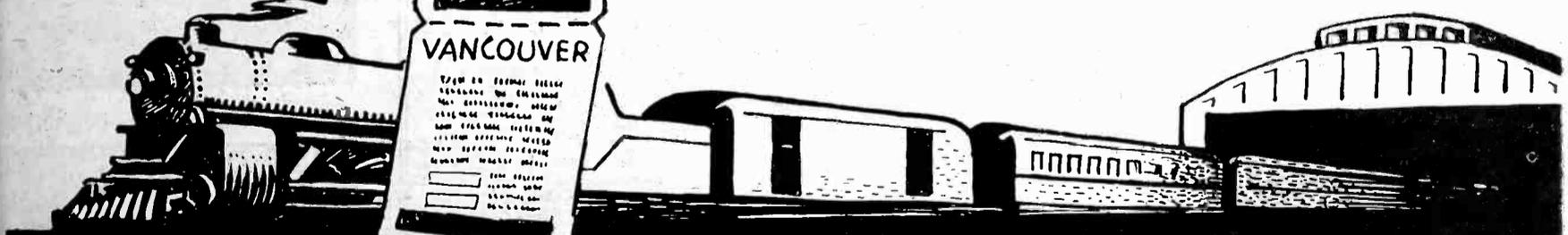


91

YOU DON'T NEED A NETWORK to deliver your sales message to these ten areas, or any number of them you may wish to reach; yet you can book the time you want—the most suitable time on *each* station according to prevailing local conditions, with just one phone call to Radio Reps.

SPOT YOUR SPOTS OR PROGRAMS to the best local advantage, and enjoy the benefit of the thousands of listeners who have learned to look for *their own* taste in programs, broadcast over *their own* stations, just when they want to hear them.

ASK THE MAN WHO LIVES THERE



Radio Representatives Limited

T O R O N T O A N D M O N T R E A L

"Spence" Caldwell

formerly commercial manager at CKWX, Vancouver, becomes manager of CJBC (formerly CBY), key station of the CBC Dominion Network.

DOMINION NET A MONOPOLY**Alberta M.P. Advocates Private Network**

Warning the Canadian public that "it might well be a monopoly", E. G. Hansell, M.P. for MacLeod, Alberta, and a member of the parliamentary committee on radio broadcasting, expressed himself alarmed at the new CBC network plans, in a release he made to the press last month, in Calgary.

"I am disturbed", he said, "at the recent report to the effect that a second network across Canada is being considered by the CBC. I am aware that this has been discussed before, but coming at this time when there is a high priority on equipment and technical skill for essential war purposes, such a report should not go without protest. I believe and urge that a second network be

delayed at least until the end of the war.

Continuing, Mr. Hansell expressed his opinion that if there is to be a second network, "it should be made possible for this to be done by the private broadcasting stations. This would afford a fair competition of talent and management and would be a good thing for radio in Canada.

"The CBC has a function to perform, and I believe it is doing a good job in the field", he stated, "but I should warn the people of Canada that we are in grave danger of having a state monopoly in broadcasting. This is especially alarming in the light of possible government monopoly of propaganda.

Tenth Anniversary in Radio

On December 14th, at the Palisier Hotel, Calgary, a dinner was tendered to Harold R. Carson, president of All-Canada Radio Facilities Ltd., celebrating his tenth anniversary in broadcasting.

The large gathering of his executives presented Mr. Carson with an illuminated scroll signed by fifteen of his managers, and a further presentation was also made to him and his wife.

Three of the staff who were with CFAC, Calgary, when he took over the operation of this station from the Calgary Herald in 1934, and are still associated with him, were among those who attended the function. These are F. H. "Tiny" Elphicke, manager of CKWX, Vancouver; M. V. "Ches" Chestnut, manager of CJVI, Victoria; and Bob Straker, now production manager at CFAC.

Others of the pioneers who attended the dinner were Guy Herbert, in charge of the Toronto office, who was the first outsider to join the new organization in 1934, and the following who also cast in their lots with Mr. Carson in that same year: W. A. "Bill" Cranston, manager of CKOC, Hamilton; Norm Botterill, manager of CJOC, Lethbridge; A. M. "Bert" Cairns, manager of CFAC, Calgary; Percy Gayner, manager of the Winnipeg office; and Gerry Gaetz, manager of CKRC, Winnipeg.



From courageous beginnings a decade ago in Calgary, the organization soon spread to Lethbridge, Edmonton and Winnipeg; then came Trail and Regina; next east to Stratford and Hamilton; and finally to the Pacific—Vancouver and Victoria.

Under Harold Carson's guidance, this healthy family has grown to the point where it now employs over three hundred, and THE CANADIAN BROADCASTER adds its best wishes to those of his many friends across Canada for many more anniversary celebrations to come.

Happy Christmas*and thanks a million . . .*

Blackett-Sample-Hummert Inc.
Borden Company Ltd.
CFRB, Toronto
Colgate-Palmolive-Peet Co. Ltd.
Compton Advertising Inc.
Federation for Community Service
Fruitatives Products Ltd.
Health League of Canada
Imperial Tobacco Co. Ltd.
MacLaren Advertising Co. Ltd.
Maher Shoe Stores
McConnell Eastman & Co. Ltd.
A. McKim Ltd.
Procter & Gamble Co.
RCA Victor Co. Ltd.
Spitzer & Mills Ltd.
Vick Chemical Co.
Wartime Prices & Trade Board
Whitehall Broadcasting Ltd.
Young & Rubicam Ltd.

. . . to the sponsors and their agencies who have afforded us the opportunity in 1943 of co-operating with them in their radio production.

And our sincere appreciation as well to the actors, musicians, writers, technicians and all others who have contributed so vitally to a great year.

Rai Purdy
Bob Simpson
Ernie Edge

RAI PURDY PRODUCTIONS**TORONTO**

Thanks for
Swell

MERRY CHRISTMAS

WE had a swell *your mailing list!*

and as we approach the end of it, we'd like to voice our thanks to those who made our first year such a success. So here's thanks to:

- COCKFIELD BROWN & CO. LTD.
- ELLIS ADVERTISING CO.
- J. J. GIBBONS LTD.
- F. H. HAYHURST CO. LTD.
- A. McKIM LTD.
- WILLIAM R. ORR & CO.

who used our recording, production and transcription facilities and here's thanks to the radio stations whom we service with the U.T.S. Library and transcribed shows.

- | | | |
|------|------|------|
| CJOR | CKCR | CKAC |
| CHWK | CFCH | CJBR |
| CFCN | CHEX | CHLT |
| CFRN | CKTB | CHLN |
| CFGP | CJIC | CKCW |
| CHAB | CJCS | CJLS |
| CJGX | CKGB | CJCB |
| CKPC | CBL | CJFX |
| CKPR | CKLW | CJRL |
| CHML | CKCH | CKWX |
| CFRC | CKCL | CHSJ |
| CJKL | | VONF |

Exclusive Radio Features Limited
14 McCaul St. Toronto, Ontario

in vogue this time of year. and our printer,

representative of the War Board, has been quietly Canada south of the border, and earned the unanimous appreciation and respect of our friendly neighbours, for himself, as well as for the country and the industry he represents.

\$64
pronto.
oOo

Blood Donor Week

The week of December 27th has been declared by the Toronto Red Cross Publicity Committee "Blood Donors' Week", and the assistance of advertisers and their agencies is being solicited to help publicize this vital work.

Those prepared to contribute radio time, or newspaper lineage or window space, are asked to contact the following:

- Newspaper lineage*—Doug Philippott, c/o Ruthrauff & Ryan.
- Window space* — Herb Holway, c/o Robert Simpson Co. Ltd.
- Radio time* — Dick Lewis, c/o The Canadian Broadcaster.

To try and accommodate the tremendously increased call for blood serum occasioned by new developments in the war, clinic facilities have been many times increased. The situation now exists where twice as many donors could be accommodated as are volunteering.

Donors attend clinics five times a year. It takes approximately five donations to make one treatment, and a wounded man often requires as many as fifteen treatments. Consequently it often takes one whole year's donations from fifteen donors to treat one single patient.

Advertisers and their agencies are earnestly asked to get behind the task of saving the lives of our friends overseas.

UNDER THE GUN

The fact that it was necessary for the acting general manager of the CBC to discuss with the Minister of War Services whether or not he should permit the airing of "Of Things to Come", seems to indicate beyond any reasonable doubt just who does control the CBC.

IT IS TO SMILE

There is an ironic note of humor in the anger being displayed by the press at the establishment of the CBC's second network, when you remember that the nationalization of Canadian radio was nurtured in the press' own breast, when it viewed with alarm the advertising revenues which were being diverted to radio from its own coffers.

CHRISTMAS GIFT

Our thanks to the anonymous reader who sent us a framed copy of the following prayer: "Oh, Lord! Help me to keep my big mouth shut until I know what I am talking about. Amen!"

GREETINGS

In keeping with the spirit of this column, we wish you a fairly happy Christmas and a relatively prosperous new year.

"Spence" Caldwell



formerly commercial manager at CKWX, Vancouver, becomes manager of CJBC (formerly CBY), key station of the CBC Dominion Network.

DOMINION NET A MONOPOLY? SERVICES

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delayed at least until the end of the war.

Continuing, Mr. Hansell pressed his opinion that if there is to be a second network it should be made possible to be done by the private broadcasting stations. This would afford a fair competition and management and a good thing for radio.

"The CBC has a good job in the performance, and I believe a good job in the past, but I should like to see the people of Canada have a grave danger of a monopoly in broadcasting, especially in the light of the war."

"Paper Doll", which may have pleased the less musical members of the audience. He was accompanied, with grave misgivings, by the band.

That fans still like seeing their air favorites is clearly evidenced by the turmoil of whistling and applause that greet Pat Bailey and Charles Jordan, songsters on the show, from their respective opposites out front. These two, plus the "Four Musical Flavors", a girl quartette, are regulars with the band.

Behind all the horse-play, there is always clearly explained the main aim of the show—to salute and help along the work of the war services, one of which is singled out for attention on each program. These causes include the Canadian Red Cross Society, recruiting for the men's and women's armed services, the Navy League, Salvation Army, Victory Loan and War Services, Selective Service, Air Cadet League and many others.

Each week's war service message is given during the program in the form of dramatic spots or an appeal by a distinguished guest. A week or so ago, the Air Band played host to Duke Ellington, who implemented the appeal for Red Cross Blood Donors, with a brief talk of his own. The Duke was a huge success, and incidentally contributed his entire fee for the broadcast to the Red Cross.

J. Walter Thompson Co. Ltd., whose Toronto office handles the program for the William Wrigley Junior Co. Ltd., are lining up more big names for future guesting.

The program is heard Fridays at 9 p.m. (E) over CFRB, Toronto; CHML, Hamilton; CKCO, Ottawa; and CFCF, Montreal.

Airmen's Friend

Jack Wells, of CKRC's sports and special events department takes his wandering mike into the Airmen's Club and the United Service Centre twice a week to chat with members of the armed forces. These programs have been instrumental in securing homes for the boys on leave, and in some cases locating friends and relatives.

Happy Christmas

to an Ontario network from the stage of the Eaton Auditorium, Ellington, who made a guest appearance with the Air Band recently at the Red Cross Blood Donor Service. Upper right: Actor Joe Carr in appeal during the same broadcast.

"It's the Wrigley Air Band, broadcasting for war services," and probably no studio audience and no group of artists have more fun serving a more worthy cause.

While the program itself is in more or less formal format, the hour-long pre-program warm-up period embraces all the fun of the fair.

After a sing-song led by emcee Jack Fuller, the curtain goes up on an "anything goes" revue, featuring all the Air Band stars.

Proceedings begin with the introduction of Russ Gerow, quiet, scholarly-looking bandmaster, whom Fuller usually accuses of running a restaurant. Laugh of the season came from Russ' father in the audience. He does run a restaurant.

One night Fuller did a never-to-be-forgotten "scat" rendition of

THE \$64 QUESTION

Which would you use to reach the rich Okanagan Valley—

One Radio Station

CKOV, Kelowna

or

The following 10 weekly newspapers which are the equal alternative for delivering your sales message in this same area.

- Armstrong Advertiser
- Pentlton Herald
- Enderby Commoner
- Revelstoke Review
- Kelowna Courier
- Similkameen Star
- Merritt Herald
- Salmon Arm Observer
- Oliver Chronicle
- Vernon News



The Voice of the Okanagan
REPS ALL-CANADA. WEED & CO.

Merry Xmas, EVERYONE! ckck

Regina, Sask. 620 Kilocycles



A MERRY CHRISTMAS

to our mailing list!

●

Good wishes are in vogue this time of year.

We've greeted our advertisers and our printer, the paper house and the engraver, and now we want to add our "Merry Christmas to our mailing list!"

The brick-bats and bouquets have contributed tremendously to our journalistic efforts – the brick-bats especially, to make the bouquets so much sweeter.

So, to two hundred in radio and allied businesses, to five hundred in the agencies and to nine hundred national advertisers, may we say — "A Merry Christmas to our mailing list!"

●

THE CANADIAN BROADCASTER

Monthly Meeting Place for the Industry and its Sponsors

Performing Rights

Tariffs have been filed as usual with the Secretary of State by the Canadian Performing Right Society and BMI, Canada Ltd., asking for the customary authority for the collection of performing right fees from radio stations and other music users in 1944.

This year an additional application has been made by American Performing Rights Society Inc., for authority to collect fees in Canada through its new subsidiary, American Performing Rights Society Ltd., in respect to part of the catalogue now controlled in this country by Southern Music Publishing Company (Canada) Ltd.

Collections for this catalogue have previously been handled in Canada by CPRS (Canadian emanation of ASCAP). This organization is no longer prepared to handle these collections. Consequently the owners of the catalogue in Canada have turned to APRS to effect collections on their behalf.

Discussing the situation with THE CANADIAN BROADCASTER, Alistair Grosart, Canadian representative of APRS, says that while his interests wish to secure fees for the performance of their catalogue, this does not necessarily mean any added expense for broadcasters. "Under the old arrangement," he pointed out, "fees for our catalogue were included in the CPRS levy of eight cents per licensed set. Therefore this is not a case of asking users to pay for a new catalogue. Nor is it a demand for a new levy. Users paid for this catalogue last year and all we are asking is, in effect, that they continue to pay for it."

Arthur Evans, secretary of the Canadian Association of Broadcasters, when interviewed on the subject, pointed out that his association will be filing objection to the authorization being granted, on the grounds that the present tariff is being levied on the basis of eight cents per licensed set for the combined CPRS-APRS catalogues, but that APRS is now asking one cent per legally-operated set, which would include homes where more than one set is operated with only

one license. "Listeners are permitted to operate more than one set on the same license," Mr. Evans added, "so that there would be no possible way of determining how many sets are operated under the known number of licenses."

"Since 1939," he continued, "we have had an understanding with CPRS to the effect that they will maintain their previous repertoires in consideration of the eight cent fee, so that the diversion of this catalogue to APRS would upset this long-standing arrangement."

Plans Sixth Loan Now

Convinced that the Sixth Victory Loan will receive even greater community acceptance if Mr. and Mrs. Public take a part in preparing its publicity plan, CJAT, in Trail, B.C., is inviting Kootenay listeners to write a job memo on the Fifth Victory Loan. Listeners are asked to write in telling what aspects of Victory Loan Radio Publicity appealed to them most; what features, if any, annoyed them or failed to impress. They are asked to submit ideas for use in the Sixth Victory Loan.

When results are analysed they will be supplied to the local National War Finance Committee early next year together with a folder outlining CJAT's Sixth Victory Loan Publicity Plan. Opening page of the folder will explain: "On behalf of the many local and National advertisers who use our facilities year in and year out, CJAT wishes to provide, free, full radio support for your community in the Sixth Victory Loan. The following pages outline a plan based on the suggestions of our listeners. We shall also provide any additional features you feel would be helpful."

IRE Meeting

The Institute of Radio Engineers will hold its winter technical meeting at the Hotel Commodore, New York City, Friday and Saturday, January 28-29.

What the Surveys Say

During the current month, there is little change in the ranking of daytime and evening radio programs, probably due to the fact that radio listeners are settling down to their season's favorites. The following top ten programs were shown in current Elliott-Haynes reports:

Daytime Programs

<i>English</i>	<i>French</i>
They Tell Me	Jeunesse Dorée
Big Sister	Quelles Nouvelles
Soldier's Wife	Rue Principale
Road of Life	Joyeux
Happy Gang	Troubadours
Vic and Sade	Grande Soeur
Ma Perkins	Pierre Guerin
Pepper Young's Family	Tante Lucie
Lucy Linton	La Metairie
Right to Happiness	Rancourt
	Madeleine et Pierre
	Pierre et Pierette

Evening Programs

<i>English</i>	<i>French</i>
Charlie McCarthy	Ceux qu'on Aime
Lux Radio Theatre	Course au Trésor
Jack Benny	Secrets du Dr.
Fibber McGee and Molly	Morhanges
Aldrich Family	Le Café Concert
Kraft Music Hall	Nazaire et Barnabé
Treasure Trail	Radio Théâtre Lux
Album of Familiar Music	Les Amours de Ti-Jos
L for Lankie	Le Mine d'Or
NHL Hockey	Lionel Parent
	Chant
	Metropole

* * * *

The November Daytime Report, released on November 27th, was the largest and most comprehensive report ever published by the Elliott-Haynes radio research department. Besides carrying the regular basic markets of Montreal English and French, Toronto, Winnipeg and Vancouver, there were eight alternating centres of Halifax, Quebec, Kingston, Hamilton, Chatham, Yorkton, Edmonton and Victoria. In each of these markets, individual program ratings are given for commercial programs.

* * * *

Regarding these alternating centres, many time buyers and advertisers have asked how the times to be surveyed in each centre are determined beforehand, as some time periods seem to be covered while others are missed altogether. In reply to this question, Elliott-Haynes survey supervisors assure us that it is by no means a hit-and-miss technique, but rather a carefully worked out schedule which calls for definite quarter-hour periods to be covered by telephone interviewers. Two weeks before the actual survey week, the station schedule in each alternating centre is reviewed and the commercial programs on that station are picked out. A "Schedule of Calling" sheet is prepared for each alternating centre, assigning telephone operators to conduct calls during all periods between 9 a.m. and 6 p.m. for Daytime Reports and between 6 p.m. and 10 p.m. for Evening Reports. If there are two local stations in the alternating centre (example: Hamilton, Ottawa), the schedule of calling will cover commercial periods on either station, so that each station will get its own commercials covered, as well as any sustaining programs that happen to be opposite commercial time on the other station. To supplement this report, the subscribing stations may also arrange to have non-commercials included in the monthly report.

* * * *

The researchers tells us that alternating centres are being covered as thoroughly as is practical. At the present time, a week-long survey for the monthly reports covers all the telephone homes in

the smaller cities of Chicoutimi, Peterborough, Yorkton, etc., while the larger cities of Hamilton, Ottawa and London are covered completely several times a year. Under the present system, only the four basic cities of Montreal, Toronto, Winnipeg and Vancouver are suitable for regular fortnightly surveys covering time periods "solidly". Even there, the telephone owner is called to his telephone three or four times each year to answer the query: "To what radio station were you listening just now?"

To Manage CBL

J. R. "Jim" Finlay, senior producer at CBL, has been appointed manager of that station, which will be key station of the Trans-Canada network starting January 1st.

Before joining the CBC in 1937, he was with the Marconi Co., Montreal, in the technical end of broadcasting. Joining the CBC, he transferred to the program division, and after three years in Vancouver, returned east to Toronto.

Christmas Bells

Bells are to ring out across the sea in England and in Canada on Christmas Eve. An exchange of Christmas carols, played upon the carillons of Loughborough's War Memorial and Ottawa's Peace Tower, has been arranged between the BBC and the CBC. The program will be heard in Canada over the National Network on Friday, December 24, at 6.00 p.m. EDT.

In Vancouver



Alert to its responsibilities as a community voice of a nation at war, CKWX wears its uniform zealously and well! Time, facilities and program assistance are on call each hour of the day and night.



Frank H. Uphacke, Manager



Fred A. Lynds
Manager

"Sure, Moncton Must Be In Your 1944 Plans!"

"A market of 100,000 population that's booming now and has the variety of staple, profitable industries to ensure continued spending power. The vital distribution centre of Eastern Canada! And CKCW delivers it to you. I doubt if any radio station anywhere so completely dominates its field. And I know no comparable market in Canada in which radio coverage costs so little. Put Moncton right on top of your 1944 list... it will pay lasting returns."

Representatives:
STOVIN & WRIGHT
Toronto - Montreal

CKCW sells MONCTON'S 100,000 MARKET

me

by Alan Young



It's going to be a real thrill for me to have this article appear in The Canadian Broadcaster because it's so seldom I ever manage to get any of my stuff printed.

Outside of this column the only thing I ever had in a newspaper was my lunch. I always had to scrape the mayonnaise off so my dad could read it. One day I left the mayonnaise on and he ate it. But so much for newspapers, back to my livelihood, radio.

I love radio and why shouldn't I. Where else could I make so much for so little, besides, it's the only way I can reach millions

of people and they can't reach me.

Naturally you fellows know what commercial radio is. If the sponsor gets an idea for a program, and you like it, you put it on; and if you don't like it, you put it on. My sponsor takes a great interest in the program. He says I'm "Number 1 on his Hit Parade", but does he have to keep hitting me every day? Each week he takes a razor blade and censors the script. Last week he cut so much out of it, when I got it back I put it on the player piano and it played "All Or Nothing At All".

Of course the average man-on-the-street listens to all my broadcasts and probably wonders why he's on the street and I'm on the air. For those of you who may be wondering the same thing al-

low me a brief moment of retrospect.

Being the oldest child of a large family it fell upon me to help dad raise the rest of the children. Dad was in the navy during the last war and he was seasick from 1914 to 1918. He always says he gave the navy everything he had.

After the war we made our home on Forty-second street, New York. Forty-second street lies parallel to Forty-first street and on Saturday nights my father was parallel to BOTH of them. Then came the crash and our family operated their business on a shoe-string. And if you think there's much money in shoe-strings, you're crazy.

School days are among my most pleasant memories. In fact the happiest years of my life were spent in the third grade. And, oh, I'll never forget that wonderful day I graduated to grade four! Was it exciting! I was shaking so much I could hardly shave. Graduating from high school I then took medicine for three years. Felt a lot better too. After university I didn't have a scent. Then I turned to radio and boy did I smell! When I first went on the air people didn't like me a bit; but after listening for a while they gradually grew to hate me.

When this war broke out the Young family were the first at the recruiting office. What a fighting heritage! Ever since I can remember swords have always run through my family. My great grandfather fought in the Crimean War, my grandfather fought in the Boer war, my father in the Great War. As a matter of fact, my family just couldn't get along with ANYBODY.

Last spring I went down to HMCS "York" to take my medical examination for the navy. As soon as people saw that I was going to join up, they started buying Japanese war bonds. However, I didn't pass. The medical officer took one look at me and said, "Well, I've heard of men joining the navy and women joining the navy—but THIS IS RIDICULOUS!"

Then I tried everything to do my bit. I dropped into the Red

Cross and they gave me a quart of blood! I tried putting on a show at the army camp. When I got there the airplanes were skywriting and they wrote "Hello Alan Young!" Then the anti-aircraft gunner shot the "o" off "hello"!

So-o-o-o- now I have finally resolved myself into sitting at home and knitting long woollen underwear for the troops. They're doing my job overseas so it's only right for me to hold their end up!

But I'm happy working with the MacLaren Advertising Company. After all an agency doesn't ask you for much. Just nine rehearsals a week, free recording rights and fifteen per cent. I think the agency is trying to drop a hint to me though. They just sent me a record called "I'm Dreaming of a Sustaining Christmas". But Jack MacLaren likes my work. The other day he said: "Alan, every time I hear your program I can't think of a word to describe you." Then he thought of a word.



Being funny is a serious business with this 23-year-old Canadian comedian, featured on "The Buckingham Show", now heard at a new time, Wednesdays, 9.30 p.m. (E), on the Trans-Canada Network.

"Variety" says: "Remember the name, Alan Young, He's destined to be a new comedy find for radio. Frank Cooper, discoverer of Dinah Shore, stumbled on him by accident while he was twisting the dials, and now every radio agency in town (New York) is hot on his trail as the new Bob Hope." To all of which he retorts—"Who me?"

Alan broke into radio in 1934 at CJOR, Vancouver, where he tripled in writing, acting and announcing. After four years he was invited by the CBC to write and emcee a new summer show, "Stag Party". It ran for three and a half years. An offer from MacLaren Advertising Co. Ltd., for Tuckett Ltd., brought him east to Toronto, for "The Buckingham Show" on which he is starred for the second year.

CALGARY
CFAC

SELL
ALBERTA
Through "THE FOOTHILLS NETWORK"
These 3 Stations of the ALL-CANADA Western Group
give ample coverage of the prosperous Alberta Market

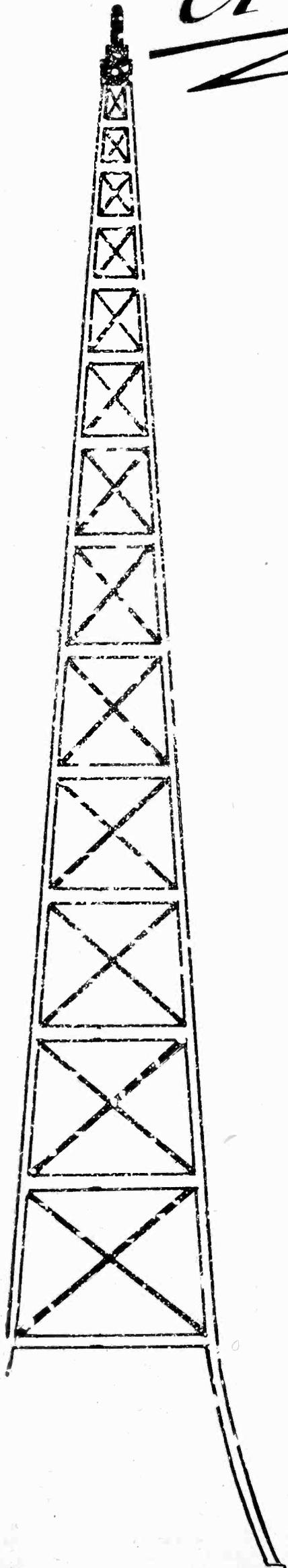
EDMONTON
CJCA

LETHBRIDGE
CJOC

Exclusive Representatives
ALL-CANADA RADIO FACILITIES
Limited
MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER



A Merry Christmas



From

CANADA'S
FASTEST-
GROWING
RADIO

Agency



JACK MURRAY LIMITED

Radio Advertising

10 KING STREET EAST
T O R O N T O

Advertising and The 1918 Bugle

By MARGARET BASSETT

What happened to advertising and selling after the last war?

This was the bald question we fired at Toronto advertising men last week, and here is a summation of their replies. Some of them were a little non-plussed at the enormity of the question, but rallied stoutly and delved deep into their memories.

"Perhaps the most outstanding event in post-war advertising was the realization by advertisers that advertising was a business, and that its success depended upon having on hand all the facts and figures about a product before any copy was written." This was Mr. Morgan Eastman's sum-up of the situation, when we bearded him in the McConnell Eastman office. "There was less 'half-cocked' advertising", he remembered, "fewer campaigns based upon the ideas of self-opionated vice-presidents or the brainstorms of brilliant young executives."

Advertising men were beginning to realize that they must have exact and detailed information about products, markets and people. Research was the answer, and the amassing of information soon became a highly-specialized business in itself.

For a time advertisers were so impressed with this touchstone, that resarch was rather overdone. Now, however, good advertising is a nice balance between the knowledge and experience of advertising men applied as dictated by the findings of research.

One of the earliest discoveries made by the new science of facts-and-figures was the important fact that Mrs. John Q. Public was not awed, not mildly impressed even, with the information that her carpet-sweeper or her washer had steel bearings or was made of the shiniest metal. She was interested however in the number of hours of housework it would save her, what comfort it would provide, and how long it would last. Copy took a service slant, and the slant still holds good.

"The war also taught many people the falseness of the assumption that national advertisers advertised simply because they were big companies", Mr Eastman continued. "When labor and materials became short during the last war, many of the then well-established concerns cancelled their advertising contracts. They were confident of their markets; their products were household names. But they had less goods to sell, so why spend money on advertising?"

During the last war, however,

there were no restrictions upon the formation of new business ventures. If labor, material and capital could be found, a man could open up business. Many a new company was formed and most of the new companies advertised if only in a small way.

In the post-war scramble for buyers, many of the old companies found that their markets had entirely disappeared, a new list of household products was born, and the result was that the restoration of peace produced an entirely new list of national advertisers. *Palmolive* captured a large part of the *Pear's Soap* market; *Kellogg's* won the breakfast food trade; *Dr. Lyon's Tooth Paste* replaced *Ruby Foam*; *Old Dutch Cleanser* supplanted *Sapolio* in Canada's kitchens.

In the advertising which they did, the old companies had not taken the public into their confidence. They had acted on the almost arrogant, if ignorant, assumption that the markets would still be theirs when they were able to fulfil the demand; but the public, if it remembered them at all, felt no sense of loyalty or obligation to the old sources of supply

While there was no rationing to the extent we understand it today, there was a terrific shortage of quality merchandise. After the war people were starving for quality at prices within their reach and their reach embraced the new products made by the new companies whose names were rapidly growing familiar through advertising.

Advertising has taught manufacturers and industrialists during this war the value of keeping their names before the public, another agency man suggested.

Their present attitude was neatly put by the far-sighted sales manager of the Iron Fireman Company during the last war when he said: "We can lose our sales force, we can move our plant, we can drop out of the consumer market entirely, but so long as we keep our name before the public, we'll have no trouble selling the Iron Fireman after the war is over."

Twenty-five years of advertising and selling have taught the truth of this. Business in this war has a confidence which it lacked last time. The fear-complex is neither as bad nor as widespread. There are fewer jitters in the business world of the ruthless forties

Further results of this study will appear in the January issue of THE CANADIAN BROADCASTER.

MOOSE JAW
CHAB

COVER SASKATCHEWAN
with the action-getting stations of the ALL-CANADA Western Group
Effective Coverage at Economical Cost

REGINA
CKCK

PRINCE ALBERT
CKBI

REGINA
CKRM
"THE SASKATCHEWAN FARMER STATION"

Exclusive Representatives
ALL-CANADA RADIO FACILITIES Limited
MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

ELLIOTT-HAYNES LIMITED
NATIONAL AND REGIONAL RATINGS
on
EVENING PROGRAMS

ELLIOTT-HAYNES LIMITED
NATIONAL AND REGIONAL RATINGS
on
TIME PROGRAMS

RADIO RESEARCH DIVISION
ELLIOTT-HAYNES LIMITED
TORONTO ONT.
MONTH 1943

**AUTHENTIC
RELIABLE and
CONTINUOUS since 1940**

Radio Sends Smokes to The Forces

By FRANK E. CROFT



Copyright Star News Service

"Radio has been our standby. It has been one of the best and most impressive means of getting our story across."

That, in two short sentences, is what Mr. Harry Bellamy in charge of publicity for the Overseas League Tobacco Fund thinks of the value of radio as a getter of results.

results in question are doubly gratifying. In tangible form they are one hundred and thirty million cigarettes which Canadians have sent to our soldiers, sailors and airmen overseas—and sailors in this case includes the often neglected members of the merchant marine.

During this, the Christmas sea-

son, extra appeals are being made by radio for people to carry on the good work, and again radio is playing a great role as thousands of men and women act Santa Claus to the thousands in the fighting services overseas who find that a regular supply of cigarettes is the best solace for everything from homesickness to the nerve-tightening job of front line duty.

Mr. Bellamy says that the number of radio stations in this country which have helped tell people of the needs and aims of the Fund, and the number of radio advertisers who have generously given time in their programs to boost the Fund are beyond accurate reckoning.

But the results are clear.

When you ask for evidence of these results you may be given a pile of "thank-you" letters which have come to the League's offices from all parts of the globe—a pile which, when stacked up on Mr. Bellamy's desk effectively cuts the interviewer off from Mr. Bellamy's view. (Which in this case was probably an additional boon for Mr. Bellamy.)

Here are some samples of what they say:

"The real joy in receiving these cigarettes is that they are Canadian, as it has been quite some time since we have enjoyed our native smoke." (This was signed by the commander of a Canadian corvette, on behalf of the crew.)

Here is one from Sicily, signed by an English soldier in the famous Eighth Army:

"We blokes have been pretty short of fags for some time and the Canadian boys have been most obliging and passed around their cigs right liberally. I certainly know when I have a good fag and those Canadian cigs are just the job. Fags are important as munitions or grub."

And another from a Canadian soldier in Britain, one of the many "orphans" who do not re-

Compliments
of the
Season

Jaff Ford

ceive as many parcels from friends and relatives as others do:

"It is nice to realize you people still remember us, and we'll put up a good fight when the time comes. Cheerio and good luck."

And so they go, Mr. Bellamy smiles. "Thanks largely to radio, we are filling a need which can rightfully be regarded as one of the most pressing of this war, as far as the personal angle is concerned.

"These letters alone show how badly we are needed," he went on, "but for further proof I always recall a story told me by a Salvation Army worker early in the war. He was standing on a station platform in England when he noticed a group of about a dozen Canadian soldiers sharing one cigarette—passing it around the group while each man took a puff. You don't see things like that overseas now that the League's Tobacco Fund has hit its stride."

Asked about recent reports that all cigarettes didn't find their way to the proper users, Mr. Bellamy explained that while it was true that some were pilfered, human nature being what it is, the number thus lost was triflingly small; as for cigarettes lost in the North Atlantic, the overall figure including the time the U-boat campaign was at its height, is less than one per cent.

Right now, the League is building up a reserve supply for the day of the big invasion.

And they'll be needed.

Canada's
"RADIO CITY"

Winnipeg is the top market of Radio listening in English Canada, statistics show. Contact this great audience effectively through CKRC.

CKRC
WINNIPEG

Manitoba's Favourite
Station



Exclusive Representatives

ALL-CANADA RADIO FACILITIES
Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

Is Program Production
your Problem?

MUSIC ARRANGEMENTS
COPYING



SCRIPTS CONTINUITY
ARTISTS

We can help you

JOHN ADASKIN PRODUCTIONS

TELEPHONES
OFFICE ELGIN 7062
NIGHTS KENWOOD 4346

MONTREAL TRUST BLDG.
67 YONGE ST.
TORONTO

"More Hope than Charity"

A COLUMN OF
CONSTRUCTIVE
DESTRUCTION
by
Elda Hope

That man's here again, and he does things to me. To me and the other kids. I'll bet there are mighty few children who are not excited about Santa being in town. Our Jimmie hurried downtown to watch the parade, dashed into Eaton's to see Old Whiskers in person, and then rushed home to listen to Santa's broadcast. We grown-ups pretend we're tuning it in for him, but you know the one about the electric train Dad always gives junior.

I think it's a swell show. Santa's great big jolly laugh. Isn't that something. I like the toy animals, too.

Besides feeling sorry for the poor sad rabbit, Santa's toy dog won Jimmie's heart. He felt so happy that his own dog's ears were not on backwards like Santa's dog's were. He's a smart little guy that dog of ours. Yes, I claim a part interest in Pal too. And what a radio fan. Trumpets fascinate him particularly, and when a dog barks over the air he goes practically crazy.

And while we're talking about Jimmie—or were we?—I quoted my young nephew last month as saying that "The Lone Ranger" teaches you to live. He now informs me that wasn't what he said at all and demands a retraction. So here goes. What Jimmie says he said was: "Heck, Aunt Elda! The Lone Ranger teaches you about life." So much for our Jimmie.

He has been called the "King of the Ivories". I'd like to add "the ebonies" to that, and rename him "The Wizard of the Keyboard". Who? Why none other than Lou Snider, whom I heard playing piano extraordinary the other day on "Latin-American Serenade". He also played on "Children's Scrap Book" as well as other shows. Lou was home on leave from an R.C.A.F. base in western Canada, where he has started at the bottom of the ladder. Hats off to Lou and all like him! While in camp he not only finds time for the boys' piano entertainment, but keeps abreast with his air force studies, for he's L.A.C. Snider now. Here's one guy we'll be looking for, when that old bugle blows.

If I hadda orchid, I'd send it pronto to Frances Langford for the way she sang "People Will Say We're In Love". If I hadda man-sized orchid, it would go to Happy Gang's Eddie Allen, for "I'll Be Home For Christmas". Both are accomplished artists.

And that's unquoting for this year, folks. Be seeing you in 1944. Meantime a very Merry Christmas, and Jimmie says: "me too."

Stork Market

Cigars are the order of the day at the Jaff Fords. Jaff, free-lance Toronto announcer, heard until recently on "They Tell Me", became the father of his first-born, a son, Monday, December 6th.

Broadcasters Formulate Radio ABC

Canadian radio's thorn in the side, the measurement problem, bids fair to being disposed of at long last with the establishment of the Bureau of Broadcast Measurement, consisting of a board of three broadcasters (one from CBC if they accept the invitation), three from the agency group (CAAA), and three from the advertisers (ACA), according to Jack Cooke, chairman of the CAB sub-committee on broadcast measurement.

"It is now fair to say," Cooke told THE CANADIAN BROADCASTER, "that we are ready to submit the whole project in workable format to the Canadian Association of Broadcasters' annual meeting in Quebec, February 14-16."

The sub-committee met December 13th and agreed unanimously on the following three basic points: (1) The adoption of the method of determining coverage. (2) The principles on which BBM will operate. (3) The sub-committee was also in complete agreement in their recommendation that Elliott-Haynes Ltd., market researchers, be retained to carry through the statistical work for the organization.

He pointed out that while his committee had produced a clear-cut picture, this is essentially a sub-committee, that its recommendations can only be submitted to the CAB membership for approval, and that having gained this approval, the whole plan will have to be endorsed by both the Canadian Association of Advertising Agencies and the Association of Canadian Advertisers.

Once these approvals have been given, he pointed out, there should be no hitch to mar smooth operation and progress, since the advertisers and the agencies will have two voices to one of the broadcasters' on the board of the Bureau of Broadcast Measurement.

Those who may feel discouraged at the apparently slow progress that has been made in establishing this yardstick of measurement may feel inclined to take heart when they learn that when the BBM is established, which now seems a foregone conclusion, Canada will be the first "commercial radio country" to adopt a system of all-over coverage measurement.

Selective Service Airs Handicapped Workers



Photographed in the RCA Victor (Toronto) Transcription Studios, Bart G. Sullivan, Ontario Regional Superintendent Employment and Selective Service, interviews four "handicapped" war workers on "The People Ask" (CBL, Sundays), sponsored by Selective Service. Left to right: Norman McGirr, one-legged veteran of the last war, now a shipbuilder's electrician; B. G. Sullivan; Bertha Allin, one-handed military garment worker; Tommy Truswell, 16-year-old boy with osteolytis, who works as an aluminum tapper; Mason Button, legless veteran of 1914-18, now an electrical assembler. Program is produced by Gordon Anderson, liaison officer for Selective Service.

Town Before Name

The current NAB (Washington) "Reports" quotes a letter from a radio listener suggesting that in such news items as a wreck or other accident, the name of the town should be mentioned before the name of the victim.

"The name of the killed or in-

jured party is given out," the letter reads. "The listener listens half-heartedly. Then follows the name of the person's city and the listener hears his home mentioned. Immediately he is all ears, but alas, too late, because the person's name had already been mentioned and he missed it. This is very disconcerting."

When you say

"MERRY CHRISTMAS"

you automatically think of the follow-up — and a Happy New Year."

When you talk of the Ottawa Valley market it is just as automatic to think of the special requirements of the quarter million French people in this area, and the follow-up there, of course, is through CKCH.

CKCH is overwhelmingly the favourite of the French homes of the Valley as proved by survey, and by the continuing studies of listening habits conducted by Elliott-Haynes Ltd. Current advertisers can vouch for results.

So, a word in season: include CKCH in your advertising plans for 1944 and ensure your Sales Department of a

HAPPY NEW YEAR

C K C H

OTTAWA — HULL

D. L. BOUFFORD
112 Yonge St.
TORONTO AD. 7468

RADIO REPRESENTATIVES LTD.
Dominion Square Bldg.
MONTREAL HA. 7811

HOWARD H. WILSON COMPANY
Chicago New York San Francisco Hollywood Seattle

All National Accounts
Used First in The Maritimes

CHNS

The "Voice of Halifax"

For Seventeen Years

A FINE STATION
IN
A FINE MARKET

Studios and Offices:
BROADCASTING HOUSE
HALIFAX - NOVA SCOTIA
WILLIAM C. BORRETT, Director

BEWARE THE ADVERTISING BOOGY-MAN!

Alberta Students Learn "Evil" of Big Business

Last month this paper published certain disclosures to the effect that "text-books are used in Alberta High Schools which brand advertising as untruthful, misleading and wasteful."

In an effort to examine this information for ourselves, and to enable our readers to study it, we have obtained a copy of one of the books in question. Its title is "Health Education" (Book IV, Grade X) High School. It is written by Rae Chittick, B.Sc., R.N., Instructor in Health Education, Provincial Normal School, Calgary. The publishers are The Institute of Applied Art Ltd., Educational Publishers, Edmonton, Alberta, who claim copyright as of 1939.

We are reprinting a number of direct quotations from this particular book:

Misleading Advertising

Page 102: "In addition to many superstitions, people acquire many poor health practices by misleading advertising. Magazines, newspapers, sign-boards and the radio are constantly hammering at us to buy certain products for health and vitality. Every aspect of health has been commercialized to such an extent that it is almost impossible to steer a safe and economical

course through the maze of advertised products. We know that brushing the teeth is a valuable habit, yet we are led to believe by advertisers that unless we brush our teeth with certain preparations and with a certain type of tooth-brush, we are bound to fall heir to a 'hidden film', 'pink tooth-brush', or some other such affliction. Halitosis, body odors, constipation, fatigue, 'dishpan hands' and many other conditions have been played upon by commercial houses with apparently great success, for the products advertised to combat these conditions seem to be widely used."

Patent Medicines

Page 104: "Patent medicines make millions of dollars each year for manufacturing concerns. They are part of the reason why we can buy magazines so cheaply, as their advertisements help pay the cost of publication. Yet eventually people pay the entire bill as the cost of advertising is added to the price of the article. It is true that most patent medicines are harmless, but the great tragedy connected with their sale is not only the enormous waste of money by credulous people, but that their use postpones reliable, scientific treatment that might check the trouble in its early

stages and so save in distress, pain and early death."

Cosmetics

Page 106: "The fantastic claims made by cosmetic manufacturers are so far from fact that one wonders how any intelligent person could believe them true. Yet our magazines and newspapers are filled with them — costly advertisements that amount to millions of dollars every year. These advertisements must bring returns else they would not be printed at such great expense to the manufacturer. The magic that comes in bottles, jars and boxes is advertised by the most alluring methods—catching the eye, appealing to youth, beauty, popularity and success. The sad part of it is that the consumer must pay for all this expensive publicity. A hard-working office girl scrimps on her lunch to buy a certain kind of face powder or lipstick at a price so far beyond its real worth that it is pitiable."

Advertising "Rackets"

Page 108: "Many schemes are tried by advertisers in the effort to sell their products. One trick is to use the name of a well-known movie star or society woman as an endorsement of the product. The right to use these names is bought at extravagant prices and it does not mean a genuine endorsement. It is reported that the Pond's Company paid Mrs. Alice Roosevelt Longworth the sum of five thousand dollars for the right to use her name. Another scheme is to use the picture of a nurse or doctor, and frequently the doctor is a Paris or Viennese specialist — apparently the farther away the doctor, the greater is the value of the endorsement."

Vitamins

Page 166: "If we saunter down the street and glance in any drug-store window, we are almost certain to discover some vitamin preparation displayed—for prevention of colds, for neuritis, for constipation, for improving the appetite and for various other disorders. It makes us wonder if we are getting

enough vitamins or perhaps too many, or if they really perform the miracles accredited to them by advertisements of preparations now on the market.

"We have all heard that vitamins are essential to health and that we should eat certain foods to obtain these vitamins. In spite of all the advertisements we read and all the commercial preparations of vitamins on the market, foods still form the most important and valuable source of these substances. Vitamin preparations in the form of medicines or drugs are poor substitutes for those in a well-balanced diet, and should not be taken except under a doctor's advice. The one exception to this is cod liver oil, which is in reality more of a food than a medicine. Too many people are carried away by clever advertising of vitamin preparations and look for these preparations to perform miracles, instead of depending upon a healthy diet and the general rules of healthy living."

In quoting the above definite attacks on business operation, we are attempting to bring out into light of day the sedulous attempt that is being made by the socializers not just to discredit private enterprise in the view of its customers, the public, but to have young boys and girls infected with the socialistic germ while still in their formative years, and furthermore, to have them so infected by their teachers, whose words they have been brought up to accept, not just as opinions, but as actual facts. Through this policy teen-aged Canadians are being taught in the same breath, the principles of equations, the story of Confederation, and the fraudulence of most (if not all) advertising.

New Call Letters

Station CFLC, Brockville, Ontario, has, according to advice received from J. C. Whitby, manager, changed its call letters to CFBR. A Marconi transmitter has been installed.



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

RCA Victor

ORTHACOUSTIC TRANSCRIPTIONS

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

An All-Inclusive Service—

- * PLANNING * FRENCH TRANSLATION * SHIPPING
- * RECORDING * PROCESSING * PRESSING, ETC.

RCA Victor

TRANSCRIPTION STUDIOS

TORONTO
Royal York Hotel
AD. 3091



MONTREAL
Lacasse Street
WE. 3671



CHML

CFRB COLUMBIA WBEN N.B.C.

860 900 930

HAMILTON

BUSINESS IS TALKING TO ITSELF

By RICHARD G. LEWIS

Throughout the unending barrage of invective that is being hurled at private business by the forces of socialism, there resound heart-rending stories of ruthless employers, grinding their millions from the toil of humble workers, who exist on meagre pittances, afraid to look out of the window, lest the Simon Legrees they work for cast them out in the cold, cold snow.

Hitting as they do from all directions, we seem to take it for granted that these accusations are generally speaking true, and that we might just as well prolong our evil lives as long as possible, and then surrender to death, the C.C.F., or whatever kind of horrible punishment destiny holds in store.

Unbelievable though it may be, there are, working for private enterprise, in factories and offices, at benches and desks, thousands of men and women who have been laboring for the same unprincipled managements for anything from ten to thirty-five years, and not only are they inordinately happy in their work, but they are also terribly alarmed as the spectre of socialism rears its head to deprive them of the jobs they have chosen.

I wish you could have been with me the other day when I was talking to—let's call him Bill MacIntosh.

Bill made the profound remark which inspired this article. He said.

"I've often thought it would be a good idea if the bosses would get together and have someone write up stories about people like me, who like their jobs, and get them put on the radio."

Bill has worked at the same factory for almost thirty years; his position—shipper. Five years ago he was presented with a gold watch, duly inscribed, commemorating his 25 years of service. He also received a month's pay and a month off in which to spend it. During this month he was able to take a trip—his third—to his native Scotland; and all because of a soulless corporation to whom he had given a lifetime of service and devotion, who wanted to take this tangible means of saying: "Thanks, Bill."

In another two years, Bill celebrates his sixtieth birthday. Then he commences his period of retirement, made possible by the same exploiting employer's pension scheme, under which his own small contributions have been doubled by his heartless firm, and then profitably invested. On his sixtieth birthday, Bill starts drawing \$85 a month for the rest of his life. "I've got the house paid for," he said. "Young Albert will be through for a Doctor by then. What more could a man want?"

According to Bill, by far the majority of the people in the factory where he works are there because they like it. "The trouble-makers," he explained, "aren't the steady workers. They're a few of the temporary help who, because of the war, have been made to work, and now, finding themselves with three times as much money as they ever had before, they are feeling their oats. The rest of us know our trades, and—well—I guess we don't bother our heads much with politics. We just seem to let these few agitators talk us into their cock-eyed ways of thinking, and that's where the trouble begins."

"You know," he continued, "when you're sitting at home of an evening, just you and the Missus, you turn on the radio, and somehow the music they play, and the things they say, seem to reach right down inside you. I don't know how much the folks on the hill listen, but round where I live, everyone owns a radio. Our votes count just as much as the big shots'. But if the big boys don't get busy and give little guys like me their side of the story, the C.C.F. is going to win the next election, the boss is going to lose his business and we're going to lose our jobs."

Bill's words of wisdom force out the conclusion that, as a public relations man, private business is making a pretty fair fist of delivering its story to everyone except John Public. It is true that well-

written articles are appearing in business papers, but all they amount to is one business-man telling his pals what fine, noble, public-spirited individuals they are, but how heinously they are misunderstood and abused. All that these articles accomplish—and this one might well be included in the general indictment—is to give the socialists and their satellites golden opportunities of depicting private enterprise trying frantically and vainly to whitewash the sepulchre.

For every disgruntled workman anyone knows there is at least one contented individual. Where is he then? Why is he not encouraged to hold forth at least as loudly as his agitating colleagues? Oh no! Private business is much too busy dodging the slings and arrows that are being cast at it to take time out to engineer an occasional realistic toot on its own trumpet.

It is true that the banks are making an effort, through radio, to acquaint the public with the very vital service they render to business and individuals, but they are only selling themselves,—a sound stroke of business, but it cannot be allowed to stop there. Obviously, if business in general were compelled to fold, the banks would automatically curl up and die, for want of customers, and all the good they have done for themselves would be just so much bath-water down the drain.

The die is being cast right now. Private enterprise is going to sink or swim. That is obvious. But what does not seem so clear is that private enterprise sinks or swims as one ship.

* * * * *

Nobody questions the efficacy of broadcasting. Only their enemies, with an axe to grind, decry the usefulness of the private broadcasting stations. Advertisers are hunting for ideas with which to assail their markets. Business—every business—has a story to tell—not a story of better mouse-traps, but the story of the success of a system—a succession of stories which, added together, make the sum total of the success of this country, which has risen to its high place in the roll of nations, on the pioneering of public-spirited sons of private enterprise.

Telling these stories is not a simple matter. Too much of such material, whether printed or broadcast, falls under the category of "publicity" rather than "news story". It should not be necessary to say how good we are. Goodness should be clearly evidenced by plain recital of fact. If such recital does not imply what is intended, it is no use rewriting the script. It simply means that we're suffering from a plain case of not having anything worth reciting.



THE ALASKA HIGHWAY STATION

To everyone who didn't get one of our expensive Christmas Cards—

Greetings
and the best of luck
in 1944

We ran out of cards
and money—
But we're never out of
time or honey.

*Sorry for the putrid rhyme,
but you know what we
mean.*

All-Canada in Canada
Weed & Co. in U.S.A.

VOICE OF THE MIGHTY PEACE

KAMLOOPS CFJC

Cash in on BRITISH COLUMBIA
Through the ALL-CANADA Western Group
offering efficient coverage. A key station
in each of B.C.'s most prosperous markets

KELOWNA CKOV

TRAIL CJAT

VICTORIA CJVI

VANCOUVER CKWX

Exclusive Representatives
ALL-CANADA RADIO FACILITIES Limited
MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

Local News Neglected RATS May Join AF of L

A Manhattan murder, grabbing New Yorkers' news interest away from important war-front developments, is used as an illustration by Charles P. Fitzpatrick, of Philadelphia, in November 26 *Printers' Ink*, to prove that local news deserves more attention from radio stations. His story is backed up by a spot survey made among several hundred adults selected as average newspaper readers and radio listeners, which disclosed that they gave the Manhattan murder a huge chunk of their reading time.

Listeners cannot remember details of world-wide news, the article states, whereas they can name names, quote figures and specify locations with surprising accuracy when the story is local.

A swing to local news after the war is over will pay dividends to stations, Fitzpatrick claims. Local news departments must be properly staffed, however, unless there is a newspaper connection which can be utilized.

At a meeting of the Radio Artists of Toronto Society, held December 6th, at the Royal York Hotel, Russell Harvey, Canadian representative of AF of L, told members that his organization was willing to entertain an affiliation.

Harvey gave the meeting an opportunity to question him on details of the project, and the matter was then set over for discussion at the next regular meeting, January 3.

Newly-appointed secretary of the RATS is Isobel Price, who replaces Roxana Bond, who has been compelled to resign because of sickness.

Miss Price reports that an amendment has been made to the rule regarding lateness. This rule, Section 3, Paragraph 9) now reads: "Actors' representative, while noting unpunctuality, shall not report the same to Committee unless requested to do so by Director of Program. The Committee may then fine the offending artist, the fine to be set not less than \$5.00 per half hour of lateness."

These Outstanding Shows NOW ON THE AIR are under our direction

LES JOYEUX TROUBADOURS: The French and eminently successful version of the Canadian network English program known as the Happy Gang.
For Colgate-Palmolive-Peet Co. Ltd.

CAFE CONCERT KRAFT: A French version of the Kraft Music Hall featuring crooner Jean Lalonde, comedians Clément Latour and Olivette Thibault, guest stars and an orchestra under the direction of Raymond Denhez.
For Kraft-Phoenix Cheese Co.,

RADIO THEATRE LUX FRANCAIS: French version of the Hollywood Lux Theatre.
For Lever Bros. Ltd.

LES ROMANS LYRIQUES VICTOR: The dramatization of the life of a fictitious violin virtuoso, his struggle to get back to his former celebrity, featuring an all star cast, and Lucien Martin, violinist, and Severin Moisse, pianist.
For R.C.A. Victor Company

INTERNATIONAL HOUSE PARTY: A 15-minute goodwill variety show emanating from Buffalo three times a week.
For John Labatt Ltd.

BESIDES

Les Amours de Ti Jos	La Mine d'or
Lest We Forget	Ceux Qu'On Aime
Les Secrets du	Le Theatre de Chez-Nous
Docteur Morhanges	Pierrot Latulipe

AND MANY OTHERS

WE SPECIALIZE in designing and producing radio programs, in both French and English, for the Province of Quebec. When skilfully presented, Radio shows a greater listenership in this Province than in any other. The secret lies in the intelligent patterning or adapting of the program exclusively for this market, with an understanding of its audience. That is our business—may we serve YOU?



**RADIO PROGRAMME
PRODUCERS**
MONTREAL CANADA

Still a mighty good idea—
Happy Christmas - Bright New Year.



Woodhouse & Hawkins
37 Bloor Street West
TORONTO

WHY BBC MAY GO COMMERCIAL

Speculation has been rife in radio circles as to the possibility of BBC emulating the American and Canadian networks by accepting commercials after the war.

Those who are inclined to gasp in wonder at the thought of the BBC shedding its artistic coat have perhaps failed to consider the possibility that the suggestion that the BBC enjoys a monopoly is even more fallacious than the idea that without the private stations, the CBC would be in the same position in Canada which enjoys overflow coverage from the U.S. networks.

In pre-war Great Britain, the BBC had very potent opposition from all over Europe, especially in the realm of music. But more serious still were at least two stations, *Radio Normandy* and *Radio Luxembourg*, both of which broadcast, in English, high quality commercial programs. Vieing with these commercial broadcasting systems for listeners, the BBC doubtless found itself in the same position as the CBC, whose sustaining programs rate so much lower in listenership than the commercial programs.

It is also interesting to note, in passing, that in Australia, where

both government and privately owned stations function, the Broadcasting Commission itself admits a popular preference for commercial programs.

Information about the operation of the English-speaking European programs is hard to find. Naturally the war has curtailed their commercial activities.

We have, however, found the following brief quotation concerning "Radio Luxembourg". It is from "Radio as an Advertising Medium", by Warren B. Dygert (McGraw-Hill Book Co. Inc., 1939):

"Typical of the continental stations claiming both continental and British Isles coverage is *Radio Luxembourg*, a 200,000-watt station located in the Grand Duchy of Luxembourg. It uses both live and electrically transcribed programs; it limits commercials to 40 words and commercial continuities to not over 190 words in 1 hour, nor 160 words in 1/2 hour, nor 95 in 1/4 hour. Commercials may be given in as many as three languages for an extra consideration. The station broadcasts all day Sunday and every evening in English. Daytime, except Sundays, is reserved for Italian, German and Dutch."



**C
F
C
O**



CHATHAM, ONT.

extends to its
clients and
friends across
Canada

The Compliments
of the Season



*We hate each other
but*

ONE AD. IS CHEAPER THAN THREE

Compliments of the Season to Everyone (even Rosey)

From JAVEX WIFE PRESERVERS



Confidentially, friends, I'm slumming

Here are six sponsors who can pick their announcer—and did—me. Congratulations on their discrimination! "The Voice of Victor" — "That Brewster Boy" — "Double or Nothing" — "Headliners" — "Aunt Jemima" — "Melody Time".

Michael Fitzgerald



References Exchanged

We're rubbing shoulders, friends, but don't let that fool you. What a line-up! "Christie's Time" — "Yesterday, Today and Tomorrow" — "Musical Mailbox" — "Children's Scrap-book" — "Double or Nothing". You get more for your money when you use—

Todd Russell

People are Funny

That's why I move in these circles—gives me atmosphere for my writing and teaches me how the other half lives. When all the character men are working and they want a gentlemanly announcer, they call me at KI. 4448, 49 Rosedale Rd., Toronto; 3 knocks and ask for

"Wild" Perry



May the ageless miracle of Christmas bring you inspiration and contentment—and renewed determination to hasten the day of "Peace on Earth, Goodwill to Men"

NBC Chief on Government Control "A Blight Hanging Over the Industry"

Fear of the blight of government control hangs over the U.S. radio industry, declared Niles Trammell, president of the NBC, in his testimony before the Senate Interstate Commerce Committee now conducting hearings on the White-Wheeler radio bill.

Mincing no words, in his testimony that radio cannot remain "half slave and half free," Mr. Trammell emphasized to the committee that American radio can continue to render a great service to the nation only if it is given "a new freedom from fear." The Congress must determine, pointed out Mr. Trammell, whether "the radio industry is to flourish under our free enterprise system or become a weak and subservient tool of government."

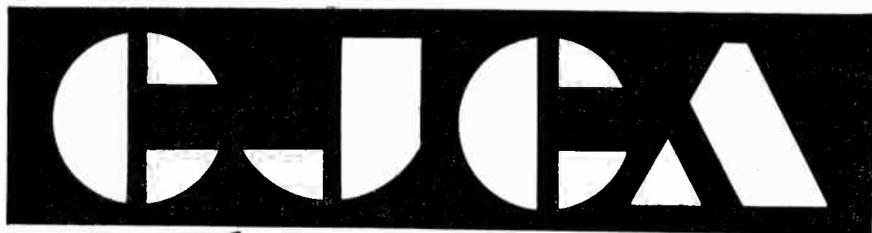
He envisioned the marvelous

post-war opportunities that promise to revolutionize broadcasting, all requiring large capital outlays. "If private enterprise is to convert these achievements into great public services," he said, "if enough enterprising investors are to be found to create competition in these public services, the radio legislation which you write must be such as to guarantee freedom of opportunity and operation of these services—especially freedom from government domination and control. Only free enterprise can obtain from these achievements the largest dividend in public service."

"Freedom to advance in the radio art demands that those who have developed broadcasting, who have established transmitters, studios and services, be given the opportunity to modernize their facilities to keep pace with scientific and technical progress. The broadcast station or network which is not permitted to transform itself into a sight and sound service will go the way of the silent film or the horse and buggy."

A technical revolution is imminent, awaiting only the conclusion of the war, he averred. Television, of course, offers the greatest challenge to the industry's ingenuity and enterprise, he submitted, and pointed out that today the radio industry is where the motion picture industry was 20 years ago when voice came to the silent screen. The broadcast industry in time must scrap its entire plant and build a new one; hundreds of new stations will be erected, new networks established and thousands of miles of new telephone lines constructed. All this means, said Mr. Trammell, work for engineers, architects and artisans, work for lumber mills, textile mills and other manufacturers. More musicians will be needed, more performers required, more writers, more salesmen and more employment generally will result.

Similarity in the names of "The Canadian Broadcasting Corporation", "The Canadian Association of Broadcasters" and "The Canadian Broadcaster" leads to delays in mail and telegram delivery. Correspondents are asked to make sure that their communications are properly addressed.



In Edmonton
"CROSSROADS OF THE WORLD"

Canadians have spent other
Christmases under the grim spectre of
war.

And now — Christmas 1943!

Our task is well defined.

To pledge ourselves anew —

To do and give our utmost, so that a

Victorious Peace may be consummated

A DAY SOONER.

CFCF
MONTREAL

OWNED AND OPERATED BY CANADIAN MARCONI COMPANY • MONTREAL

Help Wanted

Established daily network program has immediate opening for young man who knows radio and show business and can write fresh, funny material, gags, parodies, special lyrics, patter, etc. Knowledge of music helpful. Give complete details in first letter.

Apply nearest
Employment & Selective
Service Office

Refer to File CR-398

A NEW LIGHT ON LISTENERSHIP

Survey Restores Saturday to Radio Favor

Last month a new light was shed upon the study of radio audiences by the release of the "Composition of Audience Report" by Elliott-Haynes Ltd., based upon their current monthly surveys. Radio time buyers began to realize that a program rating could be not only translated into mere radio homes, but by further calculations could be changed into the number of men, women and children listening to the radio program at that time. A summary of the composition of evening audience is shown in Table 1: (Figures shown are persons per 100 listening homes)

This table, as mentioned last month, shows that the number of people listening per set in use, is highest on Sunday evening, followed rather closely by the Saturday figure. This information helped to reinstate the good reputation of Saturday night as a popular radio broadcast time. However, the "you-show-me" time-buyer still was not thoroughly convinced that Saturday was "the hidden gold mine" we advertised it to be. "Sure", he said, "the audience may be greater per listening home on Saturdays, but does that entirely offset the lower sets-in-use that prevails throughout English Canada on that night?" The following statistical analysis is designed to combine both of these variable indices—composition of audience and sets-in-use—during the same periods.

In their radio audience summary entitled "Canadian Radio, 1942", the following table was given as the average daily sets-in-use figures for the whole twelve-month period:

Evenings: Sunday	37.9
Monday	33.0
Tuesday	32.5
Wednesday	30.6
Thursday	31.5
Friday	29.8
Saturday	26.6
Daytime: Monday through	
Friday	20.4
Saturday	18.7

The regular definition of the sets-in-use index is "the percentage of radio homes in the district whose radios are turned on during the survey period." Using the above figures, and applying them to the number of radio homes in a given district, the time buyer or radio advertiser can readily determine the number of radio homes with their sets in use: For example, within a radius of 30 miles, Moncton, N.B. has 10,200 and Winnipeg, Man. has 70,000. Applying the sets-in-use figures above would give an average of 3,866 radios in use in Moncton and 26,530 sets-in-use in Winnipeg. Similar figures can be established for any city, for evenings of the week, for daytime—Monday through Friday and for Saturday periods.

However, the enterprising radio advertiser does not only want to know how many homes his program is reaching, but how many people comprise his audience. From this base, he can then compute his cost-per-listener index for media study. If he were studying sets-in-use and audience composition in the Winnipeg district, for example, his chart would look like Table 2.

Table 2 shows, as far as total persons listening goes, Saturday, far from being a poor potential audience, has a greater number of total listeners in the city on the

week-end, than during the Monday-thru-Friday periods of the week. This situation does not apply to just Winnipeg, Moncton or other specific cities, but holds true for the whole of English-speaking Canada.

Looking a little past these simple tables, we can now study the Monday - Wednesday - Friday combinations as compared with the Tuesday - Thursday - Saturday aud-

iences. By addition, we can establish that Evening Monday-Wednesday-Friday produces a total of 158,532 listeners, while the Evening Tuesday-Thursday-Saturday combination produces 160,582 listeners. As for daytime programs, the Monday-Wednesday-Friday adds up to 77,541 listeners while the Tuesday-Thursday-Saturday totals 79,445 to again beat "the old favorites" by a substantial margin. Thus the old myth of "unhappy Saturday" is exploded by this statistical analysis. The fact is fairly proven that Saturday even with its lower sets-in-use, reaches just as large (and in some cases—larger) audiences than programs aired throughout the week days.

TABLE 1

	Men	Women	Children	Total
Sunday	107	130	51	288
Monday	103	123	35	261
Tuesday	89	129	34	252
Wednesday	87	117	32	236
Thursday	90	120	34	244
Friday	84	120	39	243
Saturday	100	129	42	271

TABLE 2

Winnipeg: 70,000 radio homes

	Sets In-Use	No. Radio Homes	Persons per Radio Home	Total Persons
Evenings: Sunday	37.9	26,530	2.88	76,406
Monday	33.0	23,100	2.61	60,291
Tuesday	32.5	22,750	2.52	57,330
Wednesday	30.6	21,420	2.36	50,551
Thursday	31.5	22,050	2.44	53,802
Friday	29.8	20,860	2.43	50,690
Saturday	26.6	18,620	2.71	50,460
Daytime: Mon.-Friday	20.4	14,280	1.81	25,847
Saturday	18.7	13,090	2.12	27,751

"Lift up your hearts. All will come right. Out of the depths of sorrow and sacrifice will be borne again the glory of mankind".
Churchill

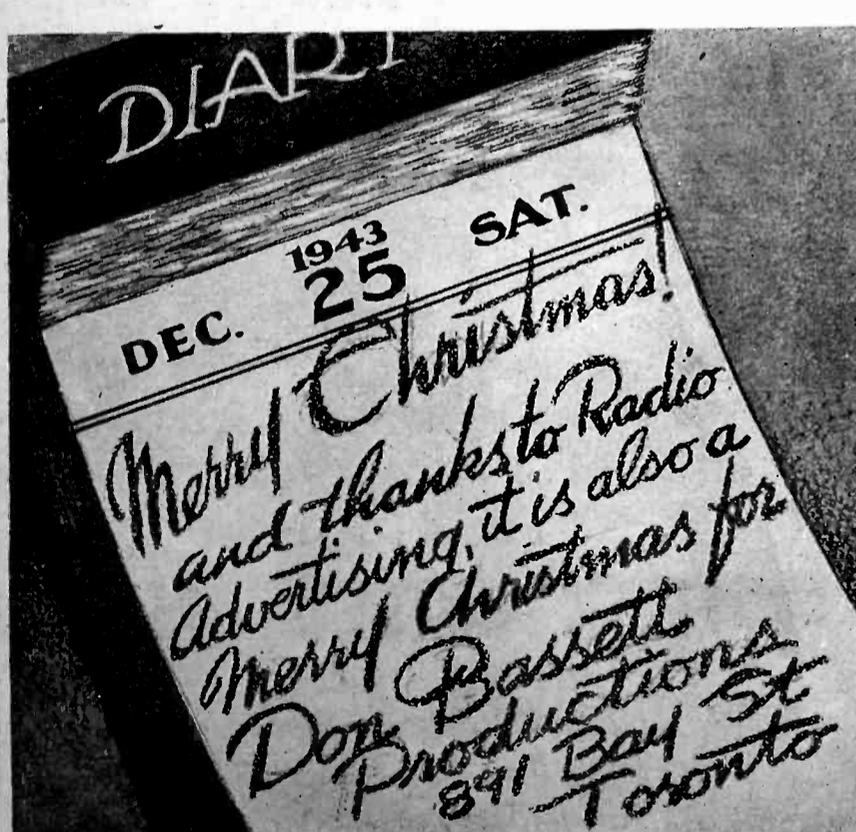
CKRC
WINNIPEG
Season's Greetings



Exclusive Representatives

ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER



Prison Broadcast

(Reprinted from "Tune-In")

Thursday is a red-letter day at the Florida State Prison in Raiford, Florida. The sunlit building is beautiful—but it is firmly barred. The inmates have many precious modern privileges — but contacts with the outside world are few and far between.

That's why Thursday is *the* day in the prisoners' week. In mid-afternoon, a tiny radio truck—affectionately known as "the Jeep"—draws up at the entrance. Out step three men, cramped from the fifty-mile jaunt from Jacksonville, loaded down with strange equipment.

The barred gates swing open for program producer Jimmie Strain, commercial announcer Bill Harvey and engineer Fender McLeod. Another of America's most unusual radio programs is getting ready for the airwaves—an informal, down-to-earth broadcast, direct from prison to listeners in the free world outside.

Six inmates—lucky for this day, at least—will be chosen from volunteers ready to take part in the "Raiford Town Hall Round Table." Their job is to answer questions sent in from all over the state. Mail is heavy and widely varied, since the program is carried by Florida Broadcasting System stations in Jacksonville, St. Augustine, Orlando, West Palm Beach, Miami, Tampa and Gainesville.

The men aren't paid for their participation, since prison rules forbid. But they get an honest chance to speak their minds. And, somewhere, their own loved ones may be listening. The men are identified only by their first names but are allowed to tell enough about their background for their families to recognize them.

Most of the questions they answer deal with the life they now lead and their reactions to it. Results range from broad humor to poignant drama.

Fred, 73-year-old inmate, was more than eager to answer the question: "What laundry facilities do you men have in prison?"

He praised the promptness and cleanliness of the prison laundry

—then added his personal complaint: "See this shirt I have on? I told them not to starch the collar because it scratches my neck. Well, sir, they starched it so stiff I had to cut the collar off!"

More typical was sailor Bill's response to a question about the parole system. Bill complained that his case had been "under consideration" by the Parole Commission for more than fifteen months and that there were many other inmates who had been waiting even longer.

"We don't want consideration," he said vehemently, "we want *out*. There are a lot of able-bodied men here who would like to get on the battle lines and help win this war. As for me, I want to go back to sea!"

The program is, to the furthest practical extent, the prisoners' own broadcast, made possible through the efforts of three "outsiders". First, there is Jimmie Strain, who created the program, produces it, and handles the difficult, unrehearsed broadcasts without a script.

Then there is C. E. Waller, president of the Professional Insurance Corporation, which sponsors the broadcasts. There is no tie-up between the company and the nature of its program, but Mr. Waller has given his enthusiastic support. Strain calls him "the perfect radio client."

Most important of all is Superintendent L. F. Chapman, who has made Florida State Prison one of the most modern in the United States. Shrewd but kindly, he has done much to insure the rehabilitation of the men in his charge. But no project has done more to link his men with the outside world, to which they must some day return, than "Raiford Town Hall Round Table"—the broadcast direct from prison.

Change of Address

THE CANADIAN BROADCASTER announces that as from December 20th, its publication offices will be located on the fourth floor of the Continental Life Building, 371 Bay Street, Toronto 1.



Merry Christmas

and a

Happy New Year

to our clients
and the many
Successful Sponsors
of our news
and all our
other friends.



BRITISH UNITED PRESS

HEAD OFFICE:

231 St. James Street
MONTREAL



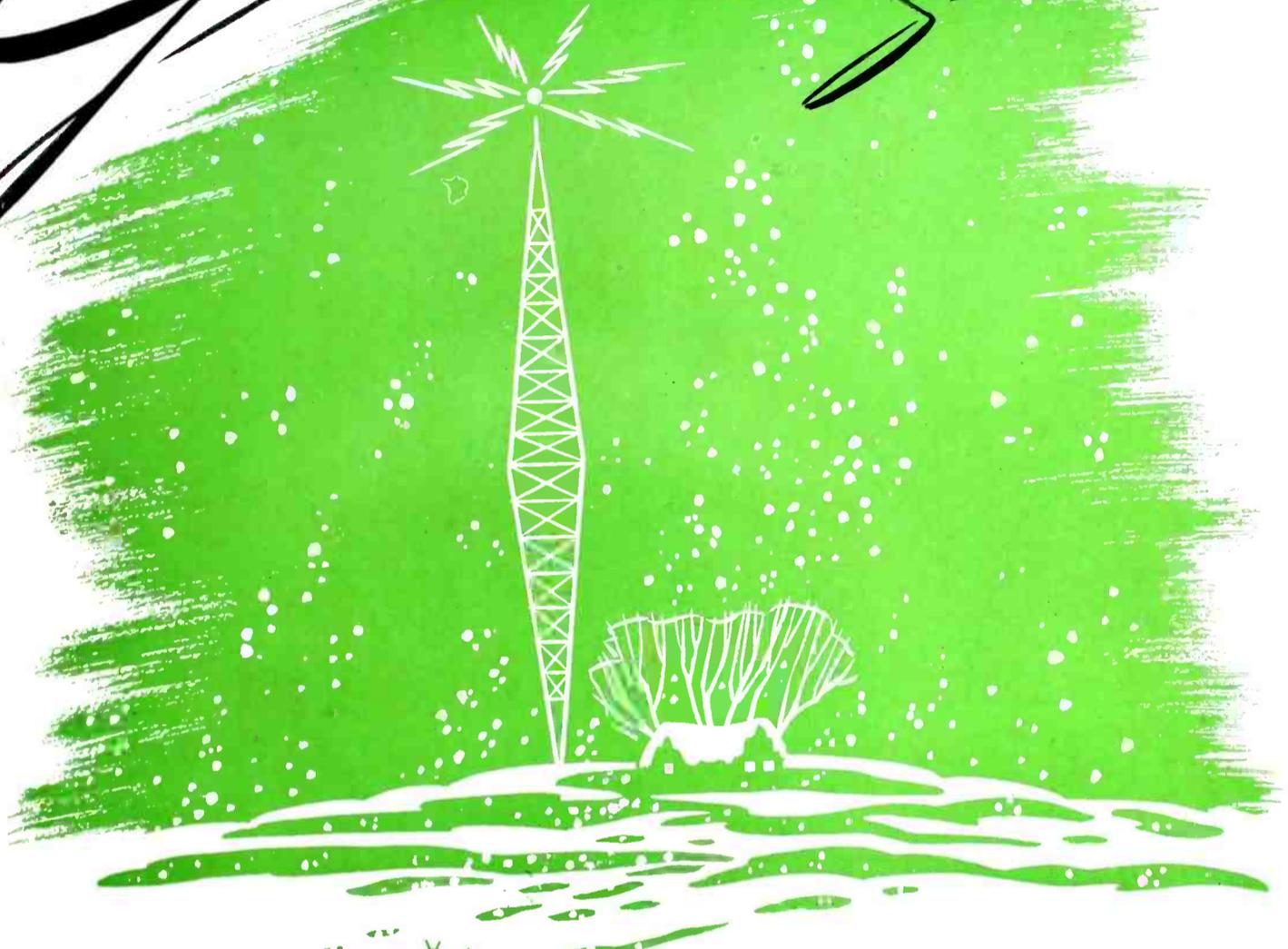
Season's Greetings

from

EDMONTON

Supply centre for the
**ALASKA HIGHWAY
& N. W. T. PROJECTS**

Greetings

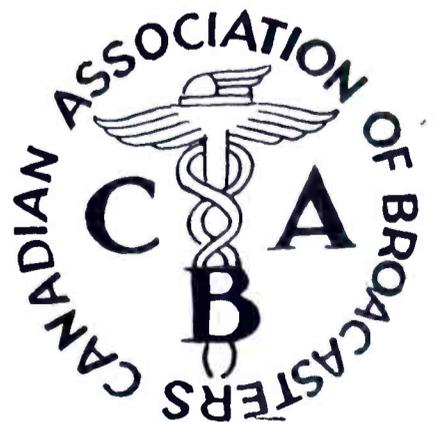


To you who read this page, we send our sincere greeting of the season with all the wishes it implies for your success and happiness in the new year.

We, as member stations of The Canadian Association of Broadcasters, have specially in mind at this time the advertisers of Canada and the United States, and their agencies, whose co-operation has enabled us to make 1943 an epic year in the history of Canadian broadcasting.

We wish to thank them at this time for enabling us to render increasingly good broadcasting service to the people of Canada.

We feel confident that the services we are able to render assure continued co-operation to our mutual benefit throughout 1944. The New Year seems likely to be one of the most eventful in history. May its days bring you much happiness.



CANADIAN ASSOCIATION OF BROADCASTERS



God
Rest Ye
Merry
Gentlemen

CFRB TORONTO