

# CANADIAN BROADCASTER

VOLUME 3, NUMBER 17

10c a copy — \$2.00 a year

DECEMBER 9TH, 1944

... and the  
same to you!



BUNG-HO!

In the sincere hope that speedy and complete Victory may soon bring back the "Peace on Earth" of which the angels sang on that first Christmas, we extend to you the time-honored greeting —

**A MERRY CHRISTMAS**  
and  
**A PROSPEROUS NEW YEAR**



*Horace N. Stovin*  
*C. W. (Bill) Wright*

# The Canadian Broadcaster

## Stovin & Wright Unmerge

Volume 3, Number 17

December 9th, 1944

Published Twice A Month by  
**R. G. LEWIS & COMPANY**

371 Bay Street, Toronto, Ontario

Entered as Second-Class Matter at the Post Office Department, Ottawa.

Editor, *Richard G. Lewis*

Art Editor, *Grey Harkley*

Production, *Arthur C. Benson*



H. N. Stovin C. W. Wright

News that the representative firm of Stovin & Wright is to be divided into two offices, each headed by one of the two partners, has been confirmed by both H. N. Stovin and C. W. Wright as we go to press.

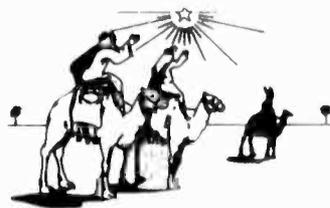
Interviewed together, the two reps explained that the reason for the move is that Stovin plans expanding further into the representation field while Wright favors specializing on a shorter list of stations.

For the time being each will continue operating from the present offices in the Victory Building, sharing space and telephone.

The re-allocation of stations previously represented by the partnership will be announced in our next issue as well as staff changes.

### New Station

CJEM are the call letters of a new 250 watt station which has just gone on the air at Edmundston, N.B. J. D. Boudreau, formerly traffic manager at CHRC Quebec, is the manager.



## The Best of Good Wishes

for

## Christmas

and

## 1945

to

all our

friends

from

# CJIC

SAULT STE. MARIE

## Vim, Vigor and Co-operation

The enormity of the world history that is being written daily — hourly — in the universal struggle for freedom eclipses into insignificance even the most important developments on the business front at home which, though they may lack in the drama of war, can have almost as far reaching an effect if they are allowed to pass by unheeded.

During the year that is ending, the fortunes of the United Nations on the fighting fronts have turned for the better. With victory assured, if not definitely in sight, thoughts turn to the rehabilitation of manpower, and industry's conversion one day soon, to a peace time economy. But in the meantime, the forces which have established themselves to destroy the freedom of business operation progress slowly but surely in the fruition of what must be a masterpiece in planning, and business, working day and night as part of Canada's national production line, cannot or will not take time out to read the handwriting on the wall.

Private radio was among the first industries to feel the lash of the socializers' whip; perhaps the most recent was the even younger industry of aviation. Each deals in a commodity which is supposed to be free, but each finds its passage assailed by the blinding storms of government ownership.

Unfortunately, while those concerned in each of these businesses are tremendously concerned for their own welfares, neither has seen fit to propose an alliance with the other in order that the public might be approached by a united business front, and be guided back into sound thinking with the same dexterity that has been used to misguide it.

In the broadcasting business the closing year has seen a development which, though completely internal, does indicate the lengths to which achievement can go with co-ordinated effort. We refer to the newly-established Bureau of Broadcast Measurement.

In this project, the business of broadcasting has attacked a problem. It was felt necessary to establish a yardstick of measurement in order that advertisers might be furnished with sets of figures comparable to the circulation statements of the publications. The preliminary and preparatory stages between the day the idea was first propounded by Glen Bannerman at the 1942 CAB Convention, and this past fall, when the first interim reports were mailed, were long and discouraging. There may be those who feel that the infant yardstick has not yet grown to full three-foot length. Yet it was deemed good enough for the American Broadcasters to adopt as a basis for a comparable system of their own. And the success that has been achieved, as well as the greater success that is around the corner is attributable not to the broadcasting industry in whose breast the idea first came to life; not to the advertising agencies who hoped it might solve for them an acute problem; not to the advertisers who are at last to be able to count the ears into which their sales messages are poured. The Bureau of Broadcast Measurement owes its initial success to the fact that the broadcasters, the agencies and the advertisers sent the pick of their brains to the conference table, and they have come up with a basis of measurement which, when the creases have been ironed out, will be of inestimable benefit to them all.

Let us hope that in the year to come business — all free business — will take a leaf out of the BBM book and apply it to the staggering problem of their own survival.

Editor.

# Ideas? Sure!



Listen to

**FEEN-A-MINT**  
SPOTS THAT SELL

"STORY WITHIN THE STORE"

Successful Institutional Copy for  
F. W. Daniel Co. — St. John, N.B.

"HOW DOES THE CHORUS GO"

100th Network Program, Dec. 18th.

Transcribed on  
*Duophonic*  
*Recordings*

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

### NEW STATION FOR TORONTO



R. T. FULFORD



AL LEARY

York Broadcasters Limited announce that they have been informed by the Department of Transport that a license is being issued to them to operate a new 1000 watt radio station in the City of Toronto to be designated as station CHUM.

At the same time the company announces that R. T. Fulford has been elected president, and Al Leary, managing director of the new station. Mr. Fulford is well known in Canadian business circles, and is president of C. E. Fulford Limited, Toronto.

Al Leary brings to the new station a wealth of experience in broadcasting having been manager of Radio Station CKCL for 14 years. He is well known to radio fans as a sports commentator. For the past several years Mr. Leary has been a member of the Mutual Broadcasting System Program Committee and in 1943 he was the recipient of a citation from the Government of the United States for distinguished service to the United States Treasury Department.

#### Radio Execs

Tuesday, December 12, The Advertising and Sales Club of Toronto and the Radio Executives Club are holding a joint meeting at the Royal York Hotel, when the speaker will be John J. Karol, assistant sales manager and market research counsel of Columbia Broadcasting System.

#### CBC Moves Toronto Headquarters

Dr. Augustin Frigon, general manager of the CBC has announced that the CBC has decided to locate its main Toronto studios in the old Havergal College property on Jarvis St., Toronto. The corporation has an option on the property and will exercise it immediately. Dr. Frigon said, continuing the Davenport Road studios and the York Street offices under one roof.

The Margaret Eaton Concert Hall and the CBC playhouse on Grenville St. will be maintained. A new audience studio will be available at the Jarvis St. location, the general manager said in his statement.

Greater efficiency and economy in operation is expected from the move, Dr. Frigon said. "The new location is more appropriate than the present Davenport Rd. site for studios, and considerably more floor-space and a number of new studios will be made available to take care of present requirements and further expansion," he added.

Dr. Frigon said that, as soon as conditions permit, the CBC hopes to build permanent quarters in Toronto which will replace the Jarvis St. facilities, but this is not expected to take place for some years.

*To Our Friends in  
the Radio Industry*

Thanking you  
for all your  
co-operation  
during the  
past year...  
and extending  
best wishes for  
Christmas and  
the New Year.

Broadcast Advertising Department

**MACLAREN ADVERTISING  
COMPANY, LIMITED**

372 BAY STREET, TORONTO

900  
**Good Wishes**  
from  
900  
**ON THE DIAL**  
**CHML**  
HAMILTON

# "NOW IT CAN BE TOLD"

## Radio as Part of B.C. Electric Public Relations Campaign



At the top, Harry Pryce, well-known west coast arranger-conductor, is musical director for "Now It Can Be Told". Next his 30-piece orchestra, and at the bottom, the B. C. Electric Octet. Inset, bottom right, are the program's narrators, (left to right) Marce Monroe, Patricia Neilson, Gave Hill and Dorwin Baird. Ross Fortimer is missing from the picture.

Customers of the British Columbia Electric Railway Company who think of this public utility for its congested transportation instead of as the source of power supply for the province's many war industries are having their ideas set right by a radio program called "Now It Can Be Told."

Feeling that the public remembers only that morning, noon and night it has to shoulder its way into a street car or bus, and do a temporary impersonation of a sardine, radio is being used as one leg in a campaign directed by Stewart-Lovick Ltd., Vancouver, to tell the public that though it has often been nip and tuck, the power has always been kept in motion and there has been transportation for workers and shoppers.

From the entertainment viewpoint, "Now It Can Be Told" features a 30-piece orchestra directed by Harry Pryce, a vocal octet, with Ann Watt as the featured vocalist, and a bevy of five narrators.

Each program is centred around a narrated account of little-known side-lights of World War II, each serving to remind listeners of the narrow margin that once separated us from defeat.

Produced by Stewart-Lovick, the program originates at CJOR, Vancouver, and is fed to the Pacific regional of the Dominion network.

### Report Emergency Session

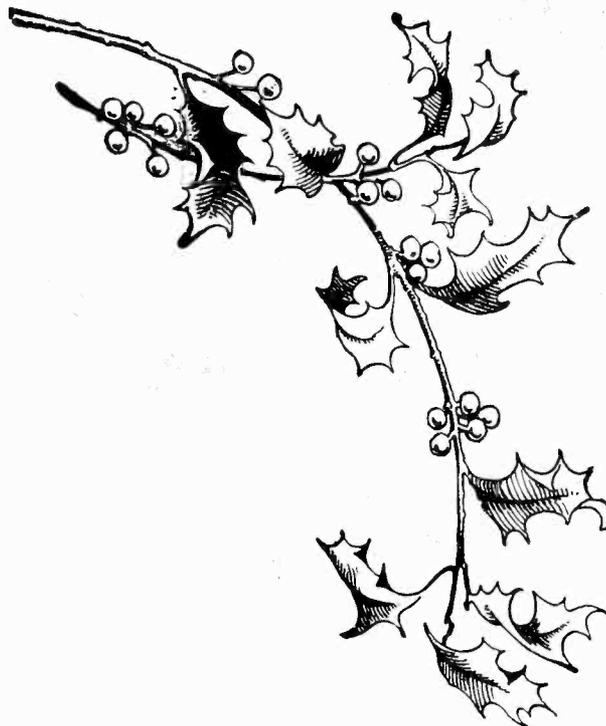
Sensing the importance of the special session of parliament called last month, CHML, Hamilton, sent a complete news crew to Ottawa to cover developments as they might arise with the result that listeners were treated to immediate exclusive reports.

In addition, Claude Cain, who left the Hamilton station some four years ago to join British United Press, and has just rejoined CHML as station director, was in charge of the Ottawa set-up. Cain, who while with BUP became their chief radio editor with charge of the Montreal bureau, went on the air in Ottawa each evening at 11 p.m. with a complete sum-up of what happened in the House by direct wire to Hamilton.



### Wedding Bells

Stu Kenney emcee of "Treasure Trail" and "Spin to Win", and alarm clock in chief on CKEY's "Musical Clock" will be answering the \$64 question December 15 when he middle aisles it with Miss Chick Bedford.



Independent Research shows that far and away the most popular greeting at this time of the year is the one we now extend, in all sincerity, to you and yours.

A

# Merry Christmas

and

# Happy New Year



# ELLIOTT-HAYNES

LIMITED

TORONTO MONTREAL

Sincerest  
Greetings  
to  
Friends  
in the  
Radio  
Industry

J. Reg. Beattie  
Representing CHML

Now located at  
217 Bay Street  
Toronto

Phone ELgin 6555



MAYBE we've met, or maybe I'm only a voice to you . . . maybe neither. Whichever the case, here's wishing you the best of everything for Christmas and the New Year.

*Jaff Ford*

**Some Call It "Mugging"**



**HOW TO PLAY TWO ROLES IN ONE LESSON**

*(As Demonstrated at CFPR)*

LEFT: The bright, young, newly-wed husband.  
RIGHT: The Thug, tough but oh! so gentle.

Action took place during Victory Loan play. Emotion by Bob Willett, shots by staff photog., Bill Davis.

**RADIO RIBS** . . . . . by Harkled



"And now, kiddies, his hearty chuckle filling the studio with the warmth of his age-young personality, the great big happy man you've been waiting for all year—Santa Claus."

**A  
Blood Donor  
Appeal  
Is Never  
Misplaced  
On Any Program**

**Public Opinion**

A survey conducted by the Association of National Advertisers, U.S. equivalent of our ACA, discloses that 42% of those questioned felt that advertising raises prices, while 46% believed the opposite to be true because of increased production.

**Mailing List Available**

Organizers of meetings and other functions where radio is to be discussed are invited to make use of the CANADIAN BROADCASTER addressing stencils for promoting audience for such affairs. There is no charge, provided the project "for the good of the industry".



**A Big Day for  
Pacific Coast Radio,  
when . . .**

**"MUTUAL" COMES  
TO VANCOUVER**

The addition of OUR choice of Don Lee MUTUAL programmes to broadcast schedules of proven local appeal, will consolidate the position of Vancouver's CKWX as the standout "community service" station in the Pacific coast area. We're proud to offer our listeners the added service of MUTUAL, and our advertisers an increasing, consistent following.

**A GOOD SPOT FOR A GOOD SPOT BROADCAST!**

*Ask the ALL CANADA Man*



# BEYOND THE NEW HORIZONS Broadcasting Wields Its Power

By Glen Bannerman  
President and General Manager,  
Canadian Association of Broadcasters

Christmas 1939! That first war Christmas, way back in the thirties, seems a long time ago, as Christmas 1944 — and may we hope the last wartime Christmas — looms into view. It is a long time for the world to be torn with ruthlessness and unspeakable cruelties. Yet through these years man has reached unheard of heights of bravery and courage. Countless human beings have laid down their lives for their fellow men and women may live in freedom, and learn new what freedom means and is.

Those of us who have been privileged to work with and be a part of the great and ever-growing medium of broadcasting owe it to those who have been, and are fighting for freedom to be unceasingly vigilant to the end that no one shall ever be able to harness the power of radio to selfish purposes. We must stand perpetual guard over the portals of this medium against one-sidedness from special interests and pressure groups, no matter from what strata of our social world they may come.

The broadcasting medium must always be a sounding board where controversy rings out in many voices, to be judged by all Canadian citizens as to what, out of it all, is best for our democratic way of living.

As we look beyond the horizon of this war-torn world, and catch glimpses of the rays of hope heralding a new dawning of peaceful days every man and woman who is part of the broadcasting system — operator, artist or technician — has an obligation to make certain that the maximum of pleasure, help and usefulness is provided for all Canadian listeners — not just the favored few, but all Canadians in their many walks of life.

If this obligation is taken, and lived up to, then, and only then,



will the new horizons reveal themselves in splendor, and broadcasting wield its power as a great medium for freedom and the democratic ideal.

Some there are who become restive and intimidated under the white light of public criticism to which radio broadcasting is daily subjected. Can they not realize that this very criticism is at once radio's badge of importance and a hope for the future? People do not criticize things that are lifeless and of no importance.

Compare the programs of the day in this year of 1944 with those of 1924. In twenty years, under the lash of public desire and criticism, some constructive, some destructive—radio programming has come a long way. Given freedom of progress — to learn by its mistakes — it will go much further in serving its only true master, the listening public.

Today is a testing time for both publicly owned and privately owned broadcasting systems. If either or both lose touch with the fundamental requirements of the great

mass of the listening public for relaxation and entertainment, for the music they love and the information they desire, then radio will fail to play its rightful part in the life of the nation. On the other hand, if it strives continuously to serve its master truly, radio broadcasting will be a bulwark for freedom and democracy. Then it will wield a power and influence little dreamed of even today by its most ardent attendants.

As we near the sixth war time Christmas, as we look back through time and see the contribution that radio has made towards helping to win the war, as we see its mistakes and its successes, let all, who serve in broadcasting, turn and look beyond the new horizon with a dedication in their hearts to bring new laurels to the medium in terms of greater service to humanity.

### CBC Conductor is Ex-Ace

Arthur Benjamin, who has just begun his fourth season as conductor of the CBR Symphony Orchestra, enjoys the unique distinction of having been shot down during the last war by no less a personage than Hermann Goering.

The squadron to which Benjamin was attached had made itself so troublesome to the Boche that the famed Richtofen Squadron of which Goering was at the time second in command was sent to fight it out with them.

### Out of the West

Dez. McDermott and Ian Arrol have been added to the news staff of CKWX, Vancouver. Noreen Kerr and Kathleen Hazard have joined the continuity department of CJOR, Vancouver.



BROADCAST COUNSEL

165 Yonge St., Toronto ADelaide 8784

Another wartime Christmas . . . and again our thoughts are with our Canadian boys and girls in the fighting forces overseas . . . for many of them the sixth Christmas away from home.

Christmas and war. What a paradox! They don't seem to go together, do they? Until Victory is ours and Peace is won again for all peoples of the world, none of us can feel completely "merry" at Christmas.

With our thoughts turned to those over there, let us pause at this Yuletide season, to be consciously thankful for all they have done for us here at home.

May we, in a peaceful and happier future, spend many truly merry Christmases with those who are fighting for the very principles which are the Spirit of Christmas-time.

ADVT.



Compliments  
of the  
Season

Have you heard—

- STREAMLINE FAIRY TALES
- THOSE GOOD OLD DAYS
- NOTES OF LOVE WITH JOEY NASH

**FRONTENAC  
BROADCASTING  
AGENCY**

394 Bay Street  
Toronto 1.

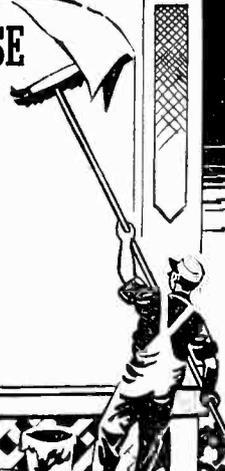
## CHNS BULLETIN BOARD

STUDIO PROGRAM FROM BROADCASTING HOUSE  
IN HALIFAX, NOVA SCOTIA  
DRAWING 2000 LETTERS PER SHOW!!

Halifax Furnishing Company's Quiz Show from  
Main Studio of CHNS. Proof of Station's  
Popularity and Pulling Power.

*Ask All-Canada Radio Facilities*

960 ON YOUR RADIO

## LOOKING FORWARD TO 1945

Yes — next year is one we're happy to see coming. The completion of our new 5000 Watt transmitter will be the first banner event to celebrate. We're ready also to continue to take our part in Dominion Network operation (we're originating four shows a week to the net. now). Local accounts on an even more extensive basis will round out the picture.

And so — to our friends and colleagues throughout Canada: to our many clients; to Stovin and Wright; in fact to all those we do business with and with whom we compete, our staff and management extend

## The Season's Best

from

# CJOR

Vancouver, B.C. 600 k.c. 1000 Watts (5,000 Building)

## "LEST WE FORGET"

As the Dawn breaks on another Christmas, another New Year, let us remember our Sons, and Brothers-in-Arms who are facing death and enduring hardship so that FREEDOM and all we hold dear be not banished from the the EARTH.

# C F C F

Owned and Operated by Canadian Marconi Co., Montreal

## That "Dedicated Look"

by G. V. F.

(Reprinted from the Winnipeg Free Press)

Some years ago an enthusiastic lady member of the staff of the CBC made the remark that you always tell people who were engaged in radio work. They had, she said, a sort of "dedicated look." The remark has haunted us for years.

Dedication. We looked the word up. "Service in the pursuit of a sacred purpose." "A consecration," "A setting apart." Gosh we thought, it must be wonderful to be in radio. At that time we did not come in close daily contact with these devotees. But for some time now we have been working in a building which houses a broadcasting studio, and we have had a chance to study this matter at first hand.

The building is an interesting one. The first floor contains a newspaper business office and the offices of a lumber company. The second floor has a printing house and a broadcasting studio. The third floor houses a fur company. The fourth floor has the newspaper editorial department. The fifth floor is taken up with printers and stereotypers. In the ground floor lobby and in the elevator, all meet. A scientific test could thus be devised. Every time we entered lobby or elevator it should then be possible to single out the dedicated from the, as it were, undedicated. Results of the test follow:

*Monday:* We got in a crowded elevator and gazed around. A young lady with masses of dark hair and lovely dark eyes and ankles immediately attracted our attention. If she is not dedicated, we said to ourselves, nobody is. For all we now know she may be dedicated, but not to the radio. She got out at the third floor and we discovered she works for the fur company.

*Tuesday:* Having been wrong on Monday, we were extra careful next day. We avoided any confusion that might flow from sexual attraction, and finally picked out as the dedicated passenger a young man with a windsor tie and flowing hair and a somewhat wild look in his eye for we thought perhaps that dedication and lunacy might not be, after all, far separated. But he got out at the fourth floor. We shadowed him to the sports desk where he turned in the bowling results of the Bide-a-Wee mixed bowling club tournament the night before.

*Wednesday:* Slightly discouraged, we hung around in the lobby before entering the elevator, finally choosing a fine varied crowd. An intense and earnest young man at once caught our attention. Boy, was he dedicated like nobody's business, we thought. But he went clean up to the fifth—a printer late for work.

*Thursday:* A harrassed young woman was the day's choice, and sure enough she got out at the second floor and went straight into the studio. (Don't look now, but she was selling shoe laces.)

*Friday:* A very crowded elevator, everyone in it chattering and gay and full of fun. It may be dedication at that, we thought, but it turned out to be the night shift at the fur plant coming on duty. All out at the third floor.

*Saturday:* The lobby was crowded with a completely new gang of people; all of them intense, all of them eager, all of them obviously following a single purpose and with a single heart. We've got 'em at last, we cried aloud to ourselves. Here they are. And there, indeed, they were, all of them debouching at the second floor and heading for the studio. They were housewives intent on attending a Saturday quiz program, and every one of them dedicated to grabbing a parcel of free groceries.

So that's the story as it stands. We have since met some of the radio gang, and nice people they are, pleasant and polite and just as crazy in their way as newspaper people. But dedicated? Well, we've watched them for quite a while and dedication is not just quite the word we'd use.

### 10th Birthday

Rounding out 10 years of community service, Radio Station CFRN celebrated its 10th anniversary on November 29th. Actually, CFRN was 10 years old on November 1st, but celebration of the anniversary was postponed to the end of the month because of the Victory Loan. Throughout the day on November 29th, special programs and gift presentations were featured, climaxing with a gala birthday show from the main studios, beginning at 10:15 and continuing until midnight, with guest stars and orchestra. The key-note of the day's celebration was "1934-1944—10 years of public service by CFRN, Edmonton".

### Charles Dickens said it for me:

"My best of wishes for your Merry Christmases, your long lives and your true prosperities worth twenty pound good if they are delivered as I send them. Remember! Here's a final prescription added 'To be taken for life'."

**Don Basset Productions**



As a mark of appreciation for their activities in connection with the seventh Victory Loan, station CKWX, Vancouver, was awarded a "V-Flag." Pictured above from left to right are "Rip" Crotty, CKWX, sales service manager; Ben Williams, War Finance Committee (who made the presentation), Isobel Midmore, continuity editor; Roy Harris, office manager; John Hunt, regional sales manager.

**World Wide Coverage**

CFRB's brother of the short wave lanes, CFRX, has now completed the circumnavigation of the globe. Letters have been received acknowledging audiences from just about every country on earth, including Tierra del Fuego on the extreme tip of South America, Cape Town at the extreme tip of Africa, Northern Siberia, and most of the lands and continents in between. Since June 21st of this year — the first day of summer — letters have been received from every state in the American Union, every shire and county in England and Scotland, and from numerous ships at sea, under the sea, and in the air.

**Pullease Mister!**

Seeing that with the festive season upon us, life is going to be just one damn thing after another these next few weeks, may we ask for continued co-operation in getting in advertising copy early. Our next issue goes in the mail December 20, and will be a New Year's number. Copy for this issue is already due. The first issue of the new year goes into the mail January 3rd, and copy for it is due December 20th.

**CKAC News**

Alain Gravel is the newscaster on CKAC's new Wrigley program, "Les Nouvelles de 10h:45". The former CKAC announcer is back in Montreal after 2 years overseas with the BBC.

Since he left Canada in December, 1942, Gravel has travelled all over Europe as French-speaking commentator for the conquered countries.

During his two years in Europe, he was awarded the gold wings of the French Air Force, and was decorated by the Free French Air Force in Great Britain.

This program is released by Jack Murray Ltd., Toronto.

**New Quebec Studios**

CBC has commenced construction of new studios in the Palais Montcalm in Quebec City, and it is expected that a move will be made from the present Chateau Frontenac set-up in due course, though the new studios will not have the final touches applied until after the war. It is planned to maintain circuits with the Chateau for broadcasting activities from the hotel.

SINCERE THANKS  
AND  
BEST WISHES

**CFPA**

— Serving The Lakehead —

DOMINION NETWORK

To All Our  
**Radio Station Clients  
and their Staffs from  
coast-to-coast**

A  
**Very Happy  
Christmas  
and  
Prosperous  
New Year**

**ALBERTA**

- CFAC Calgary
- CFCN Calgary
- CJCJ Calgary
- CFRN Edmonton
- CFGP Grande Prairie

**ONTARIO**

- CKPC Brantford
- CFCO Chatham
- CKFI Fort Frances
- CKOC Hamilton
- CHML Hamilton
- CKCO Ottawa
- CHOV Pembroke
- CKTB St. Catharines
- CJCS Stratford
- CKSO Sudbury
- CFRB Toronto
- CHUM Toronto
- CKEY Toronto
- CKLW Windsor
- CKNX Wingham

**BRITISH COLUMBIA**

- CKNW New Westminster
- CKMO Vancouver
- CJOR Vancouver
- CKWX Vancouver

**MANITOBA**

- CKX Brandon
- CKRC Winnipeg
- CKY Winnipeg

**NEW BRUNSWICK**

- CKNB Campbellton
- CFNB Fredericton
- CKCW Moncton

**NOVA SCOTIA**

- CHNS Halifax

**PRINCE EDWARD ISLAND**

- CFCY Charlottetown

**QUEBEC**

- CFCF Montreal
- CHLP Montreal
- CKAC Montreal
- CHRC Quebec

**SASKATCHEWAN**

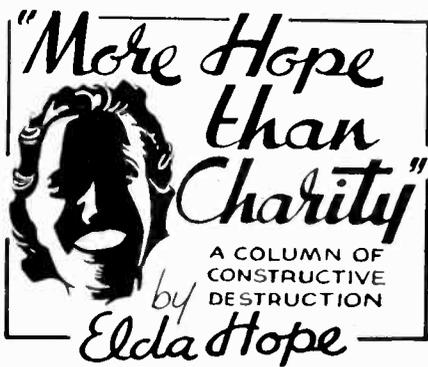
- CHAB Moose Jaw
- CKBI Prince Albert
- CKCK Regina
- CFQC Saskatoon
- CJGX Yorkton

and the 12 CBC stations across Canada and the 45 basic English and French stations of the CBC across Canada.

**BRITISH  
UNITED PRESS**

231 St. James St.

Montreal



They did it! All in one program too! Colgate-Palmolive-Peet's "Happy Gang" hit the musical jack-pot today by doing my personal hit tunes. Bert Pearl opened the show by singing "The Trolley Song"—that pop tune everyone is whistling and hearing. Later, ballad-singing Eddie Allen did "I'll Walk Alone" in his own clever styling. Eddie doesn't need to take second place to anyone I've ever heard, in fact the only person even close was Mary Martin in the "Texaco Star Theatre". I think you have to believe in Happiness; the "Happy Gang" certainly does its share in this respect.

I don't know who really began it, but Lucio Agostini's arrangement of Cole Porter's melodies, including "Begin the Beguine" was well worth hearing. This medley was played by Sir Ernest MacMillan's orchestra on Supertest's opening "Command Performance", dedicated to the Victory Loan. The orchestra also played Percy Faith's special arrangement "You'll Remember April". Lorne Green narrated a story of the award of a Victoria Cross, after which the 100 voice-Mendelssohn Choir, also directed by Sir Ernest, appropriately sang a hymn. This program, produced by Gordon Forsyth and announced by Todd Russell, and now in its second season, graces Dominion Network, Monday nights.

I've recently discovered Joan Baird, whose jolly, care-free manner gives a lot of what it takes to her daily morning program over CBL. The other day she was telling us about her talk with Elmer Wheeler, that super-salesman who puts the crunch in crackers and the pucker in pickles. Joan lets few people escape her without an interview, which she conducts in a natural and entertaining style. If she were to describe a day's life on board ship, she'd probably delve to tremendous depths into the innermost recesses of the life of an average sailor, while the admiral would get no more than a mere mention, if that.

Opportunity has knocked—and firmly — on the doors of the talent taking part in "Singing Stars of Tomorrow". This show is aired by York Knitting Mills on Trans-Canada Sundays. The orchestra is conducted by Rex Battle and John Adaskin produces the program. Maybe they're still scouting for talent for "Singing Stars", in fact I know they are. But this enterprising series has already discovered a goodly number of clever young Canadian vocalists many of whom will owe their great successes of the future to the opportunity afforded them by York Knitting Mills.

We're all mighty proud of Canada for passing her objective in the Seventh Victory Loan Drive. In the final "Victory Star" program, Stanley Maxted, fresh from Arnhem, and Gregory Clark told—and very graphically—some of their graphic on-the-spot experiences, and explained just why we should support the drive. American stars by the score gave of their talents, and though it is hardly fair to single out Canadians for their good work, I cannot pass up a fleeting mention of Percy Faith for his music and Elwood Glover for his consistently good announcing. All in all, we passed our goal in more than just money.

Smaller centres than Toronto and Montreal did their parts in the Loan Drive, and did them well. In reach of my set was CKTB's broadcast from Welland, and through it the St. Catharines station should have chalked up bond sales galore.

The Mills Brothers contributed musical numbers in their own inimitable fashion. Judith Evelyn and Ralph Bellamy were leads in a dramatic playlet written especially for them by them. Intended scripts

having been mislaid or something, the actors found the only available play unsuitable. So these big-timers,—Evelyn and Bellamy — rolled up their sleeves and came up with a show, which only goes to show you that the bigger they are, the more human they become. Other artists were songstress Pat Bailey, producer (and ad-libber extraordinary) Stan Francis, and emcee John Alexander, whose rich bass-baritone did more than justice to "Old Man River".

Oh and before I go, listen, radio: tell 'em to keep on writing to their G. I. Joe.

And I almost forgot — Happy Christmas. —ELDA.

### CBC Issues Staff Paper

Volume 1, Number 1 of "RADIO" CBC's new staff paper appeared November 15th. We find it an attractively produced organ, generously enriched with photographs.

The masthead designates V. Frank Segee as editor and Léon Lorrain as associate editor. "RADIO" it goes on to say "is published for the purpose of exchanging ideas and information about the industry,

in the interests of the further development of national radio in Canada".

### Happy Birthday

Congratulations have been showered on Louis Waizman, music arranger for the CBC at the Davenport Road studios in Toronto, who last month celebrated his eighty-first birthday.



*A New Star is Born  
in Halifax, N.S.!*

CJCH — the newest commercial broadcasting station in Nova Scotia — operating temporarily at 100 watts on a frequency of 1320 kilocycles — is NOW open for business.

Qualified programming and announcing staff, with "selling voices that persuade the listener to buy", are the keystones of CJCH's appeal to the public of Halifax and Nova Scotia.

Backed up by the latest World and Standard transcription libraries, and a wealth of local talent, CJCH programs are designed to build up listener audience and to increase the power and value of the advertiser's message.

The primary market is large — 115,000 people in Halifax, Dartmouth and adjacent suburbs — with 20,000 radio homes, easily and pleasantly reached by CJCH.

Desirable time periods are available on a "first come, first served" basis. Contact our Representatives or write us direct.

*"The Persuasive Voice of Halifax"*

**CJCH**

CHRONICLE COMPANY LIMITED

Offices and Studios: Lord Nelson Hotel

Transmitter: Kings College

Representatives: National Broadcast Sales  
Toronto and Montreal

Joseph Hershey McGillvra, New York City

# TRADE WINDS

A Column of Commerce and News

Edited by  
Art Benson

HILCO CORP.: renew "Hall of Fame" for 52 weeks from November 26 over Dominion Network through CJBC, Toronto.

\* \* \*

MCCOLL - FRONTENAC OIL CO. LTD.: started on Dec. 2, "Metropolitan Opera" over CBC Trans-Canada network. Saturdays 2.00 to 5.00 p.m. (E) Ronalds Advertising Agency Ltd., Montreal.

\* \* \*

SWIFT CANADIAN CO.: 15 minutes a week over 3 CBC Quebec network stations "Courier Confidence". Walter Thompson Co. Ltd., Toronto.

\* \* \*

DOMINION GOVERNMENT: 15 minutes 1 a week over number of Canadian stations. Rehabilitation programs. Stewart-Lovick Ltd., Vancouver.

\* \* \*

BUCKETTS LTD.: 15 minutes 3 a week "Make Believe Ballroom" over CKEY, Toronto, starting

December 18. MacLaren Advertising Co. Ltd., Toronto.

\* \* \*

DWIGHT EDWARDS CO.: (Safeway Stores) started "Rhythm Inn" on November 27 over CKRC, Winnipeg. McCann Erickson Inc.

\* \* \*

GENERAL DRY BATTERIES: started weekly sportscasts over 23 Canadian stations. McKim Advertising Ltd., Toronto.

\* \* \*

ALLEN ELECTRIC CO.: started "Chapel of the Air" over CKEY, Toronto. Alford R. Poyntz Advertising, Toronto.

\* \* \*

O'CEDAR OF CANADA LTD.: replaced "Hot Copy" with "House of Melody" started November 25, for 26 weeks, over CJBC, Toronto. MacLaren Advertising Co. Ltd., Toronto.

\* \* \*

STANDARD BRANDS: spot announcements 3 a day, 5 days a week now over 46 Canadian stations. J. Walter Thompson Co. Ltd., Montreal.

\* \* \*

ROE FARMS MILLING CO.: replaced "Carson Robison" with "Korn Kobblers" over CKNX, Wingham started November 26. Ronalds Advertising Agency Ltd., Toronto.

\* \* \*

GENERAL FOODS LTD.: starting January 7 the "Kate Smith Hour" piped in to 28 stations of the Dominion network. Baker Advertising Agency Ltd., Toronto.

\* \* \*

HEINTZMAN & COMPANY LTD.: 30 minutes 1 a week "Treasure House of Music" over CKEY, Toronto for 13 weeks, starting December 6. Placed direct.

\* \* \*

CARTER'S PRODUCTS INC. (ARRID) 10 minutes 3 a week, transcribed "Make Believe Ballroom" (participating) over CKEY, Toronto, started December 4. Small & Seiffer Inc., New York.

\* \* \*

CROSSE & BLACKWELL LTD.: began series of transcribed spots over CKEY, Toronto beginning December 4, for one year. McKim Advertising Ltd., Toronto.

\* \* \*

CANADIAN SILK PRODUCTS: 15 minutes 3 a week "Make Believe Ballroom" (participating) under way over CKEY, Toronto. General Broadcasting Company, Montreal.



When Gail Patrick, famous Hollywood Star, came up to Canada to do a Western tour in connection with the seventh Victory Loan, she was accompanied by Hal Crittenden, manager of CKCK, Regina. Miss Patrick's tour took her to Regina, Moose Jaw, Mossbank, Dafoe, Prince Albert, North Battleford and Saskatoon.

## Montreal Churches Fight For Air Time

Twenty-one Protestant Churches in greater Montreal, claiming to represent four denominations and to serve 200,000 people are still protesting against the CBC decision not to sell them air time on CBM at full commercial rates for the broadcasting of Sunday evening services.

"We do not feel justified at the present moment" Dr. Frigon told the Central Broadcasting Committee, which is acting for the churches, "to devote exclusively to one religious group in Montreal alone, the very important Sunday evening time".

Backing their general manager, the CBC Board ruled that "the present policy should be reaffirmed that (church) broadcasts be permitted on Sunday mornings but not on Sunday evenings."

## March Of Toys

James P. Maher, whose Maher Shoe Stores sponsor the weekly quiz show on CFRB, Toronto; CKOC, Hamilton and CFOS, Owen Sound, called "Spin to Win" is presenting for the fifth successive year his "March of Toys", a Christmas offering tied in with the Toronto Evening Telegram British War Victims Fund.

The program will originate at CFRB, and will be heard on an Ontario Network, December 19th, 9.30 to 10.30 p.m. Written and produced by Art MacGregor and Frank Deaville (Woodhouse and Hawkins) the program will present an impressive list of Canadian talent including Wally Armour, CFRB musical director, with an 18 piece orchestra; George Murray; Stuart Kenney; Pauline Renny; Alex McKee; Joe Carr; Dorothy Deane; Frank Peddie and others.

10 YEARS OF PUBLIC SERVICE

!

On November 1, 1934, CFRN began its career in broadcasting. In the past ten years, it has grown, both physically and influentially, until today it has earned an enviable reputation, locally and nationally. CFRN looks for the same advancement in the years to come.

"FROM '34 TO '44"

!

Edmonton - Alta  
1000 W  
**CFRN**

Appoints Agency



*Bless 'Em All!*

SPONSORS  
PRODUCERS  
AGENCIES  
FELLOW-  
WRITERS  
and ARTISTS

Merry  
Christmas

Roxana Bond

# NICE TEAM WORK BOYS!

by J. W. Thain

President Canadian Association of Advertising Agencies,  
and Vice-Chairman, Advertising Agencies of Canada



In my mind, I have often compared the work of the CAAA, and the AAC to two inter-related teams in a big league. The big league is Canada's war effort, and that war effort has been made up of hundreds of hard-fighting, hard-driving teams. The first team, the Armed Forces, is punching its way to victory on the goal-line of Germany. It's just "goal to go". Then you have all the "home" teams, backing up the big team in every conceivable way.

Radio has been one of those "home" teams, and it's made some

really important plays. We, the Advertising Agencies of Canada, feel that it has been a pleasure to have served on that team.

"Teamwork" is the business of everyone working together for a common cause. That is why the advertising agencies of Canada were banded together. It was necessary to have a co-ordinated effort, if the spark and the drive that the best advertising brains of Canada could give to "morale" was to have its full effect.

From the very first, the team clicked. All legitimate competitive

differences were sunk in a co-operative desire to serve.

There is no denying or holding back the power of radio to influence the minds and hearts of the people. As Dick Lewis has so aptly said, Hitler discovered this power before us, and made evil use of it. It was our job to counteract that evil with the Truth, to awaken the people to the dangers that surrounded them.

That we can pride ourselves in having succeeded in this objective is due to that one factor of teamwork. Without the unselfish co-operation of each advertising agency, of the officials and staff of the Canadian Broadcasting Corporation, of the managements and staffs of the private stations from coast to coast, there could have been a dismal failure instead of a shining success. If we take a bow, we take it for everyone in the industry, where what goes on behind the microphone is often too modestly hidden from the public gaze.

I look back upon such radio shows as "Nazi Eyes on Canada", which had a profound effect upon Canadian thinking; the star-studded "Victory Loan Hours", where our Canadian talent was fused with great names of the entertainment world to entertain, while inter-larded messages from those who had seen and been part of the fighting brought home to the listeners the true meaning of the total war we are fighting; "Highlights for Today", which told the story of Canada at war on the home front; also the program that did a fine recruiting job for the Royal Canadian Air Force; "In the Spotlight", a series presented by the Government of Canada to show Canadians how to help combat inflation. . . . these are all radio programs prepared under the aegis of the Advertising Agencies of Canada, written and produced by Canadians, presented with the active help of the CBC, the private stations, and such organizations as the Canadian Association of Broadcasters. Teamwork has enabled each program to score with the listener.

Yet this is no time to look back; this is a time of looking ahead. When we think about it seriously, we realize our job, our responsibility, is but beginning. There is Victory still to be won, and we must continue to play our part in keeping public morale pointed towards that all-important goal, not only as far as Berlin, but also right into the streets of Tokyo.

After Victory, we go into the overtime, and the overtime may be longer than the game. There comes the work of rehabilitation and reconstruction and reconversion. Once again it will be our job to mould public opinion. We shall have to

(Continued on Next Page)

## Announcing A NEW RADIO STATION IN TORONTO

**YORK BROADCASTERS Limited** announce that they have been informed by the Department of Transport that a license is being issued to them to operate a new 1,000-watt Radio Station in Toronto. Broadcasting will commence early in the New Year.

A capable, experienced radio personnel will man the new station to assure a high degree of efficiency in program presentation. Future announcements will outline program policy, call letters and frequency.

**YORK BROADCASTERS LIMITED**

R. T. Fulford, President — Al Leary, Managing Director  
21 Dundas Square, Toronto

Nice Teamwork

(Continued from Previous Page)

how necessary it is that the carving millions of Europe and Asia be fed. There will be many problems of government which will require the truth being told through the medium of the spoken and written word. The task is inspiring, a challenge to our team — the press, radio, posters, street car cards, etc.

The work of propaganda or advertising or Truth (whatever name you choose to give it) is never one.

Ours is a responsibility we welcome, strengthened by our years of undoubted achievement, and buoyed up by the knowledge that what we are doing, small as it may seem at times, is part of a vast scheme of Victory and Peace.

When we cross that final goal-line in that final overtime, then, and only then, can we relax. Then, and only then, can we afford to say: Nice teamwork, boys! Let's take a breather."

On The Move

Ken. Campbell, former publicity director at the Toronto Office of National Broadcast Sales has joined the announcing staff of station CHEX, Peterborough.

POST-WAR TRENDS IN RADIO LISTENING

Comics and Cut-ups Will Replace News and Commentaries

Radio listening is beginning to show definite trends towards post-war development. In this sixth year of war, the breathless suspense of the news bulletin is giving way to lighter comedy and entertainment. "Share the Wealth" and "Charlie McCarthy" are coming back to the limelight while the audiences of H. V. Kaltenborn and Wilson Woodside are sitting back in their chairs — saying to themselves "All's well on the western front, so let's hear some restful music for a change!" This bit of news came to us from the radio research department of Elliott-Haynes Limited when we asked them to give us a summary of audience trends during the past year.

During the war, E-H reports have conclusively shown that listener interest in newscasts increases in proportion to the gravity of the war situation. After the fall of France and then later at the time of Dun-

kirk, listener interest reached its first high peak. When Rommel was pounding the allied armies back at El Alemein, Canadian ears were glued to the loudspeakers whenever the least scrap of news might be forthcoming. In November, 1944, when allied troops were nearing Rome, the French Canadian radio sets showed a marked interest in war events, fearful lest their church's home, the Vatican, should be destroyed by the huge machines of war threshing over Italian hills and valleys.

But with the dawn of victory glowing over the horizon, the whims of radio listeners are turning to lighter entertainment, romance and music far removed from the dreariness and monotony of events of war. With almost the spontaniety of a rugby crowd that condemns a foul play with boos and proclaims a good one with cheers, so the Canadian radio audience is

turning to its new champion.

Fortunately, this new hunger is being fed with an increased diet of radio fare of all types. With increased radio advertising expenditures in 1944 and 1945, and better Canadian producer talent, radio listeners are getting more and better Canadian shows. No longer do they have to depend entirely upon American imported "made overs" as evidenced by the latest Elliott-Haynes evening report listing 14 national programs of Canadian origin: N.H.L. Hockey (Imperial Oil), Treasure Trail (Wrigley's), L for Lankie (Marconi), John & Judy (Pond's), Fighting Navy (B. A. Oil), Curtain Time (Buckingham), Victory Parade (Coca-Cola), Music for Canadians (Tip Top Tailors), Musical Mail Box (Colgate-Palmolive), Voice of Victor (R.C.A. Victor), Jolly Miller Time (Maple Leaf Milling), Canadian Cavalcade (Borden's)

UNITY...

Radio, with the Press, has a patriotic duty to perform. Canadian Unity must be maintained and, even augmented.

In Old French Quebec City, there is a radio station that understands its national duty. It is CHRC, first in the field, first in effort. Monetary profits are immaterial. There is a national job to be done and is being done.

CHRC never passes an opportunity of serving and helping French-Canadian and Roman Catholic organizations and also the English-Protestant minority. It harbours with equal generosity, the Y.M.C.A., the Y.W.C.A., the Salvation Army, the I.O.D.E., etc. In a word, every organization, irrespective of creed or language, is given the full facilities of this Canadian station.

Another instance of the desire to serve Unity, was on the day Premier Churchill arrived in Quebec for the latest War Conference. That same day, also arrived in Quebec, the Reverend Brian Green, vicar of old Brompton, in London, England. He delivered a sermon from the pulpit of the century-old Anglican cathedral in Quebec City. CHRC broadcast, in English from this Anglican cathedral, the entire ceremony.

When one considers that the population of Quebec City and District, is over 98% French Canadian and Roman Catholic, this gesture of broadcasting, in English, a ceremony from the Anglican cathedral, is proof of goodwill and "Bonne Entente."

CHRC went further; this ceremony was recorded and these records were sent with the compliments of the station, to a number of broadcasting stations, throughout Canada.

One point in this broadcast is worthy of mention. The sermon by the Reverend Green was preceded by the history, in English, of the Anglican See in Canada.

It was made known that when the first Anglican Bishop, the Reverend Mountain, arrived in Quebec, he was greeted by the Roman Catholic Bishop of the time. He was given liberally, the use of chapels of the Jesuits of the Recollects and the Ursulines, to hold worship until he had his own Anglican church in Quebec. Later, when fire destroyed the Anglican church, again the Roman Catholic Clergy of Old Quebec, extended the courtesy of their church to the Anglican Bishop who, when the Roman Catholic Basilica was in turn, destroyed by fire, some years ago, offered his Anglican church for the holding of Roman Catholic worship.

There, we believe, is an example unique of goodwill unto fellow Canadians, and today CHRC perpetuates the spirit of "Bonne Entente" with full broadness of mind and mutual understanding.

Quebec is a city unique in this that two great races are united in a friendly and brotherly effort towards mutual understanding and unity. Living side by side, the sons of former foes meet, comprehend each other, intermarry and live in peace and contentment, in the very shade of Cap Diamant, close to the historic Plains of Abraham, where, in battle, the blood of English and French braves was blended and has produced better understanding and mutually tolerant citizens of this our beloved country. Quebec, today, is considered as a capital of the world. And it is served by

CHRC

THE GOODWILL STATION OF CANADA

Studios and offices: 11 rue Buede, Transmitter: Ste. Foy, P.Q.

J. NARCISSE TRIVIERGE, Managing-Director.



Coupled with the grand old wish, here's for prosperity AND PEACE in the New Year.

CJCS STRATFORD



R. L. SIMPSON

RAI PURDY

E. W. EDGE

# Happy Christmas

*and thanks a million . . .*

... to the sponsors and their agencies who have afforded us the opportunity in 1944 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**

## Western Radio Club

Winnipeg radio men have organized the Radio Broadcasters' Club of Winnipeg, with the object of furthering better relationship amongst members of the industry. Dan Cameron of the CBC Talks Department was elected first president of the new organization, with Jack Wells, of CKRC, as vice-president. Wilf Carpentier of CKY is treasurer while George Secord, of the CBC, was appointed secretary.

Chairmen of the Standing Committee are as follows: Ron Morrier, CBC who handles sports; W. A. Duffield, CKY takes care of speakers; Orin Botsford, CKRC, who is concerned with membership; Walter H. Randall, CKY, publicity man and Harold Hunter in charge of entertainment and also representative on the executive for CBC musicians.

Appointed honorary patrons of the club were James Finlay, CBC; W. H. Backhouse, CKY, and Gerry Gaetz from CKRC.

Men actively engaged in the radio broadcasting business in Winnipeg are eligible for membership.

## CAB Convention

February 12-14, 1945 are the dates for the annual meeting of the Canadian Association of Broadcasters which will be held again at the Chateau Frontenac Hotel, Quebec City. Glen Bannerman, CAB president, says that indications are that the hotel will be crowded to capacity and suggests that accommodation be secured by those planning to attend as soon as possible. All available suites, he says, have already been reserved.

On the third afternoon of the convention, February 14, the BBM will hold a closed business meeting for election of officers and other matters. Following this a forum on the subject of BBM will be held, and this meeting, we are advised by Athol McQuarrie, will be open to anyone interested.

## Radio In Public Health



Eric Aylen, manager of Trail's CJAT, exposes a healthy looking back to the X-ray camera, and describes the experience for CJAT listeners.

Trail's CJAT recently found a new way to render service to its community, when it utilized its facilities in connection with the first attempt at a mass X-Ray of a community tried out in Trail, B.C.

The prime problem was to break down prejudice and get it across to the people that it was a simple matter with no cause for alarm.

The preliminary step was the airing of frequent announcements saying simply "Mr Five by Four is coming to town". This stirred up public curiosity as to who the visitor might be, and it was disclosed later the Mr. Four by Five was the X-Ray film used, which measures 4 x 5 inches.

As the first men to be X-Rayed passed through the travelling clinic, CJAT's microphones picked up the procedure from start to finish. Eric Aylen, manager of the station, did a commentary describing the equipment, interviewing the technicians as well as the men who were having their X-Rays taken. Then with microphone in one hand, and pulling off his coat, vest and shirt with the other, he went through the whole procedure of being X-Rayed himself, describing every step.

610kc—1000w

*The All-Canada Man*

IS PROUD OF

**Trail's CJAT**

Billboards First Award Station  
In Canada

Let Trail's Community-Minded Station  
Serve You This Coming Year



ALL-CANADA RADIO FACILITIES  
IN CANADA

★ WEED & CO.  
U.S.A.

# PRIVATE BROADCASTER WAXES A WOW

Here's a Merry Bit of Humor at your Expense, Mr. Station Manager

by Ralph E. Spencer

When I arrived at the offices of B. Otteway Blow, manager of one of our larger Canadian stations, the inquiry clerk raised her eyebrows, but directed me down the carpeted hallway to the "fourth door on the right". I entered and found myself in a small reception room. The desk was empty . . . typewriter aloof . . . phone untended, and one rose bloomed valiantly in a small vase in this world of filing cabinets and memo pads.

Noting that the carpet led directly across the room and under a closed door, I stepped across, placed my hand on the knob, braced my shoulders, and entered.

The portly form of B. Otteway Blow drew my eyes. He was reclining in an arm chair, legs stretched out,—seemingly balanced on the back of his head, and heels, with the chair taking the nodal point of weight — his fingertips together and a smile of relaxation on his face. Soft music flooded the room, and I perceived that he listening to a magnificent radio. dialed to Station CRAB.

His eyes turned at my entry, widened with surprise. He snorted like a walrus, threw a flipper at the radio and slapped it silent, and struggled to an outraged sitting position on the edge of his chair.

"How did you get in?" he asked, expelling the words like profanity.

"My appointment was for ten," I said, looking at my watch. "Your secretary announced me, and I came in."

He goggled at me incredulously. "Yes, yes, of course," he mumbled, "Will you make a statement on the independent broadcaster B.O.?" I enquired.

"I certainly will," he replied, every cell in his body springing to the alert. His shoulders squared, his eyes brightened, and his nostrils flared. "The independent broadcaster carries the future of radio in Canada. The independent broadcaster is the most harried man in business. Unless the average citizen realizes his radio hours are in danger of domination, the independent broadcaster will be throttled by . . ." he caught his breath — "throttled by . . .", a cough that started in his lower colon began to wheeze its way through B. O.'s midriff, forcing its way upward in tremendous outbursts of tortured exhalations.

"You were listening to the radio", I said, nodding my head toward the receiver.

"Very bad cough this morning," muttered B. O., swabbing his mouth with a huge white handker-

chief. "Just happened to twirl the dial . . . music . . . uh . . . different . . ." He reached out a powerful hand, while glancing at me from the corners of his eyes, and pressed a button. "Now, my own program."

An ominous silence came from the radio. B. O. waited a moment, then reached for the knob, but before his hand touched it, a voice came from the grill . . . a woman's voice, — low, tremulous, and fraught with the lace of soapsuds. "John?" she said softly.

Like a mountain thrusting upward through the prairie, B. O. rose from his chair, and stooping slightly forward, trembling hand outstretched, tottered across the room to a dark-panelled wall, opened a cupboard and grasped a disc. His head turned. His eyes caught mine and he beckoned with his head.

"Put this on the play-back," he croaked weakly.

I took the platter from his hands, and crossed to the radio. As I reached to turn it off, the woman's voice spoke a second time. "J-o-h-n!" she said in astonishment. I snapped the machine to "phono", set the needle, and turned up the volume.

A confused babble of voices boomed from the grill . . . a tremendous wave of cheering surged into B.O.'s office. A raucous voice cut through the din . . . "Kill the guy. Take him out. He's blind as the Board of Governors. Booo-o-o!" And again the din of a thousand voices boomed like jungle drums.

The B. O. stood by the wall, pointing proudly at the grill, his eyes blazing with excitement, his mouth grinning with recognition.

"A triple play," said I, "no less!"

He nodded happily. "I'm making my seven hundred and sixty-fourth this morning," he said proudly, "panning the independent broadcaster."

"Why?"

His beetling brows came together. "For being so *damned* independent. I can get more cooperation from the CBC than from any of the grooves who think they're running a broadcasting service . . ."

A buzzer shrilled through the room, and a girl's tinny voice followed it. "Mr. Blow? The transcription department is ready for you".

"This is it," he said, "Call again when I'm not so busy."

# PN



Season's Greetings  
Good Luck

# PRESS NEWS

The Complete Radio News Service

HEAD OFFICE TORONTO



# A Complete Ad

# Harry E. Foster

TORONTO



LAYOUTS

SPACE BUYING

NEWSPAPER COPY

PRINTING DEPARTMENT

WOMENS INTERESTS

# Advertising Service

## Agencies Limited

VANCOUVER



We're Wishing  
Our Producers

## A Happy Christmas

by making it possible for them to keep in touch with us — day and nite — thru

## RADIO ARTISTS REGISTRY

WA. 1191

- Ruby Ramsay Rouse
- Maurice Rapkin
- Lorne Green
- Mona O'Hearn
- Barry Wood
- Herbert Gott
- J. Arthur Martin

## U.S. Needs and Expects Television

### NBC Pres. Asks FCC For Green Light

The United States needs and expects television as an immediate postwar service and industry, Niles Trammell, President of the NBC, recently told the Federal Communications Commission at its hearing on the question of reallocating all radio frequencies.

Declaring that the NBC stands prepared to make the necessary capital investments, to scrap obsolete equipment and construct new equipment and to expand its facilities and organization, Mr. Trammell urged the Commission to give a green light to full scale television broadcasting on present standards.

"Subject to the decisions of the Commission and the availability of men and materials," Mr. Trammell said, "we propose to resume full-scale activity in improving present-day broadcasting services and in developing new services. We are ready to make the necessary capital investments, ready to scrap the obsolete and construct the new, ready to expand facilities and organization. We seek no delay, nor do we fear the business risks to be encountered in this rapidly changing industry."

Mr. Trammell pointed out to the Commission that the NBC has

## Remembrance Day Ceremonies In Old Quebec



With four sons and one son-in-law on active service, Remembrance Day this year had a special significance for Narcisse Thivierge, director of CHRC, Quebec City, when he described the Armistice Day ceremony under the old city walls for his station's listeners, as he has done each year for nearly a quarter of a century.

been developing television studio techniques and program presentations for more than six years. These productions use both live talent and film and include dramas, sports pickups, news, fashion, Grand Opera, vaudeville, art, music, domestic science, parades and the two recent political conventions in Chicago.

Through network television, he told the Commission, simultaneous coverage of the nation would enable NBC to bring into the American home leading events as they occur, and to unite the nation as a single audience to hear and see the great personalities of Government, of education, of the arts and of entertainment.

Mr. Trammell further pointed out to the Commission the tremendous boon to postwar employment that would result from full scale progress in the television broadcasting industry.

"It is evident," he said, "that with wartime restrictions removed, industry must carry the ball. A rapidly expanding television industry will create jobs for many thousands of men and women in radio manufacturing plants and broadcasting studios."

A large proportion of returning service men and women interview-

ed at NBC have expressed keen interest in the possibilities of employment in television, Mr. Trammell told the Commission.

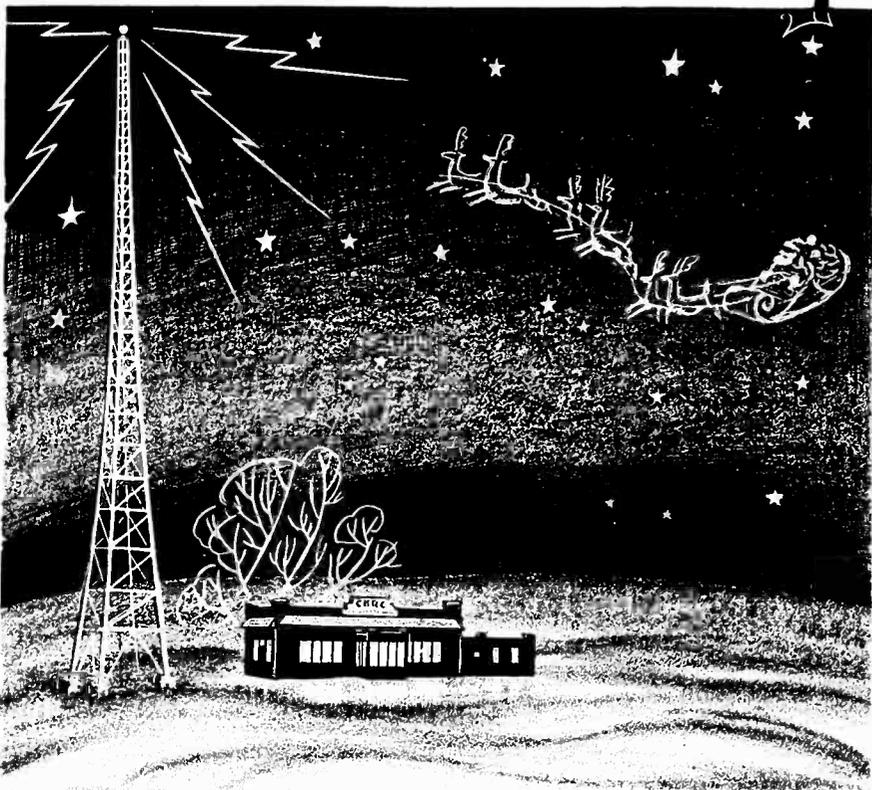
"There is every reason to believe," he said, "that television may offer even more new employment in the coming postwar period than sound broadcasting did after the last war."

### 33rd Overseas Trip For Kaltenborn

H. V. Kaltenborn, NBC's dean of commentators, has just left on a news gathering trip to two battle fronts and three war capitals, Rome, Paris and London. Kaltenborn who had made two overseas journeys to give his listeners the benefit of his eye-witness experiences, was in the South and Central Pacific at this time last year. Last spring, he visited Cuba for that country's wartime election.

The NBC commentator will maintain a regular broadcast schedule on this, his 33rd overseas reporting trip. He will spend a week in Rome, then proceed directly to the front lines in Italy. He will go from there to Paris for two weeks, then to the Western Front and finally to London, last stop before his return to this country.

# Christmas Greetings



# CKRC

THE ALL CANADA STATION - WINNIPEG, CANADA

## Doing a Great Job On the Pacific Coast!

- **News!**

EVERY HOUR ON THE HOUR.

- **Music!**

THE WORLD'S BEST RECORDS AND WORLD TRANSCRIPTIONS.

- **Coverage!**

YOU PAY ONLY FOR NEW WESTMINSTER. GET VICTORIA AND VANCOUVER AS A BONUS!

# CKNW

NEW WESTMINSTER, B.C.

*The heartiest Season's Greetings  
from Fran, Jeanne, Dabe, Ed,  
Trump and yours truly  
Jack Allison*

# Radio Must Plan Post War Business

The radio manufacturers of Canada and the United States, who have sweated with building up the radio industry through the war years must be left with the task of planning its own post-war business if it is to survive.

This was the gist of a note of warning sounded by R. M. Brophy, general manager of the Canadian Marconi Company and president of the Radio Manufacturers' Association of Canada, speaking last month to a meeting in Rochester, N.Y., of the Institute of Radio Engineers.

"I like to think that our days of pioneering are just beginning", he said, "and that we will see our factories humming with new employment, as our skill and genius take the form of new products of convenience and of education and comfort.

"We met all the demands placed upon us to supply goods to such of the United Nations as required them to beat our enemies. I would feel very happy if we could look forward with confidence to achieving the same measure of success in meeting the post-war problems of employment and other things that will come."

## CKCK Staff Changes

Norman McBain, formerly with CHAB, Moose Jaw and Ken Compton, a newcomer from Regina have joined the announcing staff of CKCK, Regina. Departures from the station include Mrs. Joyce Moxley, copy writer and Jim Kent, continuity editor who has left after four and a half years with CKCK to take a position with the audio-visual branch of the Saskatchewan Department of Education.



Montreal's impressive Bell Telephone Building typifies big business in Canada's metropolis.

## WE SALUTE THESE ADVERTISERS

... now on the air with R.P.P. Produced Programs

- Monday, Wednesday and Friday—WBEN Buffalo—"International House Party"—John Labatt Limited—J. Walter Thompson Co. Ltd.
- Sunday—CBF and French CBC network—"Les Gars de la Marine"—British American Oil Co. Ltd.—J. Walter Thompson Co. Ltd.
- Monday—CKAC-CHRC—"Cafe Concert Kraft"—Kraft Cheese Ltd.—J. Walter Thompson Co. Ltd.
- Monday—CKAC-CHLT-CHLN-CKCH—"Les Amours de Ti-Jos"—John Labatt Limited—J. Walter Thompson Co. Ltd.
- Tuesday—CBF and French CBC network and CKAC—"Les Secrets du Docteur Morhanges"—Ironized Yeast Co. Ltd.—Pedlar & Ryan, Inc.
- Tuesday—CBF and French CBC network—"La Mine d'Or"—Cashmere Bouquet—Spitzer & Mills.
- Wednesday—CKAC-CHRC—"Ceux qu'on Aime"—Pond's—J. Walter Thompson Co. Ltd.
- Wednesday—CKAC-CHRC-CKCH-CBV—"Le Theatre de Chez-Nous"—Red Rose Tea & Coffee—McConnell Eastman.
- Thursday—CKAC-CHRC-CHNC-CJBR—"Radio-Theatre Lux Francais"—Lever Bros.—J. Walter Thompson Co. Ltd.
- Friday—CKAC-CHRC—"Pierrot Latulipe"—Quaker Oats—Spitzer & Mills.
- Monday through Friday—CBF and French CBC network—"Les Joyeux Troubadours"—Colgate-Palmolive Peet Co.—Spitzer & Mills.
- Monday through Friday—CBF and French CBC network—"Les Liptonnaires"—Thos. J. Lipton Limited—Vickers & Benson.



**RADIO PROGRAMME PRODUCERS**  
MONTREAL QUEBEC

## PROGRAMS FOR SALE!



Agencies and their clients are expressing considerable appreciation of CKAC's "Programs for Sale" booklets which were mailed out across the country last month. These sixteen page envelope size booklets keep those interested posted on the established programs which the Montreal station has to offer, and the general reaction is reported to be most favorable.

## Agency Changes Name

Frontenac Broadcasting Company announced that its name has been changed to Frontenac Broadcasting Agency. Offices are still at 394 Bay Street, Toronto.

**NEXT ISSUE  
DECEMBER  
23rd**

*On this*

Our Sixth Wartime Christmas

## SHORT WAVE VE9A1

Celebrates Its First — Taking Its Part — bringing "Christmas" and "Home" closer to those on wartime duty in Canada's Great Northwest.

To Them and to Everybody Everywhere  
The Staff and Management of

## CJCA and SHORT WAVE VE9A1

Extend Warmest

## Christmas Greetings

May the New Year Bring Our First Peacetime Christmas in Seven.

**MISS PERSONALITY-PLUS**



Photo by Robert Norwood, Halifax

heard five times a week out of CBL, Toronto, Joan Baird's commentaries on womanly topics of the day are winning a wide following with her deep pleasant voice and mike personality. After Branksome Hall and the University of Toronto, Joan tried the swing shift in a war plant, and then spent a week working in a laundry to get material for her first CBC talk. Worked on CJBC's "Let's Visit", and eventually won her own five-a-week spot "Your Morning Visit With Joan Baird."

**How They Stand**

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

**DAYTIME**

English	E-H Rating	Change
Soldier's Wife	18.1	+1.0
Big Sister	16.2	+ .7
Happy Gang	15.4	+ .7
Road of Life	13.2	-.8
Ma Perkins	12.2	+ .4
Lucy Linton	11.7	+1.5
Right to Happiness	11.0	+ .7
Pepper Young	10.5	+ .5
Claire Wallace	10.2	new
Woman of America	9.8	+ .8

**French**

Quelles Nouvelles	32.4	+ 7.9
Jeunesse Dorée	32.0	+ 2.0
Joyeux Troubadours	28.0	+ 3.0
Rue Principale	26.9	+ 8.0
Grande Soeur, 11 a.m.	24.0	+ 1.9
Histoires d'Amour	23.9	+ 6.6
Grande Soeur, 12.30	22.2	+ 3.2
Métairie Rancourt	21.9	+ 1.7
Pierre Guérin	20.3	+ 1.2
Tante Lucie	20.0	+ 4.5

**CKBI Staff News**

Gerry Prest, former publicity man at CKBI, has been appointed Sales Manager of the Prince Albert station. Roy Reber from CJOR, Lethbridge has joined the announcing staff.

**CFCN** BRINGS YOU

**Xmas Greetings**

FROM ITS VAST AUDIENCE  
IN ALBERTA,  
SASKATCHEWAN  
AND  
BRITISH COLUMBIA



We have a Christmas present for your clients, your clients have a Christmas present for us; and if we all got together we'll have the G—D—est Christmas Party lasting all year for the sales department and all of us.

"Ask Adaskin"

**JOHN ADASKIN PRODUCTIONS**

TELEPHONES  
OFFICE ELGIN 9296  
NIGHTS KINGSDALE 1974

MONTREAL TRUST BLDG  
67 YONGE ST.  
TORONTO

**GREETINGS**

from



120 KC **CKNW** 1000 WATTS

**The WESTERN ONTARIO FARM STATION**

representatives J.L. ALEXANDER TORONTO & MONTREAL

AN INDEPENDENTLY OPERATED STATION

# ACA PUBLIC RELATIONS FORUM

High-lighting the Association of Canadian Advertisers' Convention held in Toronto last month was the forum conducted on the subject of Public Relations.

There follows the first of a series of articles, condensed from talks delivered during this forum, on various phases of the topic. The CANADIAN BROADCASTER acknowledges the courtesy of the management of the ACA which has made the full transcript of the forum available to it for the purpose.

## 1. WHAT IS THE JOB?

(Speaker: T. R. Elliott, Public Relations Manager, General Motors Products of Canada Limited)

The history of Public Relations as such is very brief, because it is only within the current generation that business discovered that it must sell more than goods and services. It became apparent that business had to sell itself, had to justify its existence, had to sell, if you like, the capitalistic system.

This all became necessary because of rapid changes in world conditions, particularly after the first war. Business when world war one closed was the "white-haired boy" with the reputation for producing the goods and putting things over the top.

Then came the depression and business stalked across the stage, not as a hero, but as the villain. A new war started — a war of ideas. Communism and socialism both fostered hatred of business.

Dictators began to play new tunes on mass psychology. Business began to duck and dodge and peer furtively around the corner before venturing to take a step.

In the United States there were "exposures of business". The government began to make laws to protect the worker, to protect the investor — to protect him against business, and here the "Public Relations" technique was first developed to combat criticism and hostility. They worked fast, lest in failing to sell the new idea they should fail at length to continue selling their goods and services.

Next industry began to hammer home the thought that research, mass production and low prices are the offspring of big business and sufficient justification for the whole system. As corporations

and industries they decided they must plead not only their individual causes but the cause of industry and business management as a whole . . . they must sell the idea of the mutually beneficial relationship between business generally and the public.

Today, the war job has put management high on the pedestal of public approval. The job therefore is to tell the public what industry stands for during the peace. And there is a real task.

Down through the years our men of management have come to be known more for the things they were thought to be against . . . against the creation of more wealth for everybody . . . against labor . . . against social security. We do not want such misunderstanding in the future.

During the complicated moves back to peace production we must make it clear that industry stands for a rapid conversion . . . for the rehabilitation of disabled veterans to remunerative jobs . . . for pricing policies that will not take advantage of temporary shortages . . . for a transition period of sound foundation with higher post-war levels of comfort and satisfaction as the end objective. If there is any secret to success in building good public relations, it is that you must begin at home and work from the inside out. The public can be counted upon to deal fairly with industry, both now and after the war, if it is kept fully informed as to what is going on. So tell management . . . tell employees . . . tell the public generally.

Looking into the future, my guess is that many men of management are very probably going to wish the public understood them and their industries better. No time like the present to analyze management's honest position.

One company—it shall be nameless — has listed the things for which it stands.

1. It stands for competitive enterprise as the best means known for the wide release of individual initiative as against government compulsion.

(Continued on Next Page)

## Merry Christmas and a Prosperous 1945



### Serving

- MAHER'S  
"Spin-to-Win"
- WRIGLEY'S  
"Treasure Trail"
- DR. MORSE'S  
"Best of the Week"
- SIMPSON'S  
"Musical Clock"



Stu Kenney

**BESTEST  
TO EVERYBODY!**



**Clary Settell**

"The Old Observer"  
(CJBC 6.45 p.m.)

"Clary's Gazette"  
(Coast-to-Coast  
10.30 p.m. every  
Wednesday).

We at  
**CHAB**

Wish you  
A Ripsnortin'  
Christmas  
and a  
Bumper Crop  
of  
Happiness  
for  
1945

**CHAB**  
MOOSE JAW SASK.

**Public Relations**

(Continued from Previous Page)

- 2. It stands for the vitality of competitive enterprise in Canada which will continue to be the "Land of Opportunity."
  - 3. It stands for incentive rewards to spur all men and to spread wealth and happiness.
  - 4. It stands for quality products made with ever greater efficiency.
  - 5. It stands for aggressive business management, guided by an effort to "get the facts" and interest them in "an open mind".
  - 6. It stands for high wages based on efficiency and increasing productivity.
  - 7. It stands for fair play through recognition of equities of all individuals and groups concerned with its operation.
  - 8. It stands for decentralization of its manufacturing operations to spread the benefit to many communities.
  - 9. It stands for decentralization of its management responsibility as the best means to stimulate initiative and broaden opportunity for many in the organization.
  - 10. It stands for the growth of small businesses through the development of national networks of independent enterprises.
  - 11. It stands for the duty of being a good citizen in communities where it operates and seeks to assume its share of community responsibilities.
- After all, there is no such thing as a company performing an action or formulating a policy. These are done by thinking people of flesh and blood. If you can make the public understand that business is made up of sentient human beings, and that they stand for progressive ideals, then business will hold the public favor it now enjoys as we move forward into peace. To do that, in my opinion, is the job of Public Relations today.

**Returns To Free-Lancing**

Horace Brown is leaving McKim Advertising Ltd., as of January 1st. He will be returning to his previous work as a free-lance script-writer, although he expects to continue doing certain assignments for McKims.

**Promise Blends With Uncertainty For Radio 1945**

by

**Dr. Augustin Frigon**

General Manager, Canadian Broadcasting Corporation



At no time have the radio broadcasting industry and business faced a new year so uncertain and yet so full of promise and expectation as 1945. Unpredictable war conditions make it difficult to finalize now many questions awaiting clarification and decision. For instance, it is hoped that before very long the radio manufacturing industry will be permitted to resume production of civil requirements, yet no date can be set for the turnover which would relieve the tension in many industries anxious to go ahead under normal conditions again; it is expected that before long, appropriate broadcasting frequencies may be assigned to FM, and yet recent findings may still affect a final choice; controversies are still going on in the United States regarding the proper handling of television, whilst an announcement received only a few days ago may throw a new light on the whole situation; international agreements will have to be revised but no final date for an international conference has been set; confirmation is expected any day on an important understanding regarding the Havana Agreement which may influence Canada in fully implementing that Agreement. These are all extremely important problems which affect the course to be followed by radio broadcasting in the post-war period. Some of these problems will find a solution very shortly, but others depend on the course of the war.

The CBC is keeping close contact with last minute developments in each of these various fields, and is also advising the government, to the best of its ability, so that proper balance may be maintained in the Canadian broadcasting world.

Our Board of Governors has gone on record favoring the use of frequency modulation by private broadcasters, and in order to open this new field to manufacturers and listeners, we are presently planning the construction of two FM sta-

tions, one in Montreal, the other in Toronto. We are carefully watching the controversy regarding television so that we may be fully prepared to take action as soon as the present situation has been finally stabilized. Looking back to years past, it is evident that this policy of careful planning and yet prompt action, when required, is best for our country. We are eager to cooperate with every section of the broadcasting industry and business. In return, we hope always to receive, as in the past, the support and earnest collaboration of all those who like us, wish to give to the Canadian public the best possible broadcasting service.

With this outlook on the future, I can see prosperity ahead for all, and satisfaction to the listening public. It is therefore, with great confidence that I wish a Merry Christmas and a Happy and Prosperous New Year to all those connected with the radio broadcasting industry and business in Canada.

**Adam Young Opens U.S. Rep. Office**

Adam Young Junior, for the past 6 1/2-years "Canadian special-



ist" in the New York radio representative office of Joseph Hershey McGillvra Inc., has established his own office under the name of "Adam Young Jr. Inc." at 11 West 42nd Street, New York City, in the same field. He is also planning opening a Chicago office in the immediate future, and will shortly be announcing the list of stations, including a number of Canadian ones, which he will be representing in the United States.

Prior to joining the McGillvra organization, Adam Young spent seven and a half years with the National Broadcasting Company in sales research and promotion, and, for one year, he was radio director of the H. M. Kiesewetter Advertising Agency, New York.

He is well-known to Canadian radio men, having been a regular visitor to CAB Conventions in past years.

**CKNB CAMPBELLTON N.B.**

December 9, 1944

Dear Mr. Time-Buyer:-

The officers and stock-holders of my Company; my boss Dr. "Charlie" Houde and I; the girls and boys in the office, the control room and the transmitter; all gang up to wish you a Happy Christmas.

Nothing original in that sentiment? No, - nor in our hope that the New Year will find you enjoying unbroken days of prosperity and the joy of living.

Let originality stay where it belongs...for instance, in CKNB's programming. The old wishes, sincerely offered, will always be the best.

A very close friend and valued business associate joins us in our Season's Greeting to you. He's somebody you know... The All-Canada Man.

MERRY Christmas! HAPPY New Year!

Yours very truly,

*Steu Chapman*

CSC/JN

STATION MANAGER

PS--I didn't MEAN for that crass commercial note to creep into paragraph 3...honest!

**AN ALL-CANADA STATION**



**"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO**

CHATHA M

*Serving*

The richest farming area in Canada with increased operating hours, 7.15 a.m.-11.15 p.m. (16 hours daily).

**JOHN BEARDALL**  
Mgr.-Owner



## Season's Greetings

# CJGX

YORKTON, SASK.

*"Western Canada's Farm Station"*

A Dominion Network Outlet

Represented by Stovin & Wright

## Private Radio Yesterday and Today

Joe Sedgwick, K.C., Addresses Radio Execs



If private broadcasters will concentrate on giving their listeners a better technical and program service, and, satisfied with reasonable profits, devote their revenues over and above that to station and program improvement, no corporation or government will, or would want to disturb or hamper them, Joseph Sedgwick, K.C., told a luncheon meeting of the Radio Executives Club of Toronto, November 23rd.

He sketched briefly the story of radio in Canada from the early "crystal-gazing" days when the family, or as many of them as could get one or two ears onto an ear phone, used to sit around the marvellous invention in rapt expectancy; when the function of radio was "not to amuse but to amaze", and when the addition of another station to the "Radio Log" counted like another notch on his gun did to Daniel Boone.

"In those days," he said, "the station signal, was, in the true sense, broadcast, and only God knew where it went to. Station coverage in an exact and area sense had not then been seriously considered.

"The average operator" the CAB general counsel continued, "could and would produce fan letters from Tipperary to Timbuctoo, but as to reaching a constant audience, the kind that interest an advertiser, why neither advertisers, nor an audience of that kind entered into his calculations.

Radio had to emerge, the speaker explained from its "miraculous" state, until listeners became accustomed to broadcasting and came to demand something more than a mere sound. "It was then (in the late twenties and early thirties)", Sedgwick said, "that broadcasters developed something which they could offer to advertisers — something roughly corresponding to newspaper or magazine circulation."

Passing quickly over the technical side of radio, the speaker admonished his listeners not to "sell AM, or Standard Band broadcasting short, for it may have a long

life yet. "Like some chronic invalids who are always just about to die, it may well outlive most of us."

"Unlike good children, radios (under present circumstances) should be heard, but need not be seen," he went on. "Television will involve a radical change in our habits of life. The cabinet will have to be so placed that all in the room can see it without distortion. the seating arrangements in the living room will have to altered so that the old place looks something like a theatre. As the action will appeal to both eye and ear, the audience will have to be on the alert all the time, and vanished will be that old easy restfulness that goes with standard band broadcasting.

"FM", he continued, "does of course give greater clarity, wider range, and freedom from interference. But FM is still bounded by the "sight horizon", which means that it is for the crowded centres rather than for the open spaces, and as we in Canada have a population of less than three people to the square mile, I think it will be a long time before broadcasting generally supplants the present system here — and it will have to make thus far unguessed at technical advances in order to do so.

*(Continued on Next Page)*

# Season's Greetings

FROM ALL  
OF US AT  
C F G P  
GRANDE  
PRAIRIE  
ALBERTA

*Looking forward to  
1945  
aren't you?*



## Merry Christmas!

## Joyeux Noel!

Whichever way you want to put it that's what we're wishing you right now at

# CHNC

New Carlisle, Que.

*Continued from Previous Page)*

Turning to the political aspect of the business, Sedgwick pointed out that parliament which, like the lord, giveth and taketh away, may deny private radio in Canada a future. "Speaking to you people, all interested in radio in one way or another", he said, "I need not say that we are licensed to operate stations on an annual basis, and that for at least a period our continued existence was seriously threatened. Stations still have no security of tenure", he continued, "but they have that security which flows from continued existence, and I think we may, with some reason say that the licenses will be continued during good behaviour."

He pointed out that at this time there is no great support for anything that aims at the abolition of private broadcasting and the setting up of a BBC type of operation here, though it is not ten years since such a movement had very wide support indeed.

Directing his concluding remarks to the question of programs, Mr. Sedgwick, while admitting that some programs and part of the advertising merit unfavorable criticism, suggested that "praiseworthy progress is being made, and will continue to be made so long as we keep on trying." Joint committees have been set up by broadcasting interests to study program continuities, which, under the chairmanship of R. E. Jones, has on its representatives of the CAAA, the ICA, the CBC, the CAB, and the station representatives. "Instead of saying 'the public be damned,' we pointed out, 'a sincere attempt is being made to find out what the public likes and what it dislikes.'" Speaking of the tendency for direct selling copy to give place to more of an institutional type of advertising, in response to public preference, he said; "I do not suggest that radio must always confine itself to advertising of that kind, but I do urge that advertising which offends even a small minority is not in the long run, good advertising or good business for anyone.

"Apart from advertising, I should like to see stations devote more time and thought and money to their own programs and to those of their clients. It is not good enough", he said, "in my view, to let the advertiser put on the air anything that appeals to him as being a good program; the station itself should advise, direct, and where necessary refuse.

### CBC Appointments

Lt.-Col. Rene Landry has been appointed Director of Personnel and Administrative Services for the CBC, Dr. Augustin Frigon announced in Ottawa recently. Also announced is the appointment of Harry Bramah as treasurer succeeding Harry Baldwin.

### Improved Television In France

Edward R. Murrow, in a recent CBS broadcast from London confirmed reports recently reaching this continent to the effect that great strides have been made in France in the development of wide-band, high-frequency television.

The following is the text of that part of Murrow's broadcast which touched on television.

"Paris today is a city of rumors. I encountered one, rather more incredible than most, and it turned out to be true. The story was that even during German occupation one of the great arts of peace—television, had made surprising strides and, while television had more or less stood still in every other belligerent country, it had gone swiftly forward in France. I've not myself seen a demonstration of this development, but I have talked with reliable observers who have seen it in Paris, and I've had access to detailed, though confidential, technical reports. I don't know what the Germans have done with television nor do I know what may be waiting to emerge from the laboratories in the Allied countries, but there has been developed in Paris television in which the picture is clearer, sharper, and larger than any that was being transmitted in America or in Britain before the war. The rumor turned out to be true. And it is mildly encouraging to find evidence of progress in the midst of all the diving and destroying that is going on in Europe."

### For Pete's Sake!

Customs regulations demand that all printed matter shipped in quantity from Canada to the States be imprinted with the words "Printed in Canada". When this is not done, the recipient has to mark every piece with a rubber stamp, while this would not be necessary if the imprint were put on by the printer when the job is done.

Comments on this matter by Pete McGurk of the New York office of J. J. Weed, were not quite printable, but we believe the idea is worth handing along.

### CHRISTMAS IN BROCKVILLE TOO!

Season's Greetings  
and  
Best Wishes to You

### CFBR

Dominion Network CBC



Q  
**Mighty Fine  
Christmas  
and  
Best of Luck  
for  
1945**

January thru December

*Michael Fitzgerald*

## CKY knows MANITOBA!

Owned by the people of Manitoba, CKY keeps in intimate contact with its listeners through the offices and multiple connections of the Manitoba Telephone System, of which the station is a part. Staff members make frequent tours of the Province, meeting people, lecturing on radio topics, and making other "public relations" contributions.

## MANITOBA knows CKY!

Since it was established in 1923, CKY, through its imaginative programming, its top-ranking personnel and its high power, has attracted consistently over 70% of the urban and rural market of the Province. To reach this great market effectively, astute advertisers are using the "Voice of Manitoba"—

# CKY

WINNIPEG

# 15,000 WATTS

Associated with  
CKX BRANDON  
1150 KC 1000 watts

Exclusive Sales Representative  
H. N. STOVIN  
Toronto Winnipeg Montreal

# Welcome to Quebec!



## and the rich Quebec market!

There's a hearty welcome in the old Province of Quebec—for you and your product. And the voice that welcomes you is the true voice of Quebec—CKAC. CKAC has—since pioneering days in radio—reflected the thought and true idiom of French Canada. Let CKAC introduce your product to the family of Jean Baptiste.

Incidentally, French speaking families have more to spend this year than ever. In these homes—where radio is listened to more than in any other Canadian community—CKAC leads with *whole family* coverage. May we provide you with the details?

**CKAC**  
COLUMBIA BROADCASTING  
SYSTEM  
MONTREAL

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

United States:  
Joseph H. McGillvra

### Radio Sells Radio

Feeling that radio is in its own best advertising medium, both the CBS and NBC are using time to promote their respective networks. The former is using a Tuesday night spot to sell CBS shows and personalities to listeners. NBC is airing a Sunday afternoon program "Radio Reporter" promoting various programs and artists. While the NBC venture is purely local (WEAF, New York), CBC intends feeding its show to a network of 80 stations.

# Advertising In The Post War Era

by Harold E. Stephenson

President of the Association of Canadian Advertisers

If Winston Churchill and General Eisenhower cannot say when the war with Germany will end, I shall not attempt to do so, but I think we can all agree with them that the harder we work the nearer draws the happy hour of victory.

But what of that end? What does it hold in store for business at large and, through business, for the man-in-the-street? What does business hold in store for advertising? That is perhaps as difficult to predict as is the date of the ending of hostilities, but we may again draw upon the teachings of our war leaders and say that the harder we advertising men and women work for business today, the more will business hold in store for advertising in the post-war era.

And a fair question to ask is, "What does advertising hold in store for business?"

If one may safely say that the Spring or early Summer will see German arms raised aloft, one may also say, in the same breath, that from there on advertising is in for one of the hardest-working years the profession has ever known.

All of the ingenuity and resourcefulness of the advertising practitioner is going to be called upon.

Not only will advertising have to



win back markets that, in days of shortage and restriction, have been lost, but it will have to invade and capture the new markets that have grown up since 1939.

Thousands and thousands of young married women who were at school when Hitler first went on

the rampage, are today, young housewives. The moment their husbands return from overseas they will turn very seriously to the business of housekeeping. They are the new markets that have been born.

Prior to the war, advertising did a very excellent job in establishing many products firmly in Canadian homes. In some cases those products still hold place; in others they have been displaced by substitutes which found their way into the homes in the days of shortage and rationing. The public's memory is short-lived; its loyalty ephemeral. Many are forgotten. Buying habits have been disrupted but, even so, many of that generation which was sold by pre-war advertising must now be counted as on their way out, and the first task of post-war advertising will be to bring new buyers into the fold and to make of them lifetime customers. They are the mothers and fathers of today and tomorrow, and the teachers of the next generation.

If the after-war problems began and ended right there, advertising practitioners might sit back in swivel chairs and write prescriptions as long as fountain pens hold out. Such problems are right down their own alley. They have been recapturing lost markets and winning new ones since Hitler was a corporal.

Advertising must realize that it is faced with a new job. Certainly it must win back those lost markets; and invade and conquer new fields. It will have countless new products to introduce. But that is only the beginning. Advertising will have to translate the worker to the boss—take the boss out into the suburbs, have him shake hands with Mrs. Worker and the children. Advertising must teach industry to be less grasping and teach labour to nurse the goose that lays the golden eggs. Above all else, it will be the task of advertising to make room for the homecoming soldier who has won the right to employment and security.

Advertising must be the ambassador of business, the emissary of enterprise, the spokesman of the worker, translator of the employer, peacemaker in a troubled world, the educator of all.

It is a gigantic task, but to it advertising brings many techniques as new as the robot bomb. The radio theme songs of earlier days are as dead as the crystal sets from which they were crooned; magazine advertisements vie with the story pages in romance and thrills; newspaper ads have gone editorial.

The advertising man treads new and unbroken trails. In his pack

(Continued on Next Page)

Greetings

Lorne Greene

### Post-War Advertising *(Continued from Previous Page)*

imagination, ingenuity and resourcefulness. Let him go forward to the unknown with all of the courage of the men of '98, who fought the Northland and made Klondike deliver up its riches. Some fell by the wayside; some struggled through. The post-war holds for advertising men of vision and courage all that the Klondike held out to those who defied its rigors and its threats. But one thing be grasped by all — there are men already on their way well embarked upon that post-war trail — thinking, planning, working, acting. Let us catch up with them. If we can translate thinking into action, it most certainly is not unpatriotic to count the war already over and done with. Advertising has always had to think months ahead of the times, and in the glumpest pessimists cannot believe that the Germans can hold out much longer than that. Advertising men and women of the post-war era is here.

### ORCHIDS



**ALAN YOUNG HONORED**  
Alan Young, former star comedian on the "Buckingham Show", now featured in his own program on the Blue Network for Bristol-Myers has been selected by the editors of the United States and Canada in the 9th Annual Poll conducted by the "Motion Picture Daily" for "Fame", as first in the "most promising star of to-morrow" classification.

### REHABILITATION 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.

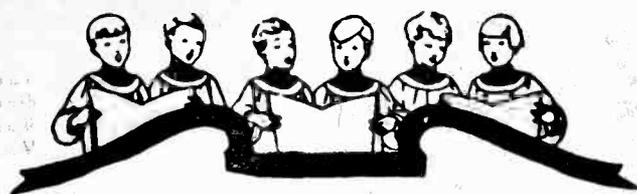
#### FILE CB 4

**RCA Captain, Age 27**, retired with leg wound after 5 years service was planning going into advertising when war broke out, and now wishes to carry out his original aim. Education—Senior Matriculation from University of Toronto Schools. Experience—contact with the public for 3½ years in a trust company's office, and five years beating back the Hun. Main pre-war interests —athletics of all kinds. Wide acquaintance in Toronto business circles. Seeks position with agency, representative or medium in contact work, or else assistant to advertising manager in commercial concern. Available January. Write File CB4, National Selective Service, 174 Spadina Avenue, Toronto.

#### FILE CB 5

**RCAF W/O 2 (Pilot) Age 24**, just discharged after three years active service, including 1 year in England, wants to get into advertising, either radio or general, with station advertising agency or representative. Junior Matriculation, and two years banking before enlisting, but I am anxious to enter advertising if I can find a position, in junior capacity, with an opportunity to learn the business.

Write file CB 5, National Selective Service, 174 Spadina Ave., Toronto.



*Sending You and Yours*  
**Sincere  
Yuletide  
Greetings**  
and a  
**Multitude**  
of  
**Good  
Wishes**  
for 1945  
**MORRIS SURDIN**

We've lots of  
new ideas,  
But here's an "oldie"  
no one wants to change

**Merry Christmas**

Woodhouse & Hawkins  
37 Bloor Street West  
T O R O N T O

**Y**ES — it has been a happy and prosperous year for us, and if the supply was more liberal we'd be sending around a bit of the traditional cheer this Christmas . . .

So even though "a few kind words" is hardly an adequate substitute, we'll have to ask you to accept them as our way of saying thanks for all the kindness, co-operation and consideration so many of you have shown us.

**SOUTHERN MUSIC PUBLISHING CO.**  
(CANADA) LTD.

**AMERICAN PERFORMING RIGHTS CO.**  
(CANADA) LTD.



# RADIO AND ATHLETICS

The following article by Jack Wells, sports and special events director of CKRC Winnipeg, appeared in the annual Winnipeg Rugby Football program this year . . . Jack was recently elected Vice-President of the newly-formed Radio Broadcasters' Club of Winnipeg.



actually seen the contests. It has created more sports fans than ever before, and the most sports fans get the bigger attendance at sporting events. The bigger the attendance the better sporting events you receive. Sports broadcasts have brought many enjoyable listening hours to the lonely trapper's cabin or farmhouse, and have offered an opportunity for those living in rural centres to know all about their favorite sports star or team.

Some sports promoters are under the mistaken impression that the broadcasting of games keeps the public away, that they would sooner stay home and listen to the description of it over the air. This is all very flattering to the boys who do the broadcasting, but actually it isn't. If we do a good job of the game, the fans think: "Say that was quite a game, I must see the next one". A new customer at the box office! We help get them in the rest is up to the athletes and promoters to keep 'em coming.

This is the part radio has played in athletics.

### Enger Joins McKim's

Walter Enger, who has been on the Toronto sales staff of Stovin & Wright since the firm was established in 1940, is taking up new duties as an account executive in the Toronto office of McKim Advertising Ltd., December 15th.



command a large listening audience whether they originate locally or come by radio from large cities. Radio can and does have the results of games well ahead of any other medium. Facilities make it possible for radio to broadcast these the day of the contest, and the sport fans have acquired the habit of turning to their favorite sportscasts to get these results, as well as commentaries.

Radio has made people sports conscious. You have only to look at the Toronto Maple Leafs. Since Foster Hewitt has been broadcasting Saturday night games, the Toronto Maple Leafs is the favorite of more youngsters and many of the older people, than any other team in the N.H.L. Radio has brought sports into the homes, and people who have never seen a major league hockey game or even a top-flight local event, can converse with authority with those who have

*Merry Christmas Everybody*

**EVEN DICK LEWIS, WHO IS A MEAN AND MERCENARY MAN**

*Barry Wood*

Do people enjoy broadcasts and what part does radio play in sports? These two questions have been asked more times than "have you an open permit?" Being in radio I naturally have to say that radio is enjoyed and does play a prominent part in athletics. But I would like to tell you why we feel that broadcasting is just as important to sports as any other medium.

Actually broadcasting is young and vigorous. Only now it is beginning to walk after the usual creeping stage that must take place in any growing industry. For example take a look at this year's World Series. Most people listened to the World Series than almost any other type of air-wave presentation, except when international figures like King George, Winston Churchill or President Roosevelt are on the air. This alone proves that the average person, rich or poor, truck driver or banker, housewife or debutante, takes a keen interest in athletics or else they wouldn't care if the bloomer girls were playing the New York Yankees.

Daily sport reviews and the broadcasting of sporting events



Just taking time out to send you the season's Greetings from the busiest community in Canada's great north.

*Gerry Quinney*  
Manager.

**CFAR**

Flin Flon, Manitoba



*Jim Browne*

and Staff  
of

**CKOV—Kelowna**  
*"The Voice of the Okanagan"*

*Wish All Their Friends in The  
Broadcasting Business*

*A Very Merry Christmas*

and

*A Happy Prosperous New Year*

# A MERRY XMAS TO ALL!

We, at CFCY Have Every Reason To Be Joyful Because B. B. Measurements, Just Released, Show That—

— INTERIM RELEASE —  
BUREAU OF BROADCAST MEASUREMENT

Station CFCY — Charlottetown, P. E. I.

County or Census Div.	Radio Homes	Coverage	Weekly Circulation
Kings, P.E.I.	2,099	98.8	2,074
Prince, P.E.I.	3,923	94.4	3,703
Queens, P.E.I.	5,113	98.4	5,031
Cumberland, N.S.	6,193	87.8	5,437
Colchester, N.S.	4,385	88.8	3,894
Pictou, N.S.	6,265	96.8	6,064
Antigonish, N.S.	1,014	82.5	837
Guysboro, N.S.	1,920	81.3	1,561
Inverness, N.S.	1,978	96.0	1,899
Richmond, N.S.	1,162	88.5	1,028
Hants, N.S.	2,904	82.8	2,405
Kings, N.S.	3,971	82.1	3,260
Lunenburg, N.S.	4,741	65.9	3,124
Annapolis, N.S.	2,581	53.3	1,376
Queens, N.S.	1,879	54.4	1,022
Westmoreland, N.S.	9,349	69.2	6,470
Albert, N.B.	917	84.4	774
Kent, N.B.	1,727	77.5	1,338
Queens, N.B.	1,540	53.5	824
Northumberland, N.B.	3,659	77.1	2,821
Gloucester, N.B.	4,766	75.4	3,594
<b>Total Primary:</b>			<b>58,536</b>
Annapolis, N.S.	2,581	—	—
Queens, N.S.	1,879	—	—
Cape Breton, N.S.	15,629	41.3	6,455
Halifax, N.S.	19,858	46.5	9,234
Sunbury, N.B.	987	43.3	427
Kings, N.B.	2,823	—	—
Restigouche, N.B.	3,269	25.4	830
<b>Total Secondary:</b>			<b>16,946</b>
Kings, N.B.	2,823	18.3	517
Restigouche, N.B.	3,269	—	—
Carleton, N.B.	2,724	21.3	580
Charlotte, N.B.	3,241	14.3	463
Victoria, N.B.	1,857	20.6	383
York, N.B.	5,679	14.8	840
Digby, N.S.	2,429	20.7	503
Shelburne, N.S.	1,780	14.8	263
<b>Total Tertiary:</b>			<b>3,549</b>
<b>Day Time:</b>			<b>77,372</b>
<b>All Areas, Night Time:</b>			<b>79,031</b>

CFCY covers more counties in the three Maritime Provinces than any other station on the air,

and

More people in the most counties are constantly tuned to CFCY — 630 on the dial

So

Thanks! B. B. M.

And

A Merry Xmas

TO YOU AND

To Our Listeners

To Our Sponsors

To The Dominion Network

To The Agencies  
(who know a "real buy")

To Our "Reps."—

ALL-CANADA IN CANADA

and

"JOE" WEED IN U.S.A.

[A Swell Job, Fellas]

To Dept. of Transport who put the 5,000 watt License in our stocking.



GOSH DING IT,  
WE'RE HAPPY —

SO

Merry Xmas All!

"The Friendly Voice of the Maritimes"

They're Still Listening  
BROADCASTING CENTER

**CFCY**

They're Still Buying  
CHARLOTTETOWN, P.E.I.

*Thanks for a Swell year!*

We had a swell year, and as we approach the end of it, we'd like to say "Thanks" to those who made it such a success so here's thanks to:

- ATHERTON & CURRIER INC.
- BAKER ADVERTISING AGENCY LTD.
- COCKFIELD BROWN & CO. LTD.
- FRONTENAC BROADCASTING AGENCY
- J. J. GIBBONS LIMITED
- F. H. HAYHURST CO. LTD.
- MacLAREN ADVERTISING CO. LTD.
- WILLIAM R. ORR & COMPANY
- RONALDS ADVERTISING AGENCY LTD.
- STREET AND FINNEY
- TANDY ADVERTISING AGENCY LTD.
- WHITEHALL BROADCASTING LTD.

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	CKGB	CKCH
CFCN	CJKL	CHLN
CHWK	CFCH	CHLT
CJGX	CKLW	CJBR
CFRN	CKWS	CKWX
CFGP	CKCR	CKCK
CHAB	CHEX	CHSJ
CKPR	CKTB	CKY
CJIC	CKCW	CKX
CJCS	CJLS	CBL
CHML	CJFX	CJCH
CKPC	CJCB	CJCH
	CKAC	CKOC

**Exclusive Radio Features Limited**  
14 McCaul St. Toronto, Ontario

**CKWX Vancouver Joins Mutual**



F. H. Elphicke, manager of Vancouver's CKWX, has announced the station's affiliation with the Mutual Broadcasting System. The affiliation is the first direct link by a Western Canadian station with an American network.

In making the announcement, Mr. Elphicke said the affiliation gives CKWX a more-favored position in giving an international service as from Dec. 1, the effective date for operation of the direct-wire hook-up. CKWX will broadcast programs originating with Mutual and also the Don Lee-Mutual system.

A special program to salute the affiliation was presented by the Mutual network on Dec. 1 and CKWX reciprocated with a special show in the half-hour immediately following the Mutual salute. Throughout the day international salutes marked virtually all programs. Among the most important of these were personal messages by sponsors.

The affiliation also was celebrated with a reception at the Hotel Vancouver. Representatives of the Mutual and Don Lee-Mutual networks attended, along with managers of Canadian stations represented by All-Canada Radio Facilities Ltd., and scores of Vancouver civic dignitaries.

An extensive advertising campaign has been started to mark the affiliation including space in a wide list of trade papers, and also in British Columbia and Washington dailies and weeklies. Outdoor advertising is also being used in the form of 315 outside dash (street car) and 51 poster panels strategically located throughout the city.

The Mutual and Don Lee-Mutual affiliation by CKWX ties in closely with the station's steps to increase its power from 1,000 watts to 5,000 watts. Approval for the increased power has been given and engineers have begun the required installations.



**SMART ALEC**

There's no holding Ale Phare, radio director of R C. Smith, since he has contrived to beat your editor a cribbage on two successive occasions, and now he wants to write "Lewisite".

**FOOD FOR THOUGHT**

We might remember that the "good guys" who are beginning to drop in on a job hunt after being discharged from the services were busy too — before they enlisted.

**HOOT MON!**

Then there's the Scotsman who knows darn well you can't spend a Merry Christmas because he's tried.

**DEAR TINY—**

Congratulations to Mutual Broadcasting System for their new Vancouver outlet, CKWX.

**FIVE LITTLE WORDS**

To our friends and our critics  
Who praise us or pooh,  
We've a topical greeting—  
"And the same to you."

**PLATITUDE**

A lot of time can be spent on the post-war reconstruction of castles in the air.

**PAN MAIL**

Sir:—When I saw you at the speaker's table the other day I was quite impressed: a carnation in your button-hole AND you'd had the front of your suit pressed.

**SOME FUN**

P. G. Wodehouse says that he made his Berlin broadcasts "only for fun", but he omitted to say for whose fun.

**OH DOCTOR!**

U.S. Commissioner of Education, Dr. John W. Studebaker has expressed the "hope", according to "Variety", that "educational broadcasts will take the place of the more conventional types of home work."

**DEMOCRACY**

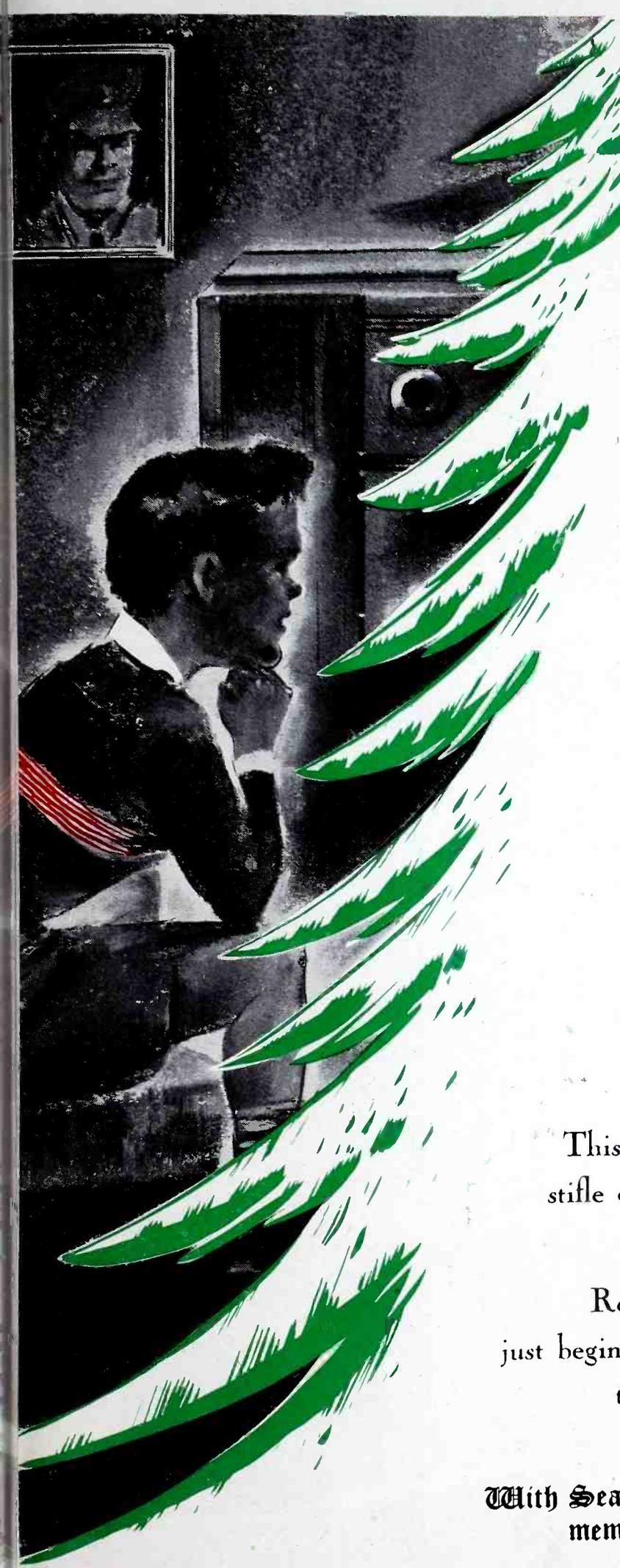
People who think those in whose opinions they find themselves unable to concur, should be thankful they live in a country where opinions can be expressed without threat of prison or execution.

**DIVIDING LINE**

Advertising copy seems to be divided into two classes—copy that will sell merchandise and copy the writer's chief thinks the advertiser thinks will sell copy.

**SEASONAL WARMTH**

Okay. So it's Christmas.



## A BETTER WORLD IS COMING, JOHNNY!

You Johnny, sitting there listening thoughtfully to a tale of Christmas . . . charmed with the heart-warming magic of "O Come all ye Faithful" — you are our hope of the future, son.

Our boys are fighting now, Johnny, for your freedom in the world of tomorrow.

Gone, then, will be the twisted philosophies of the Axis countries, gone the horror of war, and the haunting fears that dull the joys of heart-warming experiences like Christmas in millions of homes.

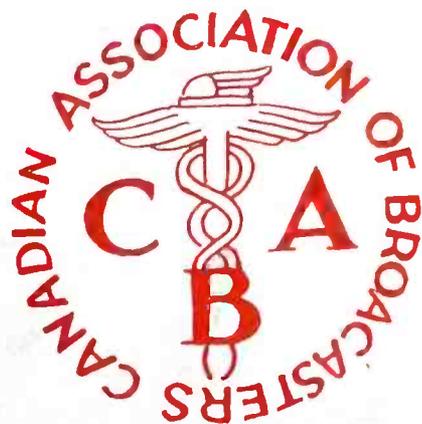
This war has taught us, Johnny, that all who would stifle or destroy the lamp of freedom in this world will have their little day and go down forever.

Remember that, Johnny—you who are just beginning to discover the magic power of radio to charm the mind and touch the heart.

With Season's Greetings from  
member stations of

**CANADIAN ASSOCIATION OF BROADCASTERS**

VICTORY BUILDING TORONTO CANADA





# Peace on Earth



C F R B  
TORONTO