

CANADIAN BROADCASTER

VOLUME 4 NUMBER 2

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JANUARY 20TH, 1945

"Silence is the most
perfect expression of scorn"
—Bernard Shaw

As Ye Saw . . .

The tentative agenda for the 1945 Annual Meeting of the Canadian Association of Broadcasters (page 9 this issue) displays a significant absence of the customary luncheon oratory, and there is a definite indication that this convention will be noteworthy for hard work, on the part of the delegates themselves.

While at first thought the past year has been significant for the growth of the network side of the broadcasting business, and the apparent exclusion of private business from this sphere of activity, there have been major advances in many fields. Goaded perhaps by the barbs of unfair government competition, it is safe to say that private broadcasters will be able to meet at the conference table in Quebec next month with a great deal of satisfaction for what has been accomplished since February 1944.

Predominant among these developments are, we believe, the establishment of the joint committee on radio research, and the Bureau of Broadcast Measurement, now operating, both in Canada and, in very similar form, in the United States.

Already past the initial stages of submitting questionnaires to station managers to determine a method of attack as far as the public is concerned, this committee bids fair to chalk up creditable achievement in the exploration of public opinion it is about to undertake, in a true spirit of private enterprise at its best, offering radio a pattern of operation in keeping with public desire. To R. E. "Bob" Jones, chairman of this committee, is due the deep appreciation of the industry for his leadership in this work.

Through the Bureau of Broadcast Measurement, under the capable presidency of L. E. "Lew" Phenner, there has been established, as even its worst enemies must admit, at least the basis for a system of coverage measurement comparable to that employed by the newspaper publishers. Unquestionably there are stumbles in the first tottering attempts of this infant to walk. But just as unquestionably the only possible way of overcoming these falterings is to bring them to light by the simple process of putting them into actual practice. In the past year, the BBM has advanced from nothing more than an idea to a working machine. With the positive co-operation of the industry, another year will see this price-less baby casting off its swaddling clothes and holding its head high among its brothers and sisters in the Research family.

At the three previous CAB annual meetings we have been privileged to attend, we have been struck by the surprising lack of discussion, as various measures were placed before the assembled delegates. There seemed to be an unprecedented unanimity at these meetings, until after they were all over; and then the critics of whatever questions had been placed before the membership for consideration would complain loudly and bitterly at the measures they had allowed to go through unopposed.

It is to be hoped that at the 1945 conference broadcasters will be frank in voicing their views before the various measures are put to the vote. Only by this means can the entire association benefit from the opinions and the experiences of its individual members. The CAB, or any other trade association for that matter, like the proverbial chain, can never be stronger than its weakest link, and in this case that weak link (or member) should definitely not be you sir, or you, or you.

Richard S. Lewis.

Editor.

To Present Beaver Awards On "Canadian Cavalcade" At Toronto Radio Executives Club Dinner February 1st

Since announcing that we shall be presenting our "Beaver Awards" for distinguished service to Canadian Radio in 1944, we have been invited to make the presentations on February 1st, on the radio program "Borden's Canadian Cavalcade", following a specially arranged dinner of the Radio Executives Club of Toronto.

The program goes on the air at 9.30 p.m. (E) and is heard across Canada on the stations of the Dominion Network.

We have gratefully agreed to these proposals, and appreciate this added impetus which will be given to our efforts to make more people more conscious of Canadian contributions to Canadian radio.

This function is taking place at the Robert Simpson Company's Arcadian Court, Thursday, February 1st, and tickets will be available from C. W. Wright, president of the Radio Executives Club, or other members of the executive, or from THE CANADIAN BROADCASTER. Advance purchase of tickets is requested due to the difficulties un-

der which the Robert Simpson Co. are operating insofar as staff is concerned.

This function will afford the various segments of the radio industry, from "talent" to "business", an opportunity to become better acquainted, both with each other and with each others' problems. We are grateful to both the Radio Executives Club and to the Borden Company Limited for furnishing this attractive background to the presentation of our first annual "Beaver Awards".

Hotel Accommodation

Accommodation at the Chateau Frontenac, Quebec City, is still available for the CAB Convention February 12-14, according to the CAB office. All suites and single rooms have been reserved, but there are still plenty of double rooms. Under war time regulations hotels are not permitted to rent double rooms to single guests, so those who have not yet reserved their rooms will have to share.

B.C.'s V.Cs.



The Pacific Coast's two most recent heroes are caught by the camera at a CKWX, Vancouver, mike. Pte. E. A. "Smokey" Smith, V.C. (left), and Major J. K. Mahony, V.C., appeared on a special New Year's show on the Vancouver station, designed as a salute to the Canadian heroes.

CAB ANNUAL MEETING FEBRUARY 12-14



DON'T GAMBLE

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DOZENS OF CANADIAN advertisers and agencies make use of the dependable, up-to-date market data and station information which the All-Canada man has at his finger-tips.

This information is carefully compiled from regular reports supplied by each of All-Canada's 29 key stations across Canada. It takes the *gamble* out of radio scheduling!

Talk to the All-Canada man. Get up-to-the-minute facts about each station and the market it serves. A consultation involving no obligation, and which can make your radio budget more productive . . . put you in touch with special opportunities in profitable markets.



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BRITISH COLUMBIA

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

ALBERTA

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

SASKATCHEWAN

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

MANITOBA

- Winnipeg CKRC

ONTARIO

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

QUEBEC

- Montreal CFCF
- New Carlisle CHNC

MARITIMES

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

NEWFOUNDLAND

- St. John's VONF

ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

Sounding Board

REHABILITATION

Sirs: Having just been ground through the R.C.A.F. release mill, I have heard a lot of talk about refresher courses, rehabilitation, readjustment; but very little about what the boys are really interested in — jobs.

A big word like rehabilitation shouldn't throw a smoke screen around the simple fact that the end and object of all our efforts must be to enable every man to find work that will pay him a decent, living wage, that will make the best possible use of his natural and acquired abilities, and will permit him to make the greatest possible contribution to Canada's productivity.

The responsibility is a divided one. Business, trade unions and government must each play its part in preparing working space for the vital 20% of our Canadian manpower now engaged in military service.

The coming CAB convention would be the ideal time for the radio industry to make plans for discharging its duty to our returning fighters. Among the headings on the Rehabilitation Committee agenda should be:

- 1. Re-employment of radio people now on active service.
- 2. Training and absorption of new people into radio from the armed services.
- 3. How radio can serve in putting the man in touch with the job.

Under the last heading should come new program ideas and suggestions of how radio can help to publicize

- (a) The men and women available.
- (b) The jobs available.
- (c) Methods of getting these two together.
- (d) Making jobs where they do not exist for those not absorbed in industry.

Radio is a new industry. It must demonstrate its virility by placing itself in the very vanguard of rehabilitation planning. —Ex.-R.C.A.F.

CANDOR

Sir: In your last issue you announced your "Beaver Awards for Distinguished Service to Canadian Radio." It is beyond my belief that you, the editor of a trade paper, can possibly make these awards impartially. Obviously, if the CBC used as much advertising space as the private stations, your editorial policy would certainly assume a different tone, so isn't it as plain as the nose on your face that the artists and others who will be the recipients of your so-called "Beaver Awards" will be selected from your advertisers. I suppose you think you're another William Lyon Mackenzie, giving your all (whatever that amounts to) for



"He's come to complain about the Horror Programs".

the freedom of press and radio, but as far as I'm concerned you can keep it. I dare you to print this.

—:Lone Eagle

FROM THE SHOULDER

Sir: Just to visualize your squirming between your antipathy for the CBC and your well-demonstrated belief in the democratic freedom of speech, I should like to see you print this opinion that the CBC has been an outstanding factor in raising the level of broadcasting for Canadian listeners. I do not like everything they do —not by a bushnell—but one can still be fair! Wield your editorial cudgel on some other phase of radio which is crying aloud for correction, such as spot announcements—of which the CBC by the way is guiltless. Why not campaign for sincerity, brevity, good taste, skilled writing and quality production of spot announcements? Reprint specimens of both good and bad ones. Run an article or two giving suggestions on how to turn out good spots. Radio needs criticism, so long as it is unbiased and constructive. Be the one to supply it, and you may even rate a stained window glass in the new CBC building.

—:Fifteen Two

MAIL BOX

"Sounding-Board" will appreciate hearing from you. Letters should be brief. We regret that we cannot print anonymous communications unless the sender's correct name is sent us, if necessary in confidence. Used or unused letters cannot be returned.

Dons Cap and Gown

Maurice "Bod" Bodington, veteran announcer who left CFRB some months ago to free-lance, is conducting a course in Radio Speaking for the Reilly Institute, Toronto, intended for business men, politicians and others who want to learn the technique for speaking over the radio. "Bod" reports that besides this new assignment, his commercial broadcasting commitments are progressing encouragingly.

A GOOD STATION
A GOOD MARKET!

MANITOBA

In WINNIPEG
It's

CKRC
THE DOMINION NETWORK STATION

ASK THE All Canada MAN

Next Issue Feb. 10th

Interested in Victory?

OF COURSE you are —

Then just remind your wife to take her change in War Savings Stamps during February — at all Food Stores across Canada

Duophonic Recordings



DOMINION BROADCASTING COMPANY
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A Bright STATION

Something NEW for Canadian Advertisers

EXCELLENT CHAIN BREAKS AVAILABLE

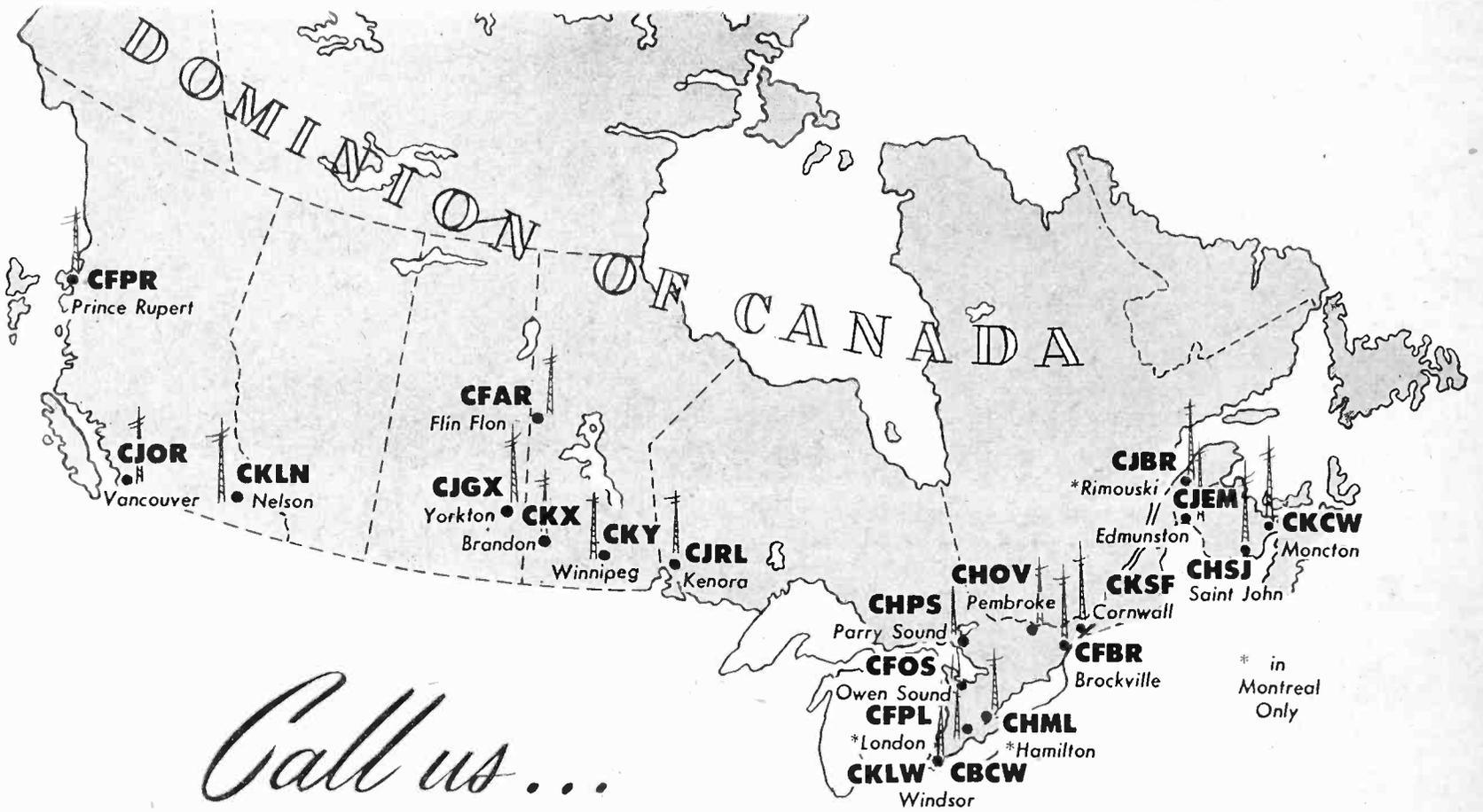
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To grow and have the larger view,
To know and feel that we are free,
To stand erect, not bow the knee.
To be no chattel of the State,
To be the master of our fate,
To dare, to risk, to lose, to win,
To make our own career begin.
To serve the world in our own way,
To gain in wisdom, day by day,
With hope and zest to climb, to rise;
That is PRIVATE ENTERPRISE.*

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

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

VOLUME 4, NUMBER 2 JANUARY 20TH, 1945

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

Editor, RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager—ARTHUR C. BENSON

Muzzled Microphones

Charging that the CBC, through its general manager, Dr. Augustin Frigon, applied "idiotic restrictions" which prevented him speaking over more than one Ontario station at a time when the Canadian Broadcasting Corporation did not approve of his manuscript, Honourable George A. Drew, Premier of Ontario delivered an address over CFRB January 11th in which he described his experiences with the CBC in respect to what he termed that corporation's "arbitrary attitude" towards the democratic right to freedom of speech.

A condensation of the premier's talk follows:

A request was made on behalf of the Progressive Conservative Party for permission to arrange a provincial hook-up once a week for a fifteen minute discussion of matters of public interest.

We were told that it was not possible to have wire connections between stations for broadcasts of this nature arranged by a political party. It was then arranged that I should speak in advance of the actual time the broadcast was to be made and that transcriptions would be sent to each of 27 stations, to be broadcast simultaneously each week for two or twelve weeks. That was done for two weeks with the approval of the Canadian Broadcasting Corporation. Last week, however, we were informed that the broadcast which was to have gone out in the same way on January 4th could go out over only one station at the time arranged, but the records could be used over other stations so long as there was a time lag of at least three hours between each broadcast. For all practical purposes that amounted to outright refusal of permission to broadcast. As there is a limited time each day within which such speeches can be broadcast, it is really impossible to use more than one record a night satisfactorily.

As soon as word of this strange decision was received, a telegram was sent to Dr. Augustin Frigon, General Manager of the Canadian Broadcasting Corporation. He supported the ruling in a telegram of January 3 from which I quote the following words: "Because of political nature of broadcast you referred to in your telegram of January 2nd, I must support interpretation of regulations." He then went on to say: "You may use as many stations as you please so long as you maintain required lag be-

tween broadcasts on individual stations."

I for one would like to know when a broadcast assumes a political nature in the opinion of Dr. Frigon. The time for these broadcasts had been engaged in advance by a political party. It was clearly stated that I was to speak as the leader of that party and on behalf of that party. Two broadcasts went out after examination of the manuscript by representatives of the CBC, and with their approval.

Why did the CBC invoke these absurd regulations against the speech which was to have been made last week? As those of you who heard it over this same station last week will remember, it was an argument in favor of a Dominion Provincial Conference at the earliest possible date, to lay the foundations for joint action between the Dominion and Provincial Governments so that plans might be prepared as soon as possible for meeting the problems of peace. I did point out some of the events which had occurred which emphasized the increasing need for an early conference if we are to avoid the greatest constitutional crisis we have ever faced. That was all the more reason why the speech should have been allowed to go out in the same way as the two earlier speeches had gone.

No matter what explanation may be given by the CBC, the result is perfectly clear. As Leader of the Progressive Conservative Party in this province, I can speak to the whole province at the same time under arrangements made by that political party so long as my manuscripts meet with the approval of the Canadian Broadcasting Corporation, but the moment they do not approve, then these idiotic restrictions are applied.

Nor is it in the field of political broadcasting alone that this arbitrary attitude is adopted. This is not the first time the head of the CBC has made it clear that he will say what is political and what is not. Some of you may remember that after I returned from France and England last September I spoke to a meeting in Toronto which was carried over one of the CBC stations. A number of people who heard what I said about the splendid hospital care of our young men, both in England and in France, asked that I should reassure the families and friends of men overseas by telling the same story over the radio to the whole province.

For that reason, the following message was sent to Dr. Frigon on September 26th: "Numerous re-

quests have been made that I speak to the people of Ontario about what I saw of the magnificent care given to our troops in France and England, and if it can be arranged I would like to speak for fifteen minutes on an Ontario network on Thursday night, merely reporting on the extremely satisfactory conditions, and doing what I can to reassure those who have people in the hospitals over there of the excellent treatment they are receiving."

Now the CBC gives half an hour free time to political parties in this



Drew Speaks His Mind

province at widely spaced intervals for the purpose of giving political opinions to the public. The next half hour period allotted at that time to the Progressive Conservative Party was on November 22nd. With that in mind I will read from Dr. Frigon's reply of September 27th: "We believe you should use next regular free time period allotted you which comes on November 22nd, but if you feel this too late we can arrange quarter hour at 7.30 to 7.45 p.m., E.D.T., Thursday, September 28th for you, on understanding that nature of talks will be strictly confined to subject as set forth your wire—stop—if talk proves to be political the time will be deducted from your subsequent allotment of free time."

I had not wired Dr. Frigon on that occasion, as the head of the Progressive Conservative Party. I had wired him as the head of the Government of Ontario, and asked for permission to reassure the people of this province about the hospital treatment their husbands, sons, fathers and friends were receiving.

It is difficult to use appropriate words to describe Dr. Frigon's callous suggestion that I should defer

such an explanation for two months until the time for our next political broadcast. I had seen thousands of our boys overseas. I had seen how wonderful the treatment was that they were receiving in hospitals. As Premier of Ontario I had told Dr. Frigon that my remarks were to be nothing but a report on those conditions. In spite of that, he not only informed me that he thought that I should do this as part of a political program, but he also told me that he would be waiting to see what I said, and that if, in his opinion, he could interpret my remarks as having a political significance, then fifteen minutes would be deducted from the political time allotted to us on November 22nd.

We have been informed over and over again that the CBC is not a political agency of the Dominion Government but an independent corporation providing a public service. I think the best test of the independence of this corporation can be given by asking a simple question. On November 8th the Prime Minister of Canada was given half an hour over a national network to give his interpretation of the reinforcement situation. The National Liberal Party had a half hour hook-up across Canada, as political time allotted for January 3rd, under the same arrangements as those to which I have referred. Do you think that when Mr. King asked for time in November to discuss reinforcements, he received a message from Dr. Frigon saying that he would prefer that Mr. King speak on January 3rd? Or do you think for one second that Dr. Frigon told Mr. King, that if, in his (Dr. Frigon's) opinion, there could be any political interpretation put upon what Mr. King said there would be a deduction of the time used on November 8th from the next regular free time allotted to the Liberal Party on January 3rd? Your answer to that question is the answer to whether Dr. Frigon and the Canadian Broadcasting Corporation are impartial and independent in their direction of the affairs of the Canadian Broadcasting Corporation.

Freedom of speech cannot be half free and half muzzled. Either we have freedom of speech or we do not. This is something which affects every newspaper in this country. It affects every business organization in this country which advertises. It affects every individual who has the right to express his opinion and should express it on every possible occasion in regard to our public affairs.

NBS*

now represents . . .



CKTB
St. Catharines

The Niagara Peninsula's home station intensively serves the thriving cities of St. Catharines, Niagara Falls, Welland, Port Colborne and Fort Erie and the rich surrounding farming area of Lincoln, Haldimand and Welland counties. A bonus for CKTB advertisers is its additional sales influence in populous central Ontario.

CHGB
Ste. Anne de la Pocatiere

Together with its relay station at Murray Bay, CHGB serves 108,000 French-speaking listeners in the prosperous farming area in the St. Lawrence Valley.



***NATIONAL BROADCAST SALES**

RADIO STATION REPRESENTATIVES

Bank of Commerce Bldg.,
TORONTO, EL. 1165

University Tower Bldg.,
MONTREAL, HA. 3051

REPRESENTING

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



Leaves CKCK



After nine years of doing practically everything around CKCK from copywriting and announcing to traffic, Marjorie Walsh is leaving the Regina Station. At one time with the old CHWC station in Regina, Miss Walsh also worked as publicity director for CKCK.

"quotes"

Perhaps the proportion is about right but those who grudge music lovers the precious crumbs that fall from the rich man's table are selfish indeed to complain when the radio caters for a short time on Sunday to the type of person who likes to attend concerts at Massey Hall in Toronto, and its Ottawa equivalent.

The fact is that for that kind of listener the radio offers mighty little, and were it not for the Sunday entertainment a radio would be of little use to them at all. For six nights a week they get next to nothing. Multitudes of week-night listeners turn on the radio to the kind of music they "enjoy", but they do not listen to it with the intensity of concentration that the music lover gives to the few allotted hours he gets per week, yet the Niagara of noise they like slows down on Sundays they feel the radio is cheating them.

—St. Thomas Times-Journal

"30"

The CBC, or at any rate the Common Radio Committee, think eerie, spooky, ghastly or gruesome dramatizations are no fit fare for younger or more excitable listeners. Doubtless there is a school of psychology which will affirm that hair-raising plots are bad for the mind, if not the heart. A school of psychology can be found to argue for or against almost anything.

But myriad listeners, who enjoy turning down the lights and hearing hollow laughter, banshee wails, dying moans, creaking stairs, bloodcurdling shrieks and disgusting thuds emanating from their receiving sets, will be a trifle provoked by the super-sensitivity of the Committee and the corporation. After all, scary or neurotic people have only to switch to another program in order to be spared any possible nerve-racking by reason of radio broadcast. Why, then, should harder souls, who take shuddery delight in horrors, be deprived of their entertainment? After all, they pay their \$2.50 radio license fee, don't they?

—Brantford Expositor

"30"

It would appear that the CBC has gone considerably out of its depth. Detective stories and "soap operas" have no appeal for many people, but they do no harm and their persistence, year after year, indicates that they must give pleasure to many Canadians. These people pay the license fees which maintain the CBC and pay the generous salaries and expense accounts of its governors and officials. They have a right to listen to the kind of entertainment they prefer, without interference by a handful of overbearing "highbrows" bent on "improving" the public. If Canadian listeners can't get their favorites on Canadian stations it's a simple matter to twist a dial and listen to U.S. stations.

—Calgary Alberta

Principles Of Private Enterprise

Governments were urged to recognize and to adhere to ten principles of private enterprise by the Private Enterprise Section of the International Business Conference held in Rye, N.Y., and reported in INDUSTRIAL CANADA for December. The ten points are as follows:

1. Equality of opportunity.
2. Equality under law.
3. Reward for initiative
4. Privilege for thrift.
5. A tax structure that encourages incentive and risk.
6. Restriction of monopoly.
7. Abstinence of government from competition with private business.
8. Freedom of production and sale.
9. Equitable distribution of profits with consumers' and labor's interest safeguarded to the end that more and more things may be supplied to more and more people, thereby producing maximum employment, at the highest possible level of wages.
10. Government — under law that will provide encouragement to business through provision of an economic atmosphere in accord with the above principles.

In these Western Ontario Centres

OWEN SOUND ST. MARY'S WALKERTON
STRATFORD GODERICH DURHAM
LONDON EXETER LISTOWEL
MT. FOREST PALMERSTON
HANOVER

The satisfied advertisers use
CKNX

"The Ontario Farm Station"

920 KC **CKNX** 1000 WATTS

The WESTERN ONTARIO FARM STATION

Representatives J. L. ALEXANDER TORONTO & MONTREAL

AN INDEPENDENTLY OPERATED STATION

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

LAVOLINE CLEANSER LTD.: start daily spot announcement campaign on January 15 for one year over CHML, Hamilton and CKEY, Toronto. F. H. Hayhurst Co. Ltd., Toronto.

* * *

LEVER BROS. LTD. (LIFEBUOY) begin spot announcement campaign on February 12 for seven weeks over CHML, Hamilton. Ruthrauff & Ryan, Ince., Toronto.

* * *

STARKMAN CHEMISTS: daily early morning newscasts over CKEY, Toronto. R. C. Smith & Son Ltd., Toronto.

* * *

UNION OIL CO.: renews "Grand Old Songs" over 5 CBC west coast stations. Stewart-Lovick Ltd., Vancouver.

* * *

LAMONT CORLISS & Co.: renewed "John & Judy" over the CBC Trans-Canada network. Tuesdays at 9.00 p.m. (E) Also renew "Ceux qu'on aime" over CKAC, Montreal and CHRC, Quebec City. J. Walter Thompson Co. Ltd., Toronto.

* * *

VITROPHANE: 15 minutes 2 a week started January 9, recorded program over CFRB, Toronto. Rubin & Lesser, New York.

* * *

MACDONALD'S TOBACCOS: 5 minutes 3 a week started January 9 for 26 weeks "Big Moments in Sports" over CFRB, Toronto, and CHML, Hamilton and 8 other Canadian stations. Harold F. Stanfield Ltd., Montreal.

* * *

IRONIZED YEAST: pipe in "Big Town" from Columbia started January 9 over CFRB, Toronto. Pedlar & Ryan Incorp., New York.

* * *

DON JUAN PRODUCTS: 3 spots a week for one year starting in February over CHML, Hamilton. J. M. Korn & Co., New York.

DODDS MEDICINE CO. LTD.: starting January 30 "Dream Time" over station CJBC, Toronto and the Dominion Network. A. J. Denne & Co. Ltd., Toronto.

* * *

WHITEHALL PHARMACAL (CANADA) LTD.: beginning January 24, "Ellery Queen" piped in from the Columbia to station CFRB, Toronto, CHML, Hamilton and the Dominion Network. Young & Rubicam Ltd., Toronto.

* * *

CANADIAN INDUSTRIES LIMITED (PAINTS): 5 mins 3 a week starting early in February, "C.I.L. Musical Painters" for 13 weeks over CKEY, Toronto; CHML, Hamilton and number of stations coast to coast. Ronalds Advertising Agency Ltd., Toronto.

* * *

LYMAN AGENCIES (FELLOW'S SYRUP): started campaign of spot announcements over number of Canadian stations. Ronalds Advertising Agency Ltd., Toronto.

* * *

O'CEDAR OF CANADA LTD.: Started sponsorship January 15 "Bulldog Drummond" piped in from Mutual over station CJBC, Toronto. Mondays at 7.30 p.m. (E) MacLaren Advertising Co. Ltd., Toronto.

* * *

PEPSODENT: renew for 39 weeks the "Bob Hope Show" piped in from NBC to Station CJBC, Toronto and the Dominion Network. Ruthrauff & Ryan Inc., Toronto.

* * *

HUNTS LTD.: 15 minutes 3 a week for one year beginning February 5, musical program over CFRB, Toronto. Ellis Advertising Co., Toronto.

* * *

AUTO-LITE BATTERY COMPANY: extend "Everything for the Boys" for 52 weeks from January 16 over CHML, Hamilton.

BBM Board

C. R. Vint, President of Colgate-Palmolive-Peet Co. Limited, Toronto, has been named by the Association of Canadian Advertisers as a director of the Bureau of Broadcast Measurement. Mr. Vint replaces R. L. Sperber of Sterling Products Limited, Windsor, who resigned upon his recent removal to New York.

Printed maps and reports on most of the BBM member stations will be ready for release at the end of January. To date 49 Canadian radio stations (including 11 CBC stations), representing 52% of the potential, have applied for membership.

Cornwall To Open New Radio Station

Station CKSF, Cornwall, Ont., is scheduled to begin its broadcast activities about Feb. 1st. It is owned and operated by Cornwall's daily newspaper, THE STANDARD FREEHOLDER. H. D. Wightman, manager of the newspaper will also act as General Manager of the new station. H. Harrison Flint has resigned from CKGB Timmins to accept the post as CKSF Station Manager, and the Chief Engineer is Mahlon Clark, a local resident who has had much radio technical experience. CKSF will operate its 250 watt transmitter on a wavelength of 1230 kcs.



YOU can't pick up a paper or listen to a broadcast these days that doesn't deal with some phase of post-war expansion. You've been promised everything from plastic airplanes to circular refrigerators and two helicopters on every roof. A lot of these post-war plans will never materialize, but there is one which *must* come true. Full employment must be maintained!

RETAILERS and manufacturers have plenty at stake here, for return to the depression doldrums of 1933 would give them a big share of the national catastrophe. A million unemployed in this country means a million consumers—people who are now buying—taken out of the market. The lowered standard of living which such conditions bring, further reduces the consumer market.

PRODUCERS must have markets for they are the keys to sales. Sales mean production to meet demand—and happy, employed people. The more goods we sell, the more we produce. This rosy future can be assured if all sections of the country realize their responsibilities. This is as true of broadcasters as it is of manufacturers, retailers or labourers. We have a mass market to sell and radio, the mass medium which offers more circulation to ideas at a lower cost per thousand than any other medium, must emerge as an even greater force in advertising. It has earned the role as a bulwark of our economic standards in the days of peacetime expansion by the glorious role it has played in war's dark days.

We extend to

RADIO STATION

CJBR RIMOUSKI

a welcome to our representation
in Montreal

HORACE N. STOVIN

& COMPANY

RADIO STATION REPRESENTATIVES

TORONTO

MONTREAL

WINNIPEG

The
Ottawa
Valley
Market
is over
40%
FRENCH

A sales story is most effective when couched in language that is easily understood. Sell in French to the Ottawa Valley French. CKCH is the favourite station of French homes as proved by continuing surveys and will ensure your story of preferred hearing in this responsive market.

CKCH

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

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES
LIMITED
Montreal Toronto

HOWARD H. WILSON
COMPANY
New York, Chicago, Etc.

COOPERATING WITH LE DROIT



Picture of
a producer
after contact-
ing his cast

Thru

**RADIO
ARTISTS
REGISTRY**

**WA. 1191
TORONTO**

**French Paper Sounds
Monopoly Warning**

A warning against state monopolies was expressed editorially recently by the MONTREAL MATIN, French language morning paper.

LE MATIN was discussing criticism of the BBC by the London ECONOMIST, and resulting editorials about the CBC in the WINNIPEG FREE PRESS and the MONTREAL GAZETTE.

LE MATIN said:

"What is true of radio is also true of other domaines where the State, exceeding the role which devolves upon it in a real democratic regime, launches into enterprises that are costly to the taxpayers and, furthermore, unjust toward similar enterprises already established.

"The fiasco of State radio in England and in Canada is what awaits all other state monopolies. Under a democratic regime, happily, it is possible to protest, to demand and obtain changes, but, alas, under a socialist and totalitarian regime, it is very probable that we would not even have the right to express an opinion contrary to the views of (established) authority.

"Let us beware of present State monopolies and of those in prospect. Let us beware especially of persons who advocate all-over State monopoly. It is these especially who are the most to be feared."

Kris Kringle In The Kootenays



The jingle bells were tinkling on a 1944 jeep when Santa Claus, laden with bags of gifts, descended on Trail B.C. to lavish his munificence on more than two thousand children who were in the huge throng that greeted him on his arrival. The ceremony was staged by station CJAT for their "Kootenay Family Almanac" as a timely Christmas program, well imbued with local interest. Pictured above is only part of the crowd which turned out to greet "Old Whiskers", and in the inset is Eric Ayles, CJAT manager, who mixed with the mob and came through with a non-stop commentary, just contriving to escape with his life and most of his clothing, singing "Eric Isn't Ayles Any More".

ACA Board

The Association of Canadian Advertisers has named new directors to replace two who resigned by reason of their removal from Canada.

R. L. Sperber of Sterling Products Limited, Windsor, immediate Past President of the ACA, who moved to New York at the end of the year, has been succeeded by J. G. Hagey of the B. F. Goodrich Rubber Co. of Canada Limited, Kitchener, Ontario.

George Stineback of Bayer & Black Limited, who resigned upon his transfer to Chicago, is replaced by G. Russell Hogg of Lambert Pharmacal Co. (Canada) Limited, Toronto.

In addition to confirming these appointments, the directors at their last meeting approved of six new applications for ACA membership which is now at an all-time high of 128 members.

Lest You Forget

May we once again remind advertisers and their agencies that our forms close January 24th for advertising for the CAB Convention issue, additional copies of which will be distributed in Quebec.

WANTED

Franchised Radio Advertising Agency wants aggressive Account Executive, previous radio experience not essential but must have national connections. Good proposition for the right man. Replies strictly confidential. Apply giving age and experience to nearest Employment and Selective Service Office. Those employed in war work need not apply. Refer to H.O. 1628.

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

CKCO
OTTAWA

A *Bright* STATION

Cover the rich Ottawa Market
with
CKCO

WILLIAM WRIGHT
Victory Bldg.

AD. 8481

CAB CONVENTION

Tentative Agenda

MONDAY, FEBRUARY 12th
8.00 a.m. to 9.30 a.m. Registration — The Library.

9.30 a.m. *Open Session*—
Jacques Cartier Room.
Address of Welcome — Chairman of the Board.

Motion appointing Secretary of Meeting.

Appointment of Committees:
(a) Credentials Committee
(b) Resolutions Committee
(c) Nominating Committee
(d) Attendance Committee
(e) Press Committee

Introduction of Members and Associate Members.

The President's Annual Address.
The Legal Counsel's Annual Report.
Report of Engineering Committee.
Report of Joint Committee on Commercial Continuities presented by Mr. Robert Jones, Chairman.

Announcements.
Adjournment for Luncheon.

2.30 p.m. *Open Session*—
Jacques Cartier Room.
Meeting turned over to the President of the Bureau of Broadcast Measurement for holding of Annual Meeting.

4.00 p.m. *Closed Sessions*—
Jacques Cartier Room (BBM Members).
Election of Directors (BBM) and Official Business.

Adjournment — 5.00 p.m.

TUESDAY, FEBRUARY 13th

9.30 a.m. *Open Session*—
Jacques Cartier Room.
Mr. R. M. Brophy, President, reports on the Canadian Radio Technical Planning Board.

The CAB Code of Ethics.
Report of Programme Committee.
Report of Public Relations Committee.
Public Service Activities.
Adjournment for Luncheon.

2.30 p.m. *Closed Session*—
Jacques Cartier Room.
Business from Previous Annual Meeting.

Financial Report by Secretary-Treasurer Trust Fund.

Election of Trustee.
Report of Nominating Committee and Election of Directors.

Report of Resolutions Committee.
Adjournment at 5.00 p.m.

7.00 p.m. *Annual Dinner* — Ball Room.

Guest Speaker — PETER STURBERG, CBC Overseas correspondent.

WEDNESDAY, FEBRUARY 14th

9.30 a.m. *Open Session*—
Jacques Cartier Room.
Performing Right Fees.

Report of Committee on Standardization of Rate Structures.
Review of Parliamentary Committee of Enquiry.

Report of Music Committee.
Adjournment for Luncheon.

2.30 p.m. *Open Session*—
Jacques Cartier Room.

Appointment of Standing Committees.
(a) Code Committee.
(b) Programme Committee.
(c) Standardization Committee.
(d) Public Relations Committee.
General Business.

ADJOURNMENT OF ANNUAL MEETING.

Station News

Donald Wilson, announcer and commentator and formerly of CBM, Montreal and CJOR, Vancouver has joined CKNW, New Westminster. Mrs. Kay Krizwiser and Mrs. Melville-Ness former newspaper women have been added to the continuity staff at CKCK, Regina. Val Clare, news editor for CKLW, Windsor has left England for Greece to gather war news for the Windsor station.

Research Committee To Approach Public

Based on information gleaned from the second questionnaire sent to station managers, the Joint Committee on Radio Research has appointed a sub-committee consisting of Lloyd Moore (CFRB), Jack Slatter (Radio Representatives Ltd.) and Edgar Stone (CBC) to re-word the questionnaire in preparation for a door-to-door survey from coast to coast.

For the purpose of making this survey, the country will be divided into seven areas, consisting of (1) The Maritimes, (2) French Quebec, (3) French-speaking Montreal, (4) English-speaking Montreal, (5) Ontario, (6) the Prairies, and (7) British Columbia.

A special committee for adapting the questions for French Canada has been proposed, and the following names have been suggested: J. Arthur Dupont, Phil Lalonde and James Shaw.

This project has been based on data collected by Jack Graydon (Canadian Facts Ltd.), who has spent considerable time in New York collecting information from Columbia Broadcasting System and other American concerns who have had experience in the field of surveys on the subject of listener preferences.

A test campaign has been conducted in Toronto, and the committee reports that it is ready to start operating across the country immediately.

"What we are trying to do", Robert Jones, committee chairman, told the CANADIAN BROADCASTER, "is to corroborate what station managers have said by going to the consumer, using as a basis for the new survey, the points that have been brought to light by the managers."

There will be a meeting of the Joint Committee early in February, and it will be ready with a preliminary report and budget recommendation at the CAB Meeting in Quebec City.

Sports News from Home

Jack Wells, whose "Round the Cracker Barrel" sports chat is a CKRC feature every night at 11:10 is going to write a weekly column of Canadian sport news for "THE RED PATCH", Canadian Army newspaper published in Italy. Jack's brother, Eric, is a member of the editorial staff of the paper.

Heads RMA



The Directors of Radio Manufacturers Association of Canada announce that W. W. Richardson, formerly Executive Secretary of the Association, has been appointed General Manager.

The Persuasive Voice of Halifax!

There is a receptive audience in the rich Halifax-Dartmouth metropolitan district. And now a new radio station to reach practically every home . . . to find new customers . . . to keep friendly with the old. Send for rate card to CJCH, Halifax, N. S. or to National Broadcast Sales, Montreal and Toronto or Joseph Hershey McGillivra, New York City.

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.

HOLD THOSE PRESSES, DICK!

Bill Edington's back with us, after some years of doing a swell job for "Isley & Co." We've created 2 or 3 more, top-notch, NEW, merchandise-SELLING, high-rating IDEA shows, that Bill will be around to discuss!

DICKSON & EDINGTON LTD. • RA. 1488

(PRODUCERS — OF RESULTS!) • Formerly Dickson & Ford Ltd.

Current HITS!

SHIRRIFF'S "FUN PARADE" — NYAL'S "TAKE A CHANCE!" — LYONS TEA "WORLD AT YOUR TABLE"

THE PUBLIC DEMAND FOR NEWS

is well supplied at

CFAC

CALGARY

with ten daily newscasts and on-the-hour flashes

... another reason for the CFAC habit ...

Take advantage of it!

STUDIOS: SOUTHAM BLDG. CALGARY

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



Weekly Newspaper
 "TORONTO WEEKLY NEWS", which has just appeared on the news stands in tabloid form, is featuring exhaustive schedules, including names of sponsors, in its columns for Toronto and Hamilton stations.

The schedules are interspersed with news items on the radio scene, and already stations and sponsors are beginning to utilize its columns to promote their shows.

While these schedules are very complete, we presume to offer the suggestion that they might be embellished with "Selected Listening" highlighting the best programs offered each day. Considerable interest would be stimulated by such a feature, we believe, because of the provocative note it would introduce.

Servicemen's Forum

"Servicemen's Forum" will hold the second of its fortnightly broadcast meetings in Barriefield, Kingston, on Thursday, January 25, at 8.30 p.m., EDT, 9.30 p.m., ADT, when the discussion will be heard over the Dominion network of the CBC.

The subject before the forum is "What Do You Mean — Social Security?"

Presented in co-operation with the Wartime Information Board, the series attempts to answer questions that soldiers, sailors and airmen are asking now about their future.



Photo by Sylvia Schwartz

When Dorothy Deane was just a youngster back in 1933, her voice and her pretty face were the subject of the first Canadian Television demonstration. At Banff Springs Hotel, she was singing with Horace Lapp's orchestra and helped entertain the King and Queen when they visited Canada in 1939. Now she is heard trilling into the CJBC mike singing from the Casa Loma, Toronto, with Ellis McLintock's orchestra, and she has also appeared on "Pay Parade" and "Swing for the Services." Interviewed recently on a "Borden's Canadian Cavalcade" program, it was learned that her pet hobby is weight-lifting.

CAB Convention Issue, February 10th

CKCR
 KITCHENER

A *Bright* STATION

A "top-flight" programme—for "top-flight" advertisers

THE FARM FOLKS HOUR

1:00 — 1:30 p.m. Monday through Saturday

Mail response from October 31st to December 31st, 1944 totalled approximately 4,000 letters.

WILLIAM WRIGHT
 Victory Bldg.

AD. 8481

To All Our Friends!

Many thanks for giving CKOC the biggest year in its history

We are ready to give you . . .

- BETTER BROADCASTING
- BIGGER AUDIENCES

and

- EVEN BETTER SERVICE in 1945

CKOC

HAMILTON
 1150 on your dial

An All-Canada Station



CBC Correspondent To Address CAB Dinner

Prologue. With the tuned blaring of Brass, 1945 heralds for the musicians of Canada a busier and more successful year than the late lamented '44. The abundance of commercial and sustaining radio musicians should keep all our good performers running from one studio to another. It will even provide enough bread and butter for those who are not in what is so erroneously called the *clique*.

Agitato. We admit, without hesitation, the existence of this *clique* in any musically important city in the world. Birds of a feather flock together, and so do doctors, lawyers, carpenters, musicians, taxicab drivers and, we believe, even editors. Through constant business associations they gradually become close friends, and hence the *clique*. Musicians who claim they can't get work because they don't belong to the *clique* are just covering up for their own lack of ability or initiative. It is true that a *clique* exists, but not for the purpose of giving each other jobs, but simply as a result of close contact in their daily work. So to all of you who say: "I can't get work because I don't belong to the *clique*, we would reply: "Why not spruce up and get into it then?"

Modulation. Sir Ernest MacMillan is scheduled for a three month's tour in Australia as soon as his "Command Performance" (Supertest) commitments are over. He'll be back in time for the spring season of the Toronto Symphony Orchestra.

Fanfare: Congratulations to Don Messer and His Islanders who have just celebrated their 500th consecutive network performance. Originating at CFCY, Charlottetown P. E. I., they are heard on Trans-Canada.

Pot-Pourri: Bert Niosi, now fronting his own band at the Queensway, Toronto, plays sax, clarinet, flute, trumpet, trombone and piano . . . The Toronto Musical Protective Association has elected a fresh board of directors with Murdoch and Dowell remaining as president and secretary . . . Alys Robi starts a new commercial, "Dream Time", January 30 . . . Paul Scherman (Don Miguel), recently a guest soloist at the Toronto Symphony, is heard on CFRB three times weekly, late at night, with Robert Simpson Co.'s "Musical Nightcap" . . . The boys from the "Army Show" did a little playing while in Toronto on leave, and we were all pleased to learn that the Italian trenches haven't hampered their playing. Good luck and come back soon.

Patter. Howard Cable's arrangements of "Hawaiian Medley" for Sammy Hersenhoren's "Music for Canadians" was his best so far . . . The Canadian Broadcaster gave a party for its printers and engravers the other night . . . a number of artists dropped in to say hello with a song . . . they even served food . . . Isaac Mamott, premier 'cellist of the Toronto Symphony, almost bust his leg running after a street car . . . arrived at our rehearsal for "Stage 45" the next day on crutches . . . Allan McIver does all the composing for Rupert Caplan in Montreal . . . Giuseppe Agostini (Dad to us) just returned from New York where he got a good look-see on how his daughter Gloria and her harp are behaving . . . Andy Tipaldi, president of the Musicians Guild of Montreal (that's what they call their union) is a real cartoonist on the side. He drew our Christmas cards this year . . . Jean Deslaurier ("Serenade for Strings") has had that show for six years. Quite a record for a CBC sustainer . . . Geoffrey Waddington is doing well in Calgary . . . All musicians are looking forward to a long summer vacation. In view of Toronto weather, we've picked out our igloo.

Coda. This column is going to be a regular Broadcaster feature. Please help by writing, even if only to give me hell.



Guest speaker at the annual dinner of the Canadian Association of Broadcasters, February 13th, will be Peter Stursberg, CBC war correspondent who was one of the first two Canadian correspondents to land in Sicily, going in with the assault troops July 10th, 1943.

He has carried the CBC mike to Algiers, to Italy, to Morocco, to Gibraltar, and he covered the "Little Blitz" and the first exchange of repatriated prisoners.

He was in on the fall of Rome and secured rights to have the Pope broadcast for the CBC, this being the first time the Pope had

broadcast over anything but Vatican microphones.

Stursberg arrived back in Canada on the first Canadian leave ship on December 14th, 1944. His book "Journey Into Victory" was published in Britain by Harrap, April 1944.

Program Aids Red Cross

The Northern Alberta Branch of the Red Cross is benefiting to the extent of nearly \$400 a month as a result of the broadcast activities by CJCA's "Jo-Jo".

Jo-Jo is a mechanical creation that was brought into prominence by Hal Yerxa, the "Uncle Hal" of the Byers Flour Mills Kiddies' Program ten months ago. Today, Jo-Jo's total fan mail is in the tens of thousands, and his Red Cross contributions are nearing the \$4,000 mark.

Requests for a Jo-Jo visit to town and rural communities were so numerous that the station decided to broadcast the Kiddies' Program each Saturday from a different town.

In the entertainment received, the audience contributes to the Red Cross.

Almost without exception, overflow crowds have refilled the hall for one or two extra programs later in the evening.



**FIRST IN THE FIELD
AND
FIRST IN THE NEWS**

**Headline News
Not News After
It's Headlines**

**News With
Largest
Commercial
Sponsorship**

**Sponsors Prefer
B.U.P. News
Because It Has
Proved Itself**

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

HEAD OFFICE.
231 St. James St.
MONTREAL

You'll Want to See . . .

the presentation of

The Canadian Broadcaster's

First Annual

BEAVER AWARDS

For Distinguished Service

TO CANADIAN RADIO

to be broadcast on

BORDEN'S

"Canadian Cavalcade"

from a dinner of

THE TORONTO RADIO EXECUTIVES CLUB

THURSDAY, FEBRUARY 1st

at

**Simpson's Arcadian Court
7 P.M.**

TICKETS \$1.50

May be obtained from C. W. Wright, President, or any other Club executive, or from The Canadian Broadcaster.

Through the Sport Glass

WITH

SAM HAYES



BRILLIANT RECORDED SHOW

PRESENTING EXCITING MOMENTS IN SPORTS

- ★ 52 quarter-hour programs recounting thrilling moments in Sports history . . . Famous figures in the Sports world . . . made vivid by Sam Hayes.
- ★ Little known facts about well known Sports figures . . . Dramatic re-enactments of memorable events . . . Covering the whole field of Sports.
- ★ Creates unusual interest in all Sports programs.

DRAMATIC STORIES OF GREAT SPORTS EVENTS AND PERSONALITIES AS SEEN THROUGH THE EYES OF SPORTS EXPERT SAM HAYES

The First Family of Football . . . Dark Secret—Race Horse . . . The Track Man Who Was Made a Knight . . . The Inside Story of How Jap Fighting Tactics Spring From Lack of Sportsmanship . . . The World's Strangest Golf Tournament . . . The Clown Who Proved Himself a Man . . . The Greatest Chariot Race of All Time . . . The Forgotten Story of Babe Ruth . . . and many others.

- ★ Spots for two commercials where they get the most attention and interest.
- ★ NBC Production — Recorded NBC Orthacoustic. Special Publicity and Promotion Features.

This and other NBC Recorded Programs available in Canada through ALL-CANADA RADIO FACILITIES, LTD.

National Broadcasting Co.



NBC

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

A Service of Radio Corporation of America

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

GOOD SENSE TO GUIDE CBC ON HORROR POLICY

The Canadian Broadcasting Corporation has no intention of banning so-called "horror or thriller" broadcasts, Dr. Augustin Frigon, CBC general manager, stated in a recent interview.

"We have never intended to prohibit these broadcasts as a group," Dr. Frigon declared. "We are only concerned about particular cases in which stations go too far. These individual cases will be dealt with," he said.

The question of horror broadcasts has been in the forefront in recent weeks as the result of representations made to the CBC by the Canadian Medical Association and the Toronto Board of Education.

In a resolution forwarded to the CBC some time ago, the Canadian Medical Association stated: "Be it resolved that the section of paediatrics of the Canadian Medical Association ask the Canadian Broadcasting Corporation to prohibit the broadcasting of 'thriller' stories, as it is the unanimous opinion of this section that it is decidedly detrimental to the mental and physical health of our Canadian children."

The resolution from the Toronto Board of Education read as follows:

"Whereas the increase in juvenile delinquency ranging from petty indiscretions to armed holdup, even to the taking of life, is cause for grave concern:

"And whereas during out-of-school hours many children, now deprived of normal parental supervision because of parental employment, are available to radio programs which dramatize crime and other unwholesome activities, inciting their imaginations, emotions and desire to imitate;

"And whereas such programs, even though based on the premise that crime does not pay, are prejudicial to the health education, morals and welfare of juveniles;

"Therefore be it resolved that the Canadian Broadcasting Corpor-

ation be urgently requested to take effective action to prevent radio stations from broadcasting dramas of murder and other criminal activities."

Discussing the resolutions, Dr. Frigon said he agreed that certain types of programs are definitely harmful to young minds. Some of the programs also have a disturbing effect on the nerves of adults, he declared.

But the CBC manager pointed out that it would be difficult to define just what constituted a "horror or thriller" broadcast. Good sense would have to guide the CBC policy on the matter, he said.

Some weeks ago the CBC sent a note to privately-owned stations reminding them that "under the corporation policy, it has been the practice to refuse gangster and criminal type of children's programs and to use extreme care in the choice of juvenile listening."

In general, radio stations across Canada have fallen in line with the CBC policy. A few stations however have remained indifferent to overtures from the corporation and are still carrying questionable programs.

Legally the CBC has the right to prohibit private stations from carrying any "objectionable" programs. In the past however, corporation heads have felt it advisable to use "moral suasion" rather than prohibitive action to curtail such broadcasts.

At the present time the CBC is continuing this policy in an effort to keep all programs on a high level. However if co-operation is not forthcoming from private stations it is implied that more drastic action may be taken following corporation meetings this month.

Red Cross Campaign

Stories of successful programs and promotions used in past Red Cross campaigns would be appreciated for use in an early issue preparatory to the annual drive for funds in the spring.

The Okanagan harvested the biggest crops in history in 1944 — and sold to more markets than ever before. Ask the All-Canada Man for facts

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

CKOV
KELOWNA
B.C.

The VOICE OF THE OKANAGAN

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

No doubt all columnists sometimes find themselves wishing they could publish a book containing bits from the stuff they haven't been able to use. I do. Some of these omissions are made deliberately, and others from lack of space. Occasionally I have overstepped the mark; other times the editor's blue pencil has worked overtime. However, all this has made me regard script writers with awe and respect. They have regulations to contend with too, and they do enforce this muzzling of free speech. After over a year I am convinced this paper has no regulations.

But let's assume the green light is on and we're on the air now. Since we last contemplated resolutions, what big things have happened on the air lanes.

Every adult will remember D Day on June 6. If radio was never appreciated before that, there is no doubt it made top score that day. Commentators from all parts of the globe did an amazing job — and with such rapidity after our troops got their foot-hold in Europe.

The recent snow storm in Southern Ontario proved the medium of radio invaluable. What beats me is how the engineers and announcers made their way to the studios through such snow drifts. But the show must go on — and go on it did. "Soldier's Wife" went on the air as usual. "Happy Gang" turned out to be a two-man Gang — Bert Pearl and John Adaskin. "The Liptonaires" for Thomas J. Lipton Ltd., braved the elements and did their usual variety show. Radio ceased to be merely entertainment — it was highly informative, once again coming into its own.

In looking over last year's columns I find no mention of "Stage 45" or "Stage 44" as it was then. In my estimation this is Canada's outstanding dramatic performance. It is produced by Andrew Allan, mood music by Lucio Agostini, stars various actors and is aired each Sunday evening. Fletcher Markle did an exceptional job on a recent presentation and is to be heard in the leading role again soon.

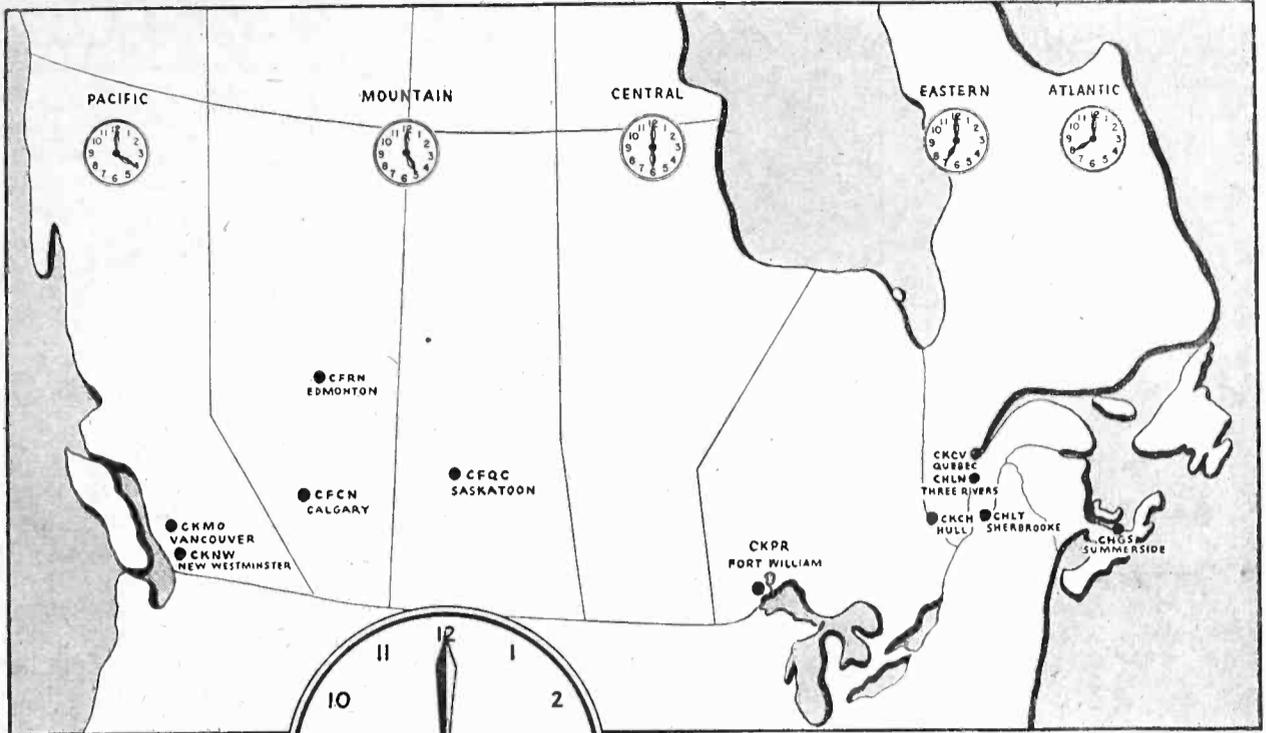
"The Man with the Story" is another show I always anticipate. The 'Man' is Mercer McLeod who does all the male parts ably. The story is told so well that I never miss a single word. Musical background is played by Murray Ross. This is another Sunday night feature on CJBC.

People who enjoy organ music — and who doesn't? — are currently praising Quentin Maclean in "Medley Time" from Shea's Theatre, Toronto. This British organist gives his listeners the very best in organ melodies. This is another CJBC feature as is "Latin American Serenade". Music for this show is supplied by Don Miguel's orchestra and the vocals are by Alys Robi and Ricardo Sarroga. The music on this show is enjoyable and well played. La Robi always has been one of my long suits and, on this program, she is her usual colorful and vivacious self.

There must be a script for every broadcast and thoughts of script writers still haunt me. Perhaps my all-round favorite dramatic show is "John & Judy" for Pond's, scripts for which are written by Babs Hitchman. Announced by Elwood Glover, this is a story of happenings in any average Canadian family, even to the point of Judy's recent three-cornered triangle.

These are some of the things that for one reason or another didn't get into my column. But here and there are still some little pieces — yes, I think I'll write that book after the war.

'Bye now. —ELDA.



There  is only one Time Zone
 when you use **SPOT BROADCASTING**

North! — South! — East! — West! . . . Coast to Coast
 . . . anywhere across Canada from Summerside to
 Vancouver . . . You can pick the times you want with
Spot Broadcasting.

You may want Flashes . . . Spots or Program Time . . .
 this is Spot Broadcasting and can be placed on the
 stations you desire . . . in the markets you want . . .
 You can concentrate in areas where sales are good . . .
 or in districts that need that extra push.

*Spot Broadcasting
 is the most elastic, far reaching
 medium in advertising.*

Call us for Spot Times on

CKMO CKNW CFCN CFRN CFQC
 CKPR CKCH CHLN CHLT CKCV CHGS



Did you know?

CJIC

SAULT STE. MARIE, ONT.

*The Hub
Of the Great Lakes
carries*

Frank Morgan
Betty & Bob
Carnation Hour
Jimmy Dale
Chase & Sauborn
Ma Perkins
Ozzie & Harriet
Jimmy Allen
NHL Hockey
Uncle Jimmy
Fibber McGee & Molly
Beyond Reasonable Doubt
Big Sister
Lucy Linton
and many more top listening shows

Don't overlook this important market

National Representatives

J. L. ALEXANDER

Toronto • Montreal



LARRY WEBSTER

Now in charge of Harry E. Foster Agencies Ltd. interests in Vancouver. Mr. Webster is well-known as a keen-minded advertising man and he has been established for a number of years on the West coast operating his own company, Industrial Advertising Service, in Vancouver, B.C.

Trade Mexican Shows

Mexico has expressed a keen interest in carrying Canadian programs in exchange for Mexican features which may be piped into Canada according to Don Manson, CBC assistant general manager who has just returned from a trip to Mexico City.

Technical Planning Board Names Panels

The Canadian Radio Technical Planning Board has been formed by groups interested in radio frequencies and will study a wide range of problems relating to the field of electronics. R. M. Brophy, of Montreal, has been elected President; offices are located at 159 Bay St., Toronto.

The function of the Planning Board is to gather technical data and frequency requirements of all the various interests in Canada; and to make recommendations to the Radio Division of the Department of Transport at Ottawa designed to provide the most efficient service to the public in the future. One of the first tasks of the Board will be to try and arrange that advances in electronics will be fully enjoyed by the Canadian public with minimum dislocation of existing home equipment.

The Board has constituted six functional panels, each with its specific engineering objective. Serving without charge on those panels, as well as on the Board, will be the best brains in the field of electronics in Canada. Findings of the panels will be reported to the Board through co-ordinators and the Board then will formulate its recommendations to the Canadian Government.

The panels with their officers are as follows:

Panel A — Spectrum Utilization and Frequency Allocation — Chairman, I. S. Payne; Vice-Chairman, K. S. McKinnon.

Panel B — Standard Broadcasting (A.M.) and International Short Wave Broadcasting — Chairman, J. B. Knox; Vice-Chairman, E. Farmer.

Panel C — Radio Communication including Point to Point, Portable, Mobile and Emergency Service Communications (other than Broadcasting) — Chairman, S. Sillitoe; Vice-Chairman, Dr. F. S. Howes.

Panel D — F. M. Broadcasting,

Facsimile, Relay Systems and Television — Chairman, A. B. Oxley; Vice-Chairman, J. R. Bain.

Panel E — Aeronautical Radio and Radio Aids to Navigation — Chairman, S. S. Stevens; Vice-Chairman, A. B. Hunt.

Panel F — Industrial, Scientific and Medical — Chairman, Dr. A. Frigon; Vice-Chairman, Dr. J. M. Thomson.

Sponsors of the Board are: Institute of Radio Engineers; The Telephone Association of Canada; The Railway Association of Canada; Canadian Electrical Manufacturers Association; Canadian Broadcasting Corporation; Radio Manufacturers Association of Canada; Canadian Association of Broadcasters; American Radio Relay League (Canadian Section). Several other organizations are considering affiliation with the Board.

Officers have been elected as follows: President — R. M. Brophy; Vice-President, R. A. Hackbusch; Secretary-Treasurer, W. W. Richardson; A. B. Oxley has been named General Co-ordinator with G. W. Olive and G. J. Irwin as co-ordinators.

CKEY Goes 5 Kcs

Last Sunday, CKEY, Toronto, went on the air with its new power of five thousand watts. Availing itself of the recent authorization extended by the Dept. of Transport to 34 Canadian stations, CKEY had hoped to "go 5,000 watts" on Christmas Day, but some delay was occasioned by the December blizzard. Jack Cooke, CKEY president, pays great tribute to Ernie Swan and his staff of engineers for battling the elements to the point where they have finished the job. "The combination of 5,000 watts and our 580 kc frequency", Cooke says, "will enable us to service western and eastern Ontario like a church bell in a telephone booth."

CFOS Share

of Audience
All-Day-All-Week
in the Grey and Bruce
*Markets

49%

Here's the box-score (of which we are justly proud):

SETS-IN-USE: . . . 45.5%
CFOS PROGRAM
RATING: . . . 22.3
CFOS% of LIS.
TENERS: . . . 49.0

* During the week of October 9th to 14th, 1944, Elliott-Haynes Limited queried 2,392 Grey and Bruce homes on their radio listening habits. Calls were evenly distributed between the hours of 8 o'clock in the morning, until 9.15 o'clock in the evening, throughout the days of the week.

A copy of the complete Elliott-Haynes Survey is available on request.

CFOS

OWEN SOUND

Affiliated with the Owen Sound Daily Sun-Times.

Horace N. Stovin & Company
Representative
Toronto and Montreal

"...in good company"

Advertiser:
LISTERINE

Program:
"THE GREEN HORNET"

Air Time:
TUESDAYS: 8.30 p.m.

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

This is MUTUAL

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 7

R.C.A.F. Navigator (P/O), being transferred to Reserve, age 32, educated U.T.S. and University of Toronto ('33 grad), married with 2 children. Ten years at trade and retail advertising. Good knowledge of media and production. Would like to join advertising agency or manufacturer of advertised brands. Write File CB 7, National Selective Service, 174 Spadina Avenue, Toronto.

Copeland out of Danger

Don Copeland, well known Toronto radio man associated with Dominion Broadcasting Company, who suffered a heart attack December 28th after shovelling snow will be confined to his bed for several months, but doctors are now confident of his recovery.

So severe was the attack that at first his condition was deemed too serious for him to be moved. Then it was decided that he should be taken to hospital, but just before they moved him, it was found that he had made such an amazingly swift rally that hospitalization was not necessary after all. He will be in bed for a number of months, but the doctors are confident that after a long period of rest he will be restored to health.

CBC Conference

CBC divisional heads and their assistants are gathering in Ottawa, Jan. 17, 18 and 19 for a Canadian Broadcasting Corporation general administrative conference.

According to Dr. Augustin Frigon, CBC general manager, the purpose of the conference is to co-ordinate the activities of the CBC across Canada.

"We like to hold these conferences three or four times a year," Dr. Frigon said, "so as to familiarize our personnel with what is going on within the corporation. Without such conferences, it is an easy matter for our divisional heads to lose touch with out general plans and objectives," he said.

Among the features planned for the coming meeting are two talks, one dealing with CBC regulations and the other with the general topic of "coverage". In addition, corporation expenditures for the coming year will be discussed.

Later this month, on Jan. 27, 28 and 29, the CBC Board of Governors will get together for an important meeting. One of the matters to be considered will be the question of "horror or thriller" broadcasts.

IDEA-A-DAY

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

February

1. 1918—Canadian Soldier Settlement Board appointed.
2. 1925—Nome, Alaska diphtheria epidemic broken by anti-toxin brought 650 miles by dog-sled.
3. 1399—John of Gaunt, protector of Wycliffe, died.
4. 1901—Carrie Nation of Kansas arrested for demolishing liquor shops.
5. 1759—Luigi Galvani, Italian scientist, discoverer of animal electricity (galvanism) died.
6. 1942—Combined Staff organization set up in Washington.
7. 1929—Canadian Juvenile Delinquency Act based on recommendations of Council on Child Welfare.
8. 1587—Mary, Queen of Scots, beheaded at Fotheringhay Castle.
9. 1708—General use of umbrella in England first described in literature.
10. 1904—Japanese Emperor declared war on Russia.
11. 1922—Treaty signed between U.S. and Japan granting equal rights in former German islands in Pacific.
12. 1912—China became republic.
13. 1902—Marconi granted \$80,000 by Canadian Parliament to build wireless telegraph station on N.S. coast.
14. 1915—First Canadian troops arrived in France.
15. 1744—John Hadley, inventor of the reflecting telescope, sextant, died.
16. 1744—Alarm at threatened invasion of England by French; invasion wrecked by storm, returned to Dunkirk.
17. 1919—Sir Wilfred Laurier, great Canadian statesman, died.
18. 1861—Italy established as kingdom.
19. 1843—Adelina Patti, great soprano, born.
20. 1920—Admiral Robert E. Peary, discoverer of N. Pole, died.
21. 1540—First work on telling fortunes by cards published in Venice.
22. 1788—Arthur Schopenhauer (*Studies in Pessimism*), philosopher, born.
23. 1916—British blockade ministry created.
24. 1915—Canadian troops first went into action at Armentieres.
25. 1723—Sir Christopher Wren, great British architect, died.
26. 1919—Parliament petitioned His Majesty that no more titles of nobility be conferred on residents of Canada.
27. 1900—Canadians distinguished themselves in Battle of Paardeburg, South Africa.
28. 1942—Japs invaded Java.

Mr. Time Buyer . . . study these facts!

A Recent Mail Popularity Survey Throughout Southern Sask. by Elliott-Haynes Limited asked the question

"What Station Do You Listen To Most?"

Here are the resulting coverage penetration figures so far as Privately Owned Stations are concerned.

Dominion Census Division	CHAB	Second Station	Third Station
No. 1 Night	10.7	—	—
Day	33.3	—	—
No. 2 Night	20.0	34.7	17.9
Day	28.4	41.1	13.7
No. 3 Night	51.1	—	—
Day	71.5	—	—
No. 4 Night	27.4	—	—
Day	38.4	—	—
No. 5 Night	—	29.0	—
Day	21.1	18.4	—
No. 6 Night	19.3	39.5	17.4
Day	21.1	46.8	15.6
No. 7 Night	67.7	—	—
Day	76.0	—	—
No. 8 Night	16.7	—	—
Day	32.2	—	—

(Note: A station must have a 10% penetration before it is listed).

Get the Benefits of this Coverage by

CHAB MOOSE JAW

"Southern Saskatchewan's Most Popular Station"

Ask The All-Canada Man

1000 Watts

800 kcs.

CKAC
MONTREAL

A *Bright* STATION

It's got them and holds them!
"CHARIVARI"

8:15 to 8:45 a.m. Monday through Saturday.
56.9% of the available audience the first week, and it's steadily increasing!

A participation show
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

MEET THE GANG AT CKCW

Sally O'Connor

LADY OF THE DAWN



★ Here's "our gal Sal" or an excellent reason why listeners in the thriving Moncton area are demanding television. Sally's early morning performance is a sure-fire cure for that grouchy feeling. Her voice is as pleasing as the colourful music of her piano . . . and as happy as her pretty face. Although Sally is a newcomer she's right on her toes with the rest of the staff. And they take a back seat to no one. In other words, the "gang" have something that makes CKCW the key station to 18,454 radio homes . . . and that's primary range alone. Sally's melodious voice has been recorded for you . . . it's yours free of charge. We've got some facts on the sales-building possibilities of CKCW for you too . . . they're free of charge too. Write or phone for both to-day.

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

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

HORACE N. STOVIN & CO.
Representatives
Toronto and Montreal

ACA PUBLIC RELATIONS FORUM

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

Here follows the fourth 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.

4. The Most Stubborn Things in the World

Speaker: C. R. Vint

(President, Colgate-Palmolive-Peet Co. Ltd.)

Are you as good an advertising man as you think you are? That may be a difficult question to answer, but we find from experience that no advertising man is as good as he should be — he may be media minded, and radio and research minded and all the rest — but is he a good enough advertising individual to advertise himself?

If you cannot advertise yourself, how do you expect to give the maximum of your advertising abilities to someone else? What do I mean by advertising one's self? I mean, in effect, selling one's self, because productive advertising must be sold. Selling one's self is one of the simplest things in the world, but at the same time it is one of the most difficult. It is simple because anybody can do it, and difficult because of a lack of knowledge, or an ignorance of that particular subject.

Being personally able to sell yourself and advertise yourself is a very important matter. It runs right through your job, and I will tell you why. The whole matter depends upon attitude — the attitude you have to your job, your attitude towards ideas and people. It is of extreme value to the advertising man to know people. How are you going to know people unless your attitude towards people is right and you have a sympathetic viewpoint of people, all kinds of people, not particularly Democrats or Republicans or any other particular class, but people. Your attitude towards people will make all

the difference in the world in your work, because your skill, be it what it may, has not half or one-quarter of the value you have to offer your company.

It sounds ridiculous, doesn't it; but I know people with practically no skill at all, or very little, in the accepted sense, and yet those people are holding down important jobs, and getting big money.

Do you doubt that statement? Whether you do or not, it is true, and I will tell you why. If you are a carpenter you enter the carpenter classification and you have to meet the competition of, shall we say, a million other carpenters. You are in the competitive field if you are a barber, a baker or anything else. No matter what you happen to sell, you compete with the people in your own trade.

Now, when you exercise your skill as an advertising man, you immediately find out that your job is to collect information, and to pass it along to someone else, because if you don't pass it along your job will suffer. And if you pass it along, and it is not accepted, what then? You might just as well have saved your time and breath and temper. I know men in the advertising business and outside who have exactly the same problem. They find that when they get material and present it to someone else the other man invariably says no, and sometimes he says it in a way that is not nice. Now, if you are on the receiving end of such an answer as that, how are you

going to take it? Are you going to be thin-skinned, touchy? Are you going to argue with yourself and say "What a rotten lowdown so-and-so this guy is?" Does that pay dividends? Not in the slightest degree. The man who is touchy and thin-skinned should be in some other line of business where there is no competitive factor at all. He washes himself out of this business by his attitude.

"Now", you say, "what can I do about it?" You can do a lot. I will use my own case as an example. I endeavor to be a good advertiser of myself to everybody I meet. It doesn't always work out one hundred per cent, but that is not because I don't try. If I meet you in a business way or a social way, I do a selling job to the best of my ability. Of course, I do it in a nice way, because if I oversell myself, that is not good. On the other hand, if I undersell, it is just as bad. So I try to sell myself and advertise myself everywhere I go.

In my own department of the business, when I go to branch offices or factories, wherever it may be, I am selling myself all the time. What do I have to do in order to sell myself? Well, I say, I cannot sell myself if I don't know the answers. If I don't know the answer to research I am going to be out of luck, I haven't anything to sell; therefore I am interested in research. I get the latest information I can and read it and try it out myself. I knock on doors and talk to consumers. I don't leave it to someone else to do that; I do it personally. Why? Because I want to know what this research thing is all about. If the consumer can give me the answer to my problem, should I go to him or should I not? The usual thing is to "let George do it," to have some research company do it. But that is not me, and I have to know. When I do know I usually talk to people who know a little less about

(Continued on next page)

CHNS BULLETIN BOARD

Finest Broadcasting Facilities in Eastern Canada

BROADCASTING HOUSE

HALIFAX

THE HOME OF CHNS AND CHNX

Ask All-Canada Radio Facilities

MONTREAL OR TORONTO

960 ON YOUR RADIO

Western Paper Wants Independent Radio Commission

Commenting on a series of articles which have been appearing in the (London) *ECONOMIST*, the *WINNIPEG FREE PRESS* printed a long editorial entitled "Critique of Broadcasting" in its issue of January 5th in which it points out that the CBC, both originally, as the CRBC, and in 1944, in its present form, was fashioned on the British model. The editorial goes on to say: "Most if not all of the weaknesses attributable to the BBC have been reproduced in this country, although the most serious failure in the CBC, inefficiency in government supervision and in the management of the Corporation, appears not to be so marked in the United Kingdom."

Referring to government interference in broadcasting, the writer of this editorial points out that while it has been much less marked than it was prior to 1936, few will

Public Relations

(Continued from previous page)

it than I do, because if the other fellow knows a little less than you do he thinks you are smart. Then what happens? He wants your advice; he wants to know the things he doesn't know. He is not dumb. We all have abilities. I have never seen anybody that lacked ability, and if there are failures it is not because of lack of ability. So I keep up to date; I do things and try them out, and if they work, I know why. If they don't, I know why too. Therefore, I sell people on myself.

Then if I have an advertising budget or any other problem at all, I have pre-sold myself, and the individual who looks at my proposition and at me says to himself, "Well, this guy is usually right." What is the answer? He says, "O.K., if you think you are right, go ahead and do this," and the "no" disappears from the picture.

In the intermediate stage there have been times when I have not been able, through lack of time or because of circumstances or conditions, to pre-sell myself on the proposition. What do I do then? I go and get information which no one can contradict. If I say that so and so is the fact, I do not expect to be believed just because I say so. I get out the facts and I say, "Here are the facts," and Mr. A. says, "Well, I don't think that is so good." "But what difference does it make whether you think it is so good or not? Here are the facts. What do you think of the facts? What do you say? Why shouldn't you do this? There are the facts? What other facts have you got to show me?" What is the answer? He is sold, because facts are the most stubborn things in the world. You cannot get around them and neither can I, so I say, let us use them.

suggest that it has been wholly absent. "Certainly", he continues, "it has not been so under the administration of Mr. LaFleche as minister, and Dr. Frigon as the administrative head of the corporation."

Absence of interference, it is suggested, "has been the result not of the will of the CBC to resist, but of the present government to abstain.

"In its present form", he says, "neither the board, with its full time chairman, nor the management, under Dr. Frigon, meets ordinary standards of efficiency.

"The CBC controls directly, and in minute detail, every broadcasting outlet in the country. In practice it tolerates no rival. Private stations are under the most rigid control. It is a monopoly, and all that is generally true of monopolies which have no competition — the eagerness to avoid trouble, the quick response under the prodding of some group or other which has power to stir up criticism, indifference to the wishes of its customers — all this is true of the CBC."

By way of a solution the editorial holds out the suggestion and it is by no means a new one, that if the CBC were turned into a purely broadcasting enterprise, public ownership retained, and the responsibility of regulating and controlling all broadcasting was placed in an independent and purely regulatory body such as the Transport Commission, the way would be open for a degree of competition between the CBC and the privately-owned stations.

Repeat Sinclair's Play

A repeat broadcast of Lister Sinclair's documentary drama, "A Play on Words," will be presented on "Stage 45" Sunday, January 21, at 9.00 p.m. (E), over the Trans-Canada network.

Originally presented on November 21, "A Play on Words" aroused considerable public interest and has been applauded by critics both in Canada and the United States.

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

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

All-Canada Conference To Become Annual Event

Increased emphasis on production of programs and service to listeners and sponsors was stressed by sales and production managers of the All-Canada mutually-operated stations in their first general sales-production conference in Calgary January 8, 9 and 10, which H. R. Carson, president of All-Canada Radio Facilities announced would be repeated each year.

Principles and details adopted by the separate and joint meetings will be taken back to individual stations from Hamilton to Victoria and put into effect without delay.

The general sessions were held under the chairmanship of Waldo Holden, commercial manager of CKRC, Winnipeg. Sessions of the program and production departments were held under the chairmanship of Stuart MacKay, program manager, CKWX, Vancouver. Meetings of the sales representatives were held under the chairmanship of R. J. Buss, commercial manager, CKCK, Regina.

The joint sessions opened with a general discussion of a production survey conducted by A. R. MacKenzie, of All-Canada Radio Facilities Limited. The report and discussions placed emphasis on co-operation between sales and program-production departments in meeting the tastes of listeners and obtaining results for sponsors, as well as more closely-knit organization and departmental co-operation.

Built on information supplied by the various stations, the report underlined the establishment of principles of better programming, as well as defining clearly specific steps in the organizational procedure in the production departments. The steps were adopted with a view to giving the listener more and better entertainment and information, and generally improving programs. Special attention was paid to development

of live talent productions from a musical standpoint. Plans were made for encouragement of the development of musical talent in each community.

At the program and production sessions, discussions on continuity were led by Frank Laight, CKRM, Regina; announcer responsibilities, Jack Kemp, CKRC, Winnipeg; announcers' enunciation and presentation, Mrs. Bertha Biggs, from the All-Canada transcription libraries; Lyman Potts, CKOC, Hamilton; live talent, Geoff. Waddington, CFCA, Calgary; operators and program engineers, Wilf Collier, CKCK, Regina; production and program staff meetings, Stuart MacKay, CKWX, Vancouver.

At the meeting of sales managers, a discussion on development of industrial and wholesale accounts was led by Bruce Pirie, CKRM, Regina; local, national spot and network business, John D. Hunt, CKWX, Vancouver; current attitude of merchants on post-war plans for local business, R. J. Buss, CKCK, Regina; sales research, presentation and auditions, Waldo Holden, CKRC, Winnipeg; seasonal revenue, Fred Shaw, CFAC, Calgary, and representatives and agencies, Bill Guild, CKOC, Hamilton.

Other discussions at the sales meetings were national business from a local viewpoint, by Rip Crotty, CKWX, Vancouver; rate structures and rate changes, Waldo Holden; sales department organization, Orin Botsford, CKRC, Winnipeg; production as it applies to sales, Mr. MacKenzie; and selling services, by Rolfbarnes, CJCA, Edmonton.

Discussion at the joint sessions included the value of surveys by Bert Cairns, CFAC, Calgary; news, by Sam Ross, CKWX Vancouver, and finalization of production survey as applied to sales and programming by A. R. MacKenzie.

"The Richest Man Cannot Buy For Himself What The Poorest Man Gets Free From His Radio"

- ★ The Finest of all Types of Music!
- ★ The Latest in News!
- ★ Facts!
- ★ Figures!
- ★ Information!
- ★ Community Service!

Brought to half-a-million listeners by

CJCA

EDMONTON
and

Short Wave VE9AI

TOP-FLIGHT SHOWS

Radio Hall of Fame
 "L" for Lanky
 Music for Canadians
 Radio Reader's Digest
 Texaco Star Theatre
 Soldier's Wife
 Blind Date
 Information Please
 Carnation Contented Hour
 Alan Young
 Bob Hope
 Treasure Trail
 Jack Carson
 Breakfast Club
 Frank Morgan
 Canadian Cavalcade
 Light Up and Listen
 The Aldrich Family
 The Thin Man
 That Brewster Boy
 Championship Fights
 National Barn Dance
 Ellery Queen

All heard in the Kenora—
 Rainy River District
 through

North-Western Ontario's
 only Dominion Network
 Outlet.

CJRL

KENORA

Representatives
 H. N. STOVIN & COMPANY

"Did I Say That?" At Broadcaster Party



Printers from the Sovereign Press Ltd., engravers from Rapid Grip and Batten Ltd., and others who contribute to the production of this paper were entertained at a recent get-together, staged by the Broadcaster office, when Harvey Dobbs and Don Wright brought their recording equipment and dubbed one of their Alka-Seltzer quiz shows "Did I say that?" at the party. The boys were able to tune themselves in a few days later. Others who contributed entertainment were Alys Robi, Harry Gibbs, Burt Lloyd, Walter Devine and Ernest Dainty. Pictured from left to right Don Wright and Harvey Dobbs, cutting the disc; (standing) Jimmie Eastes, Walter Devine, Howard Steen, Bob Russell, Ted MacDonald, Ken Braithwaite and Fred Wills; (sitting) Roger Crocker, Bud MacDougall, Bob Campbell, Bill Crawford and Bob Allworth.

Army Of Occupation

Fore-runner of the army of "invaders" who will be coming east for the CAB Convention next month is Hal Crittenden, manager of CKCK Regina, who arrived in Toronto January 15th.

"Information Please"

No sooner did the H. J. Heinz Company announce that they were relinquishing sponsorship of "Information Please" at the beginning of next month, than Dan Golenpaul, deviser-owner of the program had five bidders for the show.

Succeeding the Heinz Co. as sponsors will be the Socony-Vacuum Oil Company Inc., and under their sponsorship this remarkable program which started as a \$400 a week NBC sustaining feature, and will now, it is said, pay Golenpaul something in the neighborhood of \$11,000 a week, or \$1,000 more than it earned him as a Heinz feature.

Man Bites Dog

"How Smart We Aren't" is the name of a CJAT, Trail, quiz program in reverse, for which listeners send in questions for the announcer to answer. Each day two announcers open letters containing questions and throw them at each other. When either fails to give the correct answer, the listener gets a dollar bill and a pair of theatre tickets. If the announcer gives the right reply, the sender just gets two ducats.

J. Reg.

BEATTIE

representing

CHML

HAMILTON

217 Bay Street
 TORONTO
 ELgin 6555



REHABILITATION

Isn't it about time the post war reconstruction committees adjourned for long enough to find some of the returned men jobs.

IRRESISTIBLE

In one of his Radio Columns in the Robert Simpson Co.'s ads in the "Globe and Mail" Frank Chamberlain writes "Mrs. Buddy Rogers (Mary Pickford) is talking about adopting another baby. Her husband will soon be placed on the retired list and may head a U. S. O. unit overseas."

OUT WITH THEIR NECKS

The pandemonium that has existed at the Broadcaster office during the final selection of the "Beaver Awards" has inspired the doeful reflection — "What if nobody cares?"

THE LAST WORD

We told him if he continued interfering we'd resign the account. He asked us not to, so we didn't, and now he isn't going to interfere any more — pretty soon.

RADIO I. Q.

Recently, the lines broke down between Saskatoon and Edmonton during a Farm Radio Forum broadcast. After listening carefully to a hurried explanation by a flustered announcer, one listener wrote in and said, "Farmers now realize they should educate their cleverest son to be a farmer and let the slower ones become stock brokers or radio announcers."

'TWOULD SMELL AS SWEET

There is actually a station called C-O-R-N according to a lad who was overseas. It means Canadian Overseas Radio Network.

WHICH CAME FIRST?

A farm journal recommends a portable radio in the poultry house to encourage egg laying. Just as if radio needed any encouragement to lay eggs.

ATTENTION ADVERTISERS

Isn't it peculiar that people who live off an industry which deals in split second timing are unable to gear their minds to terms of days and weeks?

QUID PRO QUO

Will give three slightly worn bow ties for a gag which will complete this column.

CKCR

KITCHENER

announces
 the appointment of

WILLIAM WRIGHT

Victory Building
 Toronto

as their exclusive
 national representative

OTHER SIGNALS MAY REACH KITCHENER, BUT —
 KITCHENER LISTENS TO —

CKCR

KITCHENER

A Wright STATION

Cum Laude

MCCONNELL, EASTMAN & COMPANY

Thanks very much for your two copies of the report on promotion done on "Music for Canadians." You certainly have done a bang-up job and, believe me, it certainly is very much appreciated by us and by our client, whose attention we are drawing to your co-operation.

RONALDS ADVERTISING AGENCY LIMITED

NEW WELLINGTON BLDG. TORONTO ONT.



KEEFER BUILDING, MONTREAL QUE.

Toronto, Ont. December 20th,

We were certainly most appreciative of the splendid job you did in this regard.

As a matter of fact Lyman Agencies had a sales meeting in Montreal last week and your presentation was held up as a shining example of what really good co-operation some stations can give. I might say that it received the most favourable commendations from the entire sales organization.

MAXON Inc. Advertising

370 LEXINGTON AVENUE - NEW YORK CITY

Many thanks for sending along the brochure showing promotion work CHML has been doing on the Gillette Safety Razor Company's boxing bout broadcasts.

It is the most outstanding promotion effort rendered by any Canadian station, and we want you to know that both Gillette and we appreciate it very much.

Again, thanks for your mighty swell help.

YOUNG & RUBICAM. Advertising

MONTREAL - TORONTO - NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO

The brochures covering your promotion on behalf of "Canadian Cavalcade" were received today and we are very much pleased with them. Your active cooperation in promoting the program should do a great deal to build up an audience over CHML.

Your work on behalf of "Canadian Cavalcade" will be shown to the client and I am sure he will also be very pleased with your effective publicity.

J. J. GIBBONS LIMITED Advertising

We have for acknowledgment two copies of a presentation folder showing the programme promotion carried out by your station in connection with the Drug Trading Company Ltd. programme "Musical Myriorama".

This generous measure of co-operation on your part in an earnest endeavour to assist in promoting an audience for this programme is very much appreciated and we will see to it that a copy of this folder is placed before the advertiser.



Edward S. Stock Audience Promotion Director

CHML
HAMILTON ONTARIO

HATS OFF
to our two top Salesmen



BUREAU OF BROADCAST MEASUREMENT
for Potential Coverage

ELLIOTT-HAYNES PROGRAM SURVEYS
for Actual Listenership

They tell the Complete Story



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

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

CANADIAN BROADCASTER

VOL. 4 NO. 3 FEBRUARY 10TH 1945

For Distinguished Service TO CANADIAN RADIO 1944 Beaver Award February 1st 1945

Introducing THE WINNERS

- 1.—York Knitting Mills Ltd. (Sponsorship). Left to right, Rex Battle, J. D. Woods, Claire Gagnier, Jane Harkness, Evelyn Gould, Hugh H. Lawson, John Adaskin.
 - 2.—Alys Robi (Singing)
 - 3.—Alex McKee (Acting)
 - 4.—C. M. Pasmore (Agency Production)
 - 5.—Ernie and Kay Edge (Writing)
 - 6.—Andrew Allan, producer of "Stage 44", now "Stage 45" (Talent Opportunities)
 - 7.—Paul L'Anglais (Production)
 - 8.—Mart Kenney & His Western Gentlemen (Popular Music)
 - 9.—Grace Matthews (Acting)
 - 10.—Foster Hewitt (Sports Broadcasting)
 - 11.—Stan Francis (Master of Ceremonies)
 - 12.—W. T. Cruikshank, station CKNX, Wingham. (Community Service)
 - 13.—Jack Fuller (Announcing)
 - 14.—Wells Ritchie (Public Relations)
 - 15.—Jean Penny and Ralph Kuyle (Initiative)
 - 16.—"The Happy Gang" (Programs)
- Full Citations on Page Five



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SO! You Know Your Radio Terms?

Alright — What's A Delayed Broadcast?

A program recorded off the line during actual broadcast, and played at a later hour when station schedule permits.

A Transcribed Program?

An original program recorded for broadcast at some later date.

A Wax Network?

A group of stations carrying the same transcribed material simultaneously.

A Recorded Feature?

A series of radio programs prepared in advance, recorded, and sold as a unit in various markets for the exclusive use of an individual sponsor in each market.

All-Canada RECORDED FEATURES *deliver your message...sell your product in any market...at any time*

For over nine years All-Canada Recorded Features have been giving service to National, Regional and Local Advertisers. Here are just a few of our most successful programs:

The Green Hornet
The Lone Ranger
Superman
In His Steps

Blackstone The Magician
Sam Adams
Songs of Good Cheer
Calling All Cars

House of Dreams
Modern Romances
Academy Award

Liberty Short Short Stories
It Takes a Woman
The Cavalcade of Drama

Get in touch with All-Canada! No matter what your product our All-Canada repertoire of Recorded Features will provide a suitable tie-up—designed to send your sales soaring. Our Dominion-wide experience in producing successful sales campaigns is at your service.



ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL

TORONTO

WINNIPEG

CALGARY

VANCOUVER

EDITORIAL

"We Stand On Guard For Thee"

There are many people in Canada who earnestly believe that our country should have its own flag. Personally we subscribe whole-heartedly to this view, but suggest that the first requisite is the establishment of a national Canadian identity and individuality over which this flag could be unfurled.

We can hear the snorts of rage against this Englishman which these words will inspire. But we respectfully submit that a person born in the British Isles, who has established Canadian citizenship, may easily be as great a Canadian patriot as a "native son" who is a Canadian because of the fact that he was born here, a circumstance over which he will surely admit he had no control.

Culture is measured in terms of the arts, and native Canadian art — at least in the English language — is conspicuous by its absence with one exception. While generally speaking we defy you to name any one truly Canadian thing which we can look at, listen to, or read, it is a fact that Canadian radio has produced over the past decade or two a goodly handful of "artists" in various fields who have created something Canadian. Unfortunately Canada lacked the discernment or the enterprise to recognize what she had, until these "artists", feeling they had reached the ultimate in their own country, sought new fields to conquer south of the friendly border.

Repetition is monotonous, but at times effective. We have pointed out before that there are several radio people who one Friday were received in Canada with mediocre enthusiasm, and the next Tuesday were headliners in the United States.

No argument can be presented which can convince anyone that the act of crossing the border improved these "artists" talents. It is apparent beyond dispute that these people needed only the power of publicity to put them over the top, and they would have been foolish had they passed up the opportunities that were presented to them.

With Canadian radio operating partly under a government system, which makes it evident that it is contrary to its policy to risk having a performer eclipse the broadcasting system in importance, and the other half so ham-strung by the government system that it scarcely dare open its mouth, there seems little hope that Canadian radio will ever contribute any more to the establishment of a Canadian identity on the air than it has done in the past, unless these same "artists" shake themselves out of their current state of manpower-shortage-inspired lethargy.

Talent is not going to find a CBC eager to encourage them in their efforts to publicize themselves. An enormous amount of energy and ingenuity will have to be expended by the artists, before they can force talent employers to use their services in response to genuine public demand. But when they have attained this enviable position, they will have in their hands a weapon to insure their future earnings which will be so much more effective than the current "gun-at-your-head" tactics of the talent unions, that they will wonder what wakened them.

By the establishment of its annual "Beaver Awards for Distinguished Service to Canadian Radio", this paper has demonstrated its eagerness to help Canadian talent develop itself for the good of Canadian radio and Canada in general. That's all ladies and gentlemen. Faites vos jeux!

Richard S. Lewis

Editor

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Hamilton Market

Represented by
CHML

900 KCB

Sounding Board

Frank Chamberlain's Radio Column in the Robert Simpson Company's advertisement in the Globe & Mail for February 2nd had this to say about the Canadian Broadcaster Beaver Awards:

"Dick Lewis may have gone away out on a limb in taking personal responsibility for naming 17 radio personalities deserving of a "Beaver Award" for 1944 services to radio, but none will disagree that Lewis deserves credit for attempting to bring recognition to Canadian radio artists.

"There are much better methods of making awards, however. In the first place the only people really qualified to judge the performance of radio artists are the listeners. But if awards are to be given sponsors and others behind the scenes of radio, a panel of adjudicators would be better qualified to judge.

"Without detracting from the merits of those winners of the Beaver Awards for 1944, we don't see how these talented artists (and many others) can be ignored: Bert Niosi, Horace Lapp, Elwood Glover, Lorne Greene, Gabrielle, Nancy Douglas, J. Frank Willis, Grace Webster, Babs Hitchman, Budd Knapp, John Drainie, Fletcher Markle, Bernhard Braden, Frank Peddie, Allan Savage, Cecelia Long (for publicity on the Victory Loan) Samuel Hersenhoren, Ernest Seitz, Howard Cable, Claire Wallace, Joan Baird, Earl Cameron, Paul Sherman, Jack Dennett—where are you going to stop?

"How can you ignore the fact that "Treasure Trail" has held the highest audience rating for several years . . . and how can you leave out Kate Aitken, one of the most popular broadcasters in Toronto? Certainly "Musie for Canadians" has been one of the outstanding programs of 1944."

Greetings

To all who attend the CAB Convention at Quebec City.

CJIC

Sault Ste. Marie
Ontario

Representative

J. L. ALEXANDER

Toronto

Montreal

Recognition!



"The best evidence of merit is a cordial recognition of it, whenever and wherever it may be found"

THANKS A MILLION

Duophonic Recordings

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

Ever hear of Jean Lalonde?



...He's the "Bing Crosby" of
3,000,000 French Canadians

French radio—like French Canada—is a world unto itself. In Quebec it's the golden voice of JEAN LALONDE, CKAC star, that unlocks the hearts of sentimental gals and grown-ups . . .

And just as surely does CKAC unlock this great \$600,000,000 market for advertisers. Radio is the French-Canadian national recreation. All-time listenership records have been hung up by CKAC evening programs. Here's where you really get family coverage!

Plan your approach to the highly individualistic French-Canadian market through CKAC. There's a mine of native talent to build a program tailored to your needs and budget. Latest information gladly supplied.

CKAC

COLUMBIA
BROADCASTING SYSTEM
MONTREAL

Representatives

Canada: C. W. Wright, Victory Building, Toronto, Ontario.

United States: Adam J. Young Jr. Inc.

Post War Television Provides New Employment

With a prediction that television may offer more employment in the post-war period than sound broadcasting did after the last war, Niles Trammell, president of NBC, says that it is the most effective means of mass communication ever created.

Mr. Trammell asserted in a recent talk that the new medium is the most significant of the new industries that will be ready to be launched after the war.

"Once it is introduced in the United States on a national scale, television will provide employment for many thousands of men and women and for many millions of dollars of capital," he said. "Both as a service to the public and as an avenue of employment, the significance of television is enhanced by the fact that it does not displace or replace older services or jobs. It is unique and different from anything else in existence.

"The victory of the Allied nations and the return of peace will not find radio broadcasters settling back into the comfortable position of picking up their old pre-war routine and carrying on right where they left off when the war began," Mr. Trammell said. "There are on the horizon for broadcasters in the post-war period new and revolutionary tasks and opportunities, created by the continuous forward progress of radio science."

Bienvenue

A greeting to

The people who

Are here on work

or pleasure bent,

To hear of rates

And open dates,

And also Broadcast

Measurement!

That every one

Have lots of fun,

And wake up like a daisy,

And when you're tired

Return inspired,

Is wished by CKAC.

CKAC

COLUMBIA BROADCASTING SYSTEM
MONTREAL

Representatives—Canada

C. W. Wright, Victory Building, Toronto, Ont.

United States:

Adam J. Young Jr., Inc.



Praeludium: Thanks for the wonderful way our column was accepted — got a few letters. One pointed out that Bert Niosi was at the Palais Royale rather than other place mentioned — sorry, please. The editor is satisfied too—he's very seriously considering repaying us for street-car tickets used . . .

Con Fuoco: Quite often, radio producers take it upon themselves to address musicians and express their personal dissatisfactions upon the general comportment of the orchestra. It is about time that the musician did something about it. A radio station claims no influence upon the producer as to what conductor he will appoint to wield the baton and the producer, once he has made his choice, should rely upon that conductor for the choice of musicians and for the result of the program. The capable conductor gets respect from his musicians but not when he allows the producer to pour his venom on them. By doing so, the producer shows utter disregard for the leader's ability and the musicians cannot but feel that they are being disdained. As we have pointed out, it takes at least ten years for the average musician to venture into radio. Many producers have done it by kangaroo leaps.

Scherzo: While playing chess with Lew Lewis (ace tenorist) the other day, we remarked that his face would never win a beauty contest; to which he quipped: "A Beauty Contest? Why, Salvador Dali is trying to persuade me to ditch my sax and spend all my time posing for him".

Sinfonietta: Arthur Fiedler, scheduled to conduct Pop Toronto Simf Concert on March 9th; Jesus Maria san Roma to play Grieg Concerto on same . . . Jack Norton, ex-Torontonian, now busiest concertmaster in Montreal . . . Cameron Howard and Paul Hebert both conducting their own programs in Ottawa; played many shows with them both when in Montreal . . . Frank Ciccone's spaghetti joint-de-luxe, where all the Toronto boys hang out, is now also open for lunch. (Make mine with meat balls) . . . Gilbert D'Arise to be host to CAB convention in Quebec City this month. He's the band leader in Jacques Cartier room of famous Chateau Frontenac.

Si Pao? What's happened to the score for that Frederic March picture which Lou Applebaum, of the National Film Board, went to Hollywood to write? . . . Is it true the musical director of that new radio station owned by Arthur Dupont, formerly head of commercial department of CBM in Montreal, will be Andre Durioux?

Marziale: John Wayne, Frank Shuster, Jimmy Shields, Jim Cooke, Vic Duerro of the Canadian Army Show, Overseas unit, are home. We'll bet they're happy.

Suite: Don Miguel — maestro of CJBC's Latin-American Serenade fines all his musicians for the first mistake of the program (if any) — cokes for all. Of all people, Bert Niosi was the first offender . . . Roy Locksley, ex-musical director of CFRB, is now conducting in Winnipeg over CKY . . . Stan Wilson, great guitarist, is badly hit by the flu . . . Howard Higgins, comico-musico-clarinetist on *The Little Revue*, (8.30 — Wednesdays — CJBC) is also maestro of Nabob's five-a-week happy quintet from Montreal.

Coda: We're still blushing at Andrew Allan's introductory remarks on the new Purity Flour Show (*This Is Our Canada*) when he said: "The music will be composed and conducted by Lucio Agostini, which is the same as marking 'Sterling' on silver."

Note to Dick Lewis: "Maybe you'd better cut this.—L. A."

Note to Lucio Agostini: "We have to fill out the column somehow.—D. L."