

CANADIAN BROADCASTER

VOLUME 4 NUMBER 4

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"The Valiant never taste of death but once."
—Shakespeare.

Local Radio Needs Scripts

Walter Dales, Ex-CJAT manager, opens script service

Canadian script writers may get a better break if some of the lobby matter at the CAB convention means anything. Independent broadcasters in competing markets are aware that, with the two-network situation, station preference in many areas, formerly dominated by one basic network station, is changing up, and to fight for the man's share of audience requires a concentrated concentration on local programming.

Another indication of this trend might be found in the presence at the CAB of Walter A. Dales who recently established in Montreal what he believes to be the first Canadian syndicated radio-script service. Interviewed at Quebec, Dales divulged his thinking thusly:

"In the United States, at least three script firms are serving the industry with success", he said. They also have been selling a good deal of their material in Canada. Consequently it seemed possible that Canadian operators would welcome the availability of scripts having more local flavor and requiring less re-writing. Formerly the independent broadcaster found it too expensive to avail himself of the services of freelance Canadian writers; and the writers found it equally difficult to market their scripts. Syndication of such material may solve the problem for radio in the same manner as the newspaper syndicates", Dales thinks. "It should be mutually beneficial to writers and broadcasters alike," he claims. "Attending convention enabled me to sound out the preferences of station operators", he continued. "In the main they want almost any good commercial script. Several, however, said they particularly desire 'specials' for Dominion Day, Christmas, Easter, Memorial Day and so forth. Some want daily serial stories with a Canadian background. Some would then form small acting groups from their own staff and develop real production. This might indicate that the warning sounded by CAB officials regarding wire-tapping all day long, had been heeded by station management" Dale suggests. "Private operators are now prepared to bid the name of mere 'repeater stations' by working gradually into production."

Help Wanted Male!

It took the Honorable Paul Beaulieu, Minister of Trade and Commerce in the Quebec Provincial government, to steal the show at last week's CAB convention from the CBC!

Dr. Augustin Frigon, CBC general manager, and a good dozen of his satellites, were guests of the private broadcasters at their three day annual meeting in the ancient capital, and were hearty contributors to and participants in the entertainment between the meetings. Possibly the success of their pilgrimage of goodwill reached its peak with the presentation of the CAB annual dinner of CBC war correspondent Peter Stursberg, whose interesting talk on how the CBC brings its listeners sound pictures of Canada at war was ably introduced by the CBC general manager.

After deliberations around the conference table on such matters as the Bureau of Broadcast Measurement, Religious Broadcasting, the Committee on Commercial Continuities . . . after what must have been the most successful convention of the CAB's existence — socially . . . the broadcasters were entertained at a luncheon by the Quebec private stations. Here M. Beaulieu, substituting for Premier Duplessis, held his audience enthralled while he outlined his government's views towards the dictatorial tactics of the CBC. "We are determined", he thundered, "to see to it that in the Province of Quebec at least, the federal government shall give the greatest possible measure of freedom and liberty to privately owned stations" . . . or else!

It may be claimed that the Canadian Association of Broadcasters has long shared these views, but the Quebec government has gone a step further than just talking; neither has it indulged in the uninspiring demonstration of weeping in its own beer. The day after the luncheon, Premier Duplessis tabled a project in the Quebec House calling for the establishment of a Quebec radio network, and in this respect he has defied all CAB precedent by suiting action to words.

Whether or not we subscribe to the political aspirations of "L'Union Nationale"; whether or not M. Duplessis can carry out his intentions in spite of the Broadcasting Act . . . in spite of Dr. Augustin Frigon . . . is beside the point. The Quebec government is prepared to *act on its convictions*, and if the gentle moguls of the CAB have been laboring under the delusion that the "Pussyfoot Policy" they have been adopting is in accordance with the wishes of their membership, then the ovation with which M. Beaulieu's utterances were received should enable them to reverse their thinking insofar as their relationship with the CBC is concerned . . . or else to admit that they are just plain scared.

In this year's presidential address before the CAB, Glen Bannerman expressed the view that the broadcasting and the regulatory functions of the CBC should be separated. He said the same thing from the same podium in February 1944. In the interim, the CBC has proceeded to get its second (Dominion) network into action. So smooth has this operation become, that it must be the envy of all the allegedly private stations which contribute daily to the government's continued acts of aggression by turning the other cheek.

The Canadian Broadcasting Corporation is spreading its tentacles, but it is unable to function at all, much less to expand its scope, without the complete co-operation of the private stations, which it must have if its programs are to be heard.

Resisting the CBC is the equivalent of defying any other department of government. It entails ingenuity, and, more still, a high degree of courage. But unless it is resisted—and Messrs. Duplessis and Beaulieu have surely blazed the trail — it will be only a short time before all the liberty the private stations will have left will be the liberty of saying "yes" to their masters at Ottawa.

Richard S. Lewis.

Editor.

St. Boniface Confident Of French Station

St. Boniface residents, across the Red River from Winnipeg, are confident that a French language station will soon be broadcasting from their city.

They are said to have received word from Walter Rush, Radio Controller of the Department of Transport, that permission to build and operate a station in St. Boniface "now only awaits approval of the Privy Council".

It is understood that the proposed radio station, when built, will operate on a frequency of 1250 kcs. provided no objection is raised within a month.

It was disclosed at a recent meeting of St. Boniface Radio Ltd., that more than half of the estimated cost of the station has now been raised, contributions standing at about \$54,000.00

The company is headed by Dr. Henri Guyot as president, and Father A. d'Eschambault is secretary. The company has taken temporary offices at 140 Provencher Avenue, St. Boniface, Man.

Returns To Private Radio



Spence Caldwell, latterly manager of CJBC, Toronto, key station of the CBC Dominion Network, is joining All-Canada Radio Facilities Ltd., Transcription Division, with headquarters in the Toronto office. Prior to joining CJBC 18 months ago, he was commercial manager for CKWX, the Vancouver station in the All-Canada group.

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- * Kamloops Wage Earners have the highest annual earnings of any city in B.C. (\$1840.00).
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*1941 census.

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CFJC has 96.3% of the listening audience in Central British Columbia from 7 a.m. to 7.00 p.m. and 82.5% of the listening audience after 7 p.m. Unquestionable, the greatest advertising medium serving the extensive cattle raising, agricultural, lumbering and mining area of the interior of British Columbia. Kamloops is a divisional point on the main lines of both the CPR and the CNR.

Now more than ever . . .

The only medium completely covering all of rich Central British Columbia



Principio: This paper's "Beaver Awards" to radio personalities this month have already proved profitable to some. Stan Francis has had three offers so far. He won't say what they are, but we noticed that he recently purchased an expensive tooth file. And we did have such lovely Canadian forests! . . . Aly Robi will probably be leaving for England very shortly. The BBC has cabled her an attractive offer for a series of broadcast

Espresso: It is amazing how little the average listener knows about the life-at-work of the radio musician and conductor. Shouldn't radio tell its public things like this? . . . "Dear Listener: At least five hours are spent rehearsing the half hour program you listen to . . . it takes the arranger a whole week to prepare the show . . . a musician who has played two such shows in one day is tired out . . . rehearsals are just as strenuous as the program, which means the boys are constantly blowing and sawing for five hours at a stretch . . . the toughest and most nerve-racking part is the split second timing" . . . why doesn't someone tell people these things?

Fugue: Bert Yarlett who has the band at the Hollywood Hotel in Toronto is worth a try if you're looking for a new radio singing voice . . . Jimmie Reynolds who adds millions to Russ Gerow's "Reminiscing" program can play sax and clarinet equally as well as trumpet . . . Paul Scherman (Don Miguel) footed the bill for a party the other night at the Lobster Bar, in this city, celebrating the renewal of the Latin-American Serenade series . . . an odd coincidence comes to light on the new "Dream Time" program; the violin section is known as the "Five S's", namely Solway, Steinberg, Sugarman, Sumberg and Scherman. The big-shots on the same show are called the "Four A's", i.e. Alys, Allen, Adaskin and Agostini. Well! We slipped the one by. (That's what you think.—Ed.)

Aria Buffa: There's a new one on J. Caesar Petrillo, president of the Musicians' Union. We quote it because it's funny, but it is understood that we stand in complete disagreement with it. "Pianissimo means little music with pay; Fortissimo means much music with pay; Petrillo means no music with pay." (God help our bread and butter).

Aria Seria: Toronto's CBC have moved from Davenport and York to Jarvis Street . . . Maurice Meerte is again conducting "Fridolins Revue" in Montreal . . . Mart Kenney just disked for RCA . . . Sweet Cap orchestra and singers are due for a major shake-up . . . There are no major programs lined up for summer yet, but we'll still lay odds that the boys won't be getting their planned vacations. With V-Day just around the corner radio is getting ready for a real boom . . . Murray Ross and Lou Snider are the finest piano team on the airwaves . . . The Parlow String Quartet just flew to Winnipeg for a concert . . . Ray Denhez, Montreal trumpeter, is musical boss for "Les Joyeux Troubadours", a French version of the "Happy Gang" . . . Bert Pearl, star of "Happy Gang" has been forced to take a complete rest for reasons of health.

Cavatina: Andrew Allen's latest "Stage 45" success was a play called "Intolerance". He received so many letters he says he may be doing a repeat. Script was by Al Pierce. Another repeat coming up is "The Other Side", another Lester Sinclair brain-child . . . Incidentally we happen to know (having written the musical score) that Andrew is the only producer in Canada (unless there happen to be some others) who has a V-Day sketch ready to air on a one-hour notice.

Coda: If the M. D. says we're A1, we'll be writing you from K. P.

Sounding Board

"EAGER BEAVER AWARDS"

It occurs to me that, while the "Beaver awards" were excellent in themselves as far as they went (and nobody can say they went too far, because the editor of the Canadian Broadcaster never goes too far, being past that age) there were gaps at needed filling. We, therefore, impudently propose the following "Eager Beaver" Awards:

An Eagle Beaver, First Class and push-lined, to the Sponsor who said: "To all with the commercial! I never even heard it, I was so interested in the program."

An Eager Beaver, ready-grooved and peddled, to Carlton McTwerp, Sound Effects Man, who finally told the producer to go ahead and try to produce a play about him.

An Eager Beaver, rheostated and oxidized, to Franklin Spottyface, Engineer, who actually displayed a smile when the male comedian cracked a staler joke for the forty-fifth time in rehearsal.

An Eager Beaver, blue-pencilled and peddled, to Percy Prettypants, the Script-writer, who actually suggested elimination of his own accord (of lines, of course).

An Eager Beaver, done in purple and gold and with fancy bows, to the CBC official who declared: "The CBC is a fine organization, but it is not indispensable."

An Eager Beaver, done in contracts with options on the side to the private station owner who acknowledged: "Sure my station's not doing all it can for the community and the artists but I'm not in business for my health, am I? I have to make a profit on everything I do."

An Eager Beaver, done in shades of blue and yellow, to the entertainer who remarked: "I didn't volunteer because I knew that I was needed in Radio to keep up morale."

An Eager Beaver, with special claws and sharper teeth, to all those who were heard to say: "I thought the Canadian Broadcaster's Beaver Awards were fine. I agree with them one hundred per cent."

—:Horace Brown.

PUBLIC RELATIONS

I have been reading your paper for some time and while I enjoy forthright statements about the danger of government ownership of business — and incidentally I share in your views completely — I do feel that in the case of Canadian radio the evil of what we might call "socialized broadcasting" is the result of the failure of the private broadcasters to do all they might to become valuable, indispensable even, to their communities. If this change is untrue, then I would say that private radio's failure has been its unwillingness or inability to gain proper publicity for its good deeds, for it is an unfortunate fact people have to know about these things before they give credit for them.

—:Onlooker.



"Announcers at this station must definitely be showmen, with executive ability; they should be able to sing, produce, act and make their own musical arrangements. If you feel you can qualify and have at least thirty years experience in broadcasting business, we shall be glad to consider your application."

Pacific Prattle

Tiny Elphicke and George Chandler, respectively CKWX and CJOR managers are in the East having attended the CAB Convention in Quebec City. Tiny's activities were somewhat curtailed by the attack of rheumatism from which he has been suffering, while George was circulating in one piece.

Eric Ayles was also there to represent his "Trail's CJAT", and probably to renew acquaintances with Walter Dales who is now scripting it under his own shingle in Montreal. Bill Rea, of CKNW, made his first appearance as emissary of his New Westminster outlet.

Sick List

Jack Fuller, popular Toronto announcer, is in Wellesley hospital suffering from double pneumonia and a strep throat. He is still receiving oxygen, but his friends have been assured that he is as well as can be expected.

Jack was first taken ill early this month, and is not expected to leave the hospital for a further three weeks or month.

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NEXT MONTH**

Did you know?

CJIC

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*The Hub
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- Carnation Hour
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- Chase & Sanborn
- Ma Perkins
- Ozzie & Harriet
- Jimmy Allen
- NHL Hockey
- Uncle Jimmy
- Fibber McGee & Molly
- Beyond Reasonable Doubt
- Big Sister
- Lucy Linton
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—Radio Daily, Feb. 13, 1945

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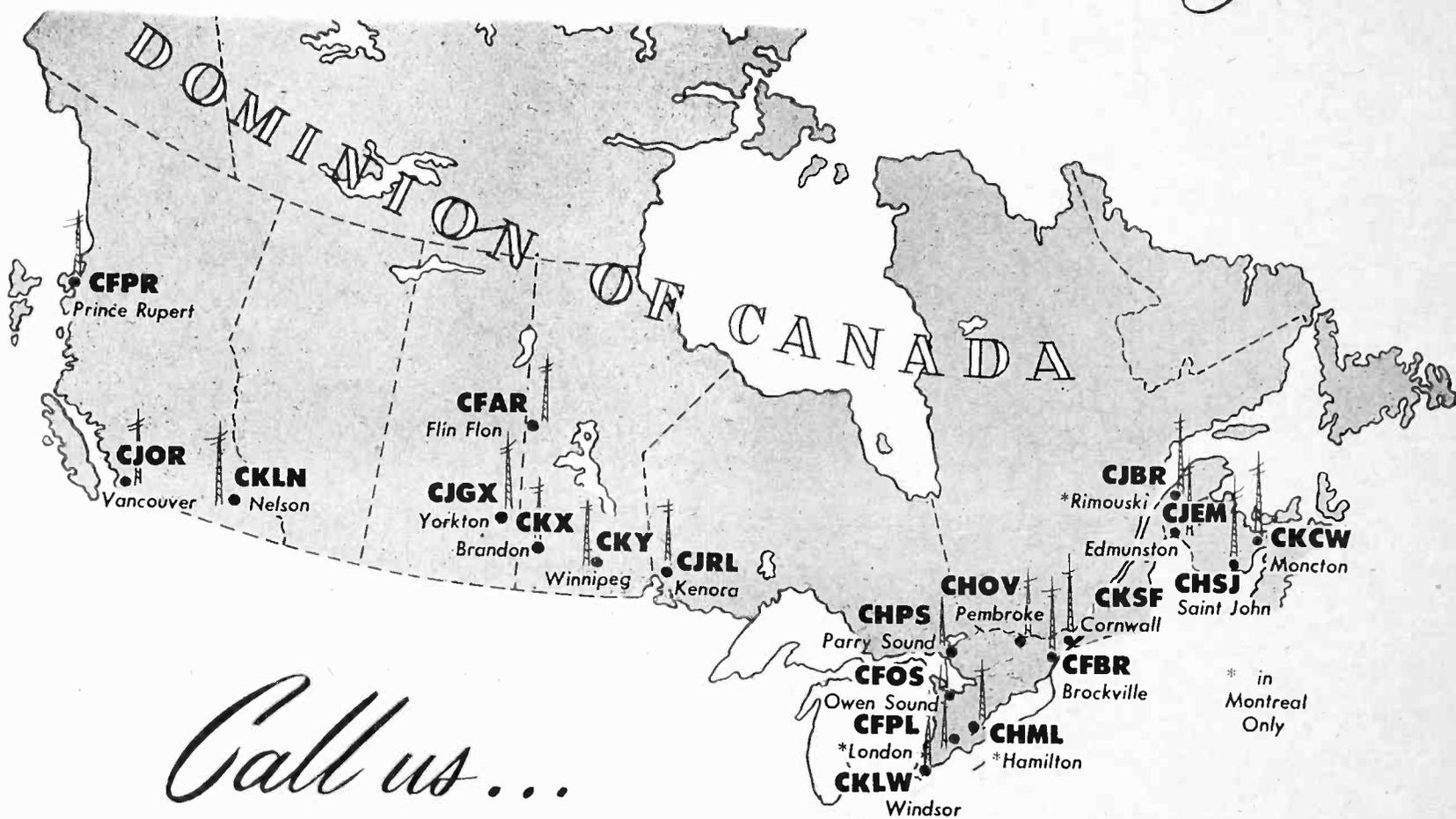
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Professor Hayek

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

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CAB CONVENTION HIGHLIGHTS

President's Address

Importance of Local Programming
Private broadcasters must "keep proper balance as between network and local community interests and locally produced programs", Glen Bannerman told the Canadian Association of Broadcasters in his presidential address to the CAB Convention in Quebec City last week. They must maintain this balance even to the point of fighting the network to hold onto time for community broadcasting, he said, or else "another station in your community will earn the loyalty of the people there and one day you will be out of luck." Stations which neglect local programs, he emphasized, become little better than repeater stations. Regulations, he told the delegates, be they good or bad, should be obeyed while they are in force. "But", he continued, "if the regulation is unsound, you should fight day and night for its removal or amendment."

List of Accomplishments

Summing up the association's accomplishments in the past year, Bannerman listed the Standardization of Rate Structures; the recording of the 1000 watt power freeze; the CBC general management's statement in this paper favoring the use of FM by private broadcasters; the adjustment of the transcription and talent sales tax question in conjunction with the ICA, the CAAA and the CBC; the progress of the Bureau of Broadcast Measurement; the inauguration of "Report from Parliament Hill"; the work of the Joint Committee on Commercial Radio Research.

Public Service

Thirty-five private stations which have responded to a questionnaire, Bannerman told the meeting, show a weekly average in community service programs of 6½ hours of religious broadcasting, ½ hour (between elections) of political broadcasting, 5½ hours of government information and promotion; 5 hours of educational programs; 5 hours of charitable promotions; 1½ hours of purely community projects.

This amount of time per week, he said, equals 28% of the total broadcasting hours and does not include sustaining entertainment programs.

The Old Old Story

"One year ago this month", he

said, "I stood in this same place and made some statements critical of the existent system of Canadian broadcasting. I am still of the opinion that ultimately there must be a severance between the operating and the regulatory functions of the governing body."

Elects Board

At their annual convention at the Chateau Frontenac, Quebec City last week, the Canadian Association of Broadcasters elected the following to serve as directors:

A. A. Murphy, CFQC, Saskatoon; Gerry Gaetz, CKRC, Winnipeg; F. H. Elphicke, CKWX, Vancouver; Ken Soble, CHML, Hamilton; F. A. Lynds, CKCW, Moncton; Harry Sedgwick, CFRB, Toronto; A. Gauthier, CHLT, Sherbrooke; Phil Lalonde, CKAC, Montreal; G. R. A. Rice, CFRN, Edmonton; Major William C. Borrett, CHNS, Halifax; J. E. Campeau, CKLW, Windsor.

Harry Sedgwick was re-elected chairman of the board, and Glen Bannerman, Arthur Evans and Joseph Sedgwick, K.C., have been re-appointed respectively president and general manager, secretary and treasurer and general counsel.

Commercial Continuities

A resolution authorizing the Joint Committee on Commercial Continuities to continue its studies was passed by the Canadian Association of Broadcasters, and the directors were authorized to place at the committee's disposal a sum "not to exceed \$2,000 for the purpose of carrying on such studies or surveys as may be deemed necessary to enable the said committee to complete its findings."

The committee consists:

Representing the Association of Canadian Advertisers: Robert Jones (chairman), and F. R. McBrien.

Representing the Canadian Association of Advertising Agencies: E. W. Reynolds and E. W. Brodie.

Representing the Canadian Broadcasting Corporation: Edgar Stone and Charles Jennings.

Representing the Official Sales Representatives: John Tregale and Jack Slatter.

Representing the Canadian Association of Broadcasters: Lloyd Moore and Dan Carr.

Arthur Evans continues as secretary to the committee and Jack Graydon of Canadian Facts Ltd. has been retained as Research Counsel.

Wants News Freedom For Press and Radio Alike

A resolution was passed by the Canadian Association of Broadcasters during their annual convention at Quebec City last week, urging the government to guarantee to radio, press and the news services alike the right to "report and distribute to the citizens of Canada news of incidents and events as they happen."

Glen Bannerman, speaking on the resolution, said that "inasmuch as the privately-owned broadcasting stations in Canada are largely dependent upon the news services for the international and national news broadcast to their listeners, this entire question of reporting and exchange of news is of primary concern to the future relations of each station with the citizens of its community."

The resolution urged the Canadian government to assist in obtaining a post-war agreement among all nations guaranteeing the freedom of reporting and exchange of news. The resolution also called for the government to "take the requisite action to ensure that this freedom be recognized constitutionally by Canada."

Publishers and broadcasters have been most fortunate in the fine calibre of the men who have been charged with censorship during the war, Bannerman said. "But", he continued, "with the cessation of hostilities, the situation will become entirely different, and the broadcasting industry is every bit as concerned with the future as any other medium engaged in disseminating news."

"Provided that all units concern-

ed with the gathering of news is this country and all other countries have equal and full access to that news, we need not fear the propagandists or special pleaders, for the true facts will ultimately become public knowledge, even though it be through controversy," Bannerman said.

"It is only when news is limited, by control or otherwise, and restricted to one source, that public knowledge may well become one-sided and dangerous to the peace and understanding of the peoples of the world."

BBM Forum

A significant feature of the Bureau of Broadcast Measurement Forum at the CAB Convention was the keen interest shown by radio station operators in the question-and-answer period, and the apparent general satisfaction expressed in the meeting concerning progress made.

The frank admission of BBM officers that the present method was not entirely perfect was accepted by the industry, and there was general agreement that the operations of the BBM represent a continuing study during which any initial imperfections will be ironed out. Broadcasters who appeared a little disturbed prior to the meeting seemed to have gained reassurance from the forum.

Several more stations intimated their intention of signing up with the Bureau quite unsolicited.

At the first general meeting of the BBM following the forum, L. E. Phenner was re-elected president, Adrian Head vice-president and Athol McQuarrie secretary-treasurer.

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**She delights
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French radio—like French Canada—is a world unto itself. French-Canadians listen to radio in the proportion of 3 to 2 compared with English-speaking Canadians. And the family station is CKAC—voice of French Canada since radio's inception.

To get your share of Quebec's \$600,000,000 family spending, present your product over CKAC. Latest facts of CKAC's dominance in family coverage gladly supplied.

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United States: Adam J. Young Jr. Inc.

Listeners And The BBC

By

NORMAN H. MacLEOD

Chief Parliamentary Correspondent
British United Press.

So far as I could learn in the course of an afternoon's visit, the only real concession that the BBC makes to the picturesque traditions and institutions of old England is the four o'clock cup of tea.

Its observance of this ritual is almost religious. But in no other respect does this greatest of Empire broadcasting organizations show any sense of obligation towards the picturesque English tradition which requires that results, no matter how efficient or impressive, should always be cloaked under methods apparently casual, if not actually blundering.

Even its afternoon tea, the BBC takes not as a matter of tradition, but because, come four o'clock, it wants it. And it has it very unpicturesquely, on the fly. Nothing in the vast machinery of the organization stops while it is being gulped.

In other words, if Hollywood wanted to record an epic of realistic American business efficiency in action it could find no better setting for its cameras and microphones than the BBC executive officers in Broadcasting House in London. The moment you enter the door the first sight that greets the eye is a secondary barrier of uniformed guards whose business it is to pass only those who have business beyond. To the right of the guards a busy reception desk manned by a brisk corps of clerks both male and female, issues—or refuses—the passes which will get you beyond this barricade. To get a pass you only have to fill out a questionnaire that quite considerably stops short of requiring your finger prints. Once the pass is issued a guide appears suddenly at your side from nowhere and leads you with the directness and almost the speed of an arrow to the particular office in the huge building tenanted by the object of your visit.

As you hasten towards your goal,

if the hour happens to be nearing four o'clock, you notice that the tea cups are commencing to appear with apparently the same magic that conjured your guide out of nowhere. No one seems to be watching them particularly as they drink. In many cases without pausing in their labors, the BBC workers simply reach out with their hands for the cup they appear to know is there. You wonder if some playful office boy should transpose tea-cup and ink-pot on some of the desks whether the drinker would not gulp down the ink.

Trim, debonnair, immaculately-groomed R. A. Rendall, assistant to the BBC overseas chief, appeared to have a greater sense of ritual as he poured tea for the two of us out of a handsome silver pot, and courteously offered me my choice of biscuits from a well-appointed tray. A promising and authoritative official, I thought, with whom to discuss the possibilities of using the short-wave radio to strengthen the ties of Empire.

Well, it didn't take Mr. Rendall quite thirty seconds flat to make it perfectly plain to me, albeit tactfully, that while personally he is all for the ties of Empire, the interest of the BBC in the short-wave facilities that the overseas Dominions are installing is wholly in the program interest they can contribute to the BBC networks. Mr. Rendall's explanation was realistic. "If the program is not good in itself, the listeners will not accept it simply because it comes from the Empire, and we have to please our audiences to hold them," he said. It was as simple as that.

He added: "It is true that we are much interested in Canada as a source of short-wave radio, just as we are in short-wave transmission from the other Dominions. But the Canadian programs should

(Continued on Next Page)

CJCH

"The Friendly Voice of Halifax"

Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

Listeners and the BBC

Continued from Previous Page

Contribute features distinctively Canadian and they must stand or fall by their entertainment value. There could be no point, for instance, in the BBC rebroadcasting a dance orchestra from some Canadian city, if it could broadcast a better orchestra from London."

He repeated as a BBC axiom that any program must pay off on its entertainment value or interest to the listener. If any other policy were followed it would speedily destroy radio's usefulness.

The BBC executive was no less realistic in his views upon radio news policy. He scouted the suggestion, as also did the BBC News Editor who joined us at this point, that world radio some day might combine to organize its own international news service.

"The clash of interest," he said, would be too great. The BBC would be wanting coverage targeted to its audience. NBC, Columbia and Canadian Broadcasting Corporation would want the same."

His view of the development of radio news was that the principal broadcasting organizations would highlight news of particular interest to their listeners by their own correspondents, but that the great world news agencies would continue to be the basic source of radio news.

His News Editor, concurred. "The news agencies," the News Editor said, "needn't fear competition from radio so long as they do a good job of covering the world news."

He added: "And right now they are doing SWELL job."

We left much gratified, also not without a certain feeling of frustration. We had tried to talk in words of Empire. And we had been told that listener interest was all that mattered. We had thought ourselves a safe 2,500 miles away from American slang. And in what should have been a holy of holies for the Oxford accent the adjective "swell" had offended our ears.

Fine business!
But a realistic, going concern.

THE PIPE I SMOKE

(With Apologies to William Henry Drummond)

The following is an address delivered, in character, by Narcisse Thivierge, manager of CHRC, Quebec City, to the Annual Dinner of the Canadian Association of Broadcasters at the Chateau Frontenac, Quebec City, February 13th. Each guest at the dinner received a corn-cob pipe filled with tobacco — a gift from Mr. Thivierge.

Ma fran, thees iss just lak the pipe I smoke. And the pipe I smoke, she is just lak' the pipe my father he smoke. And the pipe my father she smoke by gar, she iss lik' thees pipe. My father, you know, she smoke the pipe with the coureur des bois, with voyageurs, with the Hudson Bay man which she buy and she sell. And, my great gran' father, she smoke the pipe with the gran' chief of the Indian and then they all say: "We smoke the Calumet, they call heem the pipe of peace."

So, ma fran', to-nite, me, I happy see you come my wigwam Quebec. Great chiefs before she come this wigwam for smoke Calumet, pipe of the peace. They all sit 'roun' the fire and they smoke and they make peace. There was Cartier, him name she was Jacques Cartier. Then there was Champlain, and there she was too, fellahs lak' Duke of Kent, also the keed boy of Queen Victoria. Him she was call Prince Edouard. Nice fellah. Shure! She was nice fellah, Queen Victoria. We lak' her . . . so we go fight for her.

And after that there come wigwam Quebec, other fellah kings and queen. They come from other side big lake. You know, she is call Angle-terre that contree . . . because she have plenty Angles.

So, now, we sit here aroun' fire, thinking of dem things.

Wan the duke of Ken she come . . . when Prince de Galles she come too, we say "Ah-ah! Nice fellah thees! And, later again, she come to Quebec, big fela' lak' Churchill . . . lak' Roosevelt and

lak other big shot. Me too I give them pipe lak' thees. Calumet. Pipe of peace. And we smoke together and we happy.

So, fellahs, to-nite, me give you too the pipe I smoke for because she is pipe of peace, of friend, pipe she mean peace. And we smoke now, the pipe. The Calumet. And when she is smoke here that Calumet she say welcome wigwam Quebec. And smoke she mix with clouds over best hunting ground Manitou she give man and that mean Canada. So, hourray for Canada from Halifax to Vancouver. She mean Quebec she smoke Calumet peace with you here and Calumet she mean peace everywhere she is smoke. So, no forget thees pipe of the peace. She is smoke here in old Quebec wigwam and when no more 'bacco left, come back again Quebec wigwam for more tobacco and more Pipe of Peace. I have spoke!

SHOW BUSINESS

by Geo. A. Taggart

LOOKING for a mass appeal attraction for radio?

HERE'S what critics have to say about Anna Russell . . .

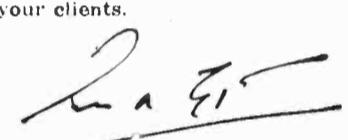
"She is better than a comedienne . . . a wit and humourist with splendid singing voice . . . the wisdom of Will Rogers . . . the sweet courage of Gracie Fields."—Edward Wodson, *'The Evening Telegram'*—Toronto.

"Anna Russell shows unusual skill in producing any effect, serious or comic . . . a plastic personality that is quite unique."—Hector Charlesworth, *'Saturday Night'*—Toronto.

"Anna Russell had her audience convulsed with laughter . . . not the least of her talents are her skills as pianist and vocalist . . ."—Hamilton *'Spectator'*

" . . . an artist to her fingertips . . . all the comedy and fooling could not hide the fact that she possesses a piano technique that would rank high in the field of professional playing . . . she should be publicly thanked for teaching Ottawa how to laugh in public again. Anna Russell can take a bow for that."—Ottawa *'Citizen'*.

WE'LL be glad to show you how Anna Russell can build radio audiences and sales for your clients.



165 Yonge Street, Toronto
ADelaide 8784

CKCR

KITCHENER

A *Wright* STATION

1944 VITAL STATISTICS

68 National and
104 Local Advertisers
used this station.

YOU would be in good company!

WILLIAM WRIGHT
Victory Bldg.

AD. 8481

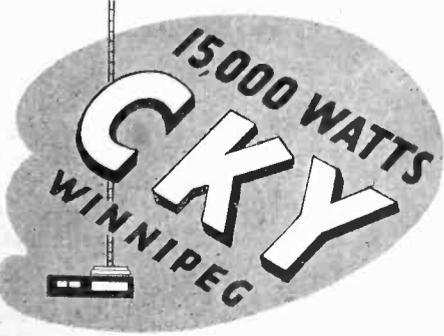
These things matter

- 1 Programmes
- 2 Power
- 3 Popularity



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

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



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

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

Congratulations

CKNX
WINGHAM

On winning the
first Annual
"BEAVER AWARD"
for distinguished
service to Canadian
radio in the
field of . . .

**COMMUNITY
SERVICE**

James L. Alexander

Toronto

Montreal

All-Canada Dinner

One of the most successful social events of the CAB Convention was the dinner tendered to All-Canada station managers and their friends by Harold Carson on February 12th.

An interesting feature of the function was the complete lack of business discussions, Guy Herbert's masterful performance as combined toast-master and master of ceremonies, and a long list of stories from Percy Gayner, whose "Bridge Story" improves with the years; Harry Sedgwick and the BBC's inimitable Gilbert Harding.

**Beaver Awards
Not A First**

It has been pointed out to us that our recent presentation of "Beaver Awards" was not a Canadian "first", since RADIOMONDE has been making such awards in French Canada for some years past.

We are happy that this point has been brought to light, and would also like to draw attention, as we have done before in these columns, to the pioneering work which is being done by the same publishers with their paper RADIO WORLD, which is doing a yeoman service to English language radio by filling a long felt need for a fan paper, insofar as the paper restrictions will permit. Bien à vous, Marcel Provost!

TORONTO NIGHTINGALE



—Photo by Rapid, Grip & Batter

Featured soprano on the "Voice of Victor", at 19, blonde petite Marilyn Stewart has won an enviable record of musical achievement in one short season. Equally at home in operatic arias and the latest hit ballads, Marilyn first saw the light of day in Toronto. At fifteen she was singing for Weston's Biscuits; she appeared with the "Teen-Agers" for O'Keefe's; she sang on CFRB's "Saturday Serenade", and is heard frequently on Simpson's "Musical Nightcap". She also sang last year on "Singing Stars of Tomorrow". She plays the piano and numbers horse-back riding among her accomplishments.

"Canadian Advertising"

Alan Ball, editor of "Canadian Advertising", reports on the failure of many stations to furnish corrected proofs of rates and data for insertion in his quarterly reference

book. Listing proofs are sent out prior to every issue, he says, and an accountable number of stations fail to return proofs with the result that when changes occur in station detail, the listing material is not current.



CBC MOVES TO NEW ADDRESS

On February 12th CBC Toronto Offices moved from their quarters at 55 York Street to newer and larger premises. The new address of

NATIONAL PROGRAM OFFICE
COMMERCIAL DIVISION
STATION RELATIONS DIVISION
TRAFFIC DEPARTMENT
PRESS AND INFORMATION SERVICE
IS

**354 JARVIS STREET
TORONTO, CANADA
Telephone Midway 5481**

CBC Toronto Studios, CBL and CJBC, will remain for the present at 805 Davenport Road, Toronto—KENwood 9411

**CANADIAN
BROADCASTING
CORPORATION**

CKOV served local accounts in NINETEEN communities in the Okanagan — Similkameen in October, 1944. CKOV spells C(K)OVERage in one of B.C.'s best markets.

**CKOV
KELOWNA
B.C.**

The VOICE OF THE OKANAGAN

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 an anniversary idea for every day in the month of March.

- March
- 1, 1871—30,000 Germans entered Paris at the conclusion of the Franco-Prussian War.
 - 2, 1836—Texas declared its independence from Mexico.
 - 3, 1842—Alexander Graham Bell, inventor of the telephone, born in Edinburgh, Scotland.
 - 4, 1905—President Theodore Roosevelt inaugurated for second term.
 - 5, 1748—British navy started to wear uniform.
 - 6, 1904—Japanese bombarded Vladivostok.
 - 7, 1936—German troops marched into Rhineland.
 - 8, 1903—Mm. Curie announced results of her investigations into properties of radium.
 - 9, 1918—Russian capital moved from Petrograd to Moscow.
 - 10, 1872—Joseph Mazzini, Italian patriot, died.
 - 1, 1929—Major Segrave set new world auto speed record of 231 m.p.h. at Daytona, Florida.
 - 2, 1938—Germans occupied Austria.
 - 3, 1733—Joseph Priestley, discoverer of oxygen, born Yorkshire, England.
 - 4, 1794—Eli Whitney secured U.S. patent on cotton gin, separated seed from fibre, made growing profitable.
 - 5, 1820—Maine joined the Union.
 - 6, 1916—Von Tirpitz, German admiral in charge of submarine campaign, resigned.
 - 7, 493—St. Patrick, patron saint of Ireland, died.
 - 8, 1891—Telephone communication established between London and Paris.
 - 9, 1899—British government announced 8-hour day for men at dockyards.
 - 10, 1727—Sir Isaac Newton, discoverer of law of gravity, died.
 - 1, 1871—First meeting of German Reichstag.
 - 2, 1882—Law against polygamy passed in Utah.
 - 3, 1873—Slavery abolished in Puerto Rico.
 - 4, 1898—China leased Port Arthur to Russia for 25 years.
 - 5, 1885—Louis Riel started N. W. Rebellion.
 - 6, 1902—Cecil Rhodes, British statesman, founder of Rhodes scholarships, died.
 - 7, 1802—Peace of Amiens by which France ceded Trinidad and Ceylon to England.
 - 8, 1854—England and France declared war on Russia in Crimean War.
 - 9, 1918—Marshal Foch chosen Commander-in-Chief of all Allied Forces.
 - 10, 1856—Treaty of peace signed in Paris, ending Crimean War.
 - 1, 1916—German air raid on East coast of England caused 112 casualties.

Mayor for Sale

In a recent War Savings Stamp Drive aired over CJIC, Sault Ste. Marie, an auction was held whereby purchasers of War Savings Stamps selected Mayor Jack Mc-Meeken of Sault Ste. Marie to assume the role of a store clerk for one night. The other nominees were Chief of Police Robertson and His Honor Judge MacDonald. Listeners phoned in bids with the promise of buying stamps and naming their candidate, while local stores bid in the form of stamps for the services of whichever contestant was chosen. More than \$4000. in War Savings Stamps were sold on the half hour program over the Soo station.

Survives Sinking

Marguerite Charlebois, former secretary to Peter Aylen at CBC Ottawa office, had an exciting experience on her way to Britain when her ship was sunk, losing all personal possessions except the clothes she was wearing. Miss Charlebois was on her way to Paris to join the staff of the Canadian Legation to France. Her sister, Madeline, is a news commentator for the CBC in Ottawa.

New Manager at CKMO

Dan Sheridan, veteran American sportscaster has replaced Roy Wright as manager of CKMO, Vancouver.

CKNW LEADS All the Way!

(according to E.H.)

MORNING

8 a.m.-1 p.m.

CKNW ^{New Westminster} 44%

Station "A" Vancouver.....17%
 Station "B" Vancouver19%
 Station "C" Vancouver 2%

AFTERNOON

1 p.m. - 6 p.m.

CKNW ^{New Westminster} 32%

Station "A" Vancouver21%
 Station "B" Vancouver 9%
 Station "C" Vancouver 8%

EVENING

6 p.m.-10 p.m.

CKNW ^{New Westminster} 27%

Station "A" Vancouver14%
 Station "B" Vancouver10%
 Station "C" Vancouver14%

CKNW

NEW WESTMINSTER, B. C.

B.C.'s Third Largest City

★ Starring

PEAK RADIO PRODUCTIONS

A New Name In Radio

- CAST: MARCEL SYLVAIN - - - - - Productions in French
 LAWRENCE THOR - - - - - Productions in English
 ALLAN McIVER - - - - - Music
 FRANK LEWIS - - - - - Business Manager

STORY: Peak Radio Productions is a unique combination of abilities and experience, designed to provide the finest in radio production, French and English. Advertising agencies are invited to request auditions of new program ideas and packaged shows. In the meantime . . .

"You'll be hearing from us"

PEAK RADIO PRODUCTIONS LTD.

MONTREAL

1405 Bishop St.

Harbour 5346

TORONTO — Waverley 8845

The MEN represented by **NBS***



JIM HUMPHREYS
manager of
CJCH Halifax

With 23 of his 40 years devoted to broadcasting, few if any men in Canada can match the record of Major James Humphreys, manager of CJCH, the new Halifax station.

Born in Birmingham, England and educated in Montreal and Vancouver, at 17 Jim became an operator on CNR radio-equipped trains running between Halifax and Vancouver. He handled such assignments as the Canadian Tour of Empire Statesmen, was assistant to Gordon W. Olive now CBC chief engineer and worked with E. A. Weir then CNR director of radio.

Joined CFCF Montreal in 1930 and for 12 years served in every capacity from announcer to acting manager. Marconi Company chose him to do an important wartime expediting job as their special representative in the U. S. On completion of his mission last summer, the Chronicle and Star appointed him manager of CJCH, "the friendly voice of Halifax".

Highly regarded for his personal qualities and radio ability, Jim has renewed old friends and is fast winning new ones. Each evening he withdraws from that beehive of wartime activity that is Halifax to suburban Boulderwood where he and Mrs. Humphreys with their two children have made their home.

*** 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	



Trade Winds

BOVRIL (CANADA) LTD.: has started "Recipe Tunes" over a list of Canadian stations, Cockfield Brown & Co. Ltd., Montreal.

C. E. FULFORD LTD. (ZAMBUK): spot announcements 3 a week over number of Canadian stations. F. H. Hayhurst Co. Ltd., Toronto.

MAX FACTOR & Co. (COSMETICS): pipe in the "Frank Sinatra Show" from CBS to CFRB, Toronto, Wednesdays at 9.00 (E). Ted H. Factor Agency, Los Angeles.

STAFFORD - MILLER OF CANADA: has started daily early morning newscasts over CKEY, Toronto. McKim Advertising Ltd., Toronto.

BELL TELEPHONE CO. OF CANADA: has begun a spot announcement campaign, 15 spots a week over a number of Ontario and Quebec stations. Spitzer & Mills Ltd., Montreal.

PERFECT CIRCLE CO. LTD. (Piston RINGS): beginning March 19 daily newscasts over CKEY, Toronto and spot announcement campaign scheduled for number of Canadian stations, McConnell Eastman Co. Ltd., Toronto.

BENJAMIN MOORE & Co. LTD. (PAINTS): 15 minutes 1 a week beginning late February over CFRB, Toronto and CKOC, Hamilton. Talks on Decorating. Placed direct.

GILSON MFG. Co.: 15 minutes 1 a week beginning February 22 over CFRB, Toronto for its sixth year "Queer Quirks". R. C. Smith & Son Ltd., Toronto.

North. Broad. Changes

Jack Davidson, manager of CKWS, Kingston, has been appointed supervisor of stations operated by Northern Broadcasting & Publishing Ltd., and will be located in Toronto. The list of stations under his supervision includes CKGB, CJKL, CFCH, CHEX and CKWS. Replacing Davidson at the Limestone City will be Roy Hoff former manager at the Montreal office of National Broadcast Sales and at one time commercial manager of CKWS.

Personnelly Speaking

Gordon Bennett has left the engineering staff of CJAT, Trail, to join the CBC Vancouver studios. Terry O'Dell, former newscaster at CBL, Toronto, and recently discharged from the airforce, has joined the announcing staff of CBM, Montreal. Rip Crotty has been appointed national sales manager of CKWX, Vancouver, being promoted from sales service manager.

Starts Sound Effects Plant

Marcel Ciguere, sound effect engineer at Station CKAC, intend to start his own recorded sound effects business in the near future. Ciguere, who was one of the first sound effects men in Montreal though still only 26 years old, believes there are a lot of sound effects needed in contemporary programs and those being developed for the future, which cannot be obtained from currently available sound recordings.

Ciguere will work with Paul Cardinal, of World High Fidelity Recording Inc., who already has most of the equipment necessary for such a plant. In his new position Ciguere will specialize in recording natural sounds in the open air.

**NEXT ISSUE
MAR. 10th**

THE Ardriel
ADVERTISING AGENCY LIMITED

WELL DIRECTED ADVERTISING
co-ordinated with
your merchandising plans.



OFFICIALLY RECOGNIZED

By all Newspaper, Magazine, Radio, Outdoor, Street Car, Direct Mail and Graphic Arts Associations . . .

THROUGHOUT THE WORLD



HEAD OFFICE
CONTINENTAL LIFE BUILDING
TORONTO, CANADA

TORONTO OFFICE
371 Bay St. Adelaide 4994

HAMILTON OFFICE
37 James St. S. Hamilton 2-8524

OAKVILLE OFFICE
1016 Colborne St. W. Oakville 1016



World Wide

Breakfast Club Luncheon

Sponsor Entertains Stations At CAB Convention



Don McNeil at the "Breakfast Club" (Blue Network) microphone; and around him, from left to right, Nancy Martin, "Sam", Don Dowd (announcer), Jack Owens, and an unidentified visitor. They are sponsored for 15 minutes daily by Swift Company Ltd., through J. Walter Thompson Co. Ltd., Toronto.

Between April 3rd and 18th, 1944, nearly 500,000 pieces of mail requesting charter memberships for over 800,000 people were received by Don McNeil's *Breakfast Club*, according to J. T. Urice, Radio Director of J. Walter Thompson Company, Chicago, at a luncheon given in Quebec by the Swift Canadian Company Ltd., to the stations on the network which is carrying their portion of the program. Mr. Urice made an interesting comparison of the various sizes of cities and the rating earned in them by the program. In thirty-two metropolitan areas, he said, which are served by four networks, the program gets about 28% of the audience; in ten large markets with three stations, it gets around 50%; in nine medium size cities, with two stations, the figure is something like 58%; and in ten smaller

cities with only one station, it goes up to over 70%.

Pointing up popularity of the program, the speaker explained how the program was heard an hour earlier in November 1944, being changed from 9 a.m. to 8 a.m., both listening audience and sets in use increased in Youngstown, Ohio.

A feature of the luncheon which was both amusing and informative was the playing of a recording which had been made especially for the occasion, when it was found that it was impossible for Don McNeil to be present. McNeil described the structure of the program, introducing his artists to demonstrate his meaning, spoke about individuals present at the luncheon, and also made veiled remarks concerning the "humidity" of the Province of Quebec.

CKAC
MONTREAL

A *Bright* STATION

For the French Market in Montreal it's CKAC
Average ratings for 1944 show:
Of the first 11 French evening shows
CKAC has 8
Of the first 25 French evening shows
CKAC has 21
For the French market in Montreal
IT CERTAINLY IS — CKAC

WILLIAM WRIGHT
Victory Bldg.
AD. 8481

693 Reasons Why

MOST PEOPLE LISTEN MOST TO

C J C A

"LAST MONTH **126** WELFARE ORGANIZATIONS USED THE FACILITIES OFFERED BY CJCA TO PUBLICIZE THEIR VARIOUS COMMUNITY ACTIVITIES

693

APPEALS WERE MADE"

CJCA—The Preferred Station
IN NORTHERN ALBERTA

PREFERRED—By Those Who Buy Time

PREFERRED—By Those Who Sacrifice Time for Community Welfare.

CFOS

Nerve Centre
Of North Grey
By-Election

The three candidates placed their main dependence on Radio Station CFOS, Owen Sound, in giving their messages to the electors. During the campaign they used CFOS for the following:

184 Broadcast Speeches
339 Spot Announcements

And here is what the candidates have to say about radio in general and CFOS service in particular.



● **W. Garfield Case, Prog. Cons. member elect**

"I have a greater appreciation of radio than I have ever had before . . ."



● **Gen. A. G. L. McNaughton, Minister of Defence, Liberal**

"Radio fulfilled its mission in bringing the electors of North Grey the fullest information on the Liberal position . . ."



● **Air Vice Marshall A. E. Godfrey, C. C. F.**

"I found our radio broadcasts over CFOS to be of inestimable value . . ."

CFOS

"The Voice of Grey and Bruce"—OWEN SOUND
Horace N. Stovin, National Representative

Canadian Sports Have A Place For Radio

by Gordon Howard

Gordon Howard, radio writer-announcer, has a background in sports which includes professional baseball and hockey, as both player and official. He believes that sports are a part of the Canadian scheme of life . . . believes too that radio could play a greater part in sports leadership.

"He shoots, he scores!"

We're not just sure to what extent these famous words identify the sponsor of Canada's best known sports broadcast, but we are sure that their significance extends far beyond our own country. In condensed form they have been beamed all over the world and literally thousands of fighting men have commented favorably on their reception. In the United States, where baseball is the national game, the World's Series is similarly broadcast with equal acceptance by American fighting men. These facts speak for themselves. As a nation we are definitely sports conscious.

The Canadian army has set up far reaching machinery to provide all kinds of sports for the troops, not only as an aid to physical fitness, but as a morale builder. With thousands of former athletes in the services, the task has been made immeasurably easier, and athletic groups in the various branches of

the services have grown to immense proportions.

What of the post-war era in sports? And more particularly what part can radio play in fostering sport as a national institution? Undoubtedly play-by-play broadcasts of major sports will continue as a means of entertainment for the listening audience. Sport reporters will probably continue to announce results of various contests with an occasional comment of their own on events of unusual interest. There, up to the present, is radio's function in the field of sport, and there it will probably remain until leaders in sport become radio-minded beyond the publicizing of their own interests.

At this point it might well be mentioned that for many years sport promoters were hesitant to permit broadcasting of the various events they staged, claiming that the box office would surely suffer. Experience proved them wrong. What actually happened was a healthy growth in sports interest by the public. This same interest will soon be augmented with the return of thousands of fighting men to peacetime pursuits and sports in general would seem headed for a postwar expansion far beyond their present confines.

When the Canadian Beaver Awards were announced a few weeks ago, Station CKNX of Wingham, Ontario was recognized for its contribution to community service, not the least of which was their policy in regard to sports as a community enterprise. This live-wire station is convinced that popularizing sports will go a long way in the re-habilitation of men returning from overseas, and the plan could well be carried many steps further.

A few years ago Gus Ryder, nationally known swimming coach, was toying with an idea whereby radio might help him in his ambition to make a swimmer out of every Canadian boy or girl. It was an idea which unfortunately never developed. Radio was apathetic, and sponsors had their heads buried in the sand looking for a new angle in quiz programs.

Joe Lally of Cornwall, the grand old man of lacrosse, tried desperately to revive Canada's National Game, but he was a voice crying out in the wilderness of decibels and megacycles.

The world's outstanding sports spectacle for many years was the Olympic Games held at four year intervals. The venue was changed each time and the wire-pulling done by various cities to secure the event, backed political lobbying off the map. Some dreamers thought Canada might lay claim to holding the event. "Impossible, said the scoffers. Facilities are not suitable, we're not sports-minded enough". Well, all indications point to a renewal of the Olympic Games soon after V-Day, which prompts us to ask a question, fanciful though it may be. Let us assume we have the broadcasting rights of this spectacle. — would anyone like to sponsor our broadcasts, Gentlemen, please don't crowd!

We have all agreed that radio is here to stay and by the same token so is sport. Both, we hope, will grow and prosper. How much they will help each other depends on how soon they get together on a basis of mutual advantage. We think they might even develop to that stage where the holding of the Olympic Games in Canada could become a reality.



Looking for

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

YOU CAN CONTACT THEM THRU

RADIO ARTISTS REGISTRY

WA. 1191
TORONTO

CKCK

REGINA, SASK.

THE STATION WITH THE DRIVE IN '45

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

CKCO
OTTAWA

A *Wright* STATION

A Successful Radio Campaign requires:

1. A good market
2. A Radio minded population
3. A station that will deliver the audience.

Ottawa is a good market—has an exceptionally high percentage of sets turned on—and CKCO will reach them for you.

WILLIAM WRIGHT
Victory Bldg.
AD. 8481

'quotes''

Dr. Yrigon has a touching confidence in radio sponsors and producers, but why spend solely upon this gentle exhortation to the higher things in radio? Parliament gave to CBC general jurisdiction over all broadcasting in Canada. Dr. Yrigon and his governors might be expected to exercise their powers in the public interest or make way for others more forceful and more decisive. Or did it be that financial considerations have blasted their way into the serene management of CBC? Has its timidity anything to do with the fact that the sponsored programs mean money in radio till?

—Ottawa Journal

"30"

Despite the fact that the initial news reference to the CBC's proposed policy led that the Corporation had the power to order "thrillers" banned, it is gratifying to find that Dr. Augustin Yrigon and his colleagues have apparently experienced a change of mind. The General Manager of the Corporation has issued a statement in which he says it is the intention of the CBC to take "thriller" or "horror" programs off the air, and that policy will be restricted to simply drawing attention to excesses and asking co-operation in curbing same.

—Brantford Expositor

"30"

But when the United Church Observer, championing the church broadcast, suggests that the CBC is at fault, in fact guilty of Nazi technique, it is actuated by a misconception of the CBC's powers. The CBC is the national system, but it has no authority to compel a privately owned station to continue a church broadcast if such a station decides to stop it.

—Toronto Star

"30"

Mr. Drew has made so many attacks on the Government that his present complaints will be accepted by most people. Just one more example of his partisanship. But the CBC would be on very shakier ground if, without delay, there were to call another inter-party conference and work out regulations which met with the endorsement of all those chiefly concerned.

—Winnipeg Free Press

"30"

The National Religious Advisory Council, however, has asked that all commercial broadcasts be eliminated in Ontario between seven and eight o'clock in the evening. Such a request, in our opinion, unwarranted, and is no more than an attempt to silence all competitors with religious broadcasts during one of the most popular listening hours of the week. The National Religious Advisory Council must realize that there are people who support the CBC who do not want to listen to religious broadcasts at that time, and these people have their rights. Let us avoid extremes in this matter. Dictatorships of the godly are just as disagreeable as dictatorships of the ungodly. To suppress religious broadcasts would be arbitrary and wrong; it would be just as arbitrary and wrong to suppress everything else.

—Winnipeg Tribune

YMCA Sponsors Sports College

A free trip from anywhere in Canada and seats for two National Hockey League play-off games in Toronto is in store for some Canadian boy and one of his parents when the Sports College of the Air has found the best answer submitted in its forthcoming sports contest.

The best answer is to be elicited from the replies to two tests which will be announced by the Sports College director, Lloyd Percival, on the broadcast of Saturday, March 3, at 12.15 p.m. EWT, over CBC's Eastern network.

The contest is open to all Canadian boys who are registered members of the Sports College of the Air, which is presented weekly from coast to coast as a joint project of the Y.M.C.A. and the CBC. The authors of the best hundred entries will each receive an award, and at the same time become eligible for the national prize. There will also be nine awards for the best entry from each province.

The national winner will be announced during the Sports College broadcast of the following week, Saturday, March 10. The boy and his guardian will be introduced to hockey players and officials in Toronto, and will be entertained by the Y.M.C.A. during their stay in the city.

Would Ban Sunday Commercials

Applauding the CBC for its action in continuing Sunday religious broadcasts, the Toronto West Presbytery of the United Church urged that radio stations "discontinue all commercial advertising on the Sabbath." The resolution suggests that the announcement of the sponsor's name be permitted, but would ban the broadcasting of commercial announcements before and after programs.

The Presbytery has also asked the Dominion government to ban horse racing for the duration.

Wedding Bells

The wedding of Flying Officer W. H. "Bill" Stovin, duly attended by brother Jerry as best man, took place in England Friday, February 16th, to Miss Doreen Blackwell, according to an announcement made by Horace Stovin at a gathering of the managers of the stations he represents in the Windsor Hotel, Montreal, on the same day.

Besides being a long-distance wedding party for his son, this gathering took the form of a "sub-convention" for the discussion of subjects relevant to local and national sales by the group of stations.

MEET THE GANG AT CKCW



★ We were always sold on the idea that business needs young blood and finally did something about it... in the form of Dean Kaye. Although still in High School, the lad rolls out "toughies" like a professor of English. He first proved the qualities of his voice on the Sunrise Round-up 7.00-7.30 a.m.

The rest of the staff, announcers and technicians proved their merit long ago and have been improving ever since. Now they are all top-notchers which helps to make CKCW a "must" in the Maritimes.

There is a record of Dean Kaye's voice waiting to be sent to you free... also a record of what we have done for CKCW advertisers in the prosperous Moncton area. Horace N. Stovin will supply both.

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

C.K.C.W.

MONCTON N.B.

HORACE N. STOVIN
Representatives
Toronto and Montreal

You Can't Miss

KITCHENER

"Between 1939 and 1943 the total sales in the (Kitchener-Waterloo) community grew by 97½% to \$146,250,000.00"

These and other facts-in-figures are to be found in the 1944 Kitchener-Waterloo Survey of Canadian Chamber of Commerce.

Ask

WILLIAM WRIGHT

1404 Victory Building, Toronto
420 Medical Arts Bldg., Montreal

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

CKCR

KITCHENER

A Wright STATION

Correction Please

In a recent issue we gave another mention credit for a program called "How Smart We Aren't", which is a copyright feature, originated and owned by KKNW, New Westminster, B.C. The program is of the order of a quiz show in reverse, in which listeners send in questions to stump the announcer.

Little Flower Likes "News Reel"

Mayor La Guardia, of New York, whose station WNYC regularly rebroadcasts the North American edition of the BBC's "Radio Newsreel," is a great admirer of this radio "magazine". "Interesting, informative, exciting, dramatic" is his description of it.

The Writers' War Board of America, an official body whose job it is to commission writers in the service of government projects, stated recently "Movies and radio can drop bombs too on our ignorance, our indifference, and our short-sightedness." They went on to mention two radio programs.

The first was Raymond Gram Swing's American Commentary. The second, "Radio Newsreel," which they sum up in these words: "Eye-witness reports of the actual fighting, from CBC short-wave, bring the war graphically to the listener."

New Appointment

All-Canada has announced the appointment of Johnny Tregale to the new post of Manager of Station Time and Statistical Department. He will continue operating from the Toronto office.

Official Opening Of CBC Short Wave Service

The formal opening of the Canadian Broadcasting Corporation's international short-wave service will be marked by a full hour feature broadcast on Sunday, February 25. The program will be heard by Canadians at home at 3.00 p.m. E.W.T. over the Trans-Canada network of the CBC.

The two 50,000 watt transmitters constructed at Sackville, N.B., will carry the program to Britain, and Canadian troops overseas. Planned especially for the troops, the broadcast will include pick-ups from representative programs in the domestic service, and guest appearances of visiting radio stars. J. Frank Wills, CBC supervisor of features, is the producer.

Prime Minister Mackenzie King, and the Minister of Justice, the Hon. Louis St. Laurent, will speak at the opening of the broadcast, and Ernest L. Bushnell, CBC director-general of programs, will also be heard. First program pick-up is to be from Toronto, featuring the CBC Singers and concert orchestra under the joint direction of Percy Faith, Canadian-born conductor-arranger, and Samuel Hershoren. Percy Faith has written the arrangements for all music to be performed on the show.

Other contributions will come from Vancouver, where Percy Harvey will direct a choir and orchestra; from the program, "Red River

Barn Dance," in Winnipeg; "Latin American Serenade" with Aly Robi and conductor Don Migue and *Mart Kenney and His Western Gentlemen*, from Toronto; the "Alouette Quartet" and Anna Malenfant, from Montreal; *Don Meier and His Islanders*, from Charlottetown. From New York come a comedy insert by Canada's young comedian, Alan Young.

As the official opening, the feature show heralds the growth of daily broadcasting for the entertainment and information of Canadian troops overseas and for increasingly closer communication between Canada and other countries of the British Empire and the world.

CBC Program Report

About 53,000 programs were carried in 16,000 hours of broadcasting on various CBC national and regional networks according to the recently issued CBC Annual Program Statistics Report covering 1943-4.

85% of this time was used for public service and sustaining programs, the report says, and 15% was commercially sponsored.

40% of all sustaining time was filled with light music, and 25% was devoted to news.

Drama occupied over half the commercial time.

WSOO
SAULT STE. MARIE
MICH.

A *Wright* STATION

Featuring Blue Network Co-operative shows.
Network productions for local sponsorship.
John B. Kennedy, R. G. Swing, Dick Tracy
(Co-operative programs)

WILLIAM WRIGHT
Victory Bldg.
AD. 8481

P for **P**rimitive
(That's ME - C. L. Berry, "Mush-mush")

P for **P**enetration
(That's YOU - perhaps)

P for **P**opularity
(That's US - Audience)

CFGP

1000 WATTS

Serving the Peace River Country and Northern British Columbia

"Voice of the Mighty Peace"

REGINA DRUGGISTS AIR WEEKLY BROADCASTS

(Reprinted from Canadian Pharmaceutical Journal)

To bring before the public the services given by neighborhood drug stores, 25 of the 27 Regina druggists have joined in a co-operative radio program, broadcast each Sunday afternoon.

Each broadcast presents a transcribed play, ranging from comedy to drama, given by Hollywood artists, and each broadcast is of 30 minutes' duration.

During the broadcasts announcements are given outlining the services available to the public through the family and neighborhood druggist and the part he plays in the life of the community.

Stress Part Played by Druggists

The announcements are general in character and do not contain the name of any one druggist, stressing instead the part played by all of them in helping to keep a community healthy and happy.

Each of the druggists participating in the scheme contributed \$25 towards it and it is estimated that

the advertising to be gained will cost each just a little over \$1 per broadcast.

The broadcasts are presented over Station CKRM.

"This is a trial in co-operative advertising that I think will prove to be worthwhile," said Cyril Blackham, president of the Regina Retail Druggists' Association. "It is a trial which I think could be watched with interest by druggists all over Canada with a view to considering a similar program on a national or even sectional scale."

OTHER STORIES
ABOUT
THE CO-OPERATIVE
USE OF RADIO
WOULD BE WELCOME



Regina druggists and officials of Regina radio station CKRM signed a contract for a 21-week program sponsored co-operatively by the druggists. From left to right are Cyril Blackham, president of Regina Retail Druggists' Association and Bruce Pirie, CKRM salesman.



Invited for the inauguration were Bruce Pirie and Harold Dane, of CKRM; Druggists Frank Edwards, Homer Robinson, Ted Brownlee, M. Parrott, T. Badenoch, Cyril Blackham, J. A. McLachlan, W. Speers (CKRM), R. H. MacGillivray. Seated are Miss Ann Bradley and Miss Y. M. Bourhis, of Champlain Drugs; Mrs. Ted Brownlee, Miss Marion Beesley, of Brownlee's Drugs, and Miss Marjorie Jones, Regina correspondent of the Journal.

Blue Woos CKEY

The Blue Network has asked for a severance of its association with CJBC, Toronto, and has offered its facilities to CKEY, Toronto, according to Norman Ostby, station relations executive of the network and Jack Cooke, CKEY president. An agreement has been reached, we are informed, and the matter has been set over until the next meeting of the CBC Governors in April, when the consent of the Board will be sought.

Asked how such an affiliation will affect his block timing policy, Cooke said it would fit in with his system perfectly, since the Blue Network favors a somewhat similar system of programming, with such features as the "Breakfast Club", which could be inserted into his schedules just like any other longer program.



**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

CHNS BULLETIN BOARD

When residents of the rich Halifax-Dartmouth market area turn on the radio, they automatically tune to 960. Nineteen years of fine public service and top entertainment, have made CHNS a habit with Down-Easterners.

Ask the All-Canada Man

• 960 ON YOUR RADIO •

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

Explains Technical Planning Board at CAB Convention

Radio Technical Planning Boards have been established in the United States and Canada to "formulate sound engineering principles and to organize technical facts which will assist in the development of the radio industry and radio services of the nation, to advise Government, industry and the people of their findings and recommendations."

With these words, R. M. Brophy, president of the Canadian Radio Technical Planning Board of Canada told the broadcasters in convention in Quebec City last week of the reasons for the establishment of the board.

"You can readily see", he said, "that there exists today an immediate need for co-operative action by the Government and industry with a view to making a comprehensive technical study of the allocation problem so that the traffic arteries of the air will be regularized and allocated in accordance with public need and so as to permit the minimum interference."

Mr. Brophy expressed his board's gratification that Glen Bannerman had promised whole-hearted support on the part of the CAB. "The Planning Board will need the active support of all the engineers



in the broadcasting industry", he said, "to work with all who are interested in regularizing and clearing the traffic arteries of the air, and by so doing, contribute towards better living and the maintenance of maximum employment."

To Go ABC

Since it is this paper's intention to make application for membership in the Audit Bureau of Circulation before the end of 1945, we have to announce that our free circulation list is going to be suspended.

Those interested in continuing to receive the CANADIAN BROADCASTER who have not already subscribed are invited to mail in their subscriptions at \$2.00 for 1 year or \$5.00 for three years in order that they may continue to receive the paper regularly.

To Promote Western Industry

In co-operation with the Industrial Development Board of Manitoba, CKRC, Winnipeg, has introduced onto the "Breakfast Parade" a daily feature called "Western Industry on the March".

These three-minute features illustrate the value and significance to Manitobans of buying "made-in-the-west" products. Designed to help promote provincial business in general, and to create employment for returning members of the armed forces after the war, the series started with the all-over story of production in Manitoba; then the story of Brandon, Man.; and then talks about such individual industrial concerns as Paulin Chambers Co. Ltd., Western Steel Products Corporation Ltd., Brandon Woollen Mills, Canadian Pacific Airlines, Western King Manufacturing Co. Ltd., Mayfair Turkey Farm and others.



DE PROFUNDIS

Glen Bannerman's presidential address would not have been complete without the momentous statement that the war is nearer its close than it was twelve months ago.

READERSHIP SURVEY

Ray Avery and Alan Savage assure us that our special Quebec issue listing the names and room numbers of CAB delegates was the first one they had read from cover to cover.

Probably had to hunt for their own room number early each morning.

CORRECTION PLEASE

Appearances notwithstanding, it is completely untrue that we listed the president of the CAB and the general manager of the CBC under the same room number.

FIFTEEN AND TWO

After our strenuous labor to present Paul L'Anglais with his Beaver Award over Radio Theatre Lux, we'd like to omit mention of Bob Campbell's comment: "You couldn't have been better Dick, if you'd said it in French".

WE'D LIKE TO MEET

The western broadcaster who was heard saying: "I didn't have to go to Quebec to be taken for a sleigh ride."

POETS' CORNER

Oh I wonder!
 Oh I wonder!
 When the agreement's signed up yonder
 Will the private station still be there?
 Oh I wonder!
 Oh I wonder!
 When the agreement's signed up yonder
 Will the private station still be there?
 Oh we've wrestled and we've wrangled
 And we've fought from dusk till dawn,
 Waiting for the network you to be, yet to be.
 Oh I wonder!
 Oh I wonder!
 When the agreement's signed up yonder,
 Will the stations all be CBC?
 :—Contribut

DIDN'T NEED BOTH

1920 saw the birth of radio and the end of (legal) drinking in the United States.

MUSH-MUSH

Then there's the peaceful thought of editing the Canadian Broadcaster after the wolves from the west have returned to their lairs.

PLATITUDE

Complete inertia is the best insurance against error.

"...in good company"

Advertiser:
ROBIN HOOD FLOUR MILLS LTD.

Program:
TELEQUIZ

Air Time:
FRIDAYS: 7.30 P.M.

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

This is MUTUAL

Names RATE LISTENERS

Some of the people who have helped put CFRB first among Ontario listeners

John Collingwood Reade, with fresh material from European battle fronts... Roly Young with inside dope on stage and screen... Gordon Sinclair, globe-trotting reporter, writer and newscaster... Jim Hunter and Jack Dennett also reporting the news... Rex Frost, with his farm broadcast and news analysis... Kate Aitken with informal talks to women... Wes McKnight quizzing the hockey stars and giving his "Sportviews"... Foster Hewitt, with breathless descriptions of N.H.L. games... Midge Ellis discussing the "Woman's World"... Barry Wood, genial host and emcee with his "Top of the Morning"... Ann Adam of the "Homecrafters", with variations in recipes and menus.



WES MCKNIGHT



ROLY YOUNG



BARRY WOOD



KATE AITKEN



FOSTER HEWITT



MIDGE ELLIS



ANN ADAM



JIM HUNTER



GORDON SINCLAIR



JOHN COLLINGWOOD READE



REX FROST



JACK DENNETT

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

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