

# CANADIAN BROADCASTER

VOL. 4, NO. 7

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

APRIL 7, 1945

Today's Effort  
Pays Off Tomorrow

## Producers Overseas



Major Vic George (Whitehall Broadcasting Ltd., Montreal) has moved up to become officer in charge of entertainment, Canadian Army Overseas. An important part of his responsibility is "The Army Show", which is steadily increasing the number of its show units overseas. Major George is responsible for the planning, execution and supervision of the whole live entertainment program for the overseas army. Rai Purdy (Rai Purdy Productions, Toronto) who has recently received his majority, is responsible for the organization, production and discipline of all Army Show units.

During their absence, Wilfrid Harlan is replacing Vic George as acting manager of Whitehall, and John Crosbie, late of the CBC, as just been appointed managing producer of the Purdy office.

## The War is Not Won

Whether the end of the war with Germany comes with unconditional surrender or the exhaustion of organized resistance, the immediate aftermath, especially the conquest of Japan, is going to present stupendous problems. Many of them are problems in which radio can play an increasingly important part.

Throughout the war, radio has been the supremely important instrument of liaison between government and public. It has voiced appeals, with greater effect than any other medium could possibly attain, for everything from Victory Bonds and recruits to Salvage Drives and Red Cross Blood Banks. Through the air waves it has been possible to reach the public, in a matter of minutes when necessary, to convey to them whatever kind of information or admonishment it has been deemed desirable to disseminate.

Appealing to people to back their men in the fields of battle, with the money or blood with which to save their lives has not overtaxed the ingenuity of the copy-writers, because the appeals have been made on an emotional tone to which it has been possible to build as the fury of war has increased.

It wasn't so easy to penetrate public apathy when peoples' souls had to be stirred against *possible contingencies*. But that was before they had discovered the horror of all-out war, before they could picture the bombing and threatened invasion of Great Britain, the opening of the Second Front on D-Day.

We used to call it a phony war in those days. But we were to learn in quick time that it was soon to be stripped of its inconsequentialities, as we were catapulted into a half decade of bestiality and carnage beyond human conception.

Thus far the battle song has been sung on a steadily crescendo tone, and this, in a grim way, has simplified the problem of keeping the public conscious of the conflict and its obligations.

But now the volume of the music is beginning to fade, and from this point until the end of the score, radio's task of keeping the music playing is going to be seriously intensified in difficulty.

As Canada stands on the verge of the eighth Victory Loan Campaign, the public is being electrified with almost daily rumors of impending peace.

Actually there is no certainty that an armistice will be signed with Germany at all, and it seems most probable that, while the Wehrmacht and the Luftwaffe will soon be blown out of the picture, our armies of occupation will be chasing diehards of the German National Socialist party out of every cellar in their collapsing country for a long time to come, while much naval power will be used against piratical German submarines which will be infesting the Atlantic taking their prey of shipping. In addition to this it is obvious that the Japanese menace will not have been removed by the capitulation or subjugation of Germany.

The Canadian public, heartened by the initial homeward trickle of husbands and sons from the theatres of action, is already having its attention distracted from the war by political elections.

These factors are beginning to temper public interest in the war. They are stumbling blocks which may easily impede the success of the coming Victory Loan drive. Radio — the stations and their sponsors — has it in its power to cement interest on the loan if it refuses to let political campaigns in any way hinder. Radio can, as no other medium, keep hammering it home that the war is not over until every last Nazi and Jap is where he belongs, until every last Canadian soldier, sailor and airman is restored to his family, until every last civilian has pulled his weight by again digging down to the toe of his financial stocking. Radio can help indeed, if it will practice the same unification of action it will be called upon to preach.

## V - Loan Stars

American guests will be featured on the Victory Loan programs starting April 18th, as in previous drives, according to Guy Herbert, of the program committee.

The following is the preliminary tentative list of those who have consented to appear.

*April 18th:* Originating in Massey Hall, Toronto—Victor Borge, Yvonne de Carlo, Marjorie Lawrence, and probably George Murphy. Percy Faith will conduct.

*April 22nd:* CBC Concert Studio, Toronto—Raoul Jobin, Beatrice Lillie, Mr. and Mrs. Frederic March (Florence Eldridge). Samuel Hershoren will conduct.

*April 25th:* His Majesty's Theatre, Montreal—Joan Edwards, Portia White, Jackie Kelk (novelty act), Percy Faith will conduct.

*April 26th:* None of the stars are definite on this program which will originate from Vancouver.

*April 29th:* His Majesty's Theatre, Montreal—Alec Templeton, Dorothy Kirsten, Claude Rains, Alan Young, Percy Faith will conduct.

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## STOP PRESS

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CAB NEWSMEN  
TO 'FRISCO

Dick Diespecker (CJOR), John Collingwood Reade (CFRB) and Jim Allard (All-Canada Radio Facilities) have been accredited by Ottawa and Washington to cover the San Francisco Conference for CAB member stations, provided of course, that the conference takes place.

Richard S. Lewis

Editor

*We did it for . . .*

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CBL..... Music .....	3.9

**No. 2**

**HAMILTON**

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CKOC..... "Book League" .....	6.7
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 We feel sure that you will appreciate having this information so that your readers may be fully acquainted with the work of Radio Stations to give worthwhile young artists every encouragement.  
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 Horace Brown, free-lance script writer, also has a new son.

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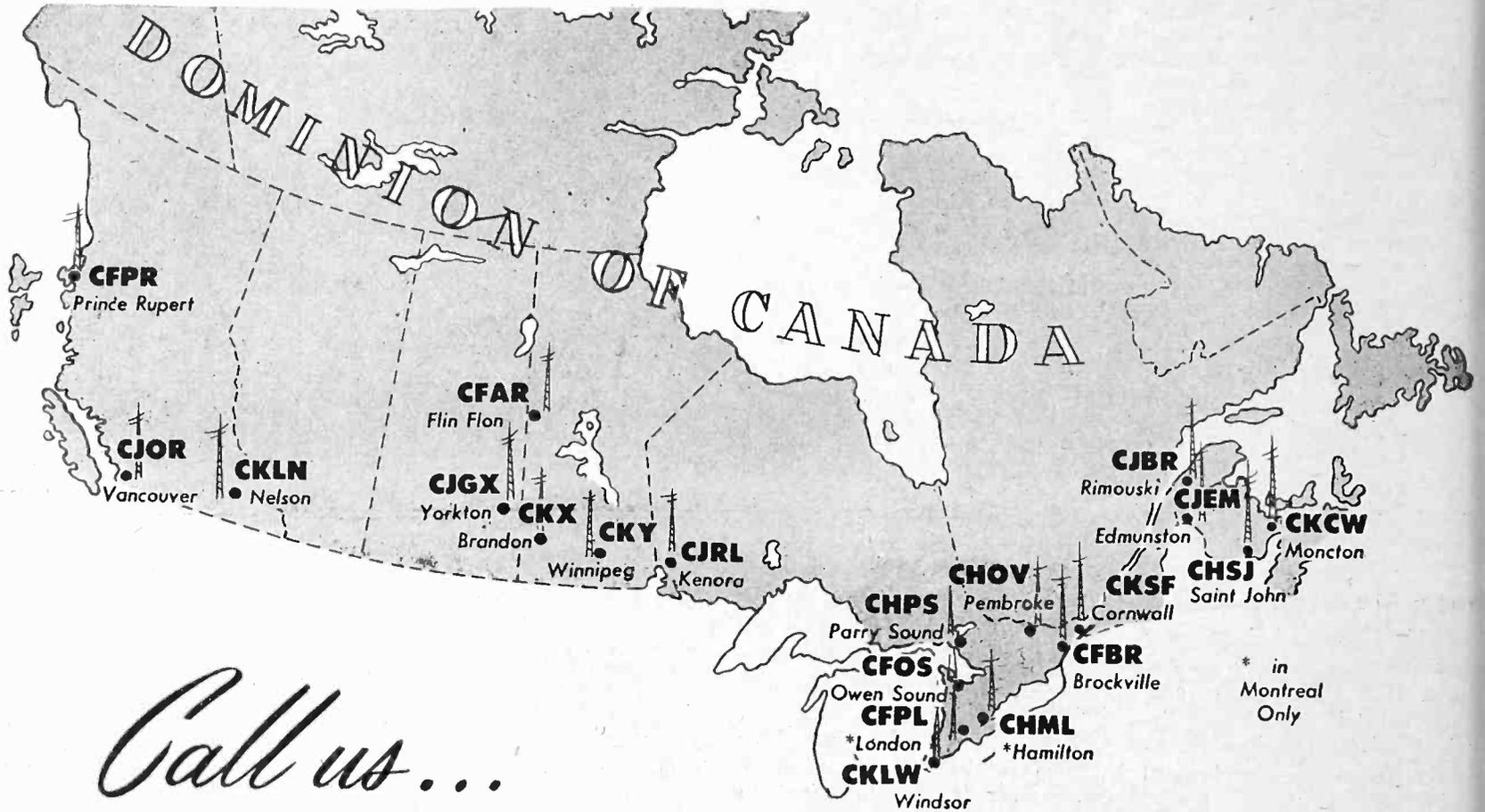
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## Call us...

For up-to-date Market Data, Available Times, Program Information and Intelligent Service on all or any of these live Independent Stations.

"History provides little warrant for the belief that real progress, and the freedom that makes progress possible, lies in unification. For where unification has been able to establish unity of ideas it has usually ended in uniformity, paralysing the growth of new ideas. And where the unification has merely brought about an artificial or imposed unity, its irksomeness has led through discord to disruption."

Capt. Liddell Hart

# HORACE N. STOVIN

& COMPANY

*Radio Station Representatives*

MONTREAL

TORONTO

WINNIPEG

# CANADIAN BROADCASTER

VOLUME 4, NUMBER 7

APRIL 7, 1945

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

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

## PRIVATE ENTERPRISE NEEDS SHOWMANSHIP

### Public Relations is Radio's Inside Job

by James A. Cowan

President, Editorial Services Ltd.

The use of radio in crusading for or against free enterprise permits as many variations of opinion as there are hues and tones in a series of sunsets. One approach is to produce a group of contrasting viewpoints and then toss them into a forum. This procedure is well adapted to spokesmen for public relations or survey organizations, since they must, in order to maintain the objective viewpoint which the client customarily demands, avoid going overboard on controversial issues. Both free enterprise and radio have given rise to some of our brightest and most persistent controversies.

The procedure produces opinions such as these:

1. *The case of the case-hardened listener* is now tangled by political developments. He normally expects to get entertainment as well as information out of broadcasts on economic issues. He heckles the loud-speaker and this habit of talking back to the radio operator has a special psychological value. It gives a fine, soul-satisfying freedom of expression permitted no other type of audience! His listener's attitude toward free enterprise is, however, colored by the fact that he has been riddled repeatedly by questionnaires and questioners. He has been frequently asked whether he favors nationalization of banks, insurance companies, stockyards, milk distribution, coal-handling or home-building until he is on the verge of wondering why the great institutions who seem to be so unflaggingly on his trail, cannot make up their own minds on these problems. With politics now inextricably mixed up with free enterprise arguments, and with one, if not more, elections in the offing, he is appalled at the prospect of an interminable series of lead-level monologues replacing much of his habitual radio fare. He knows, personally, politicians of several sorts and stripes. On street-corners and in their natural habitat, he finds them to be cheerful and relatively normal characters who can ramble on in highly interesting fashion concerning their specialties. But he is at a complete loss to understand what

manner of regulation or presentation reduces what ought to be a delightful oratorical brawl to the great and monotonous outpouring of dreary verbiage which so often passes for electioneering.

The danger in the situation lies in the fact that, as we emerge from a straight-jacket economy to the full four or more freedoms of a new and brighter world and enter, by popular demand, the century of the common man, — with a willingness to overhaul any features of our previous way of life which can be proved obsolete, — the common man ought to be in complete possession of the facts. He will look to radio for much of his data. If in the vote-getting spree, he has the pros and cons of free enterprise blasted everlastingly into his ears, he could be bored to death with the whole business. It could happen that he would tend to dismiss it all as merely so much ballot-baiting hoopla and whoopee which is probably not going to make much difference to himself and family. On one point at least, the varied and opposing would-be architects of the post-war world agree. They agree that, in its long-range implications, this is the most important issue yet offered up to the public for a decision. One of the worst things which could occur at this juncture would be an epidemic of indifference, brought on by an overdose of dull talk.

This constitutes a dilemma for which the political groups appear to have no answer. If one is to be found, it will have to come from the radio industry.

2. *The case of the executive in nationally-owned radio* is, compared to that of the listener or almost anybody else, relatively simple. He is empowered and instructed by laws and statutes to reflect the goings-on and interests of the population in an educational manner provided that these are neither obscene nor indecent and can be mentioned in the presence of little children. It is clear that the free enterprise matter has the support of a respectable portion of the citizenry, and it therefore becomes his duty to mirror their views in some manner suited to radio. Because of his own em-

ployment in a government-owned enterprise, it becomes proper for him to lean over backward in his efforts to do justice to a cause with which he, personally, may disagree. His position on this as on all controversial issues will, of course, be unhappy if he does the job well. He will be accused of being a tool of the interests and a spineless mouthpiece of big business. Similarly, in presenting the other side of the case, he will be bitterly denounced as a gentleman in a red necktie or a termite working secretly to collapse the Canadian economy. Regardless of this, his duty is set out for him. He is called upon to interpret the free enterprise viewpoint as a subject of national interest and concern. Some of the best sources are inarticulate and some of the most interesting material will not be voluntarily offered for radio but must be dug out and whipped into presentable shape. Does it not therefore become the responsibility of publicly-owned radio, in order to demonstrate its own impartiality, efficiency and its success as a medium of reflecting life in the nine provinces, to do a thorough, full and accurate job on free enterprise before the question comes up for a decision?

3. *The case of the executive in strictly commercial radio* has a curious twist. He is the servant of his own listening audience. His competitor is the servant of the state. The punishment for violating the unwritten restrictions is severe and it is swift in the case of private radio. He loses listeners. In this particular case, he is a staunch believer in free enterprise and wants to see it extended to all radio stations. Let-the-government-regulate and let-the-private-owner-operate are his mottoes. *But he is doing nothing about boosting free enterprise over the air.* His argument is that if he does so, he will actually be disproving the case he is trying to argue. He will be giving his painstakingly-cultivated following boring chatter instead of the news and entertainment on which he has built his reputation. He considers himself one example of the case for private enterprise; believes that the best way he can support the general cause is to be

a shining example and let the listening audience draw the conclusion that his programming is brighter and better than the schedule offered under government auspices.

Admitting the need for sponsored programs which can tell the free enterprise story in Canada, he cites the Ford sermonettes by W. C. Cameron as an example of a straightforward story that was widely heard and respected. But if we are to have anything equally effective in this country, he concludes, whether it is to follow the Ford format or any other, it looks as if radio will have to create it. From the practical standpoint of listener appeal, he does not see it coming from any other source.

Emerging, in the search for information, from the immediate vicinity of the industry into the wide open spaces where dwell the listening and non-listening publics, the reaction most regularly reported is one of confusion. There are great doubts and differences as to what free enterprise is. These extend even to those who have set up shop for the special purpose of selling the product. In fact, the phrase has been given such a wide range of labels and descriptions that it might simplify the situation by dispensing with this two-word terminology altogether and trying something different. Existing material on the subject runs heavily to long, generalized treatises or brisk diatribes which blast and denounce the opposition. The purely negative approach has never yet proved to be a very effective means of winning friends and influencing people.

The question has been discussed — and dismissed — briefly by one of the irreverent apostles serving the bible of show-business, VARIETY, who says: "What the thing needs is showmanship. Otherwise you can't put it across and that's true whether its free enterprise or the stolen perfume racket."

And if it's showmanship which Canada's free enterprise story, pro and con, needs, again it looks as if, as far as radio is concerned, it will have to come from the radio industry.

**A HAPPY, CARE FREE 1/2 HOUR IN THE NEVER, NEVER LAND OF PETER PAN.**

ALL THE BELOVED STORY-BOOK CHARACTERS OF YOUR CHILDHOOD ENHANCED BY A SUPERLATIVE MUSICAL SCORE • THE KIND OF SHOW THAT APPEALS TO ALL FROM SIX TO SIXTY-FIVE.

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Now In Preparation For Immediate or Fall Production

On a previous series "MAGIC CARPET" built up a tremendous listening audience — since then literally hundreds of requests have come in asking for its return to the air.

*It Is Now Available For Suitable Sponsorship*

**JOHN ADASKIN PRODUCTIONS**

MONTREAL TRUST BLDG.  
TELEPHONE ELGIN 9296-7  
67 YONGE ST. TORONTO

*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

**TRADE WINDS**

A COLUMN OF COMMERCIAL NEWS

Edited by  
ART BENSON

WESCO CHEMICALS LTD. (FLITE CASEIN PAINT): beginning in April series of transcribed spot announcements over 49 coast to coast Canadian stations. J. J. Gibbons Ltd., Montreal.

IT COMPANY LTD. (IT SHOE POLISH): 110 transcribed flashes over CKEY, Toronto. Monday through Friday from April 16 to May 1, 1945. R. C. Smith & Son Ltd., Toronto.

G. E. BARBOUR & CO., SAINT JOHN: 15 minutes 2 a week over 10 Maritime stations beginning April 10 for 26 weeks, "Carson Robison". Placed direct.

DODDS MEDICINE CO. LTD.: have added CKNW, New Westminster, to spot announcement campaign over a wide list of Canadian stations. A. J. Denne & Co. Ltd., Toronto.

VICK CHEMICAL CO.: renews "It Takes a Woman" 5 minutes 5 a week over CFRB, CKY, CHSJ, CFCF and CKCO. Morse International Inc., New York City.

FOSTER DACK LTD. (MECCA OINTMENT): have added CKNW, New Westminster, to flash announcement campaign over a number of Canadian stations. A. J. Denne & Co. Ltd., Toronto.

CRESS LABORATORIES: spot announcement campaign to run over CKEY, Toronto until Sept. 12, 1945. Participating on the "Ann Abbott Show". Tandy Advertising Agency, Toronto.

MCGAVIN LIMITED (VANCOUVER): flash announcements over CKNW, New Westminster. Cockfield Brown & Co. Ltd., Montreal.

GEORGE W. LUFT CO. (TANGEE): 30 minutes 1 a week under way until December 27, 1945 "Sammy Kaye Varieties" CKEY, Toronto. Export Advertising, New York City.

CREEDS FURS LTD.: 20 spot announcements from April 9 to May 1, 1945 over CKEY, Toronto. Frontenac Broadcasting Agency, Toronto.

ROCK-A-BYE PRODUCTS LTD.: spot announcements under way over CKEY, Toronto until Sept. 12, 1945. Participating on the "Ann Abbott Show". Tandy Advertising Agency, Toronto.

HOLT RENFREW LTD.: 35 flash announcements from April 2 to May 31, 1945 over CKEY, Toronto. Associated Broadcasting Co., Toronto.

STARK FURS: spot announcement campaign under way over CKEY, Toronto until April 27, 1945. Frontenac Broadcasting Agency, Toronto.

KELLOGG CO. OF CANADA (PEP): 160 transcribed flashes from April 16 to August 3, 1945 over CKEY, CKWS, CHEX and CFOS. J. Walter Thompson Co. Ltd., Toronto.

WYNOLA CORPORATION LTD.: transcribed flash announcements under way over CKEY, Toronto. Ellis Advertising Company, Toronto.

DALGLISH (ONTARIO) LTD. (JAVEX): 78-10 minute recorded programs under way until September 22, 1945 over CKEY, Toronto. Participating on "Make Believe Ballroom". MacLaren Advertising Co. Ltd., Toronto.

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

# The Province With The Personality

by Joyce Tedman

(The second in a series of articles dealing with the personal and business characteristics of the various Canadian markets, this article following Mr. Alec Phare's offering in our last issue, amplifies his broad picture of French Canada with facts and figures relating to the radio picture).

Quebec, a challenge to Canadian radio and Canadian advertisers as its own way, creates its own markets and builds up its own radio audiences with little interference and also no competition from outside.

Why? Because Quebec is its own mistress, and the world of radio in French Canada is as self-sufficient as if a section of the sky overhead was blocked and marked "French Canadians Only".

From the tip of New Brunswick through the 351,780 square miles of the Province of Quebec, and meeting Northern Ontario, the province is alive with news, drama, music, comedy, love, all in the French language, and, for the most part emanating from Montreal.

It should perhaps be mentioned that while this, and the previous article on the subject deal entirely with French-speaking Quebec, this province has an English-speaking population of 665,375, or approximately 20% of the population, and that, centred largely around the City of Montreal, these people bolstered by that part of the citizenry which speaks both languages offers another market within a market. On this we are not currently concerned.

French Canadians are inveterate radio listeners, and this section of the country boasts a higher listening rate throughout the day and evening than anywhere else in the North American continent.

French Canada is widely spread out. Its people are scattered over an area of thousands of square miles. And these people do not receive, per capita, the same coverage from daily papers, magazines and other published media as, for instance, neighboring Ontario. In the Province of Quebec, for example, there are 14 daily papers including both French and English, serving a population of 3,331,882 while 3,787,655 Ontarians read 35 papers.

French Canadians love their radios. Radio is part of their family lives, and because they have the largest families on the continent programs are built to cater to every member from reading age up. In English speaking Canada we are inclined to take our cue from the United States. We listen to their programs, and, to a large extent, pattern our own originations after their style. In French Canada, without a New York or Hollywood to set the pace, the language barrier has made it essential for Jean Baptiste to build his own shows, starting from scratch. He has his own dashing heroes, his own gladiator girls and folksy types, just as the rest of the country, but he

speaks French and thinks French.

Relatively few French Canadians would know whom you were talking about if you spoke of Fibber McGee or Chas. McCarthy. Fribolin is their local Fibber, and they love him dearly, but his American cousin's antics would fall on deaf ears. "Nazaire et Barnabé", two old boys who sit and chew the rag, like "Lum and Abner" or "Amos 'n' Andy", attract a wide audience of people who like being talked to in their own language, and "Le Café Concert", fashioned in the pattern of "Kraft Music Hall", is a completely French Canadian production, speaking to French Canadian listeners only.

There isn't such a thing as a translated show, as far as French Canada is concerned. Many English language programs have their Quebec parallels, but they are not translations. For example, Colgate-Palmolive Peet broadcasts "Les Joyeux Troubadours" like the popular "Happy Gang"; "Grande Soeur" is the French version of "Big Sister", but it's a different story with a different cast of characters; Wrigley's popular quiz show "Treasure Trail" becomes "Cours au Trésor"; Colgate's "Share the Wealth" is called "La Mine d'Or". "Lux Radio Theatre" doesn't sound far removed from "Radio Théâtre Lux Français", but it offers its wide audience plays selected especially for the Quebec audience, and never does translations of the Hollywood offerings.

They are all popular shows, but they are not translations. They are written in French by French Canadian writers, produced by French Canadian producers, they are aimed at the same goal as their English language counterparts, but there the resemblance ends.

The centre of French Canadian life is the home, far more than elsewhere in Canada, or the United States for that matter. French Canadians are not attracted to the same extent by American or English movies; road shows are few; reading matter in their own language is somewhat limited. Hence the expanded importance of radio as a medium of daily entertainment in French Canada's daily life.

Quebec is Catholic, but the Church does not make use of radio as it does elsewhere. The only important religious program which seems to rate with the people at all is "La Vie du Frère André" which is heard over the Quebec network 6.30 p.m. Sundays. It was quite an unprecedented event when a cloistered nun spoke over Quebec City's three stations from the 300-year-old convent of the Ursulines

to voice a Red Cross appeal.

French Canadians, like other Latins, are more emotional than Anglo-Saxons. Voice intonation, sex, music, atmosphere, suspense, sentiment are all elements which can be conveyed over the airways, and radio makes a direct play for the emotions.

The rest of the story of French-Canadian radio is a straight matter of mathematics. If there's one person in a household, the radio has one chance of being on; if there are two people there are two chances; when there are fourteen or fifteen people in one family, as is frequently the case, the radio has little chance of being off.

## CHWK Appointments

The Chilliwack Broadcasting Co. Ltd., operating station CHWK, has announced the following appointments and promotions: President and Business Executive, C. Casey Wells; Managing Director, Jack Pilling; Commercial Manager, William G. Teetzel; Production Manager, Murdoch Mac-lachlan.

# SHOW BUSINESS

by Geo. A. Taggart

## What Makes a Good Radio Program?

There is a tendency in radio circles today to think that "trick ideas" are the cure-all for getting a radio audience and building up sales. Maybe it's being carried too far!

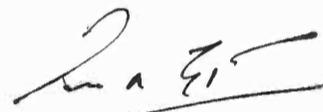
The key to building a good radio show is the same as it's always been... the people who perform and produce the program... for a show is only as good as its artists and management.

The mass public hasn't changed; it is still attracted to performers who have a different and refreshing way of entertaining—whether it be singing a song, telling a story or clowning. And this attraction is directly traceable to the ability of the artists and the imagination and experience of the producer.

You might be surprised if you asked the actors and musicians in Canadian radio today how much value they place on good management... they happen to be talking a great deal about this subject these days.

We feel that our 18 years experience in the international radio field, and our record of achievement during that time, permit us to offer the type of management necessary to get the maximum from performers and listeners.

Today we are making listeners into customers for several of Canada's leading national advertisers. Perhaps we could be of service to you too. How about getting together on your radio problems?



165 Yonge Street, Toronto  
ADelaide 8784

## "No Pr-r-ompting, Pulleeze"

WHAT IS THE "OPEN SESAME" TO THE WEALTHY RURAL MARKET IN N. E. SASKATCHEWAN?



"Let me give you a hint—it's a Broadcasting Station."

"Ah . . .

"and it's right in the centre of one of the most prosperous crop districts in Saskatchewan."

"Uh . . .

"which reaped nearly \$78,000,000.00 from grain, dairy products, poultry and livestock last year."

"Oh, I know, it's . . .

"Only five seconds le - - - R I G H T ! ! ! It's

# C J G X

# YORKTON!!

Western Canada's Farm Station

IT'S 1460 ON YOUR DIAL

A DOMINION NETWORK OUTLET

Represented by H. N. STOVIN & CO.

**HOW THEY STAND**

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

DAYTIME		
<i>English:</i>		
Soldier's Wife	21.2	-.3
Happy Gang	18.9	+.6
Big Sister	18.6	-.4
Ma Perkins	14.1	+.5
Road of Life	14.0	-1.9
Pepper Young	12.4	+.6
Lucy Linton	11.8	-.2
Claire Wallace	11.7	-1.3
Woman of America	11.5	+.5
Right to Happiness	10.8	Same
<i>French:</i>		
Jeunesse Dorée	35.8	+1.8
Joyeux Troubadours	30.9	+1.6
Quelles Nouvelles	28.3	-2.4
Grande Soeur 11 a.m.	25.0	+1.0
Rue Principale	24.9	+1.9
Pierre Guerin	22.2	+2.1
Métairie Rancourt	21.7	-1.5
Grande Soeur 12.30	21.5	-.4
Histoires d'Amour	21.4	-1.7
Tante Lucie	21.4	-1.2

**Commonwealth Broadcasters**

(BUP) Plans for what he called a "pooling of the entire broadcasting resources of the (British) Commonwealth" were recently presented to the Canadian public by Howard B. Chase, chairman of the CBC board, recently returned from the Commonwealth Broadcasting Conference in London.

Speaking on a nation-wide network, Chase said that the purpose of the conference was to exchange staff and programs and make broadcasting facilities mutually available in Canada, Great Britain, Australia, New Zealand, South Africa and India.

Submitting that radio can play an important part in helping the various members of the Commonwealth to know each other better, he said: "We'd like to provide a steady flow of news between the United Kingdom, the Dominions, India and the colonies, so that listeners can have reliable information

on the widest possible range of subjects. Canadians can learn more about Australia", he said, "and Australians more about Canada."

"The Commonwealth (radio) systems are all somewhat alike, he continued. "They all have some form of publicly-owned radio. The South African Broadcasting Corporation has 21 stations and is run by a board of seven governors. The Australian Broadcasting Corporation is under a Commission of five members. The All India Radio is actually a government department. In New Zealand the national broadcasting system controls all broadcasting".

He said that it was agreed that the various systems would offer every assistance to correspondents from other countries in the Commonwealth, and would notify one another of forthcoming events deserving of special coverage. Staff exchanges are to be engineered between the various systems, as well as programs.

"An immediate goal", Chase said, "is the creation of an international standard in broadcasting".

**Nutrition By Radio**

Problems of nutrition covering clothing, health and discipline are among the topics discussed on a program aired weekly, on CFPL, London, designed to assist mothers in general, and new mothers in particular, during war days.

Back of the program is a council whose membership represents the Board of Education, University of Western Ontario, Children's Aid Society, Y.W.C.A., Family Service Bureau, Home and School Club, Council of Social Agencies, and Victorian Order of Nurses.

**Palestine Speaks**

Jewish citizens of Vancouver, B.C., have undertaken sponsorship of the disc series "Palestine Speaks". The program is aired Sundays at 9.45 p.m. over CJOR.

**Transfers To Toronto**

Doug Elmore, up-and-coming young account executive with CKWX sales staff for the past fifteen months has been transferred to the All-Canada Radio Facilities Ltd., Toronto office, where he will be in the Time Sales Department.

**ACA 1945 Awards**

The Board of Directors of the Association of Canadian Advertisers has announced the appointment of Lee Trenholm, Director of Public Relations, Underwood Elliott Fisher Limited, as chairman of the 1945 ACA Advertising Awards Jury. The directors have named H. H. Rimmer, (Canadian General Electric Co. Limited) as the second ACA representative on this year's Jury. Mr. Rimmer was chairman of the 1944 Jury. Athol McQuarrie, Managing Director of the ACA, will act as secretary of the Jury.

Invitations have been issued to the following organizations to appoint representatives to this year's Jury: Canadian Association of Advertising Agencies, Canadian Daily Newspapers Association, Canadian Weekly Newspapers Association, Canadian Association of Broadcasters, Periodical Press Association and Poster Advertising Association of Canada.

A Dominion-wide appeal for nominations for this year's awards is now being prepared. These awards consist of a Gold Medal for the most outstanding service to advertising; Silver Medals for a distinguished contribution by an advertiser executive, a media executive, and an agency executive.

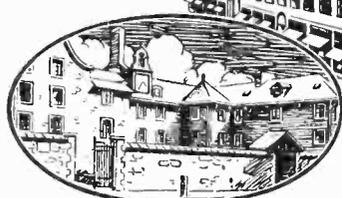
The awards for 1945 will be presented at the ACA Annual Dinner at the Royal York Hotel, Toronto, on Friday evening, November 9.

**Private Enterprise Over There**

Private enterprise has at least one champion among the armed forces in the form of a weekly paper called "THE CANADIAN OVERSEAS MAIL". Published by Overseas Publications Inc., 1007 Canada Cement Co. Bld., Montreal, this paper, published and edited by men who have overseas experience to their credit, presents a factual story in the role of business both in the present and the future, advises men about rehabilitation and kindred problems, and provides space for letters to the editor. The subscription is \$2 a year, and the public is invited to pay for one or more such subscriptions for men unable to purchase one for themselves. Banks and other business houses are, in many instances, subscribing in the names of their employees who are in the services.



In striking contrast, the Seminary of St. Sulpice, built in 1683, is shown beside the Dominion Square Building, modern cluster of busy business offices.



**OUR CLIENTS REPEAT**

**JOHN LABATT LIMITED**, whose "International House Party" is heard every Monday, Wednesday and Friday evening over WBEN, Buffalo; and who also have a half-hour evening program in French, "Les Amours de Ti-Jos" (both programs placed through J. Walter Thompson Co. Ltd.) **THIS CLIENT NOW IN 9th YEAR.**

**POND'S COLD CREAM**, with a half-hour evening program in French, "Ceux qu'on Aime", (placed through J. Walter Thompson Co. Ltd.) **THIS CLIENT NOW IN 7th YEAR.**

**LEVER BROS. LTD.**, who present a full hour each week of the French equivalent of "Lux Radio Theatre", (placed through J. Walter Thompson Co. Ltd.) **THIS CLIENT NOW IN 6th YEAR.**

**QUAKER OATS CO. LTD.**, featuring "Pierrot Latulipe"—a half-hour evening show (placed through Spitzer and Mills). **THIS CLIENT NOW IN 6th YEAR.**

**COLGATE-PALMOLIVE PEET CO. LTD.**, whose "Les Joyeux Troubadours" half hour is heard Monday through Friday on a daytime French network (placed through Spitzer and Mills). **THIS CLIENT NOW IN 6th YEAR.**

**IRONIZED YEAST**, with their half hour evening program "Les Secrets du Docteur Morhanges", (placed through Pedlar & Ryan Inc.) **THIS CLIENT NOW IN 5th YEAR.**

**KRAFT-PHOENIX CHEESE CO.** The "Cafe Concert Kraft"—a 30-minute evening program (placed through J. Walter Thompson Co. Ltd.) **THIS CLIENT NOW IN 4th YEAR.**

These seven leading National advertisers average almost 6 years each of continuous use of the planning and production facilities of this specialized organization—proof that we can, and do, produce "radio with results". Let us serve YOU also.



**RADIO PROGRAMME PRODUCERS**  
MONTREAL QUEBEC

**CJCH**  
"The Friendly Voice of Halifax"  
Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL  
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

## Department Store Daily Goes Into Second Year

Well into its second year of broadcasting over CKRC, Winnipeg, is "Eaton's Home Service League", originated early in 1944 as a broadcasting experiment, developed to perform a wartime service for Eaton's Manitoba customers, it is anticipated, about to provide a smooth transition to peacetime merchandising.

The program employs a conscientious working organization of five people, each concerned with one or more of such tasks as store and station relations, co-ordination of promotional material, music selection, acting, and on-the-air production. This working "unit", functions as a radio advertising department under the store's publicity director, and includes Bill Wood, account executive of "Eaton's Home Service League"; George Peterson, writer-producer; Kay Martin; Maurice Desourdy, acting announcer; Alice Mayfair.

On the air daily except Sundays from 10:00 a.m., each program is designed to provide "homemakers" with useful data on a wide range of subjects. The facts are presented in dramatized form on a background of a radio club meeting. Interesting notables are featured in personal interviews, and the programs are livened with carefully selected recorded music.

Merchandise news and store events, spot-lighted daily in two program "commercial commentaries", are delivered by an on-air representative, and occasional shopping services offered by the store are presented in dramatic form.

Preparatory work for these programs involves considerable research. Material is gathered from newspapers, magazines, books, etc., and filed under such headings as Home Hints, "Beauty", etc. Material for each program is selected several weeks in advance, and submitted for the approval of Eaton's Advertising Department.

The program is rehearsed that afternoon before presentation and piped through to the store on



Alice Mayfair, Eaton's Radio Representative

a closed circuit for final okay.

The plan was originally devised by All-Canada Radio Facilities Ltd., whose representative made an analysis of the store lasting nearly two months, following a coast-to-coast study of the radio experiences of 128 major merchandisers in 78 Canadian and American cities.

### Diespecker's Scripts To Network

Dick Diespecker's new drama series "Parade of Life" are to be originated from CJOR, Vancouver's new theatre studio Mondays at 10:30 p.m. (EDT). The 13 weeks series includes stories of such great men as Tschaiakowsky, Shakespeare, Paul Bunyan and others. Music will be under the direction of John Avison.

### Victory Loan

With the eighth Victory Loan looming into view, radio is preparing to pull its weight as in previous campaigns. Loan promotion ideas which have met with success in past drives will help other stations . . . agencies . . . sponsors, if you will share them with the industry.



*After Europe*

comes

## JAPAN

**Final defeat of the Axis will be in the Pacific**

## B.U.P.

**ACE Correspondents continue to bring news to Canada from this vast war theatre. B.U.P. correspondents already are at their battle-posts. Among them:—**

- RUSSELL ANNABEL
- WILLIAM B. DICKINSON
- DONALD CASWELL
- MALCOLM R. JOHNSON
- LISLE SHOEMAKER
- LLOYD TUPLING
- EVANS G. VALENS
- EDWARD L. THOMAS
- FRANK TREMAINE
- WILLIAM C. WILSON
- JAMES A. MacLEAN  
*(former B.U.P. Winnipeg Mgr.)*
- FRANCIS McCARTHY
- HORACE D. QUIGG
- RICHARD G. HARRIS
- WILLIAM TYREE

*As in Europe, so in the Pacific*

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

**BRITISH UNITED PRESS**

231 St. James Street

Montreal

## Buy New Westminster

and get a

**BIG SLICE OF**

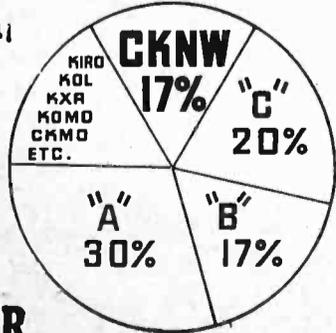
**VANCOUVER FREE!**

**CKNW**

NEW WESTMINSTER, B. C.



NO. 1



NO. 2

New Westminster (E.H. ratings 8 a.m. - 6 p.m.)

Vancouver (E.H. ratings 9 a.m. - 5 p.m.)



Tell your casts to subscribe to the Registry and you will be able to contact them at any hour thru—

WA. 1191

### RADIO ARTISTS REGISTRY

TORONTO

# THE KIDS CALL HIM COACH

And eat their Spinach



Youngsters eat more spinach; they get more sleep; they wear their rubbers; they eat their porridge; and it's all because of Lloyd Percival's broadcasts of the radio program "Sports College of the Air," a joint project of the YMCA and the CBC.

Parents are backing this program, and the youngsters are swallowing it 100%. In fact thirty-six programs on the Trans-Canada Network have brought in 160,000 letters. The youngsters like "Sports College of the Air" because to them it's *not* a health program, but rather sure-fire grown-up sports coaching, just like the big-leaguers get. They take Coach Percival's advice, not because it will make them grow into fine men, but because it will teach them to play ball like Joe Di Maggio.

"I did what you said, coach, and it worked." This is the kind of spontaneous endorsement that comes in from some kid on the Prairies who has been doing his daily dozen so that he'll be able



to pitch a faster curve. (He probably has a weak lung, and Mom's given up trying to make him do breathing exercises years ago.)

Lloyd Percival, 32-year-old athlete, dreamed up the idea back in the twenties. Once he heard the famous coach, the late Knute Rockne say: "What a fine thing it would be if all kids could be coached — nationally — by one system."

This started Percival thinking. He asked big-shots of the grid-iron and diamond what they thought about a national coaching scheme. They all agreed he had something, but there it ended.

Unable to secure the financial help he needed, and he tried everyone from the Dominion Government and its CBC down, he decided to back his own judgment with the money he had saved to get married. He sunk all his hope and most of his cash launching the project on CKOC, Hamilton. Incidentally, he got married anyhow.

In seven months of once-a-week broadcasting, he proved that

he had something, by drawing in over 60,000 letters applying for membership. Then he came to the end of his resources.

A further approach to the department of pensions and health brought an expression of interest—but no capital!

Finally, three years after his first broadcast, he succeeded in interesting the CBC, and his "Sports College of the Air" has been featured over the 37 stations of the Trans-Canada network for the past 36 weeks.

"Sports College of the Air" essentially isn't a "kid show." It is a nationally important plan for the betterment of national health, designed to stimulate interest in sport among youngsters, and so—subtly—to encourage them to build healthy bodies.

Percival goes about his radio coaching business in a scientific way. He believes in what he calls "tested telling" (to sabotage the immortal Elmer). He chats quietly to the boys at the other end of the air waves. He never

(Continued on Next Page)

*"...in good company"*

Advertiser:

BLUE RIBBON LTD.

Program:

"LET'S ASK THE LISTENER"

Air Time:

TUESDAYS: 8.00 p.m.

Vancouver's

# CKWX

980 KC. 1000 WATTS

Frank H. Elphicke

MANAGER

This..... is MUTUAL

## CKCR

KITCHENER

A Wright STATION

Annual Retail Sales .....	\$54,933.00
Annual Food Sales .....	\$13,210.00
Annual Drug Sales .....	\$ 1,540.00

CKCR Can Help You Secure Your Share of This Market.

WILLIAM WRIGHT

Victory Bldg.

AD. 8481

(Continued from Previous Page)

his listeners too much and as to have a happy faculty of giving what he says stick.

Interest in his activities has been expressed by municipalities, schools, sports clubs and other organizations across Canada, and he has planned to contact service clubs from coast to coast to sponsor local "Sports College" centres, where boys can go right to their neighborhood "college" for instruction and help, such "colleges" to operate in accordance with the ideas and ideals advanced on the radio by the "Big Chief" himself.

More than seven thousand letters pour into YMCA headquarters every week, and far and wide the most of these young correspondents haven't started to write yet.

Some of the fan mail asks for letters to individual sports teams; others, more poignant, from cripples, heart cases, wheelchair victims, polio sufferers and they all want to know what they can do to help them live a better life. Percival never recommends anything to these youngsters without the advice of a voluntary board of medical men who usually contact the patient's own physician in his own

recent contest, announced Saturday and closed the next, brought forth 34,000 letters in days. Contestants had to

write a 200-word essay on physical fitness, and answer a set of "true-or-false" questions on the same subject. Keith Cruikshank, a hockey-playing high-school student from Calgary, and Robert Leddingham, from Indian Head, Sask., were the winners, and had themselves a long week-end in Toronto from March 24th to March 28th as guests of the YMCA and the CBC. Besides appearing on the "Sports College" broadcast, the boys saw two NHL Hockey games at Maple Leaf Gardens, had the thrill of talking to the network from the sanctum sanctorum of the "Hot Stove League," did a tour of the sights of Toronto, and ended up with a civic luncheon tendered them by Mayor Bob Saunders.

Besides his fan-mail, fame has travelled far for the Percival venture. Besides letters from Alaska, the Yukon, the North West Territory and many States of the Union, inquiries have been received from representatives in Canada of the Soviet Union, the International Boy Scouts Association and the YMCA in South America. This month Percival and a YMCA representative are making a presentation to "Y" and government officials in New York with the thought of expansion south of the border.

"Sports College of the Air" has no apathetic listeners, you can be sure of that. The program demands something of its thousands

of listeners, who not only listen but write in asking Percival for recapitulations of points he has mentioned in his broadcasts weeks previously.

Produced by Reid Forsee for the CBC, through these broadcasts Percival and the people and organizations connected with the venture are performing a worthwhile and overdue function in the field of national health. But Percival and Forsee are doing something further. They are designing a pattern for the broadcasting industry, the pattern not only of a program which will attract listeners in large numbers — hundreds of programs do that — but they are developing a program with an audience that attains a new high in enthusiasm, and that's good radio in any man's language.

### Personnally Speaking

Stephen Appleby, recently discharged from the RCAF and Betty Taylor of CHSJ, Saint John have been added to the program department of CBH, Halifax. Norm Olding from Vancouver has been transferred to the CBC studios in Montreal where he takes over operations engineer post. Aubrey Wyce formerly CJBC script writer has joined the continuity department of CKEY, Toronto. Helen M. Everetts has left the commercial department of CFBR, Brockville, to join McKim Advertising Ltd., Toronto.

A DYNAMIC STATION IN A DYNAMIC MARKET!

CFAC CALGARY



..... Southern Albertans have the CFAC listening habit .....

Take advantage of it!

STUDIOS: SOUTHAM BLDG. CALGARY

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



See the RCA Victor 44 BX Velocity Microphone and the C Unidirectional Microphone—the finest in quality and the most widely used of microphones.



See the RCA Victor 70-C Transcription Turn-Table, most popular everywhere, one or more in every broadcast station—equipped with universal pickup head.



See the RCA Victor 64-B Monitoring Loudspeaker, widest frequency response and widest angle of high-frequency response of any standard model speaker.

in

audio equipment

## LOOK TO RCA VICTOR

### For AM, FM or Television

In studio speech input equipment RCA Victor has led the field in recent years by a wide margin.

RCA Victor studio equipment predominates in the studios of all major networks and in a large proportion of the outstanding station installations—large and small.

RCA Victor experience in broadcast equipment—studio and transmitting—is unequalled.

And note especially—

All of the RCA Victor equipment models current at the beginning of the war were designed for the wide response and high standards of FM broadcasting.

A number of commercially licensed FM stations on the air today in the United States are 100% RCA-equipped—from microphone to antenna.



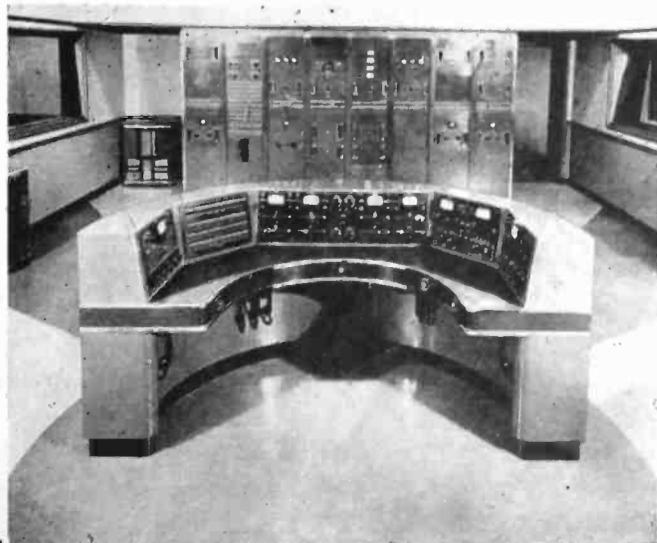
Symbol of Quality Since 1898

RCA Victor

RCA VICTOR COMPANY LIMITED

Halifax Montreal Ottawa Toronto  
Winnipeg Calgary Vancouver

(BELOW) Master Control Room of WFBR, Baltimore. RCA custom-built studio equipments, such as that shown here, are unapproached either in utility, convenience or performance. They are made up to suit the requirements of the individual station exactly—and yet, because they are assembled largely from standard units, they often cost no more than much inferior and decidedly less convenient equipments. All RCA units such as amplifiers, racks and control panel are, of course, also available separately.







LDORADO

Yah! Had to hunt for us this issue, didn't you?

BULLETIN

The editor of this column wishes to announce that Frank Chamberlainisms will in future be limited to one an issue.

HONEY-ETICS

In view of the fact that Anglo-Saxon attempts to give native pronunciation to European names and places results in sounds which are—in spite of their efforts—still Anglo-Saxon, wouldn't it be better if they reverted to their customary practice of being genuinely phoney?

SPRING BONNET DEPT.

Our hats are off to the women announcers who are pinch-hitting for the men who have gone to war, and not to those carping critics who haven't the imagination to appreciate the job they are doing.

HAT'S WRONG WITH THIS?

"Let's turn this program over to Victory Loan entirely", said the sponsor, "without even mentioning who pays for it."

W'D LIKE TO KNOW

Is CBC's new program "Summer Fallow" presented as a soothing syrup to the Alberta Public Works Minister?

MULTIPLE SPONSORSHIP

The correct time by this station's Lorie watch is ten seconds before nine o'clock —B-U-L-O-V-A— Lorie watch time.

DIAGNOSIS

Bert Pearl, miniature emcee of the Happy Gang, remarked on his recent return to the show after a few weeks sickness, "I just got sick of being so damn happy."

MAN MAIL

Sir: Further to your report in the last issue about giving away a producer with every stop-watch, what 'n hell is a stop-watch?

WHODUNNIT

Public Relations is the Secret Service of successful business.

RADIO PROVERB

Don't lay all your eggs on one program.

CREATIVE DEPT.

Some programs have a distinct resemblance to a dough-nut because their creators have taken a hole and surrounded it with a circle of dough.

"quotes"

This stubborn determination on the part of the CBC to maintain a commercial broadcasting monopoly in the Edmonton field is in startling contrast to the original principles upon which the CBC was founded. For it was the original intention when the CBC was established and Gladstone Murray brought from the BBC in England that radio in Canada should be a government monopoly, as it is in Great Britain, absolutely free of commercialism.

However, the whole basis upon which radio broadcasting was to have been conducted in Canada has been destroyed. The present discrimination against CKUA shows how completely it has been destroyed.

—:Edmonton Bulletin

The CBC has received a full share of criticism but at least it may be said that it has restricted the use of national network for political propaganda even in the case of the government in office. Broadcasting is not only a national but an international instrument and nations have seen fit to enter agreements in order to avoid utter confusion on the air. They could not do otherwise. Similarly in Canada there should be a supreme authority over both national and private station broadcasting in order to ensure the maximum comfort and satisfaction for listeners who pays the bills.

—:Calgary Herald

There should be little more ado from the provincial administration in Quebec about starting an independent radio system after Mr. Howe's statement, as the responsible minister in Ottawa, last Monday. Quebec is free at any time to engage in radio broadcasting as the province of Manitoba has done for years. The government at Quebec could presumably buy or expropriate one of the present privately owned stations within the province. Competition between the province and CBC entertainment in Quebec would be an entertaining divertissement.

—:Ottawa Citizen

Mr. Duplessis will be well-advised to stop, look and listen for a while before he goes any further with his proposed scheme for setting up a Quebec radio for the dissemination of his programs and the broadcasting of his political "news". This may seem an unfair way of stating it, but the Premier has been quite frank about his objectives in this matter, and that is what it really boils down to. He proposes to keep programs under his hand and is reported to have said that one of his objectives is the "control" of news.

The idea is not a new one: Hitler and Mussolini have quite recently given the world a modern example of how that sort of thing works out.

—:Montreal Standard

"DON'T FENCE ME IN"

Just an example of the popularity of Western song-hits. People like the rip-snortin' music of the Prairies from coast to coast. We're "Home on the Range", but that doesn't mean we're buried on the "Lone Prairee". No sir, we're ready to saddle up and ride to wherever we're wanted.

Need We Say More?



Available this Fall

RADIO, RECORDS, TRANSCRIPTIONS and GUEST PERSONAL APPEARANCES

Right now our two top hands are shootin' and singin' over there, but we're all aimin' to ride East this fall to fence in the biggest URBAN AND RURAL RADIO AUDIENCE

our sponsor could wish to influence. Remember neighbors, our listeners show their appreciation by buying our sponsors' products. And That's Mighty Neighborly!

Lou Ganzy

THE ALBERTA RANCH BOYS

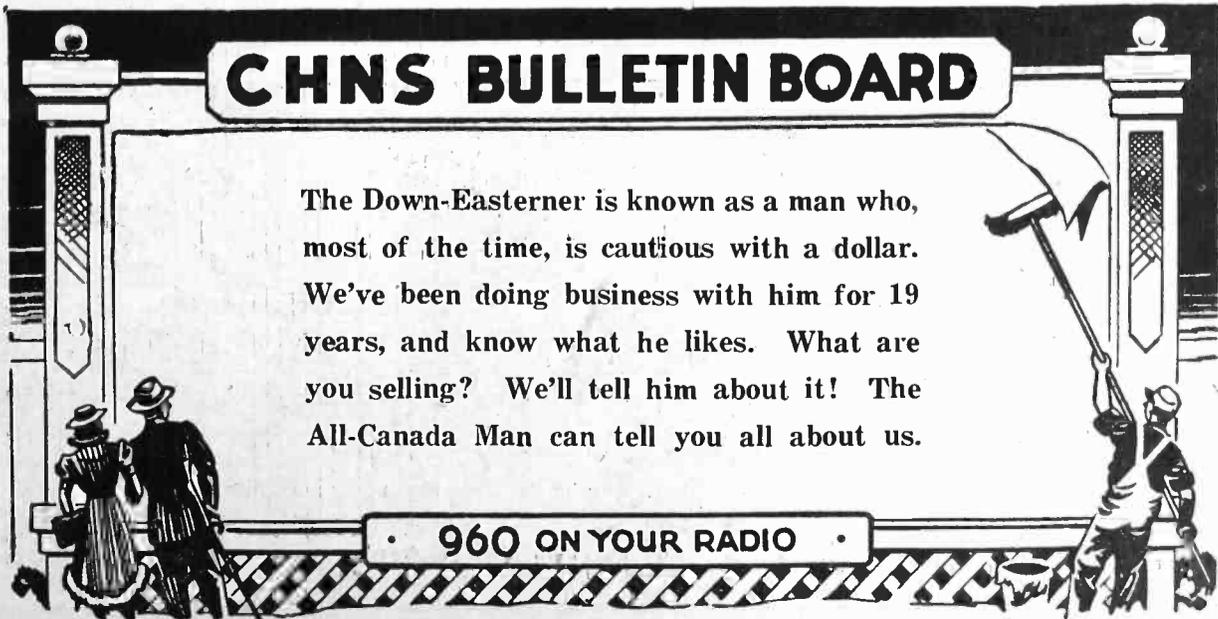
CJCA, EDMONTON

CJOC, LETHBRIDGE

CHNS BULLETIN BOARD

The Down-Easterner is known as a man who, most of the time, is cautious with a dollar. We've been doing business with him for 19 years, and know what he likes. What are you selling? We'll tell him about it! The All-Canada Man can tell you all about us.

960 ON YOUR RADIO



# THIS IS DEMOCRACY



When the "experts" meet around the CKEY mike Sunday evenings for the discussion program "This is Democracy," they don't have any scripts, but just go to it and let the fur fly where it may.

Patterned something after the order of the University of Chicago's "Round Table of the Air," the program has given public airing to such topics as "The Red Menace — Real or Imaginary,"

"What do Socialism and Free Enterprise mean to me?" "Should Religion be Taught in the Public Schools?" "Should Canada be the Forty-ninth State in the American Union?" "Should the Voting Age be reduced to 18?"

Moderator of "This is Democracy" is G. Fay Davies, general manager of the National Life Assurance Company and chairman of the Toronto Reconstruction Council. Each week a board or forum is chosen to debate the topic from people who have a thorough knowledge of the subject.

Topics are submitted by listeners and we have been asked to tender an invitation to readers of this paper to supply suggestions.

April 8th the subject for discussion will be "What Should we do with Germany After the War?" and the forum will include Gilbert Harding of the BBC and A. G. Watson, secretary of the Fellowship of Reconciliation.

### Joins CKEY

George Bell, formerly with Harry E. Foster Agencies Ltd., has joined the staff of CKEY, Toronto, where he will be in the commercial department.

### Accentuate the Negative

by R.G.L.

Either program producers want radio audiences or they don't. If they it is only common politeness to put some sort of a reception for them in the studio. What I mean is, if audiences are essential to programs like "Voice of the Actor" and "Canadian Cavalcade", the RCA offering's habit of turning in tails or dinner jackets seems a thing to do, while the Cavalcade music and cast do not present as favorable impression when they appear before the visitors in the motley array of clothing only radio artists affect. Also, it may be disconcerting to seasoned actors and entertainers, but this onlooker finds himself distracted by the all too prevalent tendency in orchestras to ogle and fidget while a play is in progress. Studio audiences are just props, it may be argued. They are a necessary nuisance, only there to create atmosphere. This being the case, they are all the more entitled to consideration seeing they perform this useful function without increasing production costs. There is also another point. Besides the "regulars", who turn out to see anything as long as its free, there are those loyal listeners from out town who look forward to a visit to the studio for weeks because they want to see just what their favorites look like. An adverse impression could affect ratings materially over a period. The unsavory appearance of the CBC Playhouse may encourage artists to don their finery. I have no voice in CBC policies.

Speaking of these two programs, which provide fine contrast of a Thursday evening, Victor offering purveys music which is just what the doctor ordered for the patient. Many of the plays are unique in twist, and the odd one that doesn't tickle my peculiar palate is never long enough to kick me off the wave-length. Personally I am becoming perhaps over familiar with the fact that the RCA Victor resources are geared for Victory, sometimes wonder if there isn't some other way that I could be kept RCA-conscious against the day when I replace my radio. I think people generally are aware of this business of turning everything over to the war work is not exactly unprofitable, or no more so than any other business laboring under the heavy hand of James Lorimer Ilsley.

In the case of Borden's Canadian Cavalcade, the very nature of the program precludes an even sequence from quality stand-point. It goes to the point, singles out individuals whose personalities have a place in the Canadian so they do their own profiles in front of the mike, and the result is good entertainment. Further than this, it is significant that this portrayal of Canadian scene is produced by the Canadian branch of an American advertising agency for the Canadian affiliate of American sponsor. Cavalcade program variety like the features of a magazine, and, like the features in a good magazine emphasis is on something for everybody rather than everything for somebody.

The habit of introducing artists with a string of flattering epithets is something I am inclined to decry. To say that starring vocalist "brings to the microphone her three seasons of experience with the Met", is a plain statement of fact (if it happens to be true). To say something about the laughter that twinkles in her eyes, her dainty gait, or her wealth of titian hair, sounds phony, will continue to do so until the advent of television, because for all the listener knows (or cares) she may have a fish eye, sea legs and a tow wig. And of course the soft-spoken announcer's cantation about an artist's amazing talents can be cut out of the act for money, because I am vain enough to believe myself competent to assess an entertainer's abilities according to my standards. If I don't like a program turn it off, irrespective of the assurances that I am all wet and really a lulu. Even the CBC can't make me listen.

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 by Elda Hope

ne people may have felt that it was  
 mp from the classics to corn, when  
 Boston Symphony was replaced by  
 Seltzer's "National Barn Dance" on  
 pion network. I feel that Saturday  
 is the time for gaiety and color,  
 of which are contained in the lat-  
 program. The "Hoosier Hot Shots"  
 e everything in the novelty instru-  
 l group from washboards to car  
 That trio of vocalizing Dinning  
 s can give out with a torch song  
 ballad equally well. They're easy  
 e air as well as on the eyes and  
 they can't read a note of music.  
 s, there are a lot of symphonies  
 n the air, aren't there?

nor girls or otherwise, we'd all pre-  
 o be called something other than  
 g beauty". Either the commercial  
 ewriter for Pond's "John & Judy"  
 am or the announcer Elwood Glover,  
 o impress me with this statement.  
 ow is one of Canada's top-ranking  
 tic features but to me the commer-  
 are a let-down. They try to ooze  
 eam out of the loud speaker in the  
 el direction of my face, but the  
 r is too- too- too. "John & Judy",  
 on active service, the centre of  
 st is Judy. She is Roxana Bond  
 as been described as a "comer".  
 y opinion, Roxie has arrived—in  
 he arrived long ago and has done  
 at deal of excellent dramatic work  
 that time.

ive I Stayed Away Too Long?" was  
 ong Bert Pearl used to open his  
 "Happy Gang" broadcast after a  
 weeks' absence. Even though the  
 rers of the Gang did a good job  
 ut him, I was glad to hear him back.  
 program just isn't the same minus

matic acting, background music and  
 n effects joined forces to bring one  
 e cleverest shows of the Red Cross  
 . "There Will Be Time Later" was  
 en, directed and produced by Nor-  
 Corwin who has been characterized  
 everything from a script-writer to a  
 cer. To me, he's a showman. The  
 was brilliantly played by John  
 ie. Music was directed by Samuel  
 enhoren, announcer Alan McFee.

RB's acquisition to its staff of Wis-  
 Campbell should pay dividends. Not  
 has he an enviable musical back-  
 ad as soloist, but he has added to  
 the experience of producing and  
 ing entertainment for the RCAF.

shart evidently does not intend to  
 de his activities to duties as Director  
 usic as I heard him soloing on  
 son's "Musical Nightcap".

ntreal's Charles Jordan, baritone,  
 ed on Borden's "Canadian Caval-  
 " and on CFRB's "Toronto Calling"  
 itly. These performances made plea-  
 listening.

one time I played piano—or thought  
 d. Now, after hearing and watch-  
 one of the truly outstanding pianists  
 ur air, I realize I just played at it.  
 n asked how he had attained his pre-  
 successful standing. Lou Snider  
 estly said that, if he had reached any  
 n point on that well-known ladder,  
 must have been practice and more  
 tice". He continued: "Dad was my  
 and only teacher. There were no  
 eas, no chords, no arpeggios—just hours  
 practice." (He plays poker too. Prac-  
 s on us. Ed.)

**Anniversary**



Vern Dallin, Commercial Manager of CFQC, Saskatoon, who recently celebrated the completion of his tenth year in the broadcasting business.

This system must have worked, for Lou made his debut at the tender age of ten, playing no less than Liszt's "Hungarian Rhapsody No. 2". When questioned about his ability as composer, he simply said "You wait for an idea to hit you, then jot it down. It's just one of those things".

After being released from the RCAF, Lou is presenting the successful series "Pop Session" on Dominion Network which proves both his aptitude and competence as King of the Keyboard. He is aided and abetted by Murray Ross who also has a natural talent for piano and novachord, Harry Nicholson on drums and Gurney Titmarsh on string bass. Vocalists Myrtle Campbell and Frank Rockwood round out this clever program. Selections vary from sweet to classical. How Lou's ten fingers could play so many notes in such a short time was one amazing factor of "Canadian Capers". And the way this small ensemble played Gershwin's "Rhapsody in Blue" was to be marvelled at.

'Bye Now ELDA

**JOBS FOR VETS**

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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.

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She's the President's sec,  
 But by gosh and by heck  
 They live in a different key.

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