FAVORITE OF MILLIONS
IN BOOKS—Philo Vance books broke all publishing records.
IN POCKET-BOOKS—now read by new millions in 25c pocket-books.
IN MAGAZINES—read by millions in American-Scribner's-Pictorial Review and more.
IN PICTURES—12 big budget motion pictures, top stars, top budgets, top audiences.

YOU GET:
1. AMERICA'S TOP DETECTIVE
2. WITH A PROVED RECORD OF NETWORK SUCCESS
3. WITH A HUGE WAITING AUDIENCE
4. A TOP SHOW THAT YOU CAN SPONSOR WITH PRIDE
5. AT THE MEREST FRACTION OF ITS COST!

Based on S. S. Van Dine's famous character as depicted in "The Canary Murder Case", "The Benson Murder Case", "The Greene Murder Case" and many more, this thrilling new half hour detective show means more listeners per dollar. Currently sponsored by leading advertisers in the United States, this prize package is now available in Canada. Here's your chance to make a number-one radio buy!

Produced by FREDERIC W. ZIV COMPANY CANADIAN DISTRIBUTORS ALL-CANADA PROGRAM DIVISION

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
VANCOUVER · CALGARY · WINNIPEG · TORONTO · MONTREAL
SOUNDING BOARD

Sir: Are your columns open for editorial? On page 8 of your issue of Oct. 24, you have an item headed: "Radio Writing Should be Dictated." Now I have no doubt that Aesop Glim (George Laffin Miller) is a most erudite and learned individual. His selection by the "men's Advertising Club of Toronto as speaker marks him unquestionably as a man of distinction, although personally I have never heard of him, withal articles appearing in "Printers Ink." But, that's not too surprising, for here are undoubtedly a great many well known and famous men to have never heard of me. But just to seem to have at least a somewhat pedagogical dictum: Copy...for radio should be dictated and not written" left me a wee bit on the agitated side. I have yet to hear a strong piece selling radio copy ad libbed. And yet, in effect, is what Mr. Glim, or Miller as the case may be, seems to expect of the radio copy writer. However, I will agree with Mr. Glim as speaker in that in the preparation of radio sales copy the literal must be "heard". This does not necessarily mean that it must be dictated. The professional radio commercial writer, through experience, learns automatically to "hear" the words that come from his typewriter. His dictation comes of necessity adaptable to oral expression. He knows, and uses the use of the printed word sequences which may be overlooked in writing for visual comprehension, but are glaringly unpleasant, or most thoroughly awkward, in aural reception. The dio commercial writer, the professional that is, learns to avoid the pedantic pitfalls of the prose writer, as such. I will, on the other hand, grant that commercial copy for dio should be read aloud after it is written for the ultimate correction of errors that have crept in, regardless of the care of the writer in its origination. There are other things to be taken into consideration. The failure in dictating copy lies in the fact that no two people find expression of a thought in exactly the same way. In writing the copy, the author knows (or should know) the speech habits of the announcer. The copy, therefore, is written for his expression, and not spoken in individualistic form, thereby to be copied by the announcer. I have never tried to compute the percentage of values of copy content against expression, but undoubtedly the voice and the material lends measurably to its sales value. Otherwise, all announcers with pleasing voices, correct in enunciation and pronunciation, would be of equal sales value in the reading of commercial credits. This most certainly is not true. Therefore, radio credits, to be successful in selling, must be prepared with the voice and manner of presentation in mind as well as the commercial substance. As a professional writer for radio, I have, in my experience, written several hundred thousand pieces of commercial copy, not one piece of which has gone on the air without first having been read aloud rehearsed by the announcer and corrected in phrasing for his, or her, presentation, and not one piece of which has been dictated. These announcements, or many of them, were successful in selling the sponsors' products, or I should not have been able to write so many. I will agree with Aesop Glim, that "anything written for the eye should not be read out loud over the radio," but the professional radio commercial writer does not write for the eye. He writes for the voice. He hears his copy; he does not read it. Therein lies the difference, and the fallacy, in my opinion, in Mr. Aesop Miller's reasoning.

Yours etc, Rich'd Moreau

="The thing I dislike so intensely about Christmas, my dear Grigsby, is the way our friends persist in disregarding the acidity of our periodical observations."

Chicago, Ill.

TO all of you from all of us

THE GEORGE TAGGART ORGANIZATION
165 Yonge Street, Toronto

AD. 8794

GREETINGS

Heap on more wood!
The wind is chill;
But let it whistle as it will,
We'll keep our Christmas merry still.
GREETINGS FROM ALL OF US TO ALL OF YOU
MAY YOUR CHRISTMAS BE MERRY AND THE NEW YEAR BRIGHT!

CHRISTMAS-1946
NEW YEAR-1947

HORACE N. STOVIN
& COMPANY
Radio Station Representatives
MONTREAL TORONTO WINNIPEG
Here Is The Plan

From your editor's address to the Young Men's Canadian Club of Toronto, November 18, 1946

The CBC is taking from the private stations the best wave-lengths. These are called clear channels because there are no other stations on them. It proposes to give the private stations, in exchange, wave-lengths which are shared by more than one station, in different parts of the country, repent. The reason for this is that you can only have high-powered stations—the type of stations which the CBC specializes in—on clear channels, whereas, on a shared channel, the powerful stations on that wave-length, if there were any, would blur each other's signals.

Interference develops on a shared channel because the two or more stations on that channel are transmitting different programs at the same time. But supposing the CBC stations in Sackville, Montreal, Ottawa and Toronto were all broadcasting the same program simultaneously, then there is absolutely no reason why those four stations should not all broadcast on the same spot on the dial. They would then be using one instead of four precious channels, and there would be no interference, because they would all be sending out the same sound.

There is no reason why our national broadcasting system should serve a different diet of programs to Halifax and Vancouver. In fact it is pampering of the five segments of Canada with different programs—five different history books even—that keeps the country divided.
"NOTES" by Lucio Agostini

To add to the confusion already stirred by the 'Beaver' and 'LaFleche' awards in the world of radio entertainment, it has been suggested (forcibly), by our editor, that we resume our column with a review of what has happened in the Canadian Radio Year of 1946. This article will, stir no commotion at all amongst our circles; however a review of 1946's exploded and unexploded firecrackers will at least produce a reminiscent sign from those who have considered radio entertainment their prime means of enjoyment or boredom, as the case may be.

Anno Domini MCMXLIIXVI has been quite a year in Canada It has seen the birth of many new entertainers and, unfortunately, the departure to greener pastures of many others who were and still are needed badly in this country. Fletcher Markle, Lou Applebaum, Hedley Rainnie, Murray Ross, Alys Robi, Alan Pierce and many others have had to find appreciation elsewhere. The fact that their earnings have or will quadruple is quite a secondary matter, believe me. Their respective talents will soon be recognized and commended. It will be their lot to know that whatever they offer to radio and its listeners will be beneficial, not just an accepted and expected fact. Their employers will not be the kindly Samaritans, so abundant in other parts of North America, who believe themselves such magnanimous gods because of their can-never-be-thanked-enough and charitable gesture in employing said artists. It would be a more sensible situation were these feelings reversed.

Now, as we say in Italy—'Torna a Sorrento,' which, freely translated means 'Back to the subject, Aggy,' please stretch your hands out (one per person only) and grab the booby prizes we are about to award.

To Ellis McElinock: A plush cushion for the best dance band of 1946. It's loud, but it's still good. In spite of the many unanalyzable chords which your dad never has heard and never wants to hear again.

To the CBC: Happy birthday on your tenth anniversary and may all factions in power keep you healthy with plenty of Do Be Mi. We all love you. You have been the artists' Haven. (Ugh! Ed.)

To Tommy Tweed: A glass of Western-Canada-Canal-Water, for the funny quip: "To hell with Canada; I go back to Winnipeg."

To the joyous Troubadours: A hair-cut each for the most consistent program.

To Esse Ljung: The complete works of Ibsen for your production of 'King Oedipus' in which you had the much envied task of directing another producer, Andrew Allan, in what turned out to be a masterful piece of acting.

To Frank Chamberlain: A one way passage to Corpus Christi, Texas, for the boster statement: "I thought it came from the States," when hearing a good Canadian voice.

To Dick Lewis: A desk job at the Canadian Broadcasting Corporation in recompense for all the kind words in that direction.

To Sir Ernest MacMillan: Ten more fiddlers in the T.S.O. violin section for having helped the Canadian composer and arrange in the many performances of their works.

To Ken McAdam: The management of a football team for your splendid work on "Light Up and Listen."

To Hikker and Allan: Another chance at the production of Vancouver's Diamond Jubilee. With Canadian director this time.

To Campbell Carroll: An antedote (name it) for the venomous articles you have written in "Rain World." Watch you don't bite yourself some day!


To Andrew Allan: A paid summer holiday in West Vancouver for helping keep the 'Stag' series the most talked-of program in Canada. Pro or Con—what the difference as long as you healthy.

To Bert Pearl: A new convertible for your untiring and successful efforts with your 'Happy Gang.'

To Northern Electric: A brand new Frigidaire for your pleasant program and all-Canadian array of guest artists.

To Giuseppe Verdi: An unneccessary kind word for having come out 'Still the Winner' despite the one 1946 Canadian threat.

To Wayne & Shuster: A publication offer for your gags for being so funny on RCA Victor. Don't
Travelling Engineer

CFRB's new jeep station wagon with engineer Bill Baker at the throttle, makes milestones fly by like telegraph poles. The other week, Bill left Toronto on the Friday afternoon for 90-mile distant Jarvis to set up and engineer Willard's "Ontario Panorama" at 9:00 p.m. Immediately after the program, he was on his way back to Toronto where he stopped long enough to pick up Bill White, and some additional equipment, before setting off for a 400-mile drive to Montreal to broadcast the Alouettes vs. Argonauts football game Saturday afternoon. Back in Toronto on Monday, he was all ready to set out for a remote broadcast from Sarnia, but instead did a short drive—to the Supreme Court—where he had been called for jury duty.

Station Opens

CJND, North Battleford, Saskatchewan, commenced operation last month on 1240 kcs with 250 watts power. The new station is represented by All-Canada and is under the management of Jack H. Coals- ton. Musical library includes World Transcription Service. News is furnished by BUP.

Spots Get Preaction

The first application in response to the RCAF re-enlistment campaign which started last month by radio was made a day ahead of airing the first announcements. Wes Armstrong of the CKEY, Toronto, recording department, upon completion of recording the Air Force spot, telephoned for an appointment for a medical.

P.S. There is no vacancy as a result of this enlistment. Wes enlisted in the non-permanent force.

Wide Promotion

CKWX, Vancouver, is using wide promotion on "Public Opinion," a radio-stage show sponsored by David Spencer Ltd., Vancouver department store. Following an outdoor poster showing, CKWX has placed 100 silk-screened display cards throughout the store and is leasing air promotion. A folder being prepared telling of the success of the program and newspaper publicity given the series is being reprinted.

December 7th, 1946

Canadian Broadcaster

Page Seven

Hayes Distortion and Noise Meter

An improved instrument for measuring distortion and noise level of lines and amplifiers

ELECTRONIC ASSOCIATES LTD.

2498 Yonge St.

Toronto
By actual survey—
Dec. 25th is Xmas

So the best of all to all!
from the gang at...

TORONTO'S MOST
LISTENED-TO STATION

CKEY
TORONTO

God
Bless Us
Everyone!

CF CF
Montreal

OWNED AND OPERATED BY CANADIAN MARCONI COMPANY • MONTREAL

When the wind whips the leaves across the lawns and down the streets, a great many people are thinking about rugby games. When the mercury begins to drop, thousands of fans come to hockey games. Fans everywhere give much serenity to "N.H.L. Hockey" broadcasts and the work of Foster Hewitt.

Atop Maple Leaf Gardens, one of the best sports events in the world, the Toronto Maple Leafs entertain the fans with the hockey game. Foster Hewitt is at the microphone, sits this magnificent sports event as a player has in his experience.

With this kind of wear and tear, it is no wonder that sports announcers prefer to keep their throats covered with woolsens during the cold weather. Some of the better places have a lot of faith in hot coffee, but surely, the majority of announcers wear a strong throat like Lyle Bentley to keep the audience interested in the game. 

Any time between periods taken up by meetings of the Hot Stove League headed by MacKnight, this League's gabbler, Len Broda is a guest of the members. Len Broda's goal-tending ability for the Leafs and his skill in making the fans with an extra point is unparalleled and earned him the title of "Blues and Whites." 

Commercial spots delivered by the Toronto Maple Leafs, their announcer, Court Benson. These never seem to come monotonous or just dull, but have the right punch. 

I've never seen anyone in the gondola with Foster Hewitt except his son, Billie, who announces a portion of the game on Xmas Day. Billie is now seventeen and, apart from a very talented father, has only had experience at school to back his knowledge of the game.

Canadians should bow very deeply to the sponsor of this sports event, Imperial Oil, and to Mr. Pasquale MacLaren, Advertising Agency executive, for outstanding sports entertainment. They bring us usual commentaries of Foster Hewitt, the exceptional announcer, by Court Benson, plus entertaining visits with the Hot Stove League.

With hundreds of thousands of Canadians and U.S. listeners, for the Hockey Broadcasts.

It's fast Approaching the time when I want to wish everyone the Season's Greetings and this exactly what I'm wishing you.

BYE for now,

ELDA HANCOCK
CAB PRESIDENT'S GREETINGS

"I should like to extend my warmest and most sincere good wishes to every member of the Canadian Association of Broadcasters for a full measure of enjoyment and happiness in the festive season. As Honorary President of the Association, I should like to offer our best wishes to our friends, associates and clients everywhere.

I am very deeply honored by the confidence placed in me when the Association invited me to assume the position of its Honorary President. You may be assured I shall do everything that lies in my power to justify your confidence, and to make the Canadian Association of Broadcasters an increasingly vital and aggressive force for the general advancement of the industry's best interests. I feel sure that all our Members share the confidence I possess in the Association's executive officers, and my belief that their endeavours will do much toward making 1947 a year of progress and increasing prestige for the independent broadcasting stations of Canada.

KEITH ROGERS
Honorary President,
Canadian Association of Broadcasters.

Air Thug Capture

The first news of the capture of Irl William Lama, the object of a 71-day search in connection with the murder of his wife and daughter, was broadcast by CKSF, Cornwall, within one hour of its apprehension. Within one hour, a crowd of 2000 persons had gathered around the Cornwall Township police station in the hopes of a glimpse of the man. CKSF was the only medium carrying the news.

Dunton Denies Sellout

Emphatic denial of VARIETY's report that the CBC may dispose of its broadcasting stations was issued last week by CBC chairman, E. Davidson Dunton. Interviewed in New York, Dunton said "the most significant to the effect that the CBC may dispose of its broadcasting facilities is nonsense as far as Corporation is concerned. Even if the story purports to mention fact, "he continued, "it is wrong. says, for instance, that the government took a $78,000 loss before speculation during the past year in its CBC operation."

"The CBC is not operated by the government and it covered its year's deficit," he stated, "from its own reserves."

Re-Employment Service

To assist in re-establishing men and women returning in civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who have been honorably discharged from active service with wish to enter or re-enter the broadcasting or advertising business.

File CB 57. Junior advertising executive, age 36, married, seeks position with national advertiser or agency, 18½ years experience in England in sales and advertising departments of soap and food manufacturer includes media, billing and accounting; research, checking; budget planning and control; promotion; motion picture publicity; premium plans; dealer displays; demonstration units. Writes technical copies for booklets and instruction manuals and motion picture scripts for advertising films. Ex-RAF photographic instructor. Box CB 57, Canadian Broadcaster, 517 Bay Street, Toronto.

Sports Award

CKOC, Hamilton, has offered an annual award of the "CKOC Sportsmanship Trophy" to be awarded to a player of that city's interscholastic football league. The winner, who must combine the highest qualities of leadership, playing ability and good sportsmanship, will be selected by the league's players and coaches.

Listeners Want FOREIGN NEWS because it's VITAL NEWS

- Any of these could decide what happens to Canadians in the next 2 Years

Get It FIRST
with

B.U.P.

HEAD OFFICE
231 St. James Street
MONTREAL

Where are you spending Xmas in 1948?

A Speech in Paris . . .
A Murder in China . . .
An Election in Poland . . .
A Fight in Turkey . . .
A Strike in Detroit . . .
A Statement in London . . .
A Death in Prague . . .
Merry Christmas to all
and to all a Good Year

Barry Wood

There is reported to be some interest, but so far no alarm or despondency among radio people, in recent stories that there is a national survey underway to find out whether or not there is any connection between radio programs and juvenile delinquency.

In Vancouver about 500 pupils in grades 4 to 11 were given a questionnaire, and the same has been done in other schools in various parts of the country.

At the same time, juvenile court workers have been studying delinquency through the same age range. When the two groups get through with their investigations they'll get together and try to decide whether there is a reasonableness to be made that certain types of programs lead to delinquency.

Which is all very interesting, and gives radio's usual critics another opening to peck away at until they find something better.

But why, in the name of Young Tom Edison, stop with radio? If there is blame to be laid at radio's transmitter for what it does to malleable young minds, then let's be consistent and have a look at the movies, the magazines, the comic strips and the theatre.

It's a lead pipe cinch, as my sergeant-major used to remark artfully, that with these other outlets going full blast dispensing crime and arson (with the Dicky Dicks looking like pretty good fellows, at that), that earning at the transgressions of radio alone is not the solution to the juvenile delinquency problem.

On the other hand, a CBC program from Hamilton — according to reports reaching the west, has made a positive approach to one aspect of this deal.

It's called "Youth Discusses" and is part way through a weekly series of six as this goes to press. John Carey, a Hamilton engineer who is active among youth groups, and its counterpart, across the Dominion, think of the other outlets of "entertainment" which we mentioned.

B.C. Briefs: manager George Chandler of CJOR Vancouver saw his desk for the first time in three months recently. He had 20 pounds less to put in his swivel chair but is on the beam again after a tough bout.

Bill Griffiths of CKMO left recently to take up an announcing job with KOL Seattle. There were the usual speeches and Bill left with a pair of gold cufflinks and a cylindrical brown paper parcel.

That noise like Donald Duck slipping in on Bill Rea of CKNW New Westminster the other Friday during a broadcast from the market place was not a bird being strangled for the Rea lunch. It was just the man himself winding back the wire recorder (which happens at twice normal speed) for the benefit of spectators, which gave listeners that interesting garbled effect.

Sport commentator Bill Teetzel and Murdoch McEachlan at CHWK

Fellow announcers have asked me to announce this.

Chilliwack are handling the win basketball sched of games at the Agricultural Hall. Another remote program going out on Fraser Valley station is the Sunday morning address by Rev. R. Herman from Chilliwack United church.

Fan mail has been coming from B.C. points as far north as Prince Rupert commenting on L.T. Nicholson's hockey broadcasts on Home Grown CKMO. Nicholson and hockey broadcasters have bywords on the coast these many years and he has not lost any of his announcing dash in coping with a very rapid game.

The "Nickel Club," in its tenth year over CJOR, is still pulling the small change for Christmas cheer funds. Probably the first such program in B.C. radio, listeners are asked only for nickels which shouldn't be too tough. The idea is to give the guy without a wad of money a chance to give something to another who isn't even less. "Nickel Club" leaves big donation appeals to the old.

Up the river at CKKN, another appeal, the Orphans' Christmas Fund, is already over the $100 mark.

With city elections coming CJOR has backed the Junior Boys of Trade's "get out and vote campaign with spots and special features.

Gordon Walberg, formerly with CKRC Winnipeg, has joined CKRM as studio operator. Carson Findlay has joined the announcing staff.

Power Boost CJOC, Halifax, will shortly increase its power from 100 to 5,000 watts. A new Northern Electric transmitter is now being installed.

UK Sales Rep CKEX has announced the appointment of Fremantle Overseas Limited, 12 Park Street, Park Lane, London, W.1, as their exclusive national sales representative in the British Isles.

Triple Anniversary November 21 was a triple-anniversary day for Bruce Chick, announcer CKLW Vancouver, for that day he celebrated his 45th birthday, his 24th wedding anniversary and completion of his tenth year in the radio game.

CFPA Serving The Lakehead

990 Kilocycles Verdun, Quebec

1000 Watts of Super-Selling Power

Again "Serving The World"

www.americanradiohistory.com
Best wishes for the season
And special thanks to all
those who have been
associated with us in the
creation and production
of broadcast entertainment.

[Signatures]

MAGLAREN ADVERTISING COMPANY LTD.
TORONTO • MONTREAL • WINNIPEG • CALGARY • VANCOUVER • LONDON, ENG.
I asked my friend the time. He didn't have a watch either. Just at that moment a short old man with grey hair and sensitive face came along the corridor. My friend turned to me and said: "we don't need a watch—here comes Louis Waizman.

Louis Waizman, the oldest employee in the CBC, has been running on an almost split second schedule most of his 83 years. Every morning at 11:15 he leaves his Spartan like office and drops down to the CBC cafeteria for two cheese sandwiches and a raisin square. Raisins give him iron and Louis must have plenty of it, for he has never been sick a day in his life. He has never taken a holiday, and, although his job requires him to report at nine, he is sitting at his desk when the clock strikes eight. He leaves work at seven minutes to five. He has two smoke periods every afternoon, always at the identical time. There is no need of a clock when Louis Waizman is around.

Louis has devoted his life to music ever since his birth in Salzburg, Austria. He sits all day long arranging music for CBC shows. His hands are as steady as ever. To a stranger he is just a quiet pleasant old man. To the musicians who know him, and name one who doesn't, Louis Waizman is one of the most fabulous characters in the land. There are no legends about him. He doesn't need legends. His own life is the story.

He was born in the great Mozart's house in Austria. His father was third successor to Mozart's father as cathedral organist in Salzburg. One of his fellow students at Munich was the composer Richard Strauss. Louis traveled with an Austrian Army band for 10 years. He covered a great deal of the globe. Once, when on a trip to South Africa, he met a native doctor who told him that the secret of longevity lay in eating peanuts every day. Louis has never missed it.

Mr. Waizman has been associated with the Toronto Symphony Orchestra since it was first started nearly 25 years ago. He played the viola but in later years acted as TSO librarian. Last spring when he retired as librarian, Sir Ernest MacMillan referred to him as his "right hand man". He can also play the piano, cello, and violin. He has records of nearly 200 musical sketches which he composed in leisure moments.

In addition to peanuts and raisin squares Louis says a regulated life is the secret to health. He has never been known to be late or to break a promise. If he tells Geoff Waddington that the arrangements will be completed at 4 o'clock, the last bar on the last line will be finished as the second hand sweeps to the top.

His personal life is regular with this same clock-like perfect. He rises every morning at six, that does not mean five past. He has a special time his pipe or "furnace" as he calls it. His wife, whom he married 1897, is not very keen on that in the house. Louis retires to the cellar, and, while his pot of tea being prepared, he shuffles around taking great sucks on his "furnace". He is said to have a pipe given him by the Czar of Russia. He puts the cat out at the same every night. He never varies his diet. Louis goes to the show a week at exactly the same time. He sits in the same seat and done so for years. The word know this and have it ready him. He never knows what he is showing. He doesn't care. He trips to the movies is his treat a Monday nights. Other events he reads detective stories, and in bed when most of us are thinking of going out.

One of the best stories about this grand old man of music is his aversion to whistling. He can write with radios or budgers near him, but, let someone whistle color will rush to his cheeks words will splutter from his new ancient mustache. "Who's whistling?—Stop visting!" Despite 50 years in Canada he still has traces of a rich Austrian accent.

Louis has reason to attack whistlers. He has a very sensitive ear, and, while arranging, is lost. unconsciously to incorporate a whistler's melody into the mix. Once he was working on a set for the Toronto Symphony Orchestra. He turned in a magnificent
ice of work as always, Sir Ernest MacMillan was high on his podium. The rehearsal was in all swing. The orchestra was in the midst of a beautiful movement. All of sudden the strings went: "Tum-te-tum-tum-tum". Sir Ernest apprised the music stand with his arm. "What goes on here? Try to explain, gentlemen, please". The melody was clearly that of the old ditty "Coming Through the Ye". Louis Waziman's face was red that day. He has been waging one man war against whistlers for since.

Musicians will tell you that Louis M. is the music teacher Petry ever had. Sammy Herszenoren studied with him, Paul Brunner took some lessons from him. And that very successful Canadian composer and arranger ob Farnon studied with the kind gentleman who likes to bow when he meets a lady.

The office at the CBC is as bare as a breadboard. The only ornamentation is a picture of Winston Churchill. But, at home, Louis keeps his souvenirs and treasures. And prized among these eminents is a post-card of the Mozart-Waizman birthplace sent to him from Austria by Sir Ernest MacMillan in 1933. Sir Ernest wrote on it in German: "Greetings from the birthplace of at least two noteworthy musicians."

If Louis' penchant for regularity is brought him notoriety, so too is his conscience. In all his years of work with Toronto's musical unit, no one has ever heard him accuse another man's work. He is what one might call the "ideal" employee. He has never taken sick leave. He has never used his holidays, in ten years with the BC. And if his work is interrupted, he considers it his duty to see overtime. Last year he did one special work for the Toronto Symphony Orchestra, which took him away from the CBC for an hour or two. This bothered him, he came back and worked Saturady afternoons, just to square his conscience.

Louis has a soft spot for pretty girls and kids. He bows with old world charm to the former and to act as Grandpop to the latter. When he heard that Dick Armstrong's little boy Jamie had a Grandfather Louis offered to tell the bill. "Now, "Grandpop" working on a book to teach me music."

Apropos of his orderly life—such comes and goes always at the same hour and along the same streets. He never deviates. The same when he used to go to Massey all year after year. One day effrey Waddington gave him a wave. They travelled down Church Street, which runs along the East side of Massey Hall. After they had been on Church Street for several minutes Louis asked Geoff where they were. He was lost. In his 24 year attendance at Massey Hall, he had never left his routine circuit of down Yonge Street.

So completely has this man mastered himself that within ten minutes of completing an arrangement he cannot hum the tune. He has trained his mind to shut down completely. He must do this, for, over the years, he has worked on thousands of pages of music. Louis arranges in the classical style. He has a thorough knowledge of harmony. He has taught his whole family. Florence sings with the Mendelssohn Choir, Mary is a pianist and Louis Jr. plays flute.

He has no interest in Austria. Even if he took a holiday, he would not visit Austria. A few weeks ago the CBC International Short Wave Service asked him to speak to his native land. Louis consented, but his German was very rusty. He has visited many countries of the world, but, he thinks Canada is so far ahead of them that there is no point in discussing it.

Louis is a great believer in radio. He says it acquaints listeners with the best in music and is raising cultural standards. When asked what were the highlights of his career, he replied: "De past is de past—today is big enough for me."

**Emcee Spot For Fuller**

Jack Fuller, who took his 1944 announcing Beaver to Chicago, has been chosen to emcee Jack's Amature Hour on ABC Sundays, replacing Charles Lyon who has held the spot for several years. Fuller left Toronto for the windy City last year.

**Promotion Award**

CKRM, Regina, has won the first prize in the 1,000 watt station class in the recent promotion contest conducted by the Longform Watch Company, on the "World's Most Honored Flights," featuring Captain Eddie Rickenbacker. Grant Carson is CKRM promotion manager.

**Braille Broadcast**

WCMB, Baltimore, Maryland, last month broadcast a program prepared and produced by six blind school children. Written in braille, the script covered embarrassing situations in which the blind find themselves and showed their sense of humor. Audience reaction was excellent.

**RING OUT THE OLD!**

(1000 Watts)

**RING IN THE NEW!**

(5000 Watts)

To Our Agency Friends and Their Clients

To The Whole Industry

A Merry Christmas

ON JAN. 1st

Broadcasting Station CKOC

HAMILTON, ONT.

*INAUGURATES ITS NEW 5000 WATT SERVICE*

Every endeavor will be made to make 1947 an outstanding year for all those associated with us. Our service to the Community of Hamilton will be improved and our "best in broadcasting" will be the watchword for the New Year!

*Official Opening Date To Be Announced Soon*
Jean Baptiste says:

The narrowest thoroughfare in America
-Sous-Le-Cap Street-in Lower Town, Quebec.

To broaden your sales horizons, use Radio to carry your sales message. Quebec Province, by established tests, listens to its radio sets more thoroughly than does any other part of Canada.

CHRC
QUEBEC
1000 Watts (soon 5000)

CHLT
TROIS RIVIERES
SHERBROOKE
250 Watts (soon 1000)
1000 Watts

Jos. A. Hardy & Co. Ltd.
1405, Peel St.
MONTREAL
Tel. Harbour 2512

39, St. John St.
80, RICHMOND ST. WEST
QUEBEC
TORONTO
Tel. 3-6693
Tel. Adelaide 8482

Greetings
ARE IN THE AIR
FROM

CBC Conscience

While listeners in Canada are paying their annual license fees for the first time, an American listener near Seattle, Washington, has forwarded a cheque for $2.50 to the CBC Vancouver studios.

"This is our thanks and appreciation for your excellent programs," the accompanying letter reads, "especially the B.C. Farm Broadcast and the B.C. School Broadcast. Your CBC News reflects the impersonal balanced thinking which is so much needed today."

The cheque has been returned.

Radio Homefinder

Hugh Kent of Bromo-Seltzer Limited, Toronto, is convinced radio advertising brings results. Threatened with no place to live and an apartment hunting by ordinary means proving fruitless, Hugh Kent appealed to his firm's advertising agency, The F. H. Hayhurst Co. Ltd., Toronto, for suggestions. The agency prepared a commercial which was broadcast three times over CKEY with the result. Hugh Kent is now comfortably settled in a suitable apartment.

Music Festival

Ckew, Moncton, is planning revival of Moncton Musical Festival next spring. Shelved since 1942, it is hoped the Festival will again become an annual event to provide an outlet for local talent and give Moncton a yearly musical attraction. The Moncton Women's Musical Club has prepared a syllabus embracing solo, choral, band and instrumental classes for adults and students. Dr. Charles Peaker, FRCO, Toronto, will be the adjudicator.

To All Our Friends
In The Trade...

A VERY MERRY CHRISTMAS

and

HAPPY NEW YEAR

from

HAROLD WARREN
AND THE GANG

of

The Voice Of The Alberni Valley

C J A V

PORT ALBEBNI, B.C.

Accentuate the Negative

The Christmas bells will be jingling with a broad "A" for correspondent this year as he takes a (literally) flying trip around the world, with the CBC's help. A trip to get rid of us, he has been returning hand-spin to get this issue into print, of plans being changed.

Even the agencies seem filled with a desire to pad our part, and Frank Speer of JWT sent us the only copy of his month, and Hughie Horler was only five late with his apologies.

Before leaving we have put the next mess of Beavers on the stove and brought them to a slow boil, as have now left them to simmer until after the holiday.

Prime subject of conversation is Radio Row, the news which have been asked to describe as confirmed rumor, that Jack C-K E Y

is replacing his position as : truant officer for the CBC with Jack Murray's continually interest in station CFD Brockville. It will be interesting to watch Jack as he reverts to type to the point where he becomes as same guy that used to do Sappy the Killer on CKNC, before he d.c. The story was in ink and took him on its own way along with that station's other furniture and fixtures.

AFRA strike news is lurkii around somewhere, and something more definite than "rumored postponement" may break before time.

Sunday November 24 I caught Toronto's Mayor Bob Saund deliver his 55th report to the people. I have the honor to serve over station CHUM, and I was impressed, not with the mighty eloquence of an eminent orate (nobody could call Bob that), but with the wonderful application of radio's "power-for-good" as evidenced in these straight-from-the-shoulder talks delivered in the Blunt style by an officer of government who believes he has been elected to serve and not to rule and uses radio to prove it.

For nearly five years, the Broadcaster has carried news of the broadcast medium to nation advertisers and their agencies across the country. Early in this New Year it will be our privilege to offer stations an opportunity carry word of the power of radio as a medium of retail advertising to the merchants and retail businessmen in their trading areas.

I can think of no better wish than that your Christmas will be as happy as mine.
exciting...
dramatic...
unusual...

MERCER McLEOD
...the man with the story

New NBC Recorded Production that poses the question: where does fantasy end and life begin?

The unique appeal of this NBC Recorded program...its hard-driving dramatic style that keeps listener interest...the unusual talent of Mercer McLeod...plus the assurance of audience acceptance, proved on the CBC coast-to-coast network...combine to make it one of the most commercially desirable syndicated features available to local, regional and national spot advertisers.

Mercer McLeod, world traveler, actor, writer has every qualification for being a great storyteller. His strange tales...many from his own pen...follow a time-tested pattern for entertainment...recreate experiences of adventure, suspense, mystery...bring to life a world of legendary fantasy. Portraying all male characters in each program, his astounding voice changes and keen sense of pacing give his stories a reality that is inescapable. Reta McLeod, his talented wife, plays all feminine parts.

Audience acceptance for this unusual show is an established fact. Listeners to the coast-to-coast Canadian network voted Mercer McLeod...The Man With The Story one of their favorite dramatic programs.

NBC PRODUCED for better programming—NBC SYNDICATED for low cost—MERCER McLEOD...THE MAN WITH THE STORY is the ideal choice for any advertiser who wants one of the best syndicated shows his program-dollar will buy.

Audition records and complete pictorial presentation await your request.
The Season’s Sincerest from
The Wright Stations
CKAC  Montreal
CKCO  Ottawa
CKCR  Kitchener
CKSB  St. Boniface

Urge Mayors To Use Radio
Asserting that radio and its resources are largely neglected by municipal authorities as a means of civic education, Robert Hudson, CBS Director of Education, has urged U.S. city governments and their officials to acquire radio skills to enable them to tell their stories on the air.

Speaking in Philadelphia before the National Conference on Government, Mr. Hudson proposed to the attendant mayors and "cabinet" members that municipal personnel be trained to make effective use of local stations and programs.

"Municipal officials and municipal governments as such have seldom availed themselves of radio as an instrument of civic education except at the behest of a radio station or of some citizens' group," he said. "They have to be dragged out of their offices by persuasion to get them before a microphone."

Air Talent At Fair
CKCW, Moncton, provided radio coverage during the 7-day Maritime Winter Fair held last month at Amherst, Nova Scotia, where they erected special studios in the Fair buildings. Live shows were broadcast two hours each afternoon and in the evening to hours of special events and Amherst talent were aired. Between air shows, the studio was used to present over the P.A. system, throughout the Fair grounds, programs by radio aspirants who received as souvenirs, recordings of their contributions to the Fair entertainment.

Set Sales Soar
Canadian Electrical and radio sales in September increased 80 per cent as compared with the same period of 1945, according to the Dominion Bureau of Statistics. The increase was 7.6 per cent over that of August, 1946. Sales of radios, musical instruments and supplies totalled $778,347 in September while during the same period last year, value of sales was only $523,861, showing an increase of 45.4 per cent.

WGR Gets 750 G's
The sale of WGR, Buffalo, by the Buffalo Broadcasting Corporation has been approved by the FCC. The $750,000 sale of the 5 kw station has been made to Leo J. Fitzpatrick, president of WJR, Detroit, owner of 75%, and E. E. Lounsbury, former Buffalo Broadcasting executive, owner of 25%.
Appropriate government officials and all party headquarters staffs are busy preparing for the next Session of Parliament, early in the New Year. Majority party position is strong, but opposition is still stronger, and that would appear from surface figures. Opposition rarely votes together on any single issue. With careful preparation, the majority party should be able to count on some of its legislation gaining majority votes, while taking other parts of it gaining CCF votes. By this method, the "yea" vote will always be substantially in excess of the "nay." Majority party also has this fact in its favor: a good many important political issues are still vague and confused. Opposition groups may be hesitant to take too strong a negative stand on some of these issues for fear of being Chief danger to the Administration appears to lie, romantically, in completely minor issues. At last Session, Opposition parties stood together more frequently on matters like votes for production of papers, or motions to uphold Speaker's rulings, and minor matters of procedure. Moreover, there is more heat and motion in matters like redistribution of the new flag, and the "Canada Day" bill than in matters like controls, foreign policy, or ever oosing.

Radio will play its part in 1947's Session, probably early in the new year. John Dienfkaker (Progressive-Conservative, Lake Centre, Saskatchewan) has already indicated in a public address that he will seek amendment of the Broadcasting Act to remove CBC power from public ownership. There is no concern shown over house organs, programing, and similar materials, but over possibility of net getting into weekly publications on the national scale. All three opposition groups have been notified of Parliamentary special com. on radio, and get under which is early as possible in Session; probably in February or March.

Ottawa is a city of "Associations," and "organizations." Under the single heading "Associations," the Ottawa telephone directory lists sixty-seven major groups engaged in the capital city. In many cases, these are head offices of the groups concerned. Such associations range all the way from the Canadian Ayrshire Breeders to the "Association for International Understanding." Among the known groups with representation in the capital city: Canadian Congress of Labor, Canadian Federation of Agriculture, Canadian Manufacturers Association, Fisheries Council of Canada, Bank of Canada liaison officials a first-class job during the current loan, feeding out brief, compact and fully newseworthy sports on loan's progress twice daily.

Emphasis on problem of "Controls" has shifted to external editors. Extent to which controls remain effective in practice now depends more and more upon developments abroad, particularly in the United States. Rise of general price level there will have profound effect on the Canadian economy, and make it difficult or impossible to maintain certain subsidy arrangements. These factors will have their effect on whatever action is taken in relation to controls by the government, or Parliament. The Donald Gordon series of broadcasts indicates obvious desire on part of government to create the necessary mood amongst the public for continuation of controls, as long as (a) necessary; (b) possible. It is more likely that (b) will be the shorter factor of the two, in point of time.

Newsroom To Plane

Passengers on all incoming and outgoing flights of American Airlines at Toronto are supplied with last minute sports scores. This service is provided by arrangement with CHUM, Toronto, direct from their newsmen.

Santa 1946 Style

Santa Claus arrived this year in Hamilton by helicopter, through the courtesy of the G. W. Robinson Department Store. CHH,1's Tom Darling did a description of his enthusiastic welcome at the Hamilton Athletic grounds, from the helicopter which hovered over the field. Transmission of the description was done by wire from the plane direct to the recording machine below.

The event marked the opening of the G. W. Robinson Santa Class Campaign which they are sponsoring on CHML.

FM For FD

Montreal has become the first city in Canada to equip its fire department with three-way FM radio, according to Director R. E. Pare, the Department's Chief. Engineered and installed by RCA, the system is now in regular use and has been found to be of value in speeding communications within the city's fire service.

The transmitter is operated by remote control from Central Fire Alarm Headquarters, and provides two-way communication between headquarters and cruising cars at all times. Car-to-car communication was made possible by rebroadcasting all calls from cars over the station transmitter, thus making it possible for two cars to converse with one another from as far as 40 miles apart.

The three-way FM radio system is expected to decrease dependence on land lines which can easily be severed in case of a storm or emergency and is a guarantee of uninterrupted service at all times.

They're modern... they're exclusive... they're hits!

The World Feature Programmes

They are top ranking radio shows that fit even limited budgets. World Feature Programmes are smooth, expert productions that feature outstanding talent, and well-known writers, directors and producers.

Northern Electric

25 Branches Across Canada

Write today for full details on World Feature Programmes.

Northern Electric

Company Limited

25 BRANCHES ACROSS CANADA

Dept. 918, 1261 Shearer St., Montreal, Que.
FOR WHOM THE KNELL TOL

by ARTHUR F. WRENSHALL

Maybe I’m funny, but I’d like to work for the government. But why can’t I just apply for a job and be accepted or refused on my merits?

So far I’ve learned a lot about baby bonuses, unemployment insurance and pensions. They have more things to offer a fellow which he doesn’t have to work for. But I still want a job.

It seems to me that State paternalism is weaving its way into our lives as never before. Just cast your eyes over the benefits coming to the present-day Canadian who keeps his nose clean, and his initia
tive in his hip pocket.

From birth to the age of 16, he is worth from $5 to $8 a month to his parents, and if he should be fortunate enough to be a moron, this subsidy could probably be carried past the maximum age, as it would then be assumed that he was incapable of ever rising above the level of a Stenographer, Grade I.

Having graduated from a school of “recognized standing,” he is eligible to enter the Civil Service, and settles down to slug it out with the rest of the boys in the East Block. At a suitable age, he returns on his Civil Service pension, or he may select the option of an Old Age Pension, “whichever shall be the greater.” Should this be a frissoned away in idleness during his

remaining years, his relatives, or perhaps even some yet-to-be-formed Government agency, can be counted on to see that he gets a decent burial. And so ends a life dedicated to the State.

Dealers in statistics are fond of describing what would happen if all the red-haired Chinamen in the world, or eligible bachelors under 60, were laid end to end. Our guess is that if all the civil servants in Canada were laid end to end, there would be a noticeable de-
crease in the number of Canadians standing on both feet. Picture for yourself the seething, writhing mass of humanity as nearly 10,000

men and women are laid end to end. It is not unreasonable to as-
sume that they would cover, many times over, the well-worn paths between the East Block, the Daly Building, to say nothing of the beverage rooms of the Chateau Laurier. And all this without allow-
ance for the coefficients of expansion of shoe leather and the human head.

Priding myself on being an ob-

servant individual, I had noticed the trend some months ago. Taking the hundred thousand civil ser-
vants, and making allowances for natural increases, I sensed right away that before another generation had passed, the population

would be heavily dominated by those whose grocery bills were paid by Receiver-General cheques. If I could get in on the ground floor, think of the seniority I could build up!

So I started haunting the Post

Offices, where the “Wanted—for public service of Canada” forms were on display. There was no lack of variety in jobs; apparently the Government of Canada was in the market for just about every-

thing in the book. I passed hur-
riedly over the opportunities to be-
come a Federal Chicken farmer, an inspector of inland water steam

ships, or of the Government

lives, as these looked too much like stone-wall jobs, and I lacked the necessary qualifications. Finally I found it—“Editor, Grade II, Dept.

of . . .”. Just my dish. I might not be sure which end of the chick-
en egg came from; my know-


ledge of inland waters, and the ships might be strictly landrubber
ish; my acquaintance with bees might be only a stingling one, but, by gosh, I could be an editor!

There are several clearly defined stages to be covered before a per

son takes the Civil Service shilling. In chronological order they rea

something like this (i) Filing Form (ii) Written Interview, (iii) Written Interview, (iv) Waiting. Let n

one, however important, think the

he can skate around Stages (i) and

(iv). The only possible way of doing this is to be a life-long friend of at least a deputy-minister. To be possessed with some dan

aging knowledge of his private life would also be helpful. Those

who were in either the Army, the Navy, or the Air Force will probably fee

that in the services the policy of “hurry up and wait” was exploited to the limit. Compared to the Civil Service the ponderous furni

ings of the forces were models of efficiency.

The Form itself, to employ a

b pun, was formidable. I carried

home that night, and studied care-

fully. There were eighty ques-
tions to be answered, commen
cing with the type of work I was applying for, and ending with the decl

aration that I had told the whole

truth, so help me God.

The first two or three question

were straightforward enough, by

Nos. 4 (a) and 4 (b) required

little thought. Either one by itself

would have been quite simple; (a) asked for my home address, and

(b) for my place of residence. The distinction, I felt, was a fine

one. After a moment of de

tought, I put down my home ad

dress as the answer to both.

Question 7 asked how long I ha

lived there, to which I answered “Fifteen months”, but felt that the answer was not really complete. I did not add “thanks to WPTF

regulations”, as a subtle compli

cent to the efficiency of Govern

ment controls. A little flatter

never hurts.

Passing on, the list wrung from

me the pertinent details that m

French was not good; that my

color was white; that I was 2

years of age; that I was enjoying

e excellent health; and that my

charlie horse didn’t affect my

smoker handicap. Came then the

§1 question, No. 22—“Sex”.

In the light of information al

ready given, this question; struck me as bordering on the unneces

sary. As far back as Question 3, it had stated that my full name was

Arthur Fleetwood Wrenshall, and

had refrained from answering

Question 5, which required me to give my maiden name, “If Mar

Surely, I felt, there was sufficient evidence to establish my claim to

manhood. It seemed to me that there were only two possible ans

wers: either “in moderation” o
never touch the stuff." Anything else would mark me as a wolf, and an undesirable character to be turned loose amongst stenographers, Grades I, II, and III.

From 22 to 44, the queries were apparently designed to find out whether or not I was an immitant, a flaming revolutionary, guy with a police record or anything but just another Joe looking for a job. They covered such things as the part of entry, length of residence in Canada, willingness to serve in Ottawa or elsewhere, and number and types of offences I had been "called before a court of justice to answer." Question 53 headed "Education", with several columns ruled for schools, objects, dates and degrees. As a father aid to those whose minds could not fully grasp what was hinted, there was an explanatory pre-underneath which read, "This space should be used for 'Educational only'." I couldn't help admiring the designer of this form—he is leaving nothing to the vagaries either the intellectual or the bird brain.

And so, on it rolled through the at of my private life, covering my employment history, my army time, and my post-war plans. Finally, after explaining that I was able to pursue my pre-war occupation because the school would take me back, I dotted the "i", and took off for the office in public.

The ceremony was brief. "Do you solemnly swear that this is the truth, the whole truth, nothing but the truth, so help you?"

"So help me!"

"Fifty cents, please!"

And that was that.

Two weeks later, I received a reply through the mail, bearing the full tidings that my application had been received, that it would given consideration and that I should be notified of the result as soon as possible. Being of the hope-type, and as yet a stranger to departmental dithering, I foolishly looked for further startling developments within a matter of a week or so.

Time passed. The verdant green of the trees took on the first delicate hints of autumn's coming splendor. The Nazi big boys were given the long stretch. The Cardinals won the World Series. The Soviet foreign minister threw a party at which Molotov's cocktails were consumed in honor of the Revolution. Prime Minister King went abroad. I sent my winter coat to the cleaners. Prime Minister King came home. I got my coat back. The radio promised snow.

Then it came. One of those official brown envelopes that contain anything from a gentle prod about the income tax returns, to a baby bonus cheque. It said that in reference to my recent application for employment in the public service I was to present myself, at my own expense, at 10:30 A.M., to appear before an examining board. To ensure that everyone had their cards on the table, it added, "This is merely a qualifying test to determine your fitness for employment of the above nature, and should not be interpreted as an offer of a position."

The day dawned wet and cold, promising a greyish gridiron. I parted with a nickel for bus fare, and a quarter for car tickets, at my own expense. On the dot 10:30 A.M., I strode into the official room, stepped over three pairs of legs, and presented myself at the counter. No reaction.

A door opened, and a civil servant of obvious long standing came over to the counter. "Oh, yes," he said, "You're the one who wants to be an accountant." I produced documents to prove that I wasn't, and at this a frown dulled his face.

"Let me see—editor, editor—oh, yes. Say, I'm afraid we won't be able to see you to-day. Probably next week sometime. Do you mind waiting for a while?"

I sat down and read the daily before yesterday's newspaper, thoughtfully provided for the convenience of those waiting. At a quarter to eleven I lit a cigarette. At eight minutes to eleven I tucked the butt behind a convenient cabinet. At eleven o'clock I began to think. At ten after eleven I lit a cigarette. At seventeen minutes past, I stowed the butt behind the same cabinet. At twenty-seven minutes past I started to clear my throat, but got no further than the windup. The inner door opened again, and I was summoned before the Presence.

The board consisted of two men, a desk and my application form with the eighty questions answered in my own typewriting. Oh, yes, and a rubber stamp. All this I took in at a glance.

"And you?" said one half of the board, "Are Arthur Fleetwood Wrenshall?" He didn't say it in the way he might have said: "And you are Winston Spencer Churchill? I admitted it.

"And you are applying for the position of editor?"

I refrained from pointing out that it was all down in the application form. Instead I said yes I was.

"The qualifications call for postgraduate experience in the economic or statistical field. Have you had any such experience?"

I said no I hadn't. Both halves exchanged glances.

"You write very well." said the up-to-now silent member of the board.

I blushed prettily, and hung my head with appropriate modesty.

"In fact, I enjoyed the specimen of your work you submitted. I read them all—if you can call that a compliment." I smirked.

"But—it doesn't seem to be quite the thing required for the position. Are you any good at figures?"

I murmured something about: "took higher mathematics at college."

"No, that's not what I mean. What I refer to is—if you were writing a press release about something or other, and you went to the men who handled that particular thing, would you know what figures were important, and what were irrelevant?"

That sounded vague, but easy, so I said yes. At least one member of the board was on my team, because he made a noise that sounded as though he thought I would, too.

We looked at each other. I uncrossed my left leg from my right knee, and crossed my right leg over my left knee. Board member No. 1 coughed. Board member No. 2 blew his nose. I stood up. I smiled.

The interview was over.

You will now be expecting me to tell you how much I like my new position, and what my stenographer, Grade I, looks like, and if, when I write a press release, I am able to separate the important from the irrelevant figures.

Well, I'm afraid I can't. You see, I'm still waiting.
SCHOOL BROADCASTING

School broadcasting began in Britain in 1923. Today, there is an organized service of 39 transmissions a week. There are about 12,000 schools registered as listening schools, i.e., about 40 per cent of the schools for which the broadcasts are intended.

The School Broadcasting Department of the BBC works under the direction of an independent council known as the Central Council for School Broadcasting. Major representation on this body is given to teachers.

The first daily broadcast to schools is a news commentary, which runs from 10:05 to 10:10 a.m. The remaining broadcasts run between 11:00 a.m. and 12:00 noon, and between 1:40 and 3:00 p.m. These broadcasts are divided between the various age groups—infants, juniors, and seniors, as well as a series suitable for general listening by all ages. One series is reserved for boys and girls between 16 and 18 years of age.

The subjects taught include History, English, Science, Music, Geography, French and Nature Study. Series of a more general appeal, such as "Current Affairs" and "How Things Began," are also included. In the syllabus for the Spring of 1945 a series for senior boys and girls was given under the title, "If You Were American." The aim of these talks was to tell British children something of the lives and surroundings of children of their own age in the U.S.A.

It has been found that the best results are generally produced by what might be called a "teaching team." This consists of an educational expert to ensure that the scholarship of the broadcast is sound; a script writer to translate the knowledge of the expert into good broadcasting material; and a dramatic producer to take charge of production which may include narrative, dramatic interlude, sound effects and so on. The team also includes a program assistant, who is responsible for the general organization, and who receives weekly reports from a panel of listening schools, together with advice from a program sub-committee of the Central Council for School Broadcasting.

In order to help teachers obtain the fullest value from broadcast lessons, the British Broadcasting Corporation used to issue accompanying leaflets with each series. This enabled the radio speaker to refer the children to visual illustrations which he knew they would have in front of them. When the war began, the School Broadcasting Department had to manage without leaflets, and the new technique, necessitated by the shortage of paper, have taught the department a great deal about school broadcasting which will be permanent value.

Woman's World

Many women today hold responsible positions in British broadcasting as a result of the war. Regarded as vital to the war effort, the BBC opened new avenues of employment to women through loss of male employees called for military duty. One successful wartime change was admission of women to the Engineering Division. At one time, some 800 women were employed at studio and transmission work for the BBC throughout Britain, taking over tasks such as engineering, program engineering and production, recording, maintenance, news editing, announcing, and script writing. In London, alone, the average figure during the period was between three and six hundred women employed. The war gave women the opportunity to take over essential duties in their work, which played an important part in maintenance of BB wartime broadcasting services, important still in peace time.
input wave guide.

The experimental tube now undergoing tests at Bell Telephone Laboratories operates at a frequency of 4000 megacycles, has a bandwidth of 800 megacycles and a gain of approximately 20 db. It is obvious that this principle can be utilized over a wide range of frequencies. Later models will provide greater gain and a considerable amount of power. It appears, however, as though the efficiency of this type of tube will be relatively poor.

It is anticipated that the travelling wave tube will find considerable application in radio relay work in the microwave region.

"What Do You Think" 

The Edmonton Hudson's Bay Company is broadcasting "What Do You Think" over CJCA. This half-hour audience participation program uses press coupons; public opinion is sought on various topics such as ladies' hats, parking areas, milk prices and sweepstakes. The program, presented from the stage of the Garneau Theatre, features questions published in the press and if contestants' answers are identical to the thinking of the majority, cash prizes totaling $35.00 are awarded.

New Newzie Stations

Sixteen new broadcasting stations are slated for construction in New Zealand, including one of 60,000 watts power. The construction contract has been awarded to an Australian firm, the Amalgamated Wireless of Australasia, Ltd.

Check Juve Listeners

Vancouver school pupils from grades four to eleven are being checked on their radio-listening habits to determine the relationship, if any, between radio listening habits and juvenile delinquency.

The study was undertaken by the National Committee for Mental Hygiene at the request of the CBC. 5000 students and 1000 juvenile delinquents in other parts of Canada will also be surveyed.

Touche

CKAC, Montreal's 29-day "manhunt" contest has ended.

The contest, during which radio listeners were given six clues daily as to the identity of a Quebec resident, drew Province-wide mail. Winner was George Lefort, Montreal hardware store manager.

A second prize was awarded to John Le Cavelier, president of the Modern Merchandising Company. 152 clues were broadcast before the correct answer was received.

The winner will be awarded a new 1946 Nash on December 21, the presentation to be made in front of the CKAC building on St. Catherine Street West.

LISTENERS ARE MADE... NOT BORN! CKNW's consistent promotion pulls listeners to CKNW Over 14,000 lines paid space monthly.

DAILY IN THESE DAILIES • WEEKLY IN THESE WEEKLIES

Vancouver Sun Burnaby Advertiser
The British Columbian Co-Operative Daily Provincial
North Shore Press
Fraser Valley Record
West Vancouver News
Semiahmoo Sun
The Ladner Optimist
News-Gazette
Highland Echo

BURNURY ADVEN!
THE ADVANCE

RABIN KITZTSKID

The British Columbian
The Langley Ad
THE ADVANCE
YOUTOREADYGETTINTO
Surrey Leader
The B.C. Farmer
North Shore Review
NORTHERN HIGHWAY REVIEW

CAR CARDS...DISPLAYS...SCHOOL TIE-INS TOO

No other Western Canadian station can prove such consistent promotion to build audience for

YOUR SALES MESSAGES ON THE NO.
NEW WESTMINSTER, B.C.
A Merry Christmas

From

Canada's Largest Exclusive Radio Agency

JACK MURRAY LIMITED
Radio Advertising

10 King Street East
Toronto
GOOD RATINGS NEED GOOD WRITINGS

The main ingredients for a successful radio advertising campaign are a program with a substantial, not necessarily the highest, rating; a well-written selling commercial; a voice which has the persuasion, conviction and warmth of a first-rate salesman.

Addressing a "Radio Night" meeting of the Toronto Women's Advertising Club last week, Jack Cooke, president of CKBY, Toronto, explored the fact that "the average advertiser will mortgage his life and family to get a show with high ratings," and then "destroy the efficiency of what he has bought by incorporating into his program a commercial message which wouldn't sell Stalin to the ustashas."

He pointed out that having a top-rated show, the average advertiser feels that his job is done, and so delegates writing of commercials to "someone down the line... in many instances the sweet young glorified stenographer... or Joe Jerk, who once got an A in composition third at high school, is given the job... "One seldom hears of a program spending time to supervise and producing the money necessary to hire crackerjack copywriters," he said.

Claiming that it is practically impossible for a man to be a good copywriter if he isn't a salesman, continued: "the average announcer has no more conception of how to write for a merchant than I have to write for a Reynolds's pen. The greatest copywriters that ever lived not only were salesmen, and employed in their writing every selling technique they ever learned, but many of them, before ever selling that piece of copy, sold it product from door to door... till they had developed a patter which sold it consistently.

Citing the late George Washington Hill, Lucky Strike Cigarette president, who sold more cigarettes than his competitors with smaller advertising budgets, by writing his own copy in long-hand, Cooke decried the practice of "sneaking in secondary claims and thus confusing the man or woman who listens or reads. It's a human trait to want to tell the 'whole story,'" he said, "but it doesn't pay off."

He urged management to ask the sales staff if the copy will sell the merchandise. "Even though the salesmen may be illiterates," said, "I'll bet they could write better selling copy than the bulk of the copy which is heard on the air today.

Announcers often butcher commercials, he stated, because reading of commercials has not been properly rehearsed and supervised. He told how George Washington Hill nearly drove his announcers crazy, having them rehearse and rehearse his commercials "in exactly the style Hill knew would sell Lucky Strikes."

(Note: Jack Cooke's thoughts on the topic of research, as expressed by him in this talk, will be reported in an early issue.)

CBC Eyes TV

A. Davidson Dunton, chairman of the CBC board of governors, announced last month that the board had decided at a meeting at Ottawa that studies should be made of the possibilities of establishing publicly-owned television facilities in Montreal and Toronto.

Included in the study, Mr. Dunton said, would be the possibilities of participation in the operations, at such centres, by others interested in Canadian television development.

Heartiest Wishes to all from CHEF GRANBY, QUE.
The Radio "Chef" of the Eastern Townships

JACQUES A. THIVIERGE
General Manager
The Best of Everything to you is our wish for Christmas 1946

On a recent visit to CKRC, we found the staff pretty enthusiastic over a new program, interestingly titled "Occupational Therapy".

"Occupational Therapy" takes the view work is a disease and requires drastic treatment. Housewives are the patients. CKRC surveyor went direct to them to learn what antidote to dusting they preferred. Multiple answers demanded a complex formula.

Her entertainment seemed were simple, said Mrs. Housewife: merely different music, news, labor-saving and home hints, drama, gay entertainment, thought-provoking entertainment, and shopping news, in that order. Nothing more.

On yes! Her pet hate: to be consider an unimaginative drudge living solely for dirty dishes. And she wanted no more preaching, teaching and verbal cudgeling. This treatment by radio must be a sugar-coated pill.

Two noted specialists at CKRC, from opposite fields, joined contesting forces to find how to inject all this (and heaven too) into 55 minutes. There are Gene Charbonneau, personality Joe extraordinary; and Jack Scott, "The Voice," whose rich-toned drama stirs feminine listeners both locally and nationally.

The blending of these personalities provided the unusual. For music that's different, two network favorites, Mitch Parks and Perc Burdett, joined the party. Specialists in novelty music with pianos and organ, they complete a foursome loaded with imagination and whimsy.

On "Occupational Therapy," which now runs over CKRC from 10:35 to 11:30 a.m., Monday through Friday, information is not preachy, but fun. Allen Prescott's "Wife Saver" insert, three times weekly, helps see to that, and provides a third familiar voice.

News is not massive, but covers the highlights in two well-packed minutes.

Charbonneau's scintillating repartee on odd happenings and situations, contrasts effectually with Scott's brief dramatic recitations, backed by organ mood music.

Gene's fairy tale, special for the young fry, told with fun, gusto, and amazing vocal gymnastics, fascinates the older fry too, while Mitch Parks embalishes with astonishing piano effects.

Mrs. Housewife gets her shopping news also, in that thoroughly tasty format, with no two commercials ever coming out alike.

"Occupational Therapy" fills the demands of Mrs. Housewife, made on CKRC's survey. It's pure fun from start to finish, the unusual treated in an unusual way—and she can learn and like it while she listens while, according to respondent, for 55 minutes her dusting becomes a pleasure. Chief complaint: she forgets to do the dusting.

Speaking of new programs, Win-

Station For Niagara

A license has been issued by the Department of Transport to Howard Bedford for the operation of a station in Niagara Falls, Ontario. Frequency of 1600 kHz, with a power output of 1,000 watts, has been assigned. Bedford, recently retired from the Signal Corps as a Captain, was last connected with station CKY in Winnipeg. Now 29 years of age, he started in radio at the age of 16 on CKLO, Chatham, on an afterschool basis. He has also been with CKW, Windsor, CKCR, Kitchens, CKWC, Windsor, and CKBB. It is understood that his station, CKRC, will be represented in the national field by James Alexander.

EIT

Lethbridge, Alberta

15000 Watts

Eating, Alberta

December 7th, 1946
More facts about CHLP

For more than 14 years, Radio Station CHLP has been
an outstanding member of the great Canadian Radio Station
family. From a modest and unassuming début, CHLP has
slowly but surely made an impressive name in the community
which it serves. Today it is extending its activities more and
more... and featuring top flight programs of high educative
and amusement value. The market served is more than a
million and a half. Besides Montreal and immediate
surroundings, CHLP blankets such industrial centers as
Valleyfield, Joliette, Farnham, St-Jean, St-Jerome, Longueuil,
St-Lambert and numerous others. It is listened to by a large
proportion of the vast metropolitan market.

Advertisers find in CHLP an outlet for natural products
such as vegetables, fruits, and dairy products, as well as
manufactured goods. It reaches out from Montreal to all
districts within a radius of 50 miles. From a commercial
standpoint, it has been proven that CHLP is not just a
voice in the wilderness. Many successful firms owe their
present solid position and leadership in their field to CHLP.
Proof of this is evidenced by many commercial programmes
of 5, 8, and even 10 years duration.

French is the predominant language, one factor which has
largely contributed to CHLP's signal success. Success is the
comprehensive library of French songs and music... always
appreciated by the listening public. The sports minded
consider CHLP as an authority and tune to it regularly for
the latest results and events. There is also a generous
proportion of popular music; and lovers of the classics find
their tastes satisfied, not only by fine music, but also
intelligent scripting and commentary. The daily programme
schedule is generously interspersed with the latest news... local, Canadian, international and sport.

The management and staff are constantly on the alert to
anticipate the listener's tastes with the kind of radio that he
wants to hear.

This, in effect, is the secret of CHLP's unique position in
Montreal radio today.

More facts about CHLP

The direction
and the personnel of C.H.L.P.
wish to extend the season's
heartiest greetings to their
friends and radio public

President
HON. P. R. DU TREMBLAY
Business Manager
O. LOUIS BOURQUE
Station Manager
CHS. ARTHUR BERTHIAUME
Assistant Manager
ROMEO MOUSSEAU
Sales Manager
SIMON GENDRON
Production Technical Mgr...
FERNAND BERGEVIN
Publicity Director
ARMAND GOULET
Traffic Director
OCTAVE BOUTIN
Chief Engineer
ALPHONSE CLOUTIER

Representatives:
CANADA: James L. Alexander

OPERATED BY THE GREAT FRENCH NEWSPAPER "LA PATRIE"
EXPERIENCE FOR SALE!

CJOR’s top personalities are the leaders in their field in British Columbia, the radio field in British Columbia, the radio field in British Columbia, the radio field in British Columbia. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. 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They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienced favorites in this area. They’re experienc...
ross, in the hope that this petty
will buy the way into the
columns for some bluntly
written, adjective-studded
read about 'the greatest show on
air' or 'the most sensational radio
ogram ever to hit the Canadian
waves.

'Don't make the defeatist mis-
se of assuming that all the press
and its offices are unfriendly to
radio,') he continued. 'The average
tor is open minded, fair, dispa-
nate, and objective in his search
for news and his approach to news
which is offered him.'

Brown concluded with a plea to
the radio industry to 'form a pub-
relations committee, made up of
representatives of the industry,
speaking for radio as a whole—to
radio to the Canadian public, to
listeners, to the sponsors, as I
believe it has been sold ad-
lately to date.'

80 Dailies
Feature Radio

Dick Harcourt of Advertising
Bureau, Toronto press
service, has issued a list of
Canadian dailies which feature
radio columns and program notes
follows:

Daily Program Notes and
Notes: Victoria Times; Montreal,
Canada; Montreal, Le Devoir;
Quebec, Le Nouvelliste.

Week-end Program Notes: Win-
ning Tribune; Granby, La Voix
'Est; Montreal, La Presse.

Daily Radio Columns: Winni-
peg Free Press; Brockville, Re-
porter and Times; London, Free
Press; Ottawa, Le Droit; Owen-
son, Sun-Times; Timmins, Press;
Odstock, Sentinel-Review.

Week-end Radio Columns: Cal-
gary Herald; Montreal Citizen;
St. John, Telegraph-Journal and
Orillia Times-Globe; St. Cathar-
ines Standard; Halifax, Chroni-
acle; Halifax Herald & Mail.

Monday, Wednesday and Friday
Radio Column: Sarnia Canadian
Server.

GOOD COMPANIONS...

You're in good
company when you
use CKMO.

150 Local and
Regional Sponsors
now sell over CKMO
in Vancouver.

CKMO 1000
Watts

Season's Greetings

Bringing in the Tree

"... and they shall beat
their swords into plowshares"

AT THE approach to the Yuletide season, we
thought this little picture of a veteran and his
family, together again and using an old Jeep to bring
home their Christmas Tree, might serve as a
happy illustration of the old biblical prophecy of
re-conversion and the hope of permanent peace.

The greeting from all of us, to all of you, is a
warm and sincere, "Merry Christmas".

Yours Sincerely

CHOV

"The Voice of the Ottawa Valley"
Pembroke, Ontario
Introducing—

"Saskatchewan's FIRST post-war station"

CJNB
NORTH BATTLEFORD, SASK.

- First post-war studios and equipment in Saskatchewan
- First post-war public service features in Saskatchewan
- First post-war coverage of the largest market in Saskatchewan
- First post-war station with World Wide Program Service in Saskatchewan.

ENTERTAINMENT!

INFORMATION!

PUBLIC SERVICE!

Primary coverage 77,000 people
1240 kc. - 250 watts

From the Maritimes' Pioneer Station
COME JOYOUS GREETINGS
for
A MERRY CHRISTMAS
and
MOST PROSPEROUS NEW YEAR
CF CY
The Friendly Voice of the Maritimes
THE STATION TIME BUYERS NEVER FORGET

Aid TB Fund

CJGX Yorkton's one hour broadcast of a recent weekly Associated Canadian Travellers' Amateur Hour resulted in $2400 being donated to the ACT tuberculous preventative fund by residents of Rama, Saskatchewan. The programs are broadcast by remote control from town halls in the Yorkton vicinity, from where local talent competes for weekly prizes. At the end of the series, a grand finale will be staged at the Roxy Theatre, Yorkton. Listeners to the broadcasts receive offers of contributions to the fund which are collected by the Travellers' Association. Donations are also received from the audience witnessing the broadcasts. Broadcast time is donated by CJGX.

New Talent Managers

Talent management. press relations and attendant services are being offered by a new concern, Breckenridge and Armstrong, 106 Adelaide Street West, Toronto, and several Toronto artists have allied themselves with the new organization.

Maritime Cowboys

"Kid Baker's Radio Cowboys" featured for a number of years on CHSJ, Saint John, are recording a series of programs to be broadcast on that station this winter. The group is scheduled to leave the Maritimes for a winter in Florida.

Air U. of M. Prof.

Present day conditions in Europe are being revealed in a series of five talks over CBC on Tuesdays. The speaker, Albert Shea, lecturer at the University of Manitoba, toured Europe, visiting UNRRA camps and principal cities, contributing reports on his observations to CBC broadcasts and Canadian publications.

His article, "Radio Reporting in Europe," dealing with some of the problems of filing radio reports from Europe, appeared in the November 2 issue of "Canadian Broadcaster."

News Beat

Jim Van Kuren, CKW. Windsor, newscaster, gave his midnight audience a first-hand report on local crime almost as soon as it happened.

An armed robber attempted to hold up a theatre box office, and failing this, bolted to a nearby automobile, the driver of which refused to co-operate in the escape. The resulting confusion led to the burglar's arrest. Van Kuren, meanwhile, was observing the activity from behind a parking meter beside the theatre, while en route to the studio for his news stint.

TRADE WINDS

Edited By Art Benson

McKim Advertising Ltd. tell us that Purity Flour has started half hour variety show "La Soreau au Vieux Moulin" over the full French network for 26 weeks.

CJCB, Moncton report that the Moncton Hardware Company has contracted for 15 minutes a week of "Children's Christmas Party" featuring local youngsters. Atlantic Motors has taken体彩 PN transmitted "Sport Star Special" for 2 weeks.

Harold F. Stanfield's Toronto office tells us that Cities Service in weather reports going to CJBC Belleville until the end of December as a test campaign.

The commercial department at CKNW, New Westminster tells us that General Bakeries has renewed a year's spot series played through Vancouver office of McKim Advertising Ltd.

CKEY, Toronto report that the London Pur House has a 5 minute Sunday newscast under way until February 2. Royal Brand Cloth in has a flash campaign going until January 6 handled through the Montreal office of National Broadcast Sales.

Kenwood Auto Sales has started a weekly sportcast until May being placed through Fronten Broadcasting Co. CKEY also has two other sponsored sportscasts under way. One is followed by the "Canada CFL Stories" sponsored by William's Gilt Shave Cream featuring Hal Kelin while the other has been taken by Robertson Motors and features Cal Crystale.

Young & Rubicam report that the Metropolitan Life Insurance Company has two 13 week sweeps under way. The 6 minute 4 a week "Melody Highlights" continues over 6 CBC stations between Vancouver and Quebec while the 4 minute a week newscast extended over CHRC, Quebec.

Stewart-Lovick's Toronto office tells us that British American Co. Ltd. is starting the 4 hour transcribed "Wayne King Shows" (All-Canada) December 8 over western stations for 52 weeks.

"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

CHATHAM SERVING

The richest farming area in Canada with increased operating hours 7:15 a.m.-11:15 p.m. (16 hours daily).
JOHN BEARDALL Mgr-Owner
Time for Public Service

YEARS ago, since we first received authority to transmit, CKLW has primarily been an instrument of the community ... recognized by listeners and competing stations alike, as the PUBLIC SERVICE station. Our program building routine keeps PUBLIC SERVICE foremost ... our alertness in countless emergencies of local and national scope have won for us two national honors ... FIRST awards for PUBLIC SERVICE! We're proud that day in and day out, our staff of artists and announcers have helped make this station the great but still very personal thing that it is to thousands and thousands of families. Our highly developed facility of influencing people through PUBLIC SERVICE makes us a mighty potent means of selling both progress and products in this important market.

2,062 hours... 123,720 minutes... 7,423,200 seconds during 1945 and thus far in 1946 is a lot of radio time. Time enough to put CKLW on the air nearly 86 solid 24-hour days. And that's what we did, in the interest of Public Service. Included, were broadcasts in the interest of Home Economics, Industry, Farming, News, Politics, Religion, Sports, Government and countless full length programs ... all without cost or obligation.

We deserve no thanks for serving our listening public, because that is our job and will continue to be throughout the New Year.

CKLW
THE GOOD NEIGHBOR STATION
WINDSOR, ONTARIO

MANAGING DIRECTOR

REPRESENTATIVES: H. N. STOVIN, CANADA • ADAM J. YOUNG JR. INC., U.S.A.
Films will become the transcription of television. Their relative importance to the future industry of broadcasting "sight-with-sound" may well prove more important in Canada than in most territories.

These opinions, expressed by Paul L'Anglais, the Montreal radio producer, who now also heads Quebec Productions Corporation Limited, explain why he has added feature film production to his previous radio activities.

To these two Canadians, the outlook for radio and films looks good. Paul L'Anglais, at left, and Walter Huston, right, discussed the relationship of films to radio in Canada at a recent Toronto meeting. They agreed that the pair of entertainment arts ought at the very least to be working allies.

Quebec Productions is now completing its first major production, "Whispering City," shooting English and French versions simultaneously. The casts are headed by Paul Lukas, Helmut Dantine, Paul Dupuis and Mary Anderson, but, in addition to Hollywood and London star names, many well-known Montreal radio names such as Nicole Germaine, Jacques Auger, Joy Lafleur and Mimi d'Estee, are making their film debuts.

More than two years ago, L'Anglais decided that it was necessary for top-ranking radio producers, if they wished to maintain their status as forward-thinking operatives, to start without delay on the job of learning television techniques, problems and program requirements. He was not satisfied to wait when he found that the Canadian Government attitude discouraged any experimentation or preparation in the television field. He therefore made a preliminary study of the television outlook in the United States. From that it was quite clear that those already active in testing the new medium were virtually unanimous in their opinion that the film
He made arrangements for a singing arrangement with the band. Organization's Queen'sway studio in Toronto, which would create his music, recording and production facilities available in Canada. He went to Humberwood and hired additional technical men, as well as director, art director, editor and production supervisor. He called the former naval training centre at St. Hyacinthe, Quebec, and converted it in six weeks to a full-sized studio. And when production actually began, every bit of it was created and constructed by a Canadian 'stand-in.' With him, he got the training which would be due to him in his work as a director, art director, editor and production supervisor. He called the former naval training centre at St. Hyacinthe, Quebec, and converted it in six weeks to a full-sized studio. And when production actually began, every bit of it was created and constructed by a Canadian 'stand-in.'

Now that rushes of most of the feature film have been screened, the film trade opinion is that L'Anglais approach is practical and that it works. Certainly, the Canadian radio talent, in bit part roles, is equal to anything being cast in similar American serials.

During recent months, the production side of Canada's motion picture industry has also been marked by sudden expansion. The new Producers Association of Canada, as it demonstrated in its first annual program for the ACA convention, is a going concern, with a dozen active organizations its membership. Because of this, the pioeering done by L'Anglais, is a most marked trend in the direction of working relationships between the rising Canadian film industry and the present radio industry, with a strong probability that now in the radio field, also follow L'Anglais' lead.

Beth Paterson's "Liberty" Profile of singing star Ken McAdam of "Light Up & Listen" was so good that when Ken was shown the write-up, his only comment was, "Gee, I hope I sound as good as I read." At any rate, Montreal news dealers reported record sales of "Liberty" for the week as McAdam admirers picked up copies for their scrap books. Ken probably boasts more personal friends than any other single Montreal performer, because of his wide interests - music, athletics, politics, and McGill.

Visitors in town are Ted Blyth, from CKLW, Windsor and Norman Bottrell, CFRC, Saint John. Norm was busy lining up business for his opening, November 21, and with considerable success. CFRC's 5000 watt RCA transmitter will operate on 930 Ke.

Bob Leslie, of National Broadcast Sales, tells me he plans to move his offices to the Medical Arts Building about the first of the year, moving into space vacated by the Foundation Company. NBS have outgrown their University Tower location, and will have in larger quarters in the Medical Arts.

Hamilton Grant picked up a new sponsor for his 8:00 a.m. news cast—the Gillette Company. Started November 18, Grant, given the ballyhoo that Christopher Ellis and Corey Thompson have had for their spots, should sell plenty of blades.

Actually, broadcasts are seldom handed to you on a platter. But last week, CJAD only had to beam a microphone from a studio window to give one of the most exciting on the spot broadcasts Montrealers have heard in years. Right across from the station, just after their last broadcast of the night, Knox Crescent Church, famous Montreal landmark, caught fire. Soon announcers Cameron, Cauley, Fortune, MacCurdy and Star were at work, describing the fire which caused some $250,000 damage.

Several staff changes have taken place at CJAD. Hollis MacCurdy has become chief announcer replacing Terence O'Dell, who resigned recently to take a post at CKLW, Windsor. George Bishop has joined the announcing staff, along with Lee Fortune, formerly of CKSF, Cornwall. Hamilton Grant has been made News Editor.

FLASH
The stock flew in with two items at press time: It's a daughter for Lorraine Sweeney Houser and one for Mrs. Frank Reynolds. The House's now have a sample box and the Reynolds a Cantor special, two daughters. Date of arrivals: Nov. 21st.

**ANNOUNCER WANTED**
Progressive 5000 watt Maritime Station has attractive opening for capable man. Must be thoroughly experienced in all phases of announcing, writing and turntable operation. Single man preferred. Send transmission, auto and salary requirements with first letter.

APPLY BOX 5008, Canadian Broadcaster, 371 Bay Street, Toronto.

**A NEW STATION IN A NEW BUILDING WITH A NEW MARKET AND AN OLD WISH**

**HATS OFF TO '47!**

**MONARCH BROADCASTING**
**CO. LTD.**
**MEDICINE HAT**
**ALBERTA**

J. H. YUILL
AN ALL-CANADA STATION

R. J. BUSS

We of "Southern Canada" are proud of our small part in this mighty harmony of international good-will . . . proud to carry its message to our friends across the Dominion.

Joyeux Noel

and

Merry Christmas
Chicago, was the principal speaker at the dinner meeting here follow some excerpts from various speeches.

**Miss Sanders** — "Women's organizations in Canada represent an unexplored depth in regard to consumer education. We have developed over the past 30 years a network of 30 nationally organized women's groups, second to none. Yet there is practically no vision between Canadian business and these organizations."

**Henry E. Alit** — "Competition between brands and advertising are acts of the private enterprise system that are essential in bringing the benefits of scientific and psychological progress into broad market service. As advertising men, our responsibility is to protect these advertising events from discredit — whether they result from the passions of one interest or from honorable and distorted outside propaganda."

**Ralph W. Carsey** — "Selling has been a lost art and will likely be such until the latter half of 1948 and even longer if labor troubles ensue. Business is simple. It's a matter of human relations, people with people — people persuading other people to spend money for goods."

**S. C. News**

**PLENTY OF CHERRIES**

Chilliwack, B.C.: Although there is no snow on the ground here, Chilliwack is noted for its balmy climate, its dairy industry, and cherries. The Christmas spirit abroad, and all the boys and girls at CHWK are looking forward to a happy Christmas.

They told the SC (Santa Claus) reporter that they wish to take this opportunity of saying:

**MERRY CHRISTMAS AND A HAPPY NEW YEAR**

To all the other boys and girls in the Radio business throughout Canada.

And that goes for the staff of the CANADIAN BROADCASTER, too!

**CHWK**

Voice of the Fraser Valley
An artist's impression of the new home of CHUM.

Public Service . . . .

THE TRUE VALUE of a radio station is measured by its ability to attract both listeners and local sponsors. For radio, after all, is a local medium—a part of the community throughout which its programs are heard. And a truly successful station can invariably attribute its greatness to the esteem with which it is regarded within its own community.

A definite asset to the Community is CHUM's ultra-modern new studio and administration building, which is rapidly nearing completion. Fine studios and a spacious auditorium will enable CHUM to better serve the Community.

PUBLIC SERVICE programming builds radio listener loyalty. A young station, with a refreshing outlook towards all affairs of community interest, CHUM has already become a potent force in the lives of the citizens of Toronto—and a welcome voice in the homes of more than 2,000,000, Ontario people!

CHUM
TORONTO

Representatives

CANADA
JAMES L. ALEXANDER

UNITED STATES
WEED & COMPANY
THE ANGELS . . . AND THE ATOM

Long ago, on a wind-swept hillside, shepherds guarded their flocks by night. Huddled together for warmth, they watched the slow hours pass. Then instantly, magnificently, the sky blazed with light. Celestial choristers hymned their immortal challenge to the ages: "... on earth peace, good will toward men."

We choose today between the Star's holy light and the ghastly radiance that lighted and levelled Hiroshima. Can we, while there is yet time, learn tolerance for our fellow men? Can governments and individuals alike learn respect for what others have built with labour of heart and hand? No issue that involves human rights can be brushed aside lightly ... for it is later than we think. The Angels gave us a formula for survival; it is for us to use it.

May this Christmas of 1946 mark a new milestone in mutual understanding. And it is our sincere hope that it may bring to you and yours a deep and abiding happiness.

CANADIAN ASSOCIATION OF BROADCASTERS

VICTORY BUILDING TORONTO, CANADA
The age-old hymn rings out again... this year with fresh hope, new cheer, real meaning. And at this festive season, the staff of CFRB extends heartiest greetings and best wishes to all its listeners and friends.

CFRB
ONTARIO'S FAVOURITE RADIO STATION!