

CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 4, NUMBER 23

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

DECEMBER 8th, 1945



Whee-ee-ee!

HARTLEY

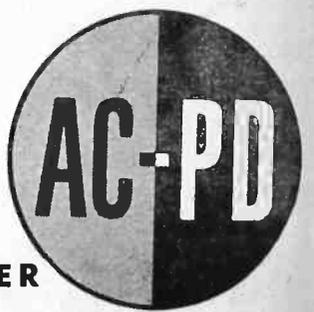
Easy Aces . . . Greatest Of These . . . Haunting Hour . . . Hollywood Open House . . . Playhouse Of Favourite
 Blackie . . . Calling All Girls . . . Come And Get It . . . Destiny Trails . . . Happy The Humbug . . . Magic C
 w . . . Manhunt . . . Old Corral . . . Parents' Magazine On The Air . . . Pleasure Parade . . . Carson Robison
 en . . . Masters Music Room . . . Modern Romances . . . Songs Of Good Cheer . . . Superman . . . Through
 s . . . Time Out . . . Fact Or Fantasy . . . Five Minute Mysteries . . . I'm Your Number One . . . Academ
 calling All Cars . . . Green Hornet . . . In His Steps . . . Lone Ranger . . . Sunday Players . . . B
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 Peter MacGregor . . . Nonsense And Melodrama . . . Earle . . . Greatest Of These . . . Haunting Hour . . .
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 man . . . Tobe's Topics . . . Theatre of Famous Radio Players . . . Eye Witness News . . . Green Hornet . . . C

JUST LOOK AT THESE SHOWS!



Every one a top-notch . . . released by All-Canada Program Division, from the largest library of packaged shows in the world. Many of these programs are already working for national, regional or local sponsors. Look into the possibilities . . . many are still available through All-Canada Program Division, the leader in syndicated programs . . . bigger audiences. . . better service.

ALL-CANADA PROGRAM DIVISION



MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

CAB GETS FM HEARING

Brief Urges Competition on Program not Power Basis

Appearing before the CBC Board, following an informal meeting between Dr. Frigon and 23 CAB members, the CAB directors heard Joseph Sedgwick, K.C., their general counsel, present a brief on behalf of the CAB, urging that the private stations be accorded equal treatment with the CBC in the establishment of FM broadcasting policies for Canada.

The CAB urged that FM allocations be based on service areas, corresponding to wholesale trading areas, and recommended the establishment of a joint committee to determine these areas in each district. The committee would consist of representatives from the Dominion Bureau of Statistics, the Association of Canadian Advertisers, the Canadian Association of Advertising Agencies, the Canadian Broadcasting Corporation and the Canadian Association of Broadcasters.

The brief went on to recommend that "once the ceiling for effective power and antenna height is fixed for each given centre, all stations licensed in that centre irrespective of whether they are publicly or privately owned, should be permitted to go to the maximum power should they so desire".

This, Sedgwick submitted, shifts the competitive emphasis away from the difference in coverage areas, and puts it back squarely on programming, where it rightfully belongs.

Pointing out that for some years to come, FM cannot be anything but an expense to private operators, the brief took strong exception to any string being attached to the granting of an FM license to an AM broadcaster. The point of this would presumably be the CBC's apparent desire to do everything in its power to develop FM is inconsistent with the threat of losing their AM licenses which hangs over private broadcasters' heads. This can only serve to discourage the vigorous development of FM by these private operators, who must realize that they will always have to implement their FM transmissions with simultaneous AM broad-

casts, in order that they may fully serve their coverage areas.

Implying that the CBC board received the brief very favorably, Glen Bannerman, CAB president, took an optimistic view but declined to express himself on the specific points of the brief. He felt, he said, that any statement on the Board's policy should come from the CBC.

'Peg Papers Air News During Strike

Right now radio is playing an even greater role in the lives of Winnipeggers. They are turning to it for their news, information and most of all—for the advertisements which have grown into their pattern of modern living.

Ever since November 9, when the typesetters employed by the WINNIPEG FREE PRESS and the "WINNIPEG TRIBUNE" went on strike and the papers produced a set-up to publish in a smaller, type written form with little space available for advertisers, CKRC has been deluged with calls by advertisers anxious that the public not forget them, and by calls regarding lost dogs and articles.

Greater responsibility fell on the broadcasting industry for a thorough and reliable news coverage. Two additional news casts were added to CKRC's regular schedule and during the Civic Elections of November 23rd, CKRC's news room cooperated with the staffs of the Tribune and Free Press to provide a full service on the election bulletins which were broadcast periodically throughout the evening.

Jack Wells' sports program "Around the Cracker Barrel" was placed at the disposal of the newspapers with the leading sports writers appearing nightly.

The radio audience found their favorite newspaper feature writers and editorials at "630 on their dial" with the papers presenting their well-known columns and personalities as radio features.

All this meant an ingenious job of reprogramming and replacing by the traffic department—and speed

and thoroughness was important. CKRC's continuity department has stood up well under the load of writing additional commercials and sponsor's messages. Under the stress of this emergency situation, place had to be found for theatre notices, church activities, club notes, etc. Leading department stores engaged additional programs for advertising purposes.

"Little Flower" Goes Sustaining

Rumors that ex-Mayor LaGuardia might receive as much as \$100,000 a year for a series of sponsored network broadcasts remain unconfirmed.

LaGuardia, whose weekly chats with New Yorkers over municipally owned station WNYC have made good listening for several years, recently signed a contract with ABC to do a weekly commentary on a coast to coast hookup starting January 6. The program will be launched as a sustainer. No mention has been made of the salary agreed upon.

A reporter who asked La Guardia "May we say that a star is born?", received the reply: "You may say that it is starting to twinkle, and you can say the Little Flower gets some watering."

THERE ARE NO HOLES IN OUR COVERAGE BLANKET!

CFAC

CALGARY

covers the richest part of the rich West!



Take advantage of the CFAC listening habit!

1000 WATTS — Soon to be 5000

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

DOMINION BROADCASTING CO. TORONTO

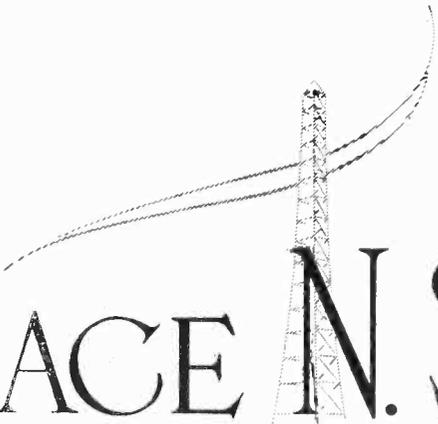
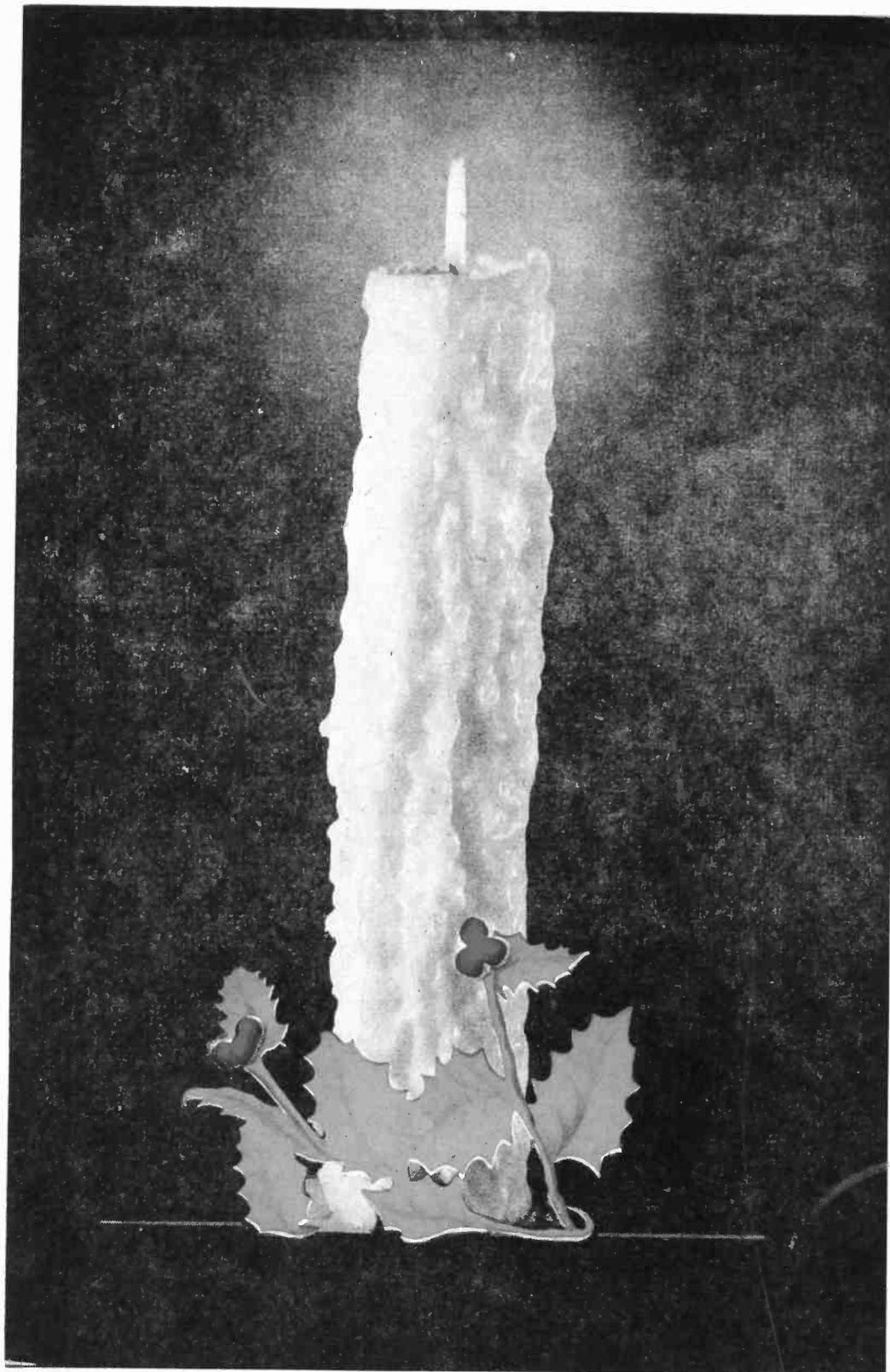
Season's Greetings
Again we go on record wishing you the best of everything for 1946

CHML

860 **900** 930

HAMILTON

May your Yuletide candles burn brighter
on this merry peacetime Christmas, 1945



HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

TWICE A MONTH

VOL. 4, No. 23

DECEMBER 8, 1945

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

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

Editor: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

Christmas Is Corny

This editorial will probably strike a new high in corn. But then Christmas is that way anyhow.

Take all this family reunion stuff. You eat too much. You drink too much. You prance around like a blithering idiot in a paper hat. You bust Junior's new electric train and buy him another even if you don't really have to. You remember when you were all kids together in the old days, and the time you and your brother caught the old man sneaking into the bedroom to fill the stockings, but you never let on. You forget you are going on forty-four, and get all undignified and all that sort of thing. You fool yourself you are getting acquainted with your folks all over again. You get all worked up over seeing each other, and only succeed in making it harder to part when the time comes. Christmas is corny.

Then take all those pre-Christmas parties, when you forget all about the most important thing in life — making money — and give over to just being pleasant to your friends and business associates. Sometimes you spend hours in the company of people you have scarcely seen but have yelled at over the telephone all year through, and kid yourself that they are human beings with problems just like your own. Of course it's only the spirit of the season anyhow, and what if you do get to meeting over the bridge table every Friday until the fishing season opens. It only means you're going to waste a lot of time enquiring about each others' ailments every time you phone in an order for a such-and-such in a helluva hurry. Business is just hard cash, that's all that counts. Gosh, but Christmas is corny.

Then there's the office party, when the big cheese makes such a fool of himself — the big cheese — pretending to be a good guy to everyone from Miss Murgatroyd at the switchboard to old man Skillings, the vice-president. The chief pays you for what he gets out of you, doesn't he? You aren't interested in him being interested in you beyond your pay envelope. Certainly Christmas is corny.

Next all those presents you send and receive. If you just went out and bought something for yourself — something you always wanted — wouldn't it be a whole lot cheaper, and more useful? This anxiously watching the mail the first three weeks in December is just so much show. People expect you to spread your Christmas cards all round the apartment, and pile up the parcels under the tree, so you do. It's expected of you. Christmas is for the children and you do it for them. Just so much wasted time that any efficient businessmam has to make up some way if he's going to get anywhere in the world. Pah! Corny!

Now take those guys left over there in the Army of Occupation. They aren't pestered with Christmas trees and tinsel, littering up their places, and senseless cliches printed on pasteboard in red and green ink, and parcels of socks and cake and white cotton handkerchiefs their kid sisters hem-stitched their initials on, or electric razors or watches. Heavens no, they aren't bothered with this stuff — not much of it anyhow. They haven't time to be cluttered up with maudlin sentimentality, kidding children about Santa Claus and all that. They have a peace to win. That's what they've got. Christmas. Corny? You said it brother.

Oh I nearly forgot. I must remember to order some more corn. I love it.

Richard G. Lewis

Editor.

INTERNATIONAL CO-OPERATION IS NO PIPE-DREAM

Condensed from an address delivered by short wave by W. J. Haley, Director-General of the British Broadcasting Corporation to a Television Press Luncheon in New York City.

"As you know, we had a public television service in operation in London before the war. We thought it a pretty good service, and were proud of it. In all, there were about 20,000 to 25,000 receivers; that meant probably well over 100,000 viewers. We fully accepted the necessity on September 1, 1939, to close it down: the BBC had a war job to do.

"As the years went by, it became clear that one of the problems that would face television after the war was whether there should be a delay while some even more highly developed system was perfected. Finally the British Government set up a Committee under Lord Hankey to decide upon this problem. That Committee unanimously came to the conclusion that the proper answer was to get television going in the soonest possible time after the end of the war.

"We did not then know how soon it was going to be possible to implement the findings of the Hankey Report. Today we are in a position to do so, and as soon as possible to begin our share in the work on the second recommendation of the Report, which was that all interested parties should work together to produce 'an improved television system having a standard of definition approaching that of the cinema, and possibly incorporating color and stereoscopic effects.' But that, quite frankly, is the television of the day after tomorrow.

"First and foremost, our transmitting apparatus is undamaged. We hope in a very few weeks to be making our first test transmissions from it once more. We will follow these up before the end of the year by transmissions for the benefit of the radio industry. Upon the satisfactory nature of these tests, and upon the speed with which we can get our technicians, program staffs and television experts back from the Services, will depend the date in 1946 when we can start our service again.

"We shall start it in London, but there is an obligation upon us to extend it to the remainder of England, Scotland and Wales as fast as circumstances allow. If at some stage we discover that the new and perfected system of which I spoke has become a practical proposition, then we will run the two systems in parallel, side by side. The owners of sets capable of receiving the present system will be given a guarantee of so many years service.

"But with either the existing or

a still-to-be-discovered system, the steady geographical march of television will go on. The BBC today looks forward to a period of active television endeavor. We are going to start where we left off. But we are not going to stay there.

"There is a second factor which makes your invitation to me to speak to you across the Atlantic particularly appropriate. It is the fact that the purpose of your luncheon is 'International co-operation in television'. Some . . . believe that this is a pipe-dream. But we, like yourselves, believe that television is only in its toddling steps. One day it will stride out, not only across countries and states, but also, we hope, across oceans.

"The day that it is possible for peoples not merely to listen to other people, but also to look in on them, will see one of the greatest steps forward in international understanding. Think of the effect it will have when here in England the daily American scene with its highlights, its fascinations and its excitements, and above all its more serious occasions, becomes a spectacle capable of being seen in the ordinary British home. And we have things in this island of ours in which we think you too would be interested.

"The exchange of programs in sound radio has helped powerfully towards a closer understanding of each other's way of thinking and way of life. Add vision to sound, make the picture complete, get the nations exchanging their daily scenes, and after that the world will never be quite the same place. My own firm belief is that it will be a better place. We know what we have learned from having three million American soldiers living side by side with us. Many of our homes seem a little emptier now they have gone. They left and are leaving a legacy of pride and friendliness behind them which will not die. But such things should not happen only in wars.

"If there is to be 'international co-operation in television' one of the major problems will be the question of some form of agreement on international standards.

"It is only thirty-six years ago that the first airplane flew the English Channel. We do not believe that it will be many years before television makes the same hop. And while the Atlantic seems a much wider proposition — well, probably the first airplane pioneers felt the same way about it."

THANKS ONCE AGAIN

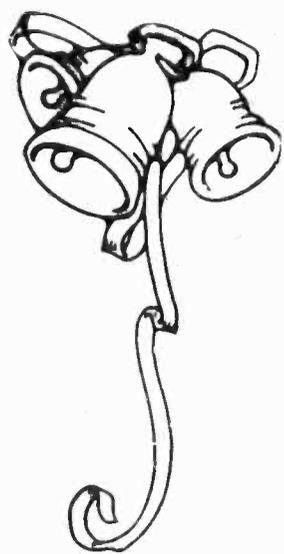
to so many of you
for another grand
year of

"SOUTHERN" BUSINESS
in
CANADA

And a special "Hello"
from the newest
member of our family
"EDITIONS SUD"

1117 ST. CATHERINE W.,
— MONTREAL —

Managed by Louis King



To You All

The Best Christmas Ever
and
PROSPERITY BEYOND YOUR
DREAMS IN THE NEW YEAR

Joan Macdonald

Allister Grosart

SOUTHERN MUSIC
Publishing Co. (Canada) Limited
83 Bloor St. West - Toronto

A SURVEY OF THE SURVEYS

Push-Buttons Versus Telephones

Which system of radio audience measurement is the more accurate -- the telephone sampling method, or the "fixed sample" method using a mechanical recorder of radio listening?

This question has been brought to the fore with the introduction of the Neilsen Radio Index, an instrument which makes a record on tape whenever a radio set to which it is attached is switched on, how long it is left on, and the station to which it is tuned.

Arthur Neilsen, president of the company which produces the Index, compared the ratings obtained from telephone research to a "thermometer that simply gives a reading of the patient's temperature?", and added that "while these ratings, if accurate, are of some practical value, they are only the first step in the essential task of diagnosing the program and prescribing for its improvement." Such ratings, he asserted, over-value some shows and under-value others.

There were two weaknesses of the findings obtained by telephone, Neilson charged. First, the tele-calls were restricted to large cities, and the neglect of audiences in smaller cities and small towns therefore produced inaccuracies. Second, the samplings do not include homes without telephones, so that their preferences would be ignored and those of other groups over-emphasized.

That the results obtained by a mechanical record of radio set operation are misleading on several counts, is the charge made by Myles Leckie, of Elliott-Haynes Ltd.

First, the recorder is subject to mechanical failure.

Second, though it records a period during which the radio was switched on, it does not prove that anyone in the family listened to it for all or even for more than a small part of the time.

"These considerations", affirms Leckie, "are the more significant in the light of claims that the recorder method yields nothing but 'facts'. Concerning radio listening", he claims, "it actually yields nothing but inferences."

On the question of the relationship between tuning and listening he quotes a report made by Archibald Crossley of the Radio-Graph Corporation that "we found as high as 20-25 percent. of the sets in operation for periods exceeding ten minutes when no one was in the room."

Some listeners, Leckie points out, leave their radios tuned to one station for hours at a time, but this does not necessarily indicate a preference for every program aired by that station during that period.

"In the recorder technique", he adds, "no testimony is obtained from the listener. The only data is a line on a tape. How long must the line be before it indicates a preference for a particular program?"

"One man, searching for news, punches six buttons on his radio listens momentarily to each station and then turns off the set. Is he", asks Leckie, "expressing a preference for the programs on each of those six stations? Obviously not."

"But", he continues "if a few seconds on the tuning record does not indicate a vote for a program, does a minute? Two minutes? Five minutes? The recorder takes no testimony from the tuner. It is therefore necessary to choose arbitrarily some length of line on the tape, and declare that everybody whose radio was tuned to a given station long enough to make a line of that length expressed a preference for that program."

"In view of the inability of the recorder to determine which lines on the tape indicates votes for, and which votes against a program, it must be concluded," says Leckie, "that this method does not yield valid measurements of program preferences."

May the Best
of Everything
be yours . . .
this Christmas
and through-
out the coming
year.

JAFF FORD
CFRB
Toronto

Sounding Board

Almonte, Ont.,

Gentlemen:

The address of John Adaskin, reported in your last issue certainly merited the space you gave; Canadian talent does not get the chance it should. But what is being done about it? On that I am vague, and sometimes seem to think the objective is to penalize in some way those who bring programs of talent about which they have learned. The answer, I think, lies in the opposite direction: forget those, but build up your own talent by every means of publicity we, as individuals or groups, can secure.

To be concrete: On CHML, Hamilton, there is (or was, so long as I was within range of the station) a daily ten-minute show called "This Business Of Living" by Luella Weresub. Miss Weresub reads poetry to a background of music. That alone is a rest from the usual tra-ra-la's and soap operas; but it so happens that Miss Weresub is the possessor of one of the finest voices I ever heard for that type of show. And more than that, Miss Weresub has proven that she prefers Canadian-written verse, thus she contributes much more to Canadian culture than just a ten-minute bridge between commercial programs--she contributes encouragement to Canadians who can create. I have known her to go out of her way to help a group of very handicapped writers make the most of that talent they had.

Surely a girl like this is worthy of wider acclaim than she is getting. I have not once seen her name in Canadian Broadcaster. I suppose that beyond CHML's audience she is quite unknown, and yet Miss Weresub could hold a national audience quite as well as a local one, if only she had the publicity to bring her to the attention of the powers-that-be in the CBC and among the commercial showmen.

And Miss Weresub's show is only one of many Canadian shows, or personalities, worthy of a break. Why can't the Canadian broadcaster and its thousands of readers, give them a leg-up by simply saying out loud that we like them?

Yours truly,
R. A. Bond.



"I want my reindeer. Who does this Lewis guy think he is?"

Station Relations

Organization of a broadcast regulations division of the CBC has been announced by general manager Dr. Augustin Frigon.

Headed by J. R. Radford, formerly supervisor of station relations, the new division will be responsible for dealings with CBC regulations and rulings applying to Canadian broadcasting, the handling of political broadcasts and all program continuity dealing with foods, drugs and patent medicines, which must be checked for claims and general acceptability.

Dr. Frigon points out that the broadcast division would exercise the same authority over CBC as well as private stations, as had the station relations division in the past.

Creation of the new division separates the regulatory and operational functions of the station relations division, which will be headed by George R. Young, CBC Maritimes regional representative whose present post will be abolished.

Schedule Change

May we again remind advertisers that mailing dates for the January issues will be January 9 and 23 instead of January 2 and 16. The next issue goes in the mail December 19 as usual.

Radio Execs Meet

The Toronto Radio Executives Club will hold their Christmas Luncheon Meeting in Vanity Fair at the King Edward Hotel December 20th.

Entertainment will include Xmas music, with an old time quartet singing carols. Lorne Greene has been invited to tell the club about his newly-formed Academy of Radio Arts. He will introduce the faculty of the Academy.

SHOW BUSINESS
by Geo. A. Taggart

A
VERY
MERRY
CHRISTMAS
FROM
Helen O'Connor
Marge Page
AND
George Taggart

THE
GEORGE TAGGART
ORGANIZATION
Managers and producers of fine
artists — entertainers and
orchestras.
165 Yonge St. Toronto, Ont.
A Delalide 8784

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!
MID-MORNING NEWS AT 10.45 A.M.

A RATING of 7.9, with 37.8% of the audience, points up this CJOR feature newscast as one of the best buys of the morning in the Vancouver area. A two-voice job, the program features a daily commentary on international events plus ten minutes of wide news coverage. (7.9 is more than double the rating of any other local station at the same hour).

CJOR VANCOUVER

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

RAI PURDY PRODUCTIONS

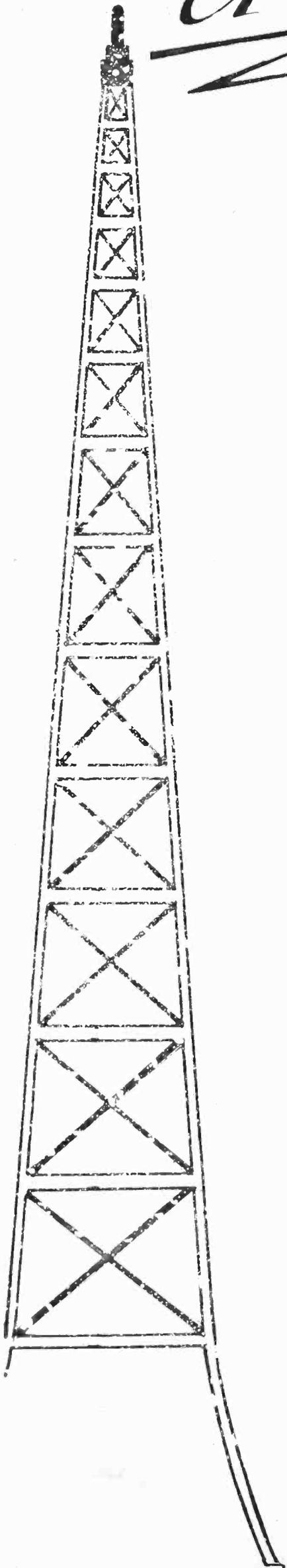


CREATORS OF RADIO ENTERTAINMENT

John Crosbie
Managing-Producer

137 Bloor Street West,
Toronto 5.

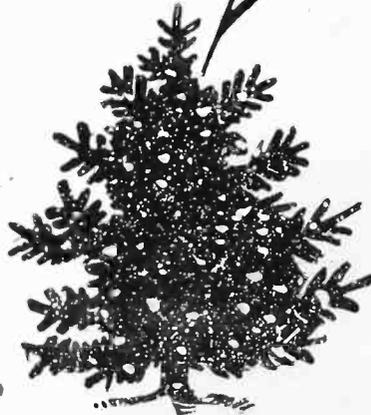
A Merry Christmas



From

CANADA'S
FASTEST-
GROWING
RADIO

Agency



JACK MURRAY LIMITED

Radio Advertising

10 KING STREET EAST
TORONTO



DATE-DATA, FASHION DOPE & JIVE ON CFRB'S "HI-VARIETY"

"Hi-Variety", sponsored by CFRB in co-operation with CANADIAN HIGH NEWS, the biggest student publication in Canada, is written and presented by the secondary school students of Ontario and aired over the Toronto station Saturday afternoon at 4.30.

The show has just about everything that the Hi-Timers want — music, sports, fashions, date-dosings quiz and guest star. It's their own show, not some adult's idea of what the teen-agers should have. The facilities of CANADIAN HIGH NEWS which reached about fifteen thousand students every week, are fully used in building every show, which is written by Wes Cox of the same paper.

"Hi-Variety" covers every field of high school activity. Each week the show salutes a different Ontario school, some of whose members make up a portion of the show and the studio audience. Hitting the air with the school-of-the-week's cheerleaders leading the audience in the Hi-Variety Yell, the program moves into a bit of banter between CFRB announcer Cy Strange, and high school master of ceremonies Bill McKee, as they introduce the rest of the cast and announce the guest star. Next comes fashion editor Kit Coatta, with her fashion show of the air, which includes models of both sexes displaying for the studio audience the last word in bobby socks and plaid jackets, while Kit describes them at the mike.

The school-of-the-day is plugged through an interview with their CANADIAN HIGH NEWS student reporters, who briefly outline the school's outstanding activities, history, championships and so forth. This works the audience up to such a patriotic pitch that they are in the groove when the cheerleaders, in costume, go through the contortions of the school yell.

Date-Data Reporter — Keith Dancy gives out with the hi-lites in balls and brawls in the various schools, and Dan McCarthy gives the "Stopwatch Report" from the world of high school sport. Quiz contestants are a mixed group matched against a team from the saluted school. Winners and losers are paid off in platters. Incident-

our own... get music half a dozen — choices based on earlier in the week

Stork Cigars of the school. handed out by... engineer, celebra... Ruth, his third o... The event was c... tag party at Bill's... 27 when a repre... radio talent and... editors gave B... dealing off the



Photo by Jean Gainfort Merrill

Off the top, left to right. Iris Alden, producer; Bill White, technician; Ray Harrison, operator; Cy Strange, announcer. In circle, Kit Coatta, fashion editor; Count Basie delights audience with guest appearance. Models Ruth King and Doug Roseborough display their swish turtle-necks and plaid jackets.

Niosi and Count Basie. The show signs off with the kids cheering in a frenzy.

There's a lot in "Hi-Variety", and it's not all smooth yet by any means, as producer Iris Alden well knows. A difficult show to produce, with assorted and inexperienced talent each week, Iris is gradually ironing out the wrinkles. The four high school regulars, all new to radio, do a pretty fair job and are to be commended for their earnestness and co-operation. Especially deserving of mention is Kit Coatta, who this writer believes has one of the nicest female voices heard on the air in many a month. Kit writes her stuff and trains her models. Her radio aspirations date back from an amateur air show in Edmonton when she had achiev-

ed the ripe age of five years. Kit brought down the house by being so nervous that she rolled her dress hem up to her neck. Rough or smooth, the show is interesting and different and satisfies an age group that is often left out of program planning.

"Hi-Variety" is handled for CFRB by the Toronto office of the J. Walter Thompson Company Ltd.

Joins Soldier's Wife

Bob Christie, who joined the "Soldier's Wife" cast this week as the returning husband is in no sense playing a character part in the daily strip show, because it is only a short time since Bob himself returned from overseas.

RADIO ARTISTS

REGISTRY

AND ALL

ITS

SUBSCRIBERS

INCLUDING

Ruby Ramsay Rouse

Maurice Rapkin

Lorne Greene

Mona O'Hearn

Barry Wood

Howard Milsom

Pat Barry

Roxana Bond

Philip Morris

Laddie Dennis

Russ Gerow

Patricia Joudry

Gordon Burwash

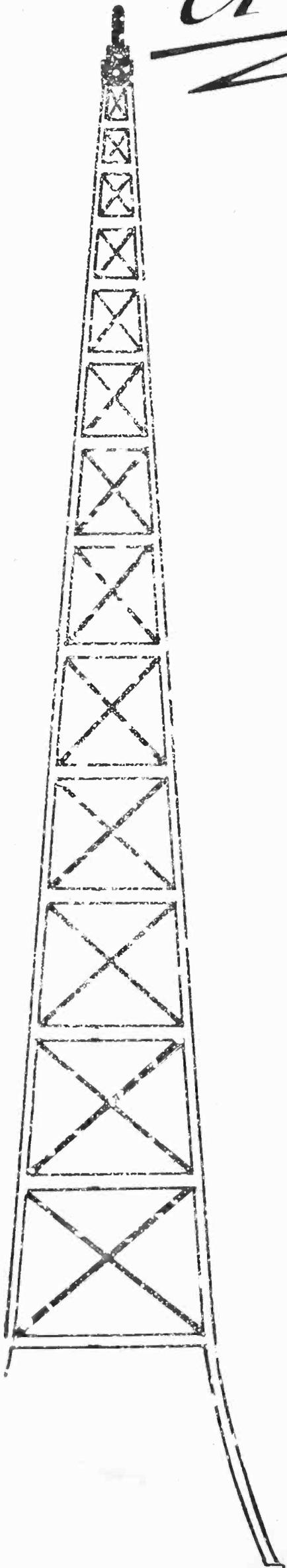
WISH YOU

COMPLIMENTS

OF THE

SEASON

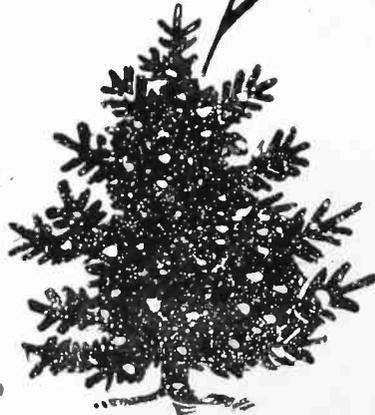
A Merry Christmas



From

CANADA'S
FASTEST-
GROWING
RADIO

Agency



JACK MURRAY LIMITED

Radio Advertising

10 KING STREET EAST
T O R O N T O

DATE-DATA, FASHION DOPE & JIVE ON CFRB'S "HI-VARIETY"

"Hi-Variety", sponsored by CFRB in co-operation with CANADIAN HIGH NEWS, the biggest student publication in Canada, is written and presented by the secondary school students of Ontario and aired over the Toronto station Saturday afternoon at 4.30.

The show has just about everything that the Hi-Timers want — music, sports, fashions, date-dosings quiz and guest star. It's their own show, not some adult's idea of what the teen-agers should have. The facilities of CANADIAN HIGH NEWS which reached about fifteen thousand students every week, are fully used in building every show, which is written by Wes Cox of the same paper.

"Hi-Variety" covers every field of high school activity. Each week the show salutes a different Ontario school, some of whose members make up a portion of the show and the studio audience. Hitting the air with the school-of-the-week's cheerleaders leading the audience in the Hi-Variety Yell, the program moves into a bit of banter between CFRB announcer Cy Strange, and high school master of ceremonies Bill McKee, as they introduce the rest of the cast and announce the guest star. Next comes fashion editor Kit Coatta, with her fashion show of the air, which includes models of both sexes displaying for the studio audience the last word in bobby socks and plaid jackets, while Kit describes them at the mike.

The school-of-the-day is plugged through an interview with their CANADIAN HIGH NEWS student reporters, who briefly outline the school's outstanding activities, history, championships and so forth. This works the audience up to such a patriotic pitch that they are in the groove when the cheerleaders, in costume, go through the contortions of the school yell.

Date-Data Reporter — Keith Dancy gives out with the hi-lites in balls and brawls in the various schools, and Dan McCarthy gives the "Stopwatch Report" from the world of high school sport. Quiz contestants are a mixed group matched against a team from the saluted school. Winners and losers are paid off in platters. Incidentally, the kids get music half a dozen times during the show on their own "Platter Parade"—choices based on a survey made earlier in the week at the chosen school.

Pièce de résistance is, of course, the guest star, who sometimes stays around for autographs. Guests to date have been Ellis McClintock, Art Hallman, Foster Hewitt, the best all-round sports athlete of Jarvis Collegiate — John Henry, Bert



Photo by Jean Gainfort Merrill

Off the top, left to right. Iris Alden, producer; Bill White, technician; Ray Harrison, operator; Cy Strange, announcer. In circle, Kit Coatta, fashion editor; Count Basie delights audience with guest appearance. Models Ruth King and Doug Roseborough display their swish turtle-necks and plaid jackets.

Niosi and Count Basie. The show signs off with the kids cheering in a frenzy.

There's a lot in "Hi-Variety", and it's not all smooth yet by any means, as producer Iris Alden well knows. A difficult show to produce, with assorted and inexperienced talent each week, Iris is gradually ironing out the wrinkles. The four high school regulars, all new to radio, do a pretty fair job and are to be commended for their earnestness and co-operation. Especially deserving of mention is Kit Coatta, who this writer believes has one of the nicest female voices heard on the air in many a month. Kit writes her stuff and trains her models. Her radio aspirations date back from an amateur air show in Edmonton when she had achiev-

ed the ripe age of five years. Kit brought down the house by being so nervous that she rolled her dress hem up to her neck. Rough or smooth, the show is interesting and different and satisfies an age group that is often left out of program planning.

"Hi-Variety" is handled for CFRB by the Toronto office of the J. Walter Thompson Company Ltd.

Joins Soldier's Wife

Bob Christie, who joined the "Soldier's Wife" cast this week as the returning husband is in no sense playing a character part in the daily strip show, because it is only a short time since Bob himself returned from overseas.

RADIO ARTISTS

REGISTRY

AND ALL

ITS

SUBSCRIBERS

INCLUDING

Ruby Ramsay Rouse

Maurice Rapkin

Lorne Greene

Mona O'Hearn

Barry Wood

Howard Milsom

Pat Barry

Roxana Bond

Philip Morris

Laddie Dennis

Russ Gerow

Patricia Joudry

Gordon Burwash

WISH YOU

COMPLIMENTS

OF THE

SEASON

REACHING PEOPLE
WHO REACH PEOPLE.

Our announcement in the last issue of our forthcoming publication "PULSE" has brought forth considerable encouragement in the form of letters from Canadians who think, but who realize that their thoughts and those of their thinking fellow-countrymen are kept in the confines of their own "isolations" because there is no medium to carry their thoughts across Canada.

"PULSE", it is hoped, will fill this need to some small degree. In its early stages at any rate it cannot be expected that such a publication will enjoy general readership in the hundreds of thousands. It is our hope, however, that we shall be able to reach people who reach people: members of parliament, editors, clergy, educators, commentators and also all those who reach people through the various media of advertising.

We are hoping to be ready with Number 1 in March or April, but we still have nothing to sell... just want to keep you up to date with our progress... and to keep on feeling your "PULSE".

R. G. LEWIS & CO.
Publishers
371 Bay Street,
Toronto

CHRISTMAS COMES BUT ONCE A YEAR BUT WHEN IT COMES IT BRINGS JOE CARR

From "Fingers" de guy who robbed de bank on the "Johnny Home Show", to Santa Claus on Eaton's CFRB show, is quite a jump. But Joe Carr, an old-timer in radio and show business, takes it all in his stride. Not quite in his stride. Joe loves to play Santy. It's easy, no pressure, and it's human. In fact it's a natural for Joe now that he is the proud grandfather of nine months old Carr Thornton, son of his daughter June, and Bernie Thornton the rugby player. "I ho-ho-ho at the young man when I go home and he looks at the radio expecting me to jump out of it", Joe smirks, making like he was the kid's mamma instead of his gran'pappy.

Joe's early ambition was to be a first class riveter like his Dad, and he started out at thirteen as a heater boy. One night at the old Toronto Opera House, somebody was singing "Come Josephine In My Flying Machine." Joe was up in the Gods, eating peanuts and drinking in culture, when the heavy voice of the bouncer said. "Come with me." Expecting to be tossed on his ear, Joe went docilely. Instead he was taken backstage, told to wait until the end of the show, and then asked to sing a couple of songs. Joe gave with "Josephine", and was asked to go with the show doing a specialty between the acts.

Poppa didn't approve of that flying lady for a lad of Joe's tender years and he put his foot down, but firmly. But Joe had greasepaint in his blood now and talked his uncle, who had a "rep" show, into letting him do kid parts next season in "Rip Van Winkle" and "The Last Dollar". The idea was to cure him. It worked. But only for a few months until Joe got a job with John Griffen illustrating songs for nickelodeons.

The next few years found Joe



turning up in about every kind of show business in existence. A single on a vaudeville circuit doing dialect stories and songs, then a Black and Tan Act with Lou Deane, the man with 40 faces and the best mugger in those days. Touring with musical comedies in the States led Joe to Hollywood and the silent pictures, particularly after his success in the George M. Cohen part in "Little Johnny Jones". The movies gave him the big opportunity of playing in a series of "quickies" on the Darwin Theory. Joe says he was the other monkey, —his co-star being the famous monkey, Joe Martin. Next came dramatic and musical stock along the West Coast and a fling in Mexico with a revue.

Up to this time Joe's daughter had attended thirteen schools for Mrs. Joe, and daughter June, were used to living out of a suitcase. In all his time on the road he was only separated from his family for one short period. There were lean times off and on when he peddled song books or worked in a cabaret

to make enough money for the next train hop, but somehow the family thrived, and together.

Home to Canada from Mexico City and a call from Harry Lewis of the old Lewis and Lake Productions. Harry, who hadn't seen Joe for four years, wanted him to do the "Johnny Jones" character of the jockey. "Do you want me to ride elephants? I weigh over 150 now" he asked. He hadn't weighed more than 120 when he last played the part, even when he was soaking wet). A compromise was reached when Joe took the part of The Unknown, with the meanest disposition. Came time for Joe to sing "Give My Regards to Broadway" one night and the scenery started falling down. After each line Joe hissed, "Get that Goddam thing off me", and was plainly heard in the last row. Unfortunately there was not a stagehand in sight and when the curtain went up for the principals to take their bows, Joe was still trying to crawl out from under a wing in full view of the audience.

After a number of other jobs in the States and Canada, Joe organized a floor show and took it to Montreal with a band. Booked for six weeks, they stayed fifty-one. "We wouldn't let our girls sit at the tables," said Joe "They had to go straight to the dressing room and home. That's probably why we stayed so long. But the other nite clubs wanted to know if we were trying to convert Montreal."

Joe used to do a sketch called "The Kid's Last Fight", which involved a bit of shadow boxing. While it was playing in Chicago, a club promoter asked him to come down and work out with the boys. Joe did and came out with a broken nose. According to Joe, "I never did have a hook on it before — it

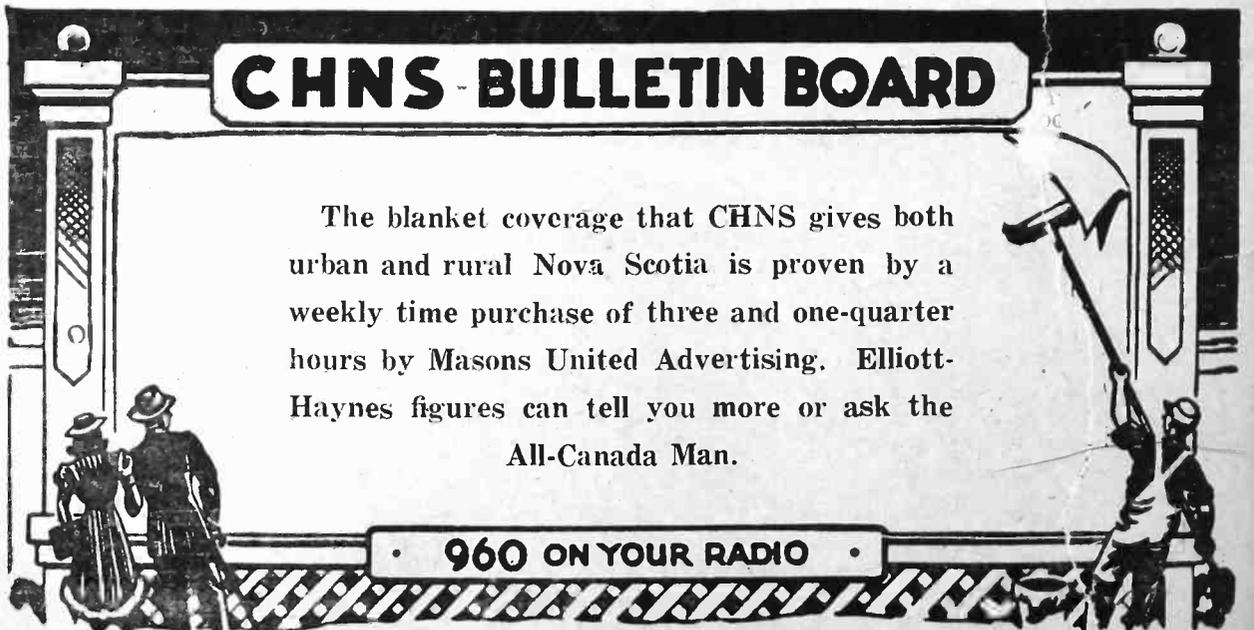
(Continued on Next Page)

CHNS - BULLETIN BOARD

The blanket coverage that CHNS gives both urban and rural Nova Scotia is proven by a weekly time purchase of three and one-quarter hours by Masons United Advertising. Elliott-Haynes figures can tell you more or ask the

All-Canada Man.

960 ON YOUR RADIO



(Continued from Previous Page)

was strictly an Irish pan, but nobody will believe it now."

Joe Carr broke the radio ice in Los Angeles doing dialect stories and songs, but he didn't like it much and went back to trouping until old-time show business folded. A few lean years followed, until radio came to his aid. He and Alex McKee teamed up to do the Adolf and Benito series on the "Carry On Canada" show in the early days of the war. Joe was launched, and is now one of radio's busiest actors. It's a part that calls for dialect of any kind, Joe usually gets it. He's been "Barnacle Bill the Sailor", Uncle Bill on "John and Judy", old J.P. on "Soldier's Wife", and Deacon of the Beacon on "Johnny Home", along with numerous sustaining characters. During the war years he toured the army camps with "Louney's Caravan", a Harry Foster production played bits in National Film Board pictures, and in his own vernacular dubbed in sound with his vocal chords on dozens of programs. During a Barnacle Bill show the inside of his script disappeared just as he was supposed to be lifting a heavy rock inside a cave. That rock hit an all time high for heaviness, even for the husky sailor, as Joe ad-libbed with grunts and puffs until he found his script.

Favorite stage part is that of Pancho Lopez in "The Bad Man". That's because Pancho was such a gay boy with the ladies. Joe would like to play that part regularly when he retires, just for the fun of it. Santa Claus is definitely on top for his radio favorite. Joe auditioned and got the part after the death of H. E. Hitchman, who had been Santa for the Eaton show for twenty years. Joe is in his fifth season now. The show has been on CFRB since 1933 during the Christmas period—present time is 5:30 Tuesday, Thursday and Saturday. The kids believe Joe's Santa, and have believed for years that the Eaton's Santa is the only true one. H. E. Hitchman's daughter, Babs, has been writing and producing the show for eight years and is fully satisfied with her father's successor.

When Joe was younger his hobbies were boxing and riding. Now they are all his grandson and he prags about him more than a brand new father. Joe's advice to young hopefuls is "Don't try to act—be as natural as possible. Bring out your own individual personality."

Stork Market

Cigars of the month are being handed out by Bill Baker, CFRB engineer, celebrating the arrival of Ruth, his third on November 21st. The event was celebrated with a stag party at Bill's house November 27 when a representative group of radio talent and radio trade paper editors gave Bill a few lessons in dealing off the bottom.

IF YOU'LL PARDON THE EXPRESSION

By DAVID ADAMS

"Ladies and gentlemen . . . unaccustomed as I am to public speaking, I feel it incumbent upon me to take the bull by the horns . . . to put it in a nutshell, and get down to brass tacks, I have great pride and pleasure in addressing you on this auspicious occasion.

You've heard every one of those phrases so often that they either make no impression on you, or else you probably find them faintly nauseating. Politicians use them, after dinner speakers rely on them, journalists write them into their stories and, yes, even some broadcasters have been known to slip them into their scripts.

Hackneyed phrases like these are known as 'clichés'. Careful writers and speakers "avoid them like the plague", because they represent someone else's thinking put into someone else's words. And a good writer or speaker strives for originality both of thought and expression.

Why do people so often use clichés? The after-dinner speaker likes them for the assurance they give him. Politicians and demagogues resort to them because they give an impression of ready eloquence, and their familiar ring finds an echo in the minds of many of their listeners. Radio writers and journalists often work under such pressure of deadlines and time schedules, that lack of time forces them to fall back on prefabricated phrases and mass-produced language. The "man-in-the-street" feels that clichés add colour to his conversation, like the man who, on reading the bible for the first time, said it was full of familiar quotations.

Our vocabularies have become cluttered, especially during the war, with too many outworn expressions and empty phrases, which should be eliminated, contends Cyril Connolly in HARPER'S MAGAZINE, by granting dictatorial powers to a Word Controller. One of his functions would be to publish lists of forbidden words and clichés, with a scale of fines and penalties for their use. His aim would be "to reshape the English language to its original purpose as an instrument of communication, and an invention for expressing thought."

Broadcasters are among the most prolific users of clichés. The speed and regularity with which they must turn out their scripts accounts in part for this fact. Radio being an extremely personal medium of expression, reaching large groups of listeners in all walks of life and on all economic levels, a broadcaster, like a political speaker, has to seek a language that all can appreciate and understand. Clichés, recognizable by all, may seem to "fill the bill". "The attraction of the cliché" writes V. S. Pritchett in the

NEW STATESMAN AND NATION "is its familiarity, and to the familiar one warms".

A cliché may start out as a proverb, or a quotation (The Bible and Shakespeare are by far the most popular sources), an apt remark on some particular occasion, or a slogan. Most clichés can be replaced by a single word or a shorter, simpler phrase. Sometimes the meaning of a passage is unaltered if the cliché is eliminated. Sometimes it is made clearer by the omission.

A good radio artist knows that one of the most desirable qualities in broadcasting is sincerity. A cliché may be particularly fitting at some point in his script, but a phrase whose point has been blunted by too much repetition echoing the thoughts and imagination of some other person, can hardly be sincere. To use a cliché derived from Shakespeare's Hamlet it may even "smell to heaven", and he would do better to strike it ruthlessly from his script.

Now, to conclude as we began, let us admit frankly that we frequently find ourselves with a cliché "on the tip of our tongue", and that we do not wish to "cast the first stone". However, we shall try very hard to "set our own house in order", or we may be "hoist with our own petard."



Best
Wishes
for
Christmas
and
Prosperity
throughout
1946

CFCO CHATHAM ONTARIO

CJGX YORKTON
Continuity

(MUSIC): "Good King Wenceslas"

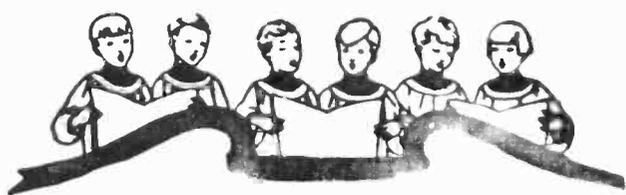
Fade Behind

(ANNOUNCER): If you are suffering from end-of-the-year lassitude — no vim — lack of pep, won't you try a full-size sample of CHRISTMASJOYS with our compliments? You see, there is nothing untried or experimental about it; it has been used and recommended for nearly two thousand years. It will restore your energy, brighten your outlook, and renew your faith in yourself and your fellow men.

YORKTON, SASK.

Christmas
1 9 4 5

HORACE N. STOVIN & CO. represent us.



"God Rest Ye Merry Gentlemen"

The
Season's Sincerest

from

The Wright Stations

CKAC Montreal

CKCO Ottawa

CKCR Kitchener



ACCENTUATE
the NEGATIVE
by R.G.L.

During an over-the-coffee discussion between your scribe and Jack Dennett, newscaster-announcer at CFRB, Toronto, Jack expounded some of his pet ideas about sponsor - agency - producer-announcer relations. Said Jack: "There are a lot of things I wish sponsors and their agencies would do to let us do a better job for them." Seeing an opportunity of getting our column written for us we said: "Go ahead." Jack gulped, fingered his Adam's Apple tenderly, swallowed a cup of Norm's steaming coffee in one inward breath and said: "OK! You're on."
—:R.G.L.

What I was trying to tell Dick Lewis in the coffee shop was that it seems to me that the show does not have to stop dead for the commercial announcement.

It always seems a pity to me—and certainly no help to the sponsor's sales department or the equanimity of the listener — to have the announcer blast the scene of the program out of the picture when he comes in with his "message from our sponsor".

The format of most programs seems to be a sort of double-decker sandwich: first a slice of commercial, then fifteen minutes of "ham"; another slice of commercial: more "ham"; then the final commercial. It somehow seems that you sponsors and you agencies feel that the technique employed by Harlow Wilcox on the Fibber McGee shows of making his commercials an actual part of the program takes dignity from your most sacred pronouncement the commercial. Whether the program you are using to sell your product is a musicale, a quiz-show or an old-time band, I have to admit that I feel embarrassed when I am called upon to invade the privacy of people's homes by shouting some personal admonition at them, between a fugue and a sonata. A radio announcer is, after all, a guest in the homes of his listeners, and should be allowed by his sponsors to show good manners. That's what Tiny Elphicke told me when I first started in radio, and I think he was right.

It isn't only the agency man who worries about people who mentally tune out the commercials. It has a vital effect on us announcers too, when, after sitting through fifteen minutes of good entertainment, we are called upon to shatter the illusion and poison the atmosphere.

I have mentioned the "Fibber" program. Others which seem re-



We've been waiting for the Christmas issue to run this informal study of your editor, caught as he nibbled daintily at a slice of watermelon, as part of the "stunt" on the CKWX production of "Treasure Trail" in Vancouver last August.

freshing to me because the commercial is part of the show are "Birdseye Open House" on which Harry Von Zell is as definitely one of the cast as is Dinah Shore. Phil Baker's "Take It or Leave It" of which the commercial is by no means the least entertaining part; "Canadian Cavalcade", a program divided into "acts", one of which "acts" is the commercial.

Some agencies want us to yell their commercials like a barker at a circus side-show; others instruct us to mouth them with the reverence due the Lord's Prayer. But isn't the important point what the listener thinks about it, and can it be possible that listeners will be attracted to the product by an announcement which can only be described as an unwelcome intruder into his favorite program.

In my humble opinion listeners are quite prepared to pay for their entertainment, by listening with at least reasonable attention to the sponsor's message. But isn't the price sometimes a little high? Not in quantity, but in its disruptive quality. If the commercial cannot contribute to the entertainment, at least it shouldn't spoil it. If we can't be funny, at least let's not be rude.

Sport Features

Lloyd Percival, who conducts "Sports College of the Air", has launched an enterprise to be known as Lloyd Percival Features.

The firm will turn out three new radio programs, newspaper and magazine articles, and movie "Sport Shorts".

Lloyd Percival Features will operate from 12 Glen Road, Toronto, with Ron Cook as business manager.

Our Wish
FOR A SWELL
Christmas

DISH:
PEACE PUDDING
WITH
PROSPERITY SAUCE



FRANK H. ELPHICKE, Manager

SCHOLARSHIP

Value \$750.00 at the Toronto Conservatory of Music and cash prizes for original musical compositions. Open to Canadians under 22 years of age on March 31st, 1946, the closing date for entries.

Junior Division, open to competitors under 16 years of age who do not qualify for the major awards. Three Cash Prizes.

For entry forms and full information apply to:

COMPOSERS, AUTHORS AND PUBLISHERS ASSOCIATION OF CANADA LIMITED
2 King Street East
Toronto, Ontario, Canada

WOULD AIR PARLIAMENT DOWN UNDER

Proceedings of Australia's Federal Parliament may be broadcast, if Parliament agrees to the recommendations of its Standing Committee on Broadcasting.

In its report, the Committee points to the success of parliamentary broadcasts in New Zealand. One good result has been a marked improvement in both content and delivery of speeches from the floor of the House. Public interest in the broadcasts, it is claimed, has attracted exceedingly high audiences although actual figures are not available. The New Zealand broadcasts are considered to have played an important part in the political education of the people; and made them more aware of both sides of public questions, thereby ensuring a more effective functioning of the democratic system of government.

Similar parliamentary broadcasts in Australia would, it is widely felt, raise the standard of debates, enhance the prestige of parliament, and contribute to a better informed outlook on matters affecting the public interest, both nationally and internationally.

The suggestion has also been made that special debates dealing with Australia's postwar develop-

ments and matters affecting affairs in the Pacific should be broadcast by shortwave for overseas listeners, to secure recognition of Australia's position as a Pacific power.

The ideal arrangement for the parliamentary broadcasts envisioned by the committee calls for a network of 22 national medium wave stations; the cost of such a set-up would be prohibitive. Another possibility is to buy the time on selected commercial stations; here again cost would be considerable. The only other system would be to use some of the existing national and regional stations, which would mean supplanting entertainment, news and other regular features now broadcast by them. Since this substitution would be limited to about 50 days and 36 nights per year, the importance of parliamentary broadcasts is regarded by the committee as sufficient to warrant the step, until other facilities become available.

Drama Award

The Canadian Drama Award Council Committee has announced that Bernard Goulet, production manager of CKAC, Montreal, had been nominated for the 1945 award for outstanding service to the Canadian Theatre over a period of years.

Radio Reunion

A parting that lasted as long as Rip Van Winkle's twenty-year nap came to a happy ending at CKAC the other day.

"Bruno and Mario" a morning variety show featuring two new announcers, Bruno Cyr and Mario Verdon, had just come to an end when the phone rang.

Bruno picked up the receiver. Sister Gisele, at the other end of the line, had played a hunch. She had heard the broadcast, and thought she detected something familiar about the "Bruno" voice—something that reminded her of her brother Bruno, of whom she and the rest of the family had heard nothing for twenty years.

At the time the family had been broken up, Bruno was only seven months old. A happy reunion followed the phone call.

"Down East"

"Down East", Another Cargo of Tales Told Under The Old Town Clock, is the title and sub-title of Bill Borrett's latest book, his fourth, which is now on the press and which the manager of CHNS, Halifax says will be definitely "out for Christmas".

The book is published by the Imperial Publishing Company Ltd., Halifax.



Coupled with the grand old wish, here's for prosperity and goodwill throughout the
NEW YEAR.

CJCS
STRATFORD

The best of Luck in
'46

**PRESS
NEWS**



The Complete Radio News Service

HEAD OFFICE TORONTO

Together . . .

WE HAVE WON THE WAR

WE, at CHNC, have helped win the Peace by getting behind every worth-while activity throughout the year. Now, Mr. Sponsor, we want to help you win a piece — a chunk in fact — of the post-war spending in the thriving area served by this station.

Christmas, with its message of peace and goodwill is bringing a greater joy to the world than ever before. May it be a day of unequalled happiness to you and yours.

★ If your joy, Mr. Sponsor, can best be addressed in terms of increased sales let us help you put your message across. There will be a charge — a nominal one but the results — Oh la la!

Ask the All-Canada Man

Broadcasting Station

CHNC

New Carlisle, Quebec

1,000 watts

(soon 5,000)

610 kes.



May this season, when all men of goodwill extend Cordial Greetings, mark the end of viciousness and hatred and the start of a just and permanent peace.

John Cudaskin
PRODUCTIONS
 T O R O N T O

DOWN WITH INSULARITY

by Michael Barkway

Canadian Representative of the BBC.

As Adam said to Eve - "We live in an age of transition".

I imagine every broadcasting organization round the world will be celebrating this Christmas as a period of brief respite from the worries of reorganization, staff resettlement, post war plans, FM speculations and the rest.

Certainly the BBC is engaged in the difficult job of remoulding its wartime organization into the pattern of the post war years.

In some ways perhaps we have the hardest task of all. During the war our staff increased threefold and the foreign and overseas services grew into a new phenomenon in broadcasting.

The listener at home unquestionably suffered for the sake of the broadcasts to Europe and elsewhere. Of the twelve medium wavelengths (we call them "medium" to distinguish them from the "long" wavelengths of 1,000 metres and over) which were allotted to the United Kingdom before the war, ten were used during the war for the transmission of programs to Europe. Our one "long" wavelength was used for the same purpose. Now they are being brought back into the service of the British public. This doesn't mean as great a loss to Europe as may at first appear: for one thing, the nations of Europe have got back their own radio systems and are less dependent on the BBC, and for another thing the BBC can now get to them freely: the multiplicity of wavelengths which was necessary to overcome enemy jamming is no longer necessary.

With the return of these wavelengths to the home public, the BBC plans to provide three national services and seven regional services.

The three national services will be low brow, middle brow and high brow. The Light program, using the one longwave supplemented by low power medium-wave stations, covers the whole country. The Home program is a sort of middle brow network; it is available to all regions, but the Regional Program Directors have complete freedom to originate their own programs in preference. The third program, which will start operating next year as soon as the necessary technical changes can be made, will be frankly highbrow. It will get away from the necessity for rigid timing, and will be able for example, to devote a whole evening to a full length opera or play. It will also provide a sort of experimental workshop for the development of new program techniques.

Most important of all television is at last able to restart after six years of conscription for war ser-

vice. Since September 1st, 1939 the transmitting apparatus has been used for what are mysterious called "war purposes". Now it's being taken out of khaki and "rehabilitated". The technicians and program staff are being released from the armed forces and reassembled, and I know how the pre-war television staff are longing to get back to it. They have to start television afresh, but we don't doubt that before long the BBC television will have regained its pre-war pre-eminence.

International broadcasting is also entering a new phase. It is strange now to recall that as late as 1939



it was still regarded mainly as an affair serving scattered shortwave listeners. During the war the re-broadcasting of shortwave program all round the world as part of the local medium wave services, showed the opportunities for international exchange by radio across oceans as well as across land frontiers. I indicated the keynote of the post-war pattern of international broadcasting, which must be exchange.

Let's forget about reorganizations over Christmas. I'm making New Year resolutions instead; and my enemy for 1946 is insularity. I discovered long ago that insularity has nothing to do with islands continents and empires, cities, villages and individuals are prone to think it too. Will you join me in a Christmas toast: "Down with insularity"?

Brantford Ad Club

The Sales and Advertising Club of Brantford, Ont., has joined the Canadian Advertising and Sales Federation.

The CASE, which acts as a clearing house for information about member clubs, supplies and speaks information, and serves the general interests of advertising and selling now numbers fourteen members in cities all across Canada.

BROADCASTING PROMOTES RADIO MUST SELL CANADA TO U.S. THE POSITIVE

FCC Chairman Sees In Radio An Instrument for Peace

People are adopting the comfortable view that men may now be frightened into peace. Science has outstripped the moral values, and broadcasting has a great responsibility to arouse men to a sounder and more positive attitude.

This was part of the message of FCC Chairman Paul Porter, in his address on the occasion of the twenty-fifth anniversary of broadcasting in the U.S.

"Four hundred and fifty applications", he said, "had been made for new standard broadcasting stations; 700 FM applications, the base of a new and superior technical broadcast service; 157 television applications awaiting the Commission's determination on allocations, standards and regulations. There are many who desire to join the select circle which has brought such great opportunities to those now engaged in the business.

"A broadcaster", said Porter, "told me recently that this industry must be more than 25 years old, that things could not have become so confused in so short a time. I think however, that confusion was mistaken for growing pains, and that perhaps what he meant was that we have not yet evolved a philosophy about this form of communications.

"While the first 25 years of broadcasting", he continued, "have brought us a great technical system, and the next quarter century will bring even greater scientific progress, all of us are fumbling for a policy or a philosophy which would encourage broadcasting to realize its full potential".

"I like to think of broadcasting", the FCC Chairman went on as one obvious and powerful instrument which could create a more appropriate climate, one in which relationships among men and nations will be seen and appraised on the basis of the new era we have

entered. Public reaction has swung all too quickly into a lazy attitude that men may now be frightened into peace. History shows that men are too brave and adventurous to live permanently under the power of fear. We like to dream that just as governments pooled skill and knowledge of physical scientists for a more abundant death, so may it be possible to mobilize our spiritual and social resources for the purposes of peace.

"Broadcasting", Porter concluded, "possesses men and women with vision and creative imagination who can bring us not only taste in entertainment, but an awareness of the obligations — the moral obligations, the religious and philosophical concepts—which all must agree are essential in the reevaluation of problems which mankind must meet to survive."

Petrillo Racket

A Bill whose aim is to "prevent control of broadcasting by coercive practices" has been referred to the US Committee on Interstate and Foreign Commerce.

Provisions of the Bill would penalize certain practices which compel the hiring of more employees than are needed by a broadcaster or the exaction of a tribute against the broadcaster for the use of certain materials, including transcriptions. The measure is a result of certain demands made by James C. Petrillo, head of the American Federation of Musicians.

"These and like demands", claims the preamble to the Bill, "are not within the legitimate rights of any organization. Carrying as they do threats of reprisals if not complied with, they are on the moral level of rackets and extortion. A self-respecting government cannot afford to permit such practices to prevail. The object of this legislation is to prevent them."

A recent editorial in the OTTAWA EVENING CITIZEN dealt with the role that radio could play in dispelling some of the ignorance about Canada that prevails across the border. Says the editorial, in part:

"The popular methods of informing other countries about Canada are through the movies and radio broadcasting. Many millions of Americans and people in other parts of the world have seen the "Canada At War" pictures produced by John Grierson and the National Film Board.

"Canadian radio, on the other hand, has missed opportunities to be heard in the homes of foreign lands. A belated attempt is now being made through a million dollar investment in shortwave transmitters for the CBC; but it is five years too late. Shortwave broadcasting is tending to become as obsolete as silent films. The accent now is on perfect reception, without distortion and fading. Even the familiar system of broadcasting used by home stations seems likely

to give way to FM broadcasting in a very few years,

"Most Canadians who live in the US are chagrined to discover that Americans know little more about Canada than Canadians know about the Arctic. The CITIZEN's Washington correspondent cited three examples: the quiz program "Take It Or Leave It" informing a contestant that Canada has six provinces; another popular radio commentator describing Mackenzie King as Canada's foreign minister; and the usually well-informed WASHINGTON POST writing about 'Senator' Coldwell.

"If Americans are not well informed about Canada, part of the blame can be laid on Canadian shoulders. The Film Board is making good progress, but radio is lagging behind. If the CBC cannot produce a program acceptable to the American networks, then some consideration might be given to the buying of a regular commercial period. Either of the Canadian railway companies would be a suitable sponsor.



Jim Browne

and Staff
of

CKOV—Kelowna

"The Voice of the Okanagan"

*Wish All Their Friends in The
Broadcasting Business*

A Very Merry Christmas

and

A Happy Prosperous New Year

To our friends throughout Canada
A Merry Christmas

**CFCN
CALGARY**



To our many good friends...

A Very Merry Christmas and a Prosperous New Year

NATIONAL BROADCAST SALES

Bank of Commerce Bldg., TORONTO, EL. 1165

University Tower Bldg., MONTREAL, HA. 3051

REPRESENTING

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

* MONTREAL ONLY

BEAVER AWARDS

Past Year's In Press Reco

It is generally agreed that during the past year the press, both daily and periodical, has displayed a greater interest than ever before in Canadian radio in general and in Canadian radio personalities in particular.

During the year, considerable strides have been made by RADIO WORLD, the English language fan paper now being published by the publisher of the well established French language publication, RADIO MONDE.

"TORONTO WEEKLY NEWS" has gone through a transition from a general feature tabloid with only a local appeal, to a predominantly radio paper, printing quite complete listings of programs heard in the Toronto area. This paper has now gone through a change of name, and is known as RADIO VISION, and it is understood that Jack Walker, the publisher is aiming at national coverage during the coming year. This paper is edited by Svend A. Blangsted, former Press Representative of the CBC.

The institution of THE CANADIAN BROADCASTER "Beaver Awards for Distinguished Service to Canadian Radio", which were awarded for the first time last February, the function being carried to the public over the Dominion Network on "Borden's Canadian Cavalcade", is the only one of the attempts that has been made to provide the press with something to write about. RADIO MONDE has been making awards for some years now in French Canada, and this project was expanded this year

by the institution of the RADIO WORLD La Fleche Trophies for English language radio.

Another publication which has seen fit to pay more attention to the ladies and gentlemen of the microphone is LIBERTY which has included a number of radio personalities in its "Profile" series. NEW WORLD includes a radio feature in almost every issue, and appears to be wide open for stories of radio which lend themselves to photographic treatment.

Such projects as RADIO MONDE's La Fleche Trophies and the CANADIAN BROADCASTER's Beaver Awards have undoubtedly helped bring radio into the public eye, but neither the stations, the advertising agencies nor the artists seem able to help themselves and these various media by offering newsworthy material. Editors are deluged with material which can only be discarded as "puffs", while stories with genuine news value and reader interest are allowed to slip by practically unnoticed.

The date of the presentation of the second "Beaver Awards" will be announced in an early issue. As a matter of interest, we are reprinting on this page a montage of last year's winners. They are as follows:

- (1) York Knitting Mills "Singing Stars of Tomorrow";
- (2) Alys Robi, French Canadian singer who is about to embark on her Hollywood career;
- (3) Alex McKee, veteran characterman;
- (4) C. M. "Pas" Pasmore, agency executive;
- (5) Ernie and Kay Edge, writing

CHRISTMAS

... when all the world pauses, to extend "good-will toward men" ...

The management and staff in Edmonton wish you a Happy Christmas and a prosperous New Year in 1946.

CJCA

TITUTED IN 1945

upwards Trend for Radio Artists

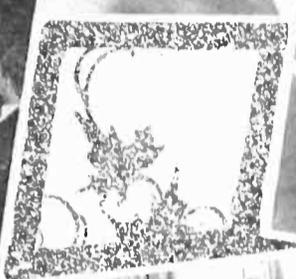
team; (6) Andrew Allan whose program "Stage 44" won an award; (7) Paul L'Anglais, French Canadian producer; (8) Mart Kenney and his Western Gentlemen; (9) Grace Benson, "leading lady of Canadian radio"; (10) Foster Hewitt, sports broadcaster; (11) Stan Francis, comedian emcee; (12) W. T. "Doc" Cruickshank CKNX, Wingham; (13) Jack Fuller whose prowess as an announcer has gained him a spot in Chicago radio; (14) Wells Ritchie, CBC Supervisor of Press and Information; (15) Ralph Kuyle and Jean Penny, fledglings of the CBC news department; (16) "The Happy Gang".

Composers' Contest

Major prize in the ninth annual contest conducted by the Composers Authors and Publishers Association of Canada (CAPAC), for Canada's young composers, is a \$750 scholarship to the Toronto Conservatory of Music. The competition will close on March 31 1946. Only aspirants under 22 years of age on that date will be eligible.

In addition to the scholarship, there will be other cash awards totalling \$250. The junior division for competitors under 16 years of age provides three prizes of \$25, \$15 and \$10.

Young Canadian composers have been given practical encouragement by these annual contests, and their works have been heard in concert, and on the radio.



OVERSEAS LISTENING

by Eddie Traynor

Back from overseas with the RCAF, and banging at Radio's "Employees' Entrance", Eddie Traynor has been telling us a lot about radio listening when you're far from home, in a training camp, or flying over enemy territory. He's landed a job with RCA Victor now, so we asked him to do this article by way of an introduction to the industry.

Until the "Allied Expeditionary Forces Program" started setting up their stations in England, and later on the Continent and in Africa, we felt we were really getting behind in things. We were still whistling and humming about "Moonlight Becomes You", while our wives and girl-friends back here were writing us about that "Craziest Dream". The AEFP changed all that and after a month of its operation we were as hep as our better halves at home.

Once the AEFP got going the BBC Home Service, and its Forces Services didn't get much play on the mess radio. It would have done Pepsodent's prexy's heart good to see the boys crowd around the set when Bob Hope came on except that the commercials were cut out for the overseas rebroadcasts.

The AEFP stations in England were operated as a BBC service and run jointly by members of the American, British, and Canadian Armed Services. It was truly the Allied Expeditionary Forces Program. Those soldier producers, entertainers, musicians, and announcers did a bang-up job. No one who served overseas will soon forget the cheery, unaffected, morning show—"Duffle Bag" (11 a.m.—the best time to find a crew in our crew-room; there was a radio there) or its afternoon counterpart, "The Old Juke Box of the Air", or "Strictly On The Record". Englishmen, Americans, and Canadians, army, navy, and air force pooled their talents. This, combined with the popular rebroadcast American and Canadian shows, made the AEFP the serving man's favorite. It broadcast top BBC shows as well: Geraldo's program, the farcial RAF show — "Much-Binding-In-The-Marsh", "Navy Mixture", and, what was probably Britain's first war-time program, "Music While You Work".

Of the Canadians heard overseas we can recall three: Percy Faith's "Music from the Pacific", "The Western Five", and the hockey

games. Jerry Wilmot kept us abreast of the news at home in his nightly Canadian news round-up. The first time we heard Canada's own comic, Alan Young, was when flying over Iraq (following the pipe-line so conveniently laid by the oil people). We'd never heard the Young show and didn't know Alan was a Canadian but we liked him and his girl-friend Betty, and followed them from then on.

News was broadcast regularly through the day, usually in the clear, impartial, undramatic (no, not superior) BBC style; and progress on the scattered battle-fronts was reported every day in "Combat Diary" (later changed to "Victory Diary") a 15 minute program of Allied correspondents' dispatches fresh from History's pages.

As on the other BBC Services we got a six-pip time-check every hour, and navigators scrupulously counted the seconds their Longines had lost or gained, although the only navigation called for that night might be a trip to the local pub.

There were no audience-participation shows that we can recall, but the listener-participation was terrific. When the Sinatra star was in its ascendancy, the AEFP thought it a good idea to have a Swooner Popularity Poll. Records of Frankie's, Dick Haymes, and Perry Como's best were played, and the listening Joes asked to vote for their favorite. They did. When all the returns were in, the winner, by a substantial majority, was found to be a non-contestant—that's right, Bing Crosby!

The AEFP went off the air after VE Day when the BBC set-up was revised. One of the new Services was to be called "The Light", we hope the BBC Home Service didn't become "The Heavy". We hope some of the atmosphere of the AEFP was retained in one of the Services. As for the staffs of the stations: if they were not already established in radio prior to their stint with the Soldier's Network, they should have no trouble finding their niche in it now.

GREETINGS FROM
"FRIENDLY OLD QUEBEC"



CKCV Quebec

PAUL LEPAGE
Managing Director



SPONSORS NOTE!

THIS TIME

The Famous B.U.P. Year-end Features

"Review Historic"

1945

1. The Nation in War and Peace
(20 mins., 2 announcers).
2. World War Two—end and occupation
(15 min. script).
3. The Fight for Peace in 1945 (15 mins.)
4. The World of Sports in 1945 (15 mins.)
5. Chronology of 1945 (15 mins.)
6. Women in 1945 (15 mins.)
7. Canada in the World of To-day (15 mins.)
8. The Year's Best Human Interest Stories
(15 mins.)
9. In Movieland in 1945 (15 mins.)
10. The Farmer in 1945 (15 mins.)
11. Names of 1945 (15 mins.)

**Make Sure with your B.U.P. News Station
That you secure your choice**

**THE WORLD'S BEST COVERAGE
OF THE WORLD'S BIGGEST NEWS**

BRITISH UNITED PRESS

231 St. James Street

Montreal

NEW VISTAS IN RADIO

Condensed from a talk delivered to the Vancouver Board of Trade by Roy G. Dunlop, production manager of the Pacific Region of the CBC.

All through the years of struggle radio kept up our morale with accurate news reports. Radio kept the free world together at the time of its greatest trial. Radio played part in the victory equal to any other agency.

Today we are at peace, and radio adjusts itself to peace as readily and with as much energy and enterprise as it did to conditions of war. Radio is back in the entertainment business.

Broadcasters did not originate the idea of forming public opinion and delivering entertainment; they merely provided a new method. Whether it concerns an advertiser's product or the points of a political address, broadcasters are in the business of providing facilities for the enlightenment and entertainment of mass audiences. Broadcasters are goodwill middlemen between the creators of the world's finest entertainment and education in the home; and between the advertiser and the consumer. In the coming days, the broadcaster's position will remain the same, but he will have more to work with and will be able to do a more important job.

Let's consider television as a means of doing the job. What has television to offer as compared with other communication media? Television adds the all important factor of spontaneity, of taking its audience to a scene of instantaneous action.

Every fall in the U.S. and Canada, thousands of people flock to the football stadiums. Everyone knows what he is going to see before he goes. He knows there are going to be crowds, that there will be kicks, forward passes and touchdowns made, that he is going to be pushed around by the crowd after the game. Why is it then that football seats sell at a premium? It is because people want to experience a feeling of suspense. They want to be at the scene of action when things happen, and to witness that much sought after, but rare, unexpected turn of events. Television cameras on the spot capture all of the action and all of the suspense.

These factors of immediacy and suspense are also typified in television studio productions. As broadcasters and advertisers, we have to learn how to stage, evaluate and exploit them.

This all-important factor of immediacy is the answer to man's age-old quest for a means of seeing beyond his horizon. No other medium can take you to the

finish line at a track meet or to a ringside seat of a fight many miles away, and enable you to see the action for yourself as it happens.

The nature of television is such that it commands active attention and generally over a definite span of time. You can see what opportunities this medium offers the advertiser.

From the beginning of television programming at NBC until the granting of a commercial license two years later, the participation of many advertisers was invited. The offer was received so enthusiastically that 125 advertisers representing 21 industries co-operated in the production of over 300 commercial-type programs.

Today in New York at the television studios of NBC, CBS and DuMont, more than 35 sponsors are providing regular television broadcasts for the public.

But to come back to the medium which is with us now, and which will undergo many changes in the months ahead, there is a strong and very general feeling in American radio today that commercial radio must clean house. The trend is away from offensive commercials and plug-uglies.

The listeners own the air waves, and they will decide what the broadcaster will give them. Offensive chatter and silly commercials must go. Good-taste and goodwill is to be the basic insignia of commercial radio in the U.S. and this will follow in Canada as well.

Those of us in the radio business who have the public welfare sincerely at heart look forward to what the coming years will bring, and to the opportunities that are presented for service. Knowing that radio is perhaps the most important force today in moulding public opinion, we must so make use of it that only good-will will result. Radio can bring the peoples of the world together, can cement international sympathy and understanding, and show the waste and futility of war. Radio can prove the realistic soundness of that happy ideal of "One World".

Appointed Vice-Pres.

Dave McMillan was appointed vice-president and general manager of Grant Advertising of Canada Ltd., at a meeting of the directors on November 21.

Offices of the company are at 103 Church Street (at Richmond) in Toronto.



Stu Kenney

WHAT A SPOT TO BE IN!

13

WHAT A SPOT TO BE IN!

BECAUSE we are on Atlantic Standard Time, this is the ONLY station open from 7.45 to 9 a.m., every weekday morning. The program is a good "eye-opener" — variety music, weather report, coffee talks, no humor. A wonderful spot for YOUR spot.

CJEM EDMUNDSTON

Represented by
HORACE N. STOVIN
MONTREAL & COMPANY TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

OTTAWA

Letter
by
JIM ALLARD



Don Messer and his Islanders may yet get an invitation to play in the not-now-so-dignified precincts of the Red Chamber. The lads of the lively melodies took quite a place in Senate debate for November 22nd last. The discussion at the time was on the flag. (Don't ask us how these irrelevant issues get dragged in—it just happens). The Honorable Senator Duff opened the Senate debate on the new Canadian flag, suggested that the Nova Scotia flag might be the best idea. (Nova Scotia, only Canadian province with its own flag, had a nifty granted it in 1621, when still a colony). Now here's how Don got into the discussion: This Nova Scotia flag has a white background, quite a bit of it, and one hon. Senator enquired: "May I ask how that flag could be kept clean if it were used much?" Shot back Senator Duff: "We use a lot of soap and water in Nova Scotia, perhaps more than people in Ottawa do. Now down in the Maritimes we also have one or two radio stations which give us some very interesting programs". At this point, Senator Copp interjected to remark: "Particularly on soap". (Anyone requiring explanation of reference please write, enclosing ten cents for, etc.). Ignoring this sally, Senator Duff proceeded "There is a program which I enjoy perhaps better than any other. It comes from the station in Charlottetown, Prince Edward Island. Honorable members need not fear that I am going to do any advertising. I am referring to the program known as "Don Messer and his Islanders," which is broadcast on Monday, Wednesday and Friday evenings at 7 o'clock . . ." (yes, the Senator put in the plug). He then went on to speak of a song by Charlie Chamberlin of the Messer aggregation, read it into the record, said "The metre is perhaps not as good as it might be, but I think the sentiment is wonderful". To explain the connection, we add that the song is a patriotic composition, titled "There's a Union Jack Flving over Yonder". The Senator used the poem as support for argument that if Canada couldn't adopt the Nova Scotia flag, it should stick to the Union Jack.

The once-dignified Upper Chamber, by the way, is in open revolt against the secondary position assigned it in recent years; is demanding a larger share in the responsibility of administration, and a more direct check on the executive power. It is interesting itself in many vital problems. The Senate Committee on the income-tax issue may well be the most important single development of this session.

The Capital City played host to a large chunk of radio's senior personnel during the latter part of November. Event was the joint CAB-CBC meeting on FM and other related factors. CAB's directorate and officials met with the CBC Board of Governors and top officials. Reports indicate a cooperative and pleasant attitude all

round; with mutual willingness for the old give-and-take.

Next meeting on frequencies and such like is skedged for January in Washington, but no formal announcement has been made as this is written. If Washington is currently like Ottawa for hotel rooms and so forth (and we hear it is) this conference will be no fun. Canada will likely ask for more time to take up her clear-channel high power commitments. In case this is no dice, preparations are underway for taking these up as rapidly as possible. Such may involve transfer of frequencies now held by some of the larger private stations to CBC 50 kw jobs. Indications are that a western frequency will go to high-power CBC outlet in Red Deer, Alberta.

Question of installing a PA system in the House of Commons (very badly needed) has not been dropped. One or two M.P.'s are getting certain information regarding salary levels at certain broadcasting stations. Tradition of Parliamentary humor may be restored by joint efforts of A. L. Smith, K.C., Progressive-Conservative member for Calgary West and George Cruickshank, Liberal of Fraser Valley. Both are at their best on Ottawa. Mr. Smith is the man who suggested that money proposed for Ottawa beautification be not spent till the city itself "spent at least a buck and a half on street signs", added that those in existence were probably erected by the gentleman who originated the art of camouflage. Mr. Cruickshank observed "if you spent ten million dollars you would still have only the Parliament buildings, Karsh, and some bad restaurants".

Best wishes to everyone in radio for a spot of relaxation and fun over Christmas.

Watch-Fob Radio

A receiving set half the size of a package of cigarettes will give New Yorkers time signals and weather reports twenty four hours a day, if the FCC approves an application from Electronic Time, Inc., for construction of a transmitter atop the Lincoln Hotel in New York City. The receiver will retail for about \$5 (U.S.) and will be tuned permanently to the frequency of the Time transmitter. The time broadcasts will be derived from the Arlington time signals. Eventually very brief commercial announcements may also be included.

Air Checks



ACME RECORDING
Kl. 1603
126 HUNTLEY ST. TORONTO



Greetings

To all of you agency folks and clients, to our friends, and to our enemies (if there be any) we wish you one and all the compliments of the season and the first Peaceful Christmas for six long years.

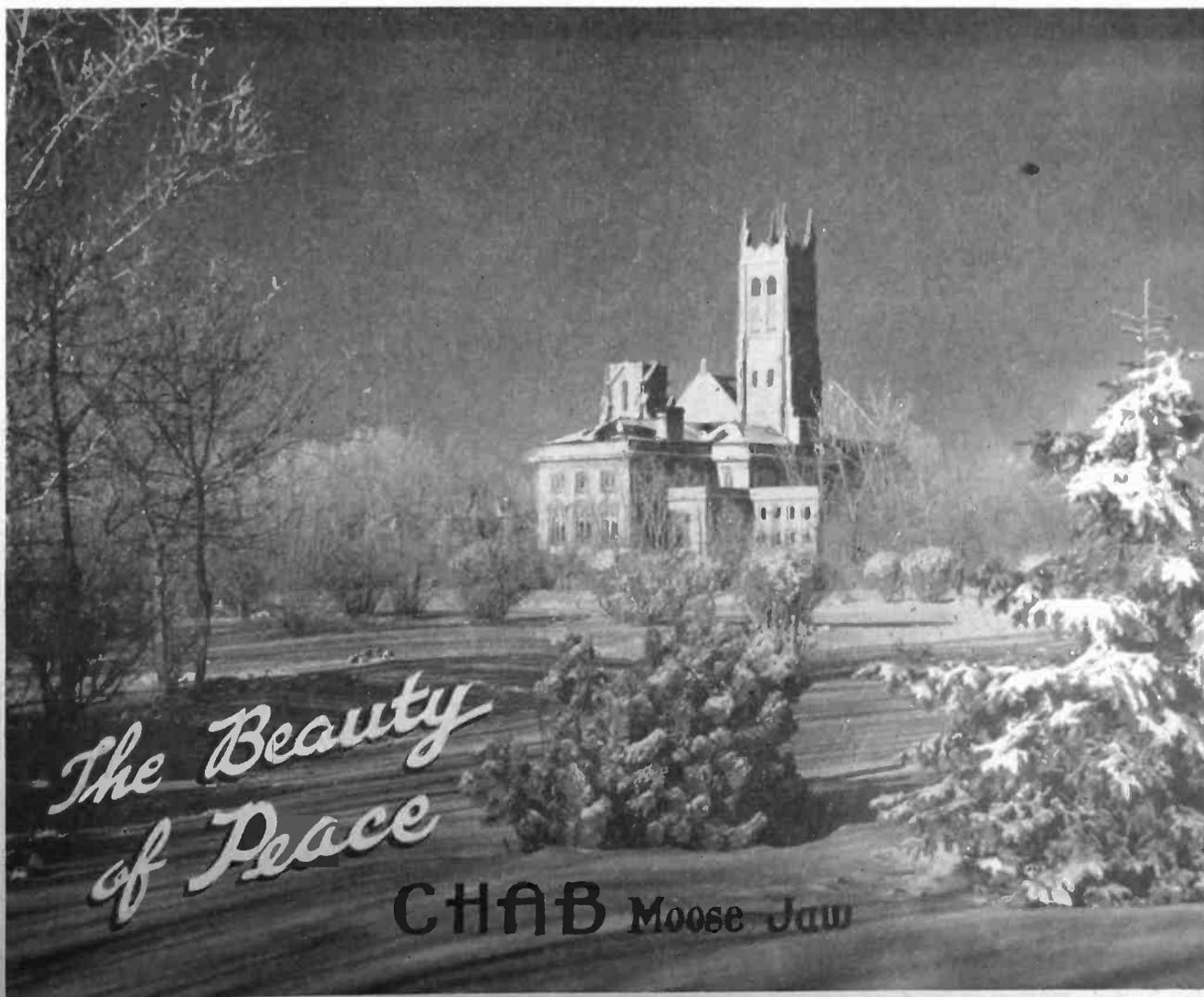
From all of us at CJCH:

**A Merry Christmas and a
Happy New Year**



The Friendly Voice of Halifax

Representatives: H. N. STOVIN & CO., VICTORY BLDG., TORONTO
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY U.S.A



The Beauty
of Peace

CHAB Moose Jaw

Re-Employment Service

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

BRIAN HODGKINSON

having signed away his exclusive newscasting services to CHUM, Toronto, is available for announcing, emceeing, etc.

95 Alexandra Blvd., Toronto
Hudson 3109

Snow Use

Unit No. 24 of the National War Finance Committee in Kamloops, B.C., was on the spot during the recent Victory Loan campaign, for winter came early and covered the countryside with snow.

As a result, the loan salesmen in the Merritt Ashcroft, Clinton and North Thompson areas were completely snowed out. On November 2 less than forty per cent of the total quotas were reached, and the local Committee chairman appealed to CFJC Kamloops to sell bonds via the ether, asking the people in these areas to phone, wire or write their bankers to buy bonds for them.

Within a week the quotas of all the areas in question were over-subscribed.

COAST TO COAST GHOST

Albert Shea, the erstwhile contributor to these columns, who took his Ph. D. with a thesis on broadcasting, then went into the RCAF and the Wartime Information Board in fairly quick succession, is now lecturing at the University of Toronto. While at WIB, he was asked to do a commentary on the network. His own commentary on the commentary follows:

The speech is re-written 17 times to begin with. It is reviewed, vetted, passed and approved by various authorities ranging from the messenger, my secretary, Lt. Tyndall and the general manager right up the line. The PM gives it the nod...its the green light to go ahead. I read it, time it, alter it to fit the required period. Then I audition it in the CBC studio. Later I audition it again to make sure it is right. It is getting better all the time. It starts off by just being a little four-minute talk. By the time this process is complete it is by way of being one of the greatest and briefest commentaries on the Canadian scene issued since Laurier retired.

Comes the evening of the big broadcast. I rehearse it. I time it. I take a quiet walk around the Parliament Buildings for inspiration before the great event. I mount to the seventh floor of the Chateau where the CBC studios are located. I am calm, unruffled. The producer is there. I face the mike and go through the speech once more, in final rehearsal. It is timed to perfection. It is smooth, logical... a brilliant bit of commentary. It is 7.45... all the way from far-off Vancouver a voice comes through bright and clear talking

about the British election, and about what a great guy Churchill was. Then, from far-off England, they bring the voice of a CBC commentator. He also has a word to say about the British election, and about what the Labor Party is likely to do. Then the lady says: "Now we bring you Albert Shea from Ottawa". From the control room the director points his finger. I launch into the speech. I am speaking quietly and calmly. Just the right inflection to get the point across. Unruffled. As though commentating was my daily bread. The sentences flow on. I am secretly wondering how it is being received in some shack in the wilderness of B.C. . . . in Koushebaquaque, New Brunswick. Then . . . a jarring note. Loud music is coming out of the speaker in the studio . . . the same studio from which the Prime Minister and many others have spoken. What are the mad fools doing? The music will go out over the air. It will interfere with my speech. Then the door bursts open and the director Don Pringle, bursts in. Fool! Does he know no better than to break into a live studio?

"Line trouble, Mr. Pringle tells me. It's not going through. They are phoning frantically. The second hand has erased the period in which I was to make my great effort. The lady is apologising because they couldn't get this elusive Albert Shea. It is all over.

Later I hear about what the listeners heard. But at the moment when it actually happened, all I could do was laugh. It was so damn funny. Here I had told everyone to listen, had re-written and rehearsed the speech dozens of times. And all I emit over the air waves is a great silence! It had to happen to me! Really very amusing. Ah well. Perhaps there will be another opportunity another time.

One of the girls at the office says her husband swears it was the best speech he ever heard. On the editorial page of the CITIZEN they had this comment:

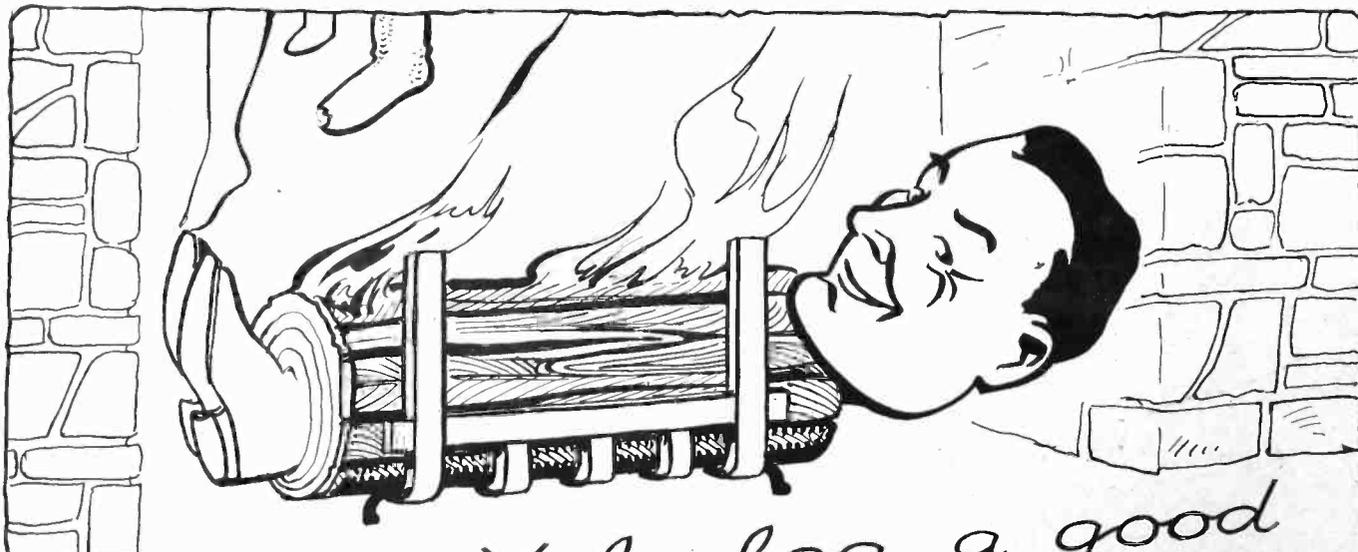
"CBC news roundup last night called frantically: 'Come in Albert Shea at Ottawa.' But Al didn't. It was a hot night anyway, and he may have been out hosing his lawn".

Other people suggested various theories... "drunk again"... "forgot about it"... "slept right through his own speech". The CBC regret the fact that the wire that was to carry my voice from Ottawa to Toronto for distribution to the network failed at some point. Possibly it trickled off the wire around Deseronto or Cobourg.

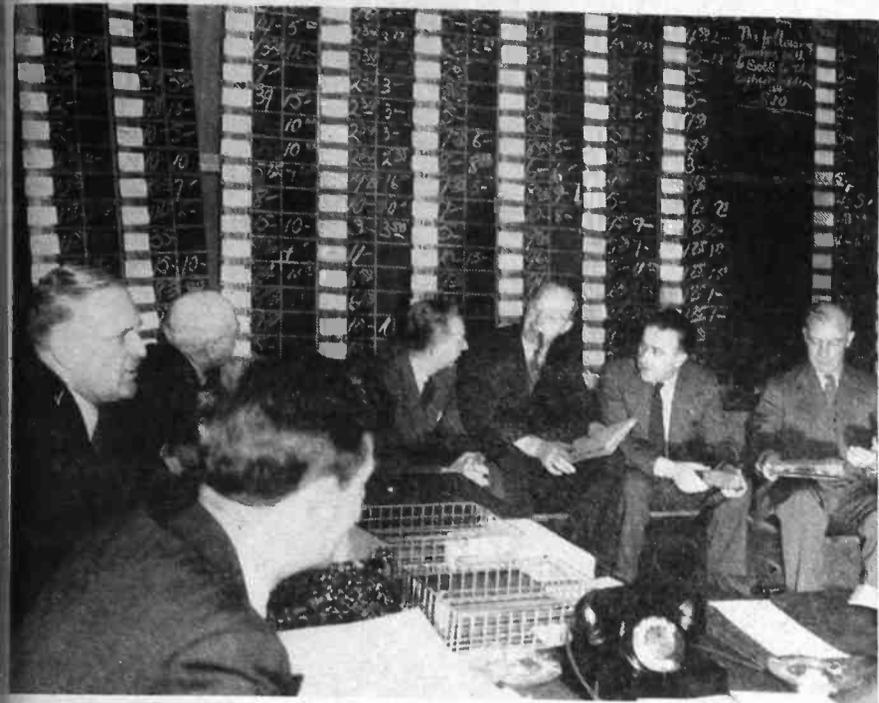
In studio — or agency —
On continent or isthmus*,
Where'er you are —
Whoe'er you are —

We wish you
MERRY CHRISTMAS!

*rhymes with "Christmas"—or do you lisp?



*Hoping Yule log a good
Christmas, with Happiness
hung over into the New Year*
Barry Wood



Chocolates brought as high as \$6 a pound and nylon hose went for \$25 a pair during CHSJ's 13th Annual Saint John (N.B.) Kiwanis Radio Auction November 14. From 7.45 p.m. to 12.30 a.m. programs went by the board while the Kiwanians, some of them pictured above, made a clean sweep of over five thousand dollars.

KENT COUNTY FAMILY ALMANAC

Sugar Co. Uses Radio For P.R.

"Kent County Family Almanac", heard weekly on CFCO Chatham, Ont., numbers among its fans the Rt. Hon. Winston S. Churchill.

Script of a broadcast on Blenheim in Kent County, telling how the town was named after the Duke of Marlborough's great victory over the French in 1704, was sent to Britain's war leader, direct descendant of the Duke. Churchill wrote back to commend the program for its accuracy.

Sponsored by the Canada & Dominion Sugar Company Ltd., "Almanac" is built around stories and anecdotes of the early days in this southwestern corner of Ontario. Reprints of the broadcast are sent to listeners on request, and the mailing list now numbers more than 2500. Kent County school teachers report finding the series particularly useful, and say they use the material for social and his-

torical studies in their schools.

The musical portion of the program features local artists. Included in each half hour broadcast is a variety of neighborly news from nearby towns and villages, interviews with local officials and visitors to the region, and any items of interest to the rural audience of CFCO.

One regular feature which has proved a popular drawing card, is the welcome to returning servicemen. Names of all those arriving back at their Kent County homes are read over the air each week.

"Almanac" sets out to provide a listenable and useful program for its rural and strictly local listeners. The program contains no commercial. Its purpose is to identify the Sugar Co. with the communities in which its growers live, and to do a general public relations job with both growers and public.

Season's Greetings

Morris Surdin

Look to
RCA VICTOR
 FOR
EXPERIENCED PROGRAMMING

RCA Victor TRANSCRIPTION STUDIOS
 TORONTO • Royal York Hotel • AD 3091 • MONTREAL • Lacasse St. WE 3671



PEACE AND GOODWILL

Cy Strange

MILESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

Two Monarchs died in January . . . silver coinage was first issued in Canada and several large cities were incorporated. Canadians should remember January.

- 1, 1743 The Rocky Mountains reached by the brothers LaVerendrye.
- 1, 1885. London, Ontario, incorporated, Ottawa, Ontario, incorporated.
- 1, 1833. First session of the legislative Assembly of Newfoundland held.
- 2, 1884. Humber railway collision near Toronto. Thirty one persons killed.
- 5, 1713. Intendant's palace in Quebec burned to ground.
- 6, 1608. De Monts, Champlain and Pontgrave lost their trading charter.
- 7, 1859.—Canadian silver coinage first issued.
- 9, 1888. Railway bridge at Sault Ste. Marie completed.
- 11. 1828. Stormy public temperance meeting held at Pictou.
- 14, 1879. Riots in Caraquette, New Brunswick. Started over school question.
- 17, 1881. Ottawa interprovincial railway bridge completed.
- 20, 1936. Death of His Majesty King George V and accession of His Majesty King Edward VIII.
- 22, 1901. Death of Queen Victoria and accession of His Majesty Edward VII.
- 22, 1940. Details of British Commonwealth Air Training Plan announced.
- 23, 1870. The ship "City of Boston" with 191 persons on board sailed from Halifax and was never heard from again.
- 24, 1834. The Chateau St. Louis in Quebec was burned.
- 26, 1666. War between England and France started.
- 26, 1885. Carnival which lasted for five days started in Montreal.
- 27, 1721. Permission was obtained to establish a road between Quebec and Montreal and construction started under the supervision of Lanoviller de Boisclere.

28,1901. Huge fires in Montreal. Loss to insurance companies estimated at over two million dollars.

29, 1853. Bishop's College in Lennoxville, Quebec opened.

CCF in Action

The Saskatchewan CCF Government expropriated the Prince Albert Box Factory, of Prince Albert Sask., when owner J. E. Mitchell refused to sign a union agreement granting maintenance of membership and check off dues.

Mitchell has declined the government's offer to return the factory to him if he will sign the agreement. No move has been made on either side regarding compensation from the government, though Premier T. C. Douglas has said that the price will not be more than the sum paid by Mitchell when the company sold to him just before the expropriation.

Efforts had been made by the Saskatchewan labor relations board to get the company to sign the union agreement. Since expropriation, the Saskatchewan timber board has been operating the plant for the government. It signed an agreement with the union granting over-all wage increases of 10 to 15 cents an hour, union recognition, maintenance of membership, check off, 7 days holidays with pay, 7 day sick leave and other benefits.

The company claimed that it has been willing to grant all these except the maintenance of membership and the check-off, as had been evident in the protracted negotiations before the expropriation.



WE'VE been ringing the bell
for our clients all season,
Now we ring it for Christmas
and here is the reason:
Christmas means peace, goodwill and
good cheer
We extend this to you in our service
next year!

The FIRST Station in Saskatchewan

OVER 100,000 LISTENERS
will look for

CHEF

Granby, Quebec

When it goes on the air
EARLY IN 1946

See your ALL-CANADA MAN about us

Jacques Thivierge
Manager



There's a bit of rootin' tootin' feudin' going on between the two Colgate-Palmolive shows "Share the Wealth" and the Cashmere Bouquet "House Party". Recently Stan Francis of the former show invaded the "House Party" allegedly to sing, and did just about everything else but, including yanking the House Party emcee Maurice Rapkin out of the piano where he had gone to hide, the publicity release says. The feud gag has carried through several weeks' shows and should have done a fair job of audience promotion for each. In the picture, from left to right are Maurice Rapkin, in the piano, House Party Conductor Sammy Hersenhoren, and Cowboy Stan Francis.

GRIM CHRISTMAS

Latest of the repats to return to Toronto's Radio Row is Irvin Teitel, who surrenders his froot-loot rings in the RCAF (Radar) to re-assume scripting on some of Rai Purdy's office production, as assistant to Ernie and Kay Edge.

Irvin took time out from his search after white shirts (14 1/2) to tell us that before he left England at the end of October he spent some considerable time with Rai Purdy and Dick Fonga (respectively lieutenant colonel and major). Rai and Dick are working on the Canadian Army's new super-colossal "Tent Show" (the adjectives are Teitel's). The "Tent Show" will feature a large revolving glass platform with disappearing spiral glass staircases, and a water curtain around the whole stage. Plans at the time of Teitel's leaving were for the erection of this entertainment centre at Aldershot, with a possibility of another comparable mobile unit going to Europe.

Newspaper stories about thousands of joyous service men returning home on bulging troop ships

make grim reading for the boys who are beginning to wonder if their names have got lost in some bureaucratic pigeon hole, Teitel says, and this mammoth entertainment project has been designed to help them tide over this let-down period.

"Everyone over there is delighted the war is over of course", he said but for these 'forgotten men' with fewer letters and parcels, this Christmas is going to be just as grim as any wartime Christmas was.

Hello, The North

Hello, The North, a weekly program of CJCA Edmonton, is designed to serve listeners in remote areas of northern Alberta. Now carried also over shortwave station VE9AI, "Hello The North" is heard over a far greater area than formerly, the war-born Alcan highway and the Northwest Staging Route having brought several flourishing communities to this once almost uninhabited region.

Personnelities

Harry Witton has been added to the merchandising department at CKEY, Toronto having had previous experience with CHML and CKSO. Howie Thompson has left the morning shift at CHML to return to his Regina home. Wally Hopper is also westward bound leaving his announcing job at CHUM, Toronto. Jack Pond is out of the navy and back to his maintenance chores with CKEY. Lucien Godin takes over the commercial manager's position at CHLT, Sherbrooke after 3 years as manager at CKVD, Val D'Or, and will be succeeded by Louis Hiller who has been associated with CKVD for a year and a half. Mark Starbird has joined the announce staff at CKGB, Timmins coming east from CKBI, Prince Albert and CKCK Regina. Bill Crone has left CHEX, Peterboro to move into the announcing staff at CJKL, Kirkland Lake. Bill Brennan has joined the production department of CKWS, Kingston after service in the navy. Fl./Lt. Scott Reid is back as chief engineer at CKNX, Wingham after overseas service with both the Radar Division and Public Relations Branch of the RCAF. Jack Sayers former sales manager at CJOC, Lethbridge has been appointed commercial manager of CKCK, Regina.

EXCLUDING VANCOUVER CKNW
HAS MORE LISTENERS THAN
ALL OTHER BRITISH COLUMBIA
STATIONS PUT TOGETHER

• • N W
GIVES YOU
THE MOST
ON THE
COAST!
(SEE E-H)

ACCORDING TO BBM, CKNW
HAS A PRIMARY COVERAGE OF
NEW WESTMINSTER, VANCOUVER
AND THE FRASER VALLEY.

HEY!

CHUM

WE know

what's going on

at 1050

ASK
US



The
Ottawa
Valley
Market
is over
40%
FRENCH

This Christmas message comes to you from the heart of the Ottawa Valley, bringing wishes a thousandfold for your happiness.

CKCH, the favourite radio station of French Canada has enjoyed the privilege of representing its advertisers to over a quarter million listeners.

May success continue to be yours in the coming years of peace.

CKCH

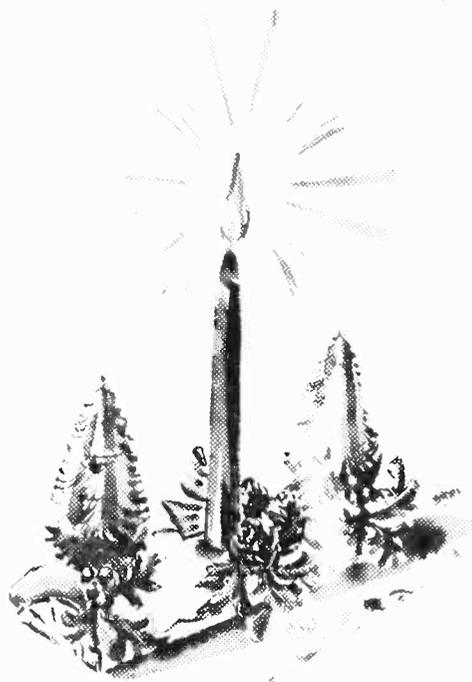
85 Champlain Ave., HULL, Quebec
Promotion - D. L. BOUFFORD, 112 Yonge St., Toronto

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES
LIMITED
Montreal Toronto

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

COOPERATING WITH LE DROIT



Wishing Everyone
The Sincerest of
Season's Greetings

●
Jack Dennett
●



Greetings

From all of us.... To all of You

SCANNING THE SURVEYS

HOW THEY STAND

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

DAYTIME		
<i>English:</i>		
Soldier's Wife	18.1	same
Big Sister	16.1	+ .6
Happy Gang	15.3	- .6
Ma Perkins	12.6	+1.9
Claire Wallace	12.4	+ .1
Lucy Linton	12.2	+ .6
Road of Life	11.6	+ .7
Pepper Young	11.0	+1.4
Woman of America	9.3	+ .5
Right to Happiness	8.4	+ .5
<i>French:</i>		
Jeunesse Dorée	29.4	+ .1
Quelles Nouvelles	28.6	+ .2
Joyeux Troubadours	26.3	+1.4
Grande Soeur	23.7	+1.9
Rue Principale	21.3	-1.1
Metairie Rancourt	21.3	- .5
Tante Lucie	20.1	+3.2
Pierre Guerin	18.0	+1.8
Vie de Famille	17.9	- .7
Le quart d'heure	17.5	- .7

Daytime listening trends are still on the upswing, with sets-in-use in English Canada increasing by an average of 1.9% while the French sets-in-use index shows an increase of 1.3

* * * *

Elliott-Haynes statistician Myles Leckie reports that an interesting study of radio programs has been suggested, using the sponsor identification index to evaluate the effectiveness of the program. By multiplying the sponsor identification percentage by the actual program rating, an index signifying audience - awareness - of - advertised-product can be established. Following that figure, the national English programs would rate as follows:

The Happy Gang.....	12.5
Big Sister.....	11.5
Ma Perkins.....	8.8
Soldier's Wife.....	8.2
Lucy Linton.....	8.1
Road of Life.....	7.9
Pepper Young.....	7.5
Claire Wallace.....	6.5
Right to Happiness.....	5.5
Woman of America.....	5.1

The above indices compare closely with the result obtained in a publication readership survey, referring to the number of people who noticed the advertisement, and who can remember the brand that was advertised.

For some time Canadian radio advertisers have realized the limitations of the "national ratings" based on only four city surveys. Even though the ratings in Montreal, Toronto, Winnipeg and Vancouver are proportionally weighted before being combined, it is not hard to see that the Toronto regional rating is going to have a tremendous effect upon the final Canadian rating. Supposing a Dominion program which rated 15.2 in Toronto had a rating of 28.5 in North Bay, the final result would be obtained by multiplying the Toronto rating by 40 (ratio of population), adding the North Bay rating and dividing by 41. The final rating would be 15.5, showing that the predominant markets of Montreal, Toronto, Winnipeg and Vancouver do accurately reflect the listening trends for urban Canada.

BBC Television Cost

Commercial sponsorship of BBC television programs is still on the cards, according to H. Bishop, chief engineer of the BBC.

"Apart from technical problems", he states, "the overriding question associated with television is its cost. By and large we can say that everything connected with television - programs, equipment number of staff and so on - is ten to fifteen times as expensive as the equivalent requirement for sound broadcasting. Who then is going to pay? The BBC certainly cannot meet the bill out of their present license revenue, nor indeed would it be fair to the sound listener to do so.

"The Hankey Committee (appointed by the government to consider the future of the television service)", writes Mr. Bishop, "considered three possibilities: A special television license fee for domestic viewers; a special television license fee for cinema showing; and sponsored showings. They were agreed", he concludes, "that the aim should be to make television self-supporting as early as possible, but they felt that the precise manner by which this was to be achieved was one for further consideration".

OUR MESSAGE IS TWO-FOLD - BUT SHORT

Our business is that of creating and producing radio programmes that SELL. One—we can produce top-notch shows, in English, anywhere in Canada or the United States. Two—we understand French-speaking Canada thoroughly, and produce French radio shows for many leading advertisers. May we send you a brochure of radio shows available?



Our address is: Keeter Building, Montreal, P.Q.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA



Bill Rapanos of CHAB, Moose Jaw, talks to some of the kids at a free children's show held at the Capitol Theatre, Moose Jaw, when the youngsters donated clothing to the national drive.

RADIO NEWS CLINIC

See Need For News Knowledge—Not Voice

American radio's first News Clinic, held in Springfield, Illinois, November 16, showed the value of discussion among men engaged in identical work. Other clinics are to be held in the coming months.

The meeting was concerned primarily with providing good local news coverage, — an increasingly important feature now that the dramatic war news has given way to less spectacular happenings.

The Clinic outlined the qualities desirable in a news department head as follows:

Age: not too old to have lost his eagerness, nor young enough to lack seasoned experience and mature judgment.

Training: should be trained and experienced man, preferably with good radio news experience. Second choice would be man with newspaper experience.

By an experienced radio news editor is not meant an announcer carrying the title. What is intended is an actual newsmen who covers and writes local news and is fully qualified to do so. He must be an expert in his field because in his hands the station manager must place completely the handling of news on the station.

If a newspaperman is selected for the job, he should have had experience covering news beats. This

gives him a knowledge of news sources and how to develop them.

If the man has had desk experience, so much the better, because he will have learned how to organize and direct as well as cover and write. A former city editor makes a good man if he has the other qualifications. A legman will not do in a one-man operation.

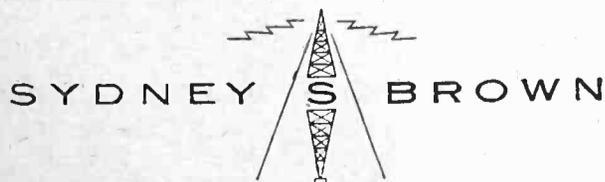
A good newsmen for a radio station must be a student of news. Whether he has a "voice" doesn't matter.

Gears For 5Kw.

Work has been started on a new transmitter building at CHSJ, St. John, N.B., to house the 5,000 watt transmitter which will go into operation shortly.

Coincident with this expansion, several staff changes are taking place. George A. Cromwell has been appointed station manager, Cleve G. Stillwell is the new Program Director. John G. Bishop is Chief Engineer, and T. Reid Dowling is Studio Engineer.

Cromwell was formerly commercial manager of CHSJ. Stillwell was with CFNB, Fredericton, N.B., for past twelve years, where he had all-round experience in announcing and program arrangement. Bishop and Dowling have both been with CHSJ since its inception.



54 Iona Avenue
Toronto
Oxford 1244

IN THE WEST - it's



22 years of operation keeps CKY's finger on the pulse of the nation.

Another Manitoba-owned Station: **CKX BRANDON** — 1,000 watts Toronto - Winnipeg - Montreal

Exclusive Sales Rep.: **H. N. STOVIN**

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

OUR "High Noon Review" strikes a really high note. Broadcast each weekday from 12 noon to 12.30—with a 5 minute intermission at 12.10 for orchestra and vocal novelties. Participating—open local news. Program features light classical music, for announcements. Practically all Cornwall radios are tuned to CKSF at this noon-hour.

CKSF CORNWALL

Represented by
HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

While we rejoice in this first peaceful Christmastide since 1938, we will remember those whose sacrifice made it possible.

Sincere

SEASON'S GREETINGS

to all our friends and associates in the Broadcasting Industry.

C F C F
MONTREAL

Owned and operated by Canadian MARCONI Company

LOOKING FORWARD TO 1946

Like everybody, we're looking forward to the first full year of peace. Five thousand powerful watts will be our first celebration. You'll hear us on the Dominion Network three or four times a week, and you'll notice how our local business keeps on going up.

And so, to our friends throughout Canada: to our many clients: to H. N. Stovin & Associates: in fact to everybody — our staff and management extend

The Season's Best

from

C J O R

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

STATIONS OF THE CBC NETWORKS

Trans-Canada Network

Atlantic Region (Basic)

CJCB, Sydney
CBH, Halifax
CBA, Sackville
CHSJ, Saint John
CFNB, Fredericton

Mid-Eastern Region (Basic)

CBO, Ottawa
CKWS, Kingston
CBL, Toronto
CKSO, Sudbury
CFCH, North Bay
CJKL, Kirkland Lake
CKGB, Timmins
CJIC, Sault Ste. Marie
CKPR, Fort William
CBM, Montreal

Mid-Eastern Region (Supplementary)

CKCV, Quebec
CKOC, Hamilton
CKLW, Windsor

Prairie Region (Basic)

CKY, Winnipeg
CBK, Watrous
CJCA, Edmonton
CFAC, Calgary
CJOC, Lethbridge

Prairie Region (Supplementary)

CKCK, Regina
CFAR, Flin Flon
CFGP, Grande Prairie

Pacific Region (Basic)

CFJC, Kamloops
CKOV, Kelowna
CJAT, Trail
CBR, Vancouver

Pacific Region (Supplementary)

CKLN, Nelson

French Network

(Basic)

CBF, Montreal
CBV, Quebec
CBJ, Chicoutimi

(Supplementary)

CKCH, Hull
CHGB, Ste. Anne de la Pocatiere
CJBR, Rimouski
CHNC, New Carlisle
**CKRN, Rouyn
**CKVD, Val d'Or
**CHAD, Amos

Dominion Network

Atlantic Region (Basic)

CJFX, Antigonish
CFCY, Charlottetown
CHNS, Halifax
CKCW, Moncton
CKNB, Campbellton
CJLS, Yarmouth

Mid-Eastern Region (Basic)

CKCO, Ottawa
CHOV, Pembroke
CFBR, Brockville
CJBC, Toronto
CHEX, Peterborough
CFPL, London
CFCO, Chatham
CFPA, Port Arthur
CHLT, Sherbrooke
CFCE, Montreal

Mid-Eastern Region (Supplementary)

CKCV, Quebec
CKTB, St. Catharines
CHML, Hamilton
CKLW, Windsor
CKPC, Brantford
CKCR, Kitchener
CKNX, Wingham
CJCS, Stratford
CFOS, Owen Sound

Prairie Region (Basic)

CJRL, Kenora
CKRC, Winnipeg
CJGX, Yorkton
CKX, Brandon
CKRM, Regina
CHAB, Moose Jaw
CFQC, Saskatoon
CKBI, Prince Albert
CFCN, Calgary
CFRN, Edmonton

Pacific Region (Basic)

CHWK, Chilliwack
CJOR, Vancouver
CJVI, Victoria

★

**—These three stations sold as a group.

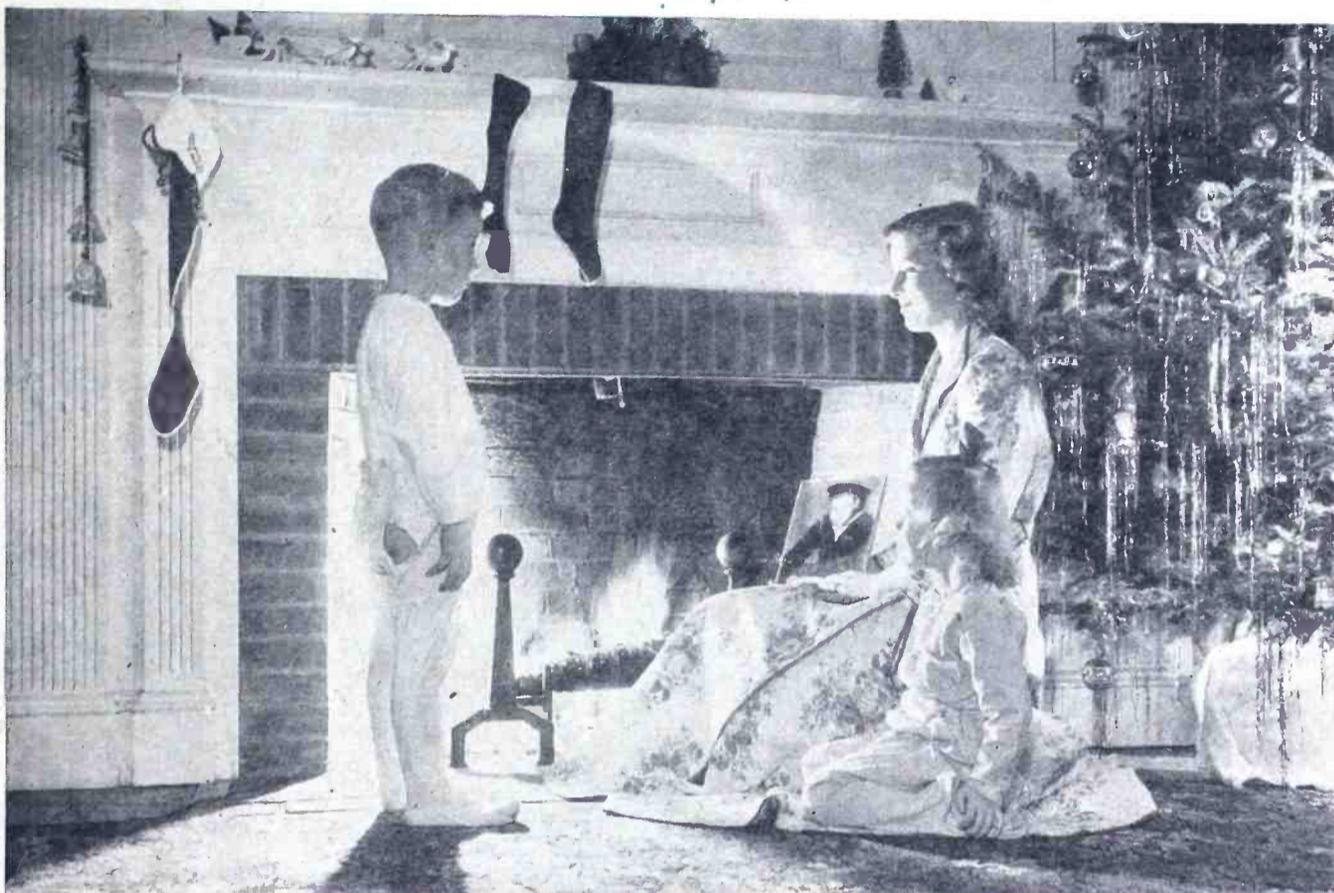


Just Expressing the Christmas Wish of A Well-filled Stocking for you from

CKNX

The Voice of the Community

A Reaffirmation of Ideals



Won't it be nice to have Daddy home again?

This Christmas, as the pressing demands of war change to the equally important responsibilities of peace, we—the privately owned radio stations of Canada are moved once more to reaffirm the code of ideals which has been our guide so long.

We recognize and cleave to the belief that the true worth of an individual radio station—both to its program sponsors and to its public—is bound up forever in its contribution toward public service.

... And now that the scourge of war is but a bitter memory, we join hands with our advertisers and their advertising agencies in helping to bring a fuller measure of happiness to the Canadian people.

With Season's Greetings from

**MEMBER STATIONS OF
CANADIAN ASSOCIATION OF BROADCASTERS
VICTORY BUILDING TORONTO, CANADA**

Thanks for a
Swell year!

"Thanks" to the agencies who have used
our recording—production
and transcription
facilities . . .

- RONALDS ADVERTISING AGENCY LIMITED
- ELLIS ADVERTISING COMPANY
- BAKER ADVERTISING AGENCY LIMITED
- MACLAREN ADVERTISING CO. LTD.
- MANSON-GOLD ADVERTISING COMPANY
- McCONNELL EASTMAN COMPANY
- F. H. HAYHURST COMPANY
- STREET & FINNEY INC.
- FRONTENAC BROADCASTING CO.
- WILLIAM R. ORR & COMPANY
- ATHERTON & CURRIER INC.
- TANDY ADVERTISING COMPANY

AND . . . to the radio stations whom we
service with the U.T.S. Library and
our Transcribed shows

CJOR	CJKL	CKWS	CFRB
CHWK	CJCA	CKCR	CKNX
CFJC	CHSJ	CHEX	CFOR
CKNW	CKWX	CKTB	CHLN
CFCN	CKRC	CKCW	CHLT
CFRN	CKPC	CJEM	CJBR
CFGF	CKCK	CJFX	CJOB
CJGX	CFPA	CJCB	CFAB
CHAB	CJCH	CJLS	CKCV
CKPR	CFCH	CHNS	CHUM
CJIC	CKLW	CKOC	CFBR
CJCS	CHML	CFCY	CFQC
CKGB	CKAC	CKCO	CKY

and

A Merry Xmas to you all

Exclusive Radio Features Limited

14 McCaul St.

Toronto, Ontario



J. ARTHUR DUPONT

former CBC Montreal commercial manager, now president and general manager of the new Montreal station CJAD which opens December 8, and which will be represented nationally by National Broadcast Sales. CJAD will share the Columbia franchise with CKAC, CJAD carrying English programs and musicals with English announcements, and CKAC carrying musicals with French announcements.

Halifax Workshop

"There is a lot of talent lying dormant in the Maritimes", in the opinion of Stephen Appleby, organizer of the proposed CBC Halifax "Workshop".

The "Workshop" project aims to bring this talent to a nation-wide audience, in shows which will help to present the attitude and point of view of Eastern Canadians accurately to listeners in other parts of the Dominion.

Applicants for the "Workshop" are being sought with the object of training them for eventual appearance on a CBC Coast-to-Coast network. They will be auditioned, and if signs of dramatic ability are shown, they will be accepted for membership. Writers will be asked to submit scripts suitable for broadcasting upon which their ability will be judged.

The "Workshop" is not a money-making project, and there will be no membership dues. As soon as they are proficient enough to present or appear on a program, however, they will be paid for their work on the show.

A Short Announcement
— But A Big Wish

Merry Christmas
and a
Happy New Year

DON BASSETT PRODUCTIONS
1175 Bay Street Toronto



TILL DESIST

Christmas comes but once a year, but "Silent Night" comes every hour on the hour.

* * *

CAUSE CELEBRE

Then there's the radio producer who sued his sponsor for \$150,000 because an injury to his right index finger had rendered him incapable of making a living.

* * *

SERIOUS BUSINESS

Premier T. C. Douglas of Saskatchewan says that supporters of the CCF party should learn to laugh more. Perhaps they haven't seen the joke yet.

—:Saturday Night

* * *

PAN MAIL

Sir: Now that you are starting your new magazine "Pulse", I feel safe to assume that you have discovered that the territorial limits of Canada run west of the Humber and east of the Don.

—:Gopher

Do tell!

* * *

SUGGESTION BOX

We enjoyed the thought underlying that columnist's dig — how much better the radio drama would have been if only they'd written it first.

* * *

JUVENILE DELINQUENCY

Thanks to our correspondent who writes that he reads our column to his nine year old daughter, to teach her the difference between good and evil.

* * *

SO TRUE

Frank Willis, says Radio World, is the Toronto counterpart of Montreal's Christopher Ellis. We assume it would also be safe to say that Christopher Ellis is the Montreal counterpart of Toronto's Frank Willis.

* * *

GREETINGS

We wish a Merry Christmas and a joyous and prosperous New Year to practically everyone.

Best Wishes

for

Christmas and the New Year

and a special word of

Thanks

to all who have been associated

with us in the creation and

production of broadcast entertainment



Cliff Barnett

W. Rowfield

Harry Connor

Hugh Harker

J. J. Gerald

RADIO DEPARTMENT, MACLAREN ADVERTISING COMPANY LTD.

To all our friends . . .



Merry Christmas

CFRB TORONTO
860 KC.





KIDDIES AND GROWN-UPS TOO

blend their voices every Christmas with the four-part staff choir of the Robert Simpson Company Ltd., Toronto, which for the past twenty-one years has led the large crowd which congregates in the store at 9.10 each morning for the week preceding Christmas to give forth with 20 minutes of carol singing. This is the eighth year that the carols have been carried out over a network of seven Ontario stations.

"Silent Night"

"Noel! Noel!"

CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 4, NUMBER 24

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

DECEMBER 22nd, 1945

CAB PRESIDENT OUT

Refuses U.S. Nets

BBM Favors Controlled Ballot

Directors of the Bureau of Broadcast Measurement and members of the Technical Sub-committee have decided that a continuing study is not as satisfactory a method of making a survey for Canadian radio stations as a one-time check by the controlled ballot mailed simultaneously to all parts of the Dominion.

The principal reason for its rejection is that in a period of many changes of power and wave lengths (and authorization of new stations) the continuing method "dilutes" and confuses the ultimate result by adding together samples taken under differing competitive conditions.

At the end of its first year, BBM now has 60 per cent of all Canadian radio stations including the CBC and 85 per cent of Canadian Advertising Agencies affiliated with the Bureau. In addition there are 47 advertisers members, 8 radio station representatives and 10 of the larger United States Advertising Agencies who subscribe to this



Glen Bannerman has been advised by Board of Directors of the Canadian Association of Broadcasters that the Board would not be re-appointing him when his term of office ended on February 28 1946.

Mr. Bannerman has headed the private broadcasters association for the past five years as paid president and general manager. In a statement to the press dated December 11, he said that he had been informed that it was the intention of the Association to revert to the system of having an honorary president and a permanent secretariat. While no definite contradiction of this has been made officially by the CAB, it is the understanding of the CANADIAN BROADCASTER that a successor will eventually be named

although it seems altogether likely that no permanent appointment will be made until the annual meeting of the Association which takes place in Quebec next May.

No News Interference

Following the statement made recently in the House by the Hon. L. S. St. Laurent, minister of justice, that the CBC had been told to delete all reference to prison riots from the CBC newscasts, because such reports might create unrest in other prisons, A. Davidson Dunton, chairman of the CBC Board of Governors, made the following statement under date of December 7:-

"The Board of Governors of the Canadian Broadcasting Corporation has decided that there shall be no restriction against the inclusion in CBC newscasts of reports of disturbances in penitentiaries. It was noted by the board that prisoners in penitentiaries are allowed to listen to CBC newscasts only, and it was understood that reports of minor disturbances in one penitentiary might tend to cause unrest in others. It was felt by the board, however, that in peacetime there should be no restrictions preventing any legitimate news being carried by the CBC to its general listening public across Canada."

At the recent meeting of the Board of Governors of the CBC applications with U.S. networks by stations CJAD, Montreal and CKEY, Toronto, were refused.

It is understood that CKEY was hoping to bring in Mutual Broadcasting System programs as an affiliate of the network, and that CJAD was hoping to make similar arrangements with the Columbia Broadcasting System.

In the case of the Montreal station arrangements were planned whereby station CKAC, present Columbia outlet in Montreal, would relinquish all CBS programs except those musical shows where French cut-ins are used, while CJAD would carry musicals with English announcements and all other English language programs. Asked to comment on a statement of J. Arthur Dupont to the effect that the Columbia affiliation would be made with CJAD, A. Davidson Dunton told the MONTREAL GAZETTE that the board had given careful consideration to the whole question relating to the affiliation of private stations in Canada with U.S. networks. It was decided, he said, that the whole matter of the distribution in Canada of programs from outside the country should be studied carefully, and that requests for new affiliations of Canadian stations to U.S. networks should not be granted. Under this policy, the statement continued, requests for affiliations before the board, including that of CJAD, were not approved.

Sounding Board

Sir:
 Deserving radio artists are awarded "Beaver Awards" by The Broadcaster. I fared much better. The Broadcaster in the last issue credited me with a PhD degree. Thanks. Just to keep the record straight, Dick, The University of Toronto granted me a Master of Arts Degree on the basis of my thesis "Radio and Democracy."

Next year I plan to continue my studies at Columbia University in search of a PhD degree. (The Broadcaster's awards are not recognized in academic circles.) This is my personal solution to the unemployment problem. By continuing to study until such time as I am eligible for an old age pension, I completely solve the difficulty of working for a living.

Sincerely,
 Albert A. Shea.

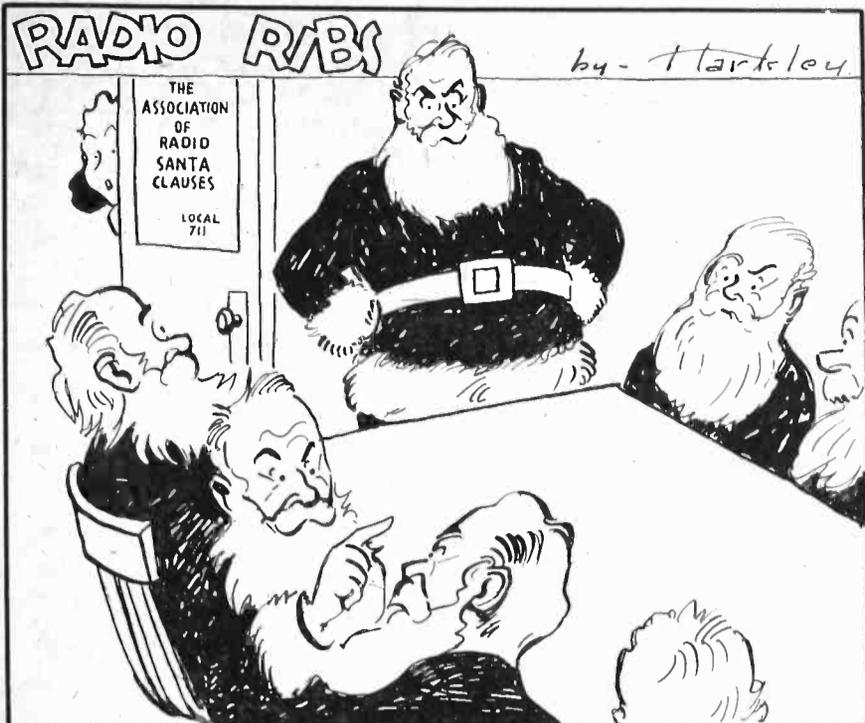
CFGP Manager

Art Balfour, who before he joined the RCAF, managed station CJOC, Lethbridge and CJAT, Trail, has been appointed manager of station CFGP, Grande Prairie. Art reports that of the 13 male members of the CFGP staff, eleven served in the Second World War.

Spelling Champ Stumped

Roy Ward Dickson, master of the "Money Makers" radio game for Lyons tea, slipped up a couple of weeks ago. The simple word which caused his downfall and sent \$500 tumbling into the lap of Mrs. Julia Bain of St. Catharines, was "urari", which, as anyone knows, is "a black resinous extract obtained from Strychnos toxifera and other trees, is a deadly poison when injected into the blood, and is used by South American Indians to poison arrow points, especially those of arrows used with the blow-gun." Roy shamelessly spelled it "woorare".

With the program in its tenth week and nary a miss, audience excitement reached boiling point, and Mrs. Bain was still in the studio fanning her ample bosom with the cheque an hour after the show. Incidentally this brings Roy's rating as a speller tumbling down to 94 per cent.



"Gentlemen, either we stand in for the Easter Bunny and the Thanksgiving Turkey or they don't get no Santa Claus, see."

Power Boost

The contract for CKSO, Sudbury's 5,000 watt transmitter has been let, and W. E. Mason reports that all the ground system is in. Construction will proceed through the winter and Mr. Mason hopes that the three towers will be completed by January 1st, and that the new transmitter will be on the air "before the snow is off the ground."

Marcel Lefebvre, of CHLP, Montreal reports that a new transmitter site has been bought, and that his station will soon be going out with a 1,000 watt power on the 1150 kcs. frequency.

CKPC Brantford is going to a thousand watts — 1350 kcs.—early in 1946.

Service Club Auction

The first auction of the Cornwall (Ont.) Kiwanis Club, broadcast over CKSF Cornwall, gave the city telephone exchange the busiest day in its history.

2496 calls were received on ten specially installed telephones at the studios during the auction broadcast.

Every one of 287 articles donated by local and national firms was sold. In addition about \$1000 in cash was donated to the Kiwanis Club by listeners.

Elliott Haynes Re-organize

The resignation of Paul Haynes as vice-president, and the election of Walter E. Elliott as president and managing director of Elliott-Haynes Limited, highlighted the company's annual meeting, held at the Montreal office this week. Other appointments included Myles Leckie as vice-president and Earnest Comte as secretary-treasurer.

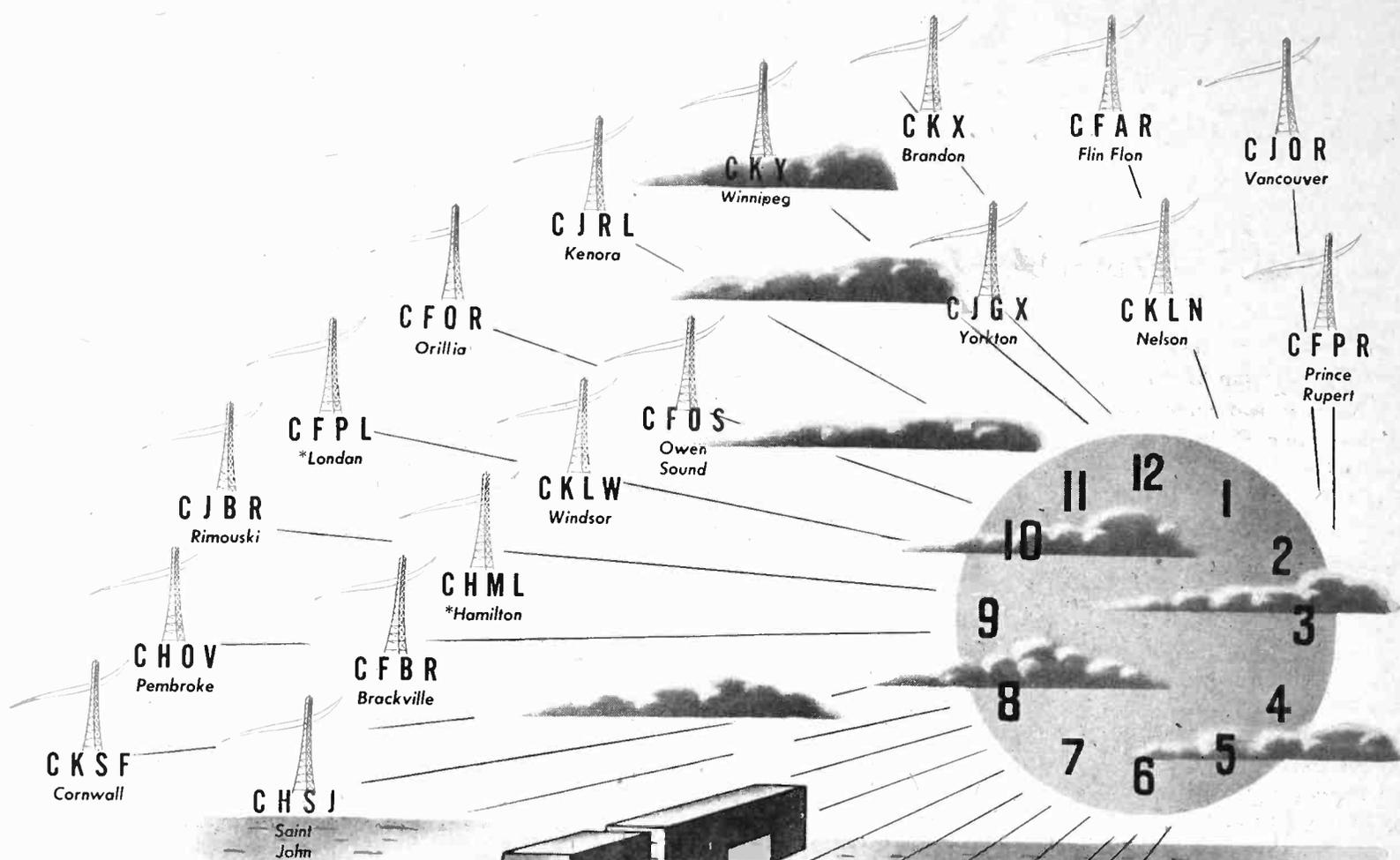
A happy and prosperous new year to all the swell gals at RADIO ARTISTS REGISTRY and thanks a million for the grand job in the past two.

Rap

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