



Pictured at left, Al Hooker, CKCK Regina announcer, chats with one of the returned men of the South Saskatchewan regiment and his wife and daughter at Weyburn, Sask. At right, the Hamilton, Ontario, City Council is shown in session, with CHML microphones strategically placed throughout the Council Chambers for regular broadcasts of the proceedings.

CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 5, NUMBER 1

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

JANUARY 12, 1946

FOR DISTINGUISHED SERVICE TO RADIO

2nd Beaver Awards to be Announced February 18

Seventeen Canadian radio artists and others connected with the industry will be presented with their "Beaver Awards for Distinguished Service to Canadian Radio in 1945" on February 18. Presentation will be made at a dinner of the Radio Executives Club of Toronto, and the proceedings will be broadcast over the twenty-four basic and supplementary stations of the Trans-Canada Network at 8 p.m. EST on "Borden's Canadian Cavalcade." The program will be rebroadcast as usual for Western listeners at 11 p.m. EST.

Winners, selected by the staff and regular writers of the "CANADIAN BROADCASTER", are drawn from all ranks of radio, right across Canada, and range from musicians, writers and actors, to sponsors and stations.

Everyone in Canadian radio is eligible provided he, she or they are still connected with the business, whether as broadcasters, agencies or sponsors, at the time the awards are made and it is perhaps worthy of repetition that winners of these awards are selected simply for distinguished service to Canadian radio during the past year, irrespective of what others may have done.

The CANADIAN BROADCASTER wishes to point out that it is happy to leave polls and awards conducted on a popularity basis to the fan papers and other periodicals whose province is the public.

BANS FOREIGN BROADCASTS

The American networks have been instructed to discontinue the broadcasting of any musical programs emanating from countries where musicians are not members of the American Federation of Musicians. Since Canadian musicians are members of this Union Canada is not affected by the U.S. music Czar's edict.

"During the war", Petrillo said, "the Federation waived its objections to network broadcasts of programs emanating from foreign countries, even though music for these programs was furnished by musicians who are not members of the Union.

"We considered this a necessary wartime measure to promote goodwill and good relationship with other countries, and were very happy to co-operate", he pointed out.

Justin Miller, president of the National Association of Broadcasters, will meet Petrillo in an effort to find a common ground in the struggle between the broadcasters and the AFM, brought to a head by this latest Petrillo move. Press reaction to the foreign music ban was sharp and widespread. "Thus once more", declares the NEW YORK TIMES, "Mr. Petrillo decides what music the American people can and cannot hear. He

doesn't give a hoot for the hopes of the United Nations leaders for a greater exchange of cultural programs among the nations."

Mentioned In Despatches

Brian Hodgkinson recently returned to Canada after 3½ years in German prison camps has received word that he has been mentioned in despatches. The telegram advising him of the honor reads as follows:



"The Minister for Air, personally and Chief of the Air Staff on behalf of himself and all ranks of the Royal Canadian Air Force congratulate you most heartily on your being mentioned in despatches December 28, by order of His Majesty the King, R.C.A.F. Records Officer".

Prior to his being shot down October 27th, 1941, Brian's plane was one of 30 Canadian and British Spitfires which engaged 200 German aircraft over France. Brian suggests that "This may have had something to do with it".

CCF Eyes Station

Informed Regina sources say, according to a Canadian Press dispatch, that the CCF party has launched preliminary negotiations for the purchase of a radio station in Saskatchewan. The Moose Jaw station, (CHAB) was reported as the one most likely to be purchased. Contacted by long distance at the station, Carson Buchanan, CHAB manager, declined to make any statement.

It was undetermined whether the provincial CCF government was seeking the Moose Jaw station, and Premier Douglas declined to comment on the report.

When he was asked if the CCF party sought any Saskatchewan station the premier replied: "If such negotiations are under way I have no knowledge of them."

Mr. Douglas said that before transfer of the ownership of a Saskatchewan radio station could be negotiated the matter would have to be cleared through the department of transport at Ottawa.

Last November at the annual meeting of the Saskatchewan section of the party in Saskatoon, Mr. Douglas told the delegates the movement needed to develop channels of public information "owned and controlled by the people."

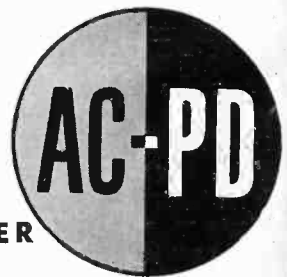
"We cannot have the press and radio owned and controlled by our enemies", he said at that time.

CJFX-Antigonish • CBO-Ottawa • CKX-Brandon • CFOS-Owen Sound • CKPC-Brantford • CHPS-Parry Sound
 Ottawa • CFBR-Brockville • CHOV-Pembroke • CFCN-Calgary • CHEX-Peterborough • CKNB-Campbellton
 Arthur • CFCY-Charlottetown • CKBI-Prince Albert • CFAC-Calgary • CFCO-Chatham • CFPR-Prince Rupert
 Chilliwack • CKCK-Regina • CKSF-Cornwall • CKUA-Edmonton • CFAR-Flin Flin • CKFI-Fort Frances • CK
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 Lethbridge • CKWX-Vancouver • CJPL-London • CJOR-Vancouver • CJVI-Victoria • CKMO-Vancouver
 n • CBM-Moncton • CKLW-Windsor • CFCF-Montreal • CHAB-Moose Jaw • CKNX-Wingham • CKLN-
 Winnipeg • CHNC-New Carlisle • CKY-Winnipeg • CJLS-Yarmouth • VONF-St. Johns, Newfoundland •
 Westminister • CJGX-Yorkton • VOCM-St. Johns, Newfoundland • CFCH-North Bay • VOWN-Cornerbrook
 • CBO-Ottawa • CKX-Brandon • CFOS-Owen Sound • CKPC-Brantford • CHPS-Parry Sound • CKCO-
 Brockville • CHOV-Pembroke • CFCN-Calgary • CHEX-Peterborough • CKNB-Campbellton • CFPA-Port
 Charlottetown • CKBI-Prince Albert • CFAC-Calgary • CFCO-Chatham • CFPR-Prince Rupert • CK
 K-Regina • CKSF-Cornwall • CKUA-Edmonton • CFAR-Flin Flin • CKFI-Fort Frances • CKTB-St. Catharines
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 CKWS-Kingston • CKCR-Timmins • CJBC-Toronto • CJAT-Trail • CKEY-Toronto • CJOC-Lethbridge •
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 dland • CFPA-Port Arthur • CKCH-Hull • CHWK-Chilliwack • CKNW-New Westminister • CHPS
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Sounding Board

The following letter, or the printable parts thereof, has reached the "Broadcaster" office from Frank Dennis former Toronto agency man now working in the same capacity in New York City.

Dear Dick: Guess what? This Saturday noon I was listening to "Atlantic Spotlight", and was I surprised (my wife too) to hear that the "Four Gentlemen" were going to participate in the broadcast too. "Oh, joy" said we, "friends from home", for the "Four Gentlemen" are our very good friends.

So we listen through the banterings of Ben Grauer and Leslie Mc-Mitchell... a pipe band from Scotland. Then the cue to Toronto, and, presto, nothing happened. Grauer tried again, and still nothing happened. He tried again. Oh how he tried. But still no "Four Gentlemen". Too bad, because we do get lonesome for voices from home. Occasionally you come down here and we have a few moments together. Then we think we never want to hear a voice from home again. But you wear off soon and again we get lonesome.

Things down here are going along fine. As you know, Ernie Taylor, ex-member of the "Four Gentlemen" is doing a nice little part in the Broadway hit "The Day Before Spring". Presume you know about Alan Young going to Hollywood early in the New Year.

Many good wishes for the new year to all my good friends back there where men are men and whiskey is a tough thing to get.

Yours, disappointed because Toronto didn't come through,
FRANK DENNIS.

Aussie Network

Australia will have the largest nationally-owned radio network in the world when 17 new broadcasting stations, which the government is now building, are completed at the end of this year. The stations are designed "to improve listening for more than 500,000 people living in rural areas." Cost will be about \$195,000. When completed they will bring the total of radio stations owned by the Commonwealth government to 53, including one of the most powerful short-wave transmitters in the world.



"Tune back in fifteen minutes, ladies and gentlemen. Senator Homer Bletheringskite is going to throw up a speech, and then we shall have some real entertainment for you people"

Stork Market

Alan Ball, editor of "CANADIAN ADVERTISING" became a father for the second time December 21st with the arrival of a daughter.

Alexander Again Leads Montreal ACRA

George Alexander, whose name appeared recently on the program of St. Lazare's Pharmacy, in Montreal, has been re-elected president of the Association of Canadian Radio Artists, Montreal.

Other officers for 1946 are Gerald Rowan, vice-president; Alex Baird, treasurer; Phyllis Carter, secretary; Lamont Tilden, Ernest Buck and Rudolph Stoeckel, executive committee. Kay Sisto was elected an honorary member in appreciation of her work in organizing the organization.

ACRA — Montreal, founded early this fall, now numbers 57 radio artists in the membership. Among the new members are Rupert Caplan, producer of the CBC's Montreal drama program, and Walter Downs, head of the radio production corporation which bears his name; J. Mayer Moore, producer of CBC's International Service, and Harry Junkin, radio producer of Cockfield, Brown Ltd.

Opening Branch Office

It is understood that Gabriel Langlais will be heading the branch office of the Baker Advertising Agency which is to be opened soon in Montreal.

Mr. Langlais was originally associated with his brother Paul in the Montreal firm of Radio Programme Producers. Together with another brother, Simon, he recently formed a translation bureau, Transcrib, which will continue to function under Simon's guidance.

1946

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CJBR Rimouski	*CFPL London	CKLN Nelson
CFBR Brockville	CKLW Windsor	CFPR Prince Rupert
CKSF Cornwall	CJRL Kenora	CJOR Vancouver

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CANADIAN BROADCASTER

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Vancouver - - - - - Robert Francis
Montreal - - - - - Walter Dales

Volume 5, Number 1

There are times when a note of grace befits even these acrid columns. Such a time is the first issue of our fifth year of publication. To say "thanks" — thanks to our advertisers and thanks to our readers — is a weak expression, but one we mean from the very bottom of our ink-stained soul. Especially are we appreciative of those who, choosing to disagree with the views we express, take time and trouble to take issue with us in print, for it is only from the expression of conflicting opinions that ultimate good can be derived.

Our major venture during the past year was the institution of our "Beaver Awards", and these we shall be presenting for the second time on February 18.

The principle we adopted last year, and will be repeating this year, of selecting winners by vote of the staff and regular writers of the Canadian Broadcaster met with a certain amount of adverse comment. This comment was expressed though on the method of selection, not one single voice being raised in dissent against the winners so selected, with the exception of one columnist who seems to delight — as perhaps we do ourselves — in the casting of verbal slants not too steeped in virus.

As our deliberations near a close for the "Beavers of 1945", we should like to repeat that Canadians professionally engaged in radio in Canada are eligible for the awards, and that winners are selected, not on a basis of being the best or the loudest, the most melodious or the most sonorous, but for their contributions to Canadian radio through which radio in Canada has become a better thing. Just as the presentation of a decoration to a member of the armed services in no sense implies that others, not so honoured, neglected their duty, in the same way the presentation of an award to one member of the radio fraternity in no sense disparages others, whose activities parallel those of the winner. Rather it is hoped that these annual awards will bring benefit to everyone — industry, advertisers and agencies alike, in gaining a greater recognition for the entire radio craft.

Once again it will be our privilege to make our presentations over 24 Canadian stations on the February 18 program of "Borden's Canadian Cavalcade", and we cannot let this opportunity pass of expressing our appreciation to the Borden Company and their agency, Young and Rubicam, for adding impetus to this "trade" project by giving it national coverage. Once again the presentations will take place at a dinner at which we shall be the guests of the Radio Executives' Club of Toronto, through whose efforts it will be possible to make the presentations on a representative background of those who have a stake in the business of broadcasting — station men and talent, representatives and advertising agencies, sponsors and friends of the industry.

Getting acquainted with each other is a noble thought. Whether it is a Vancouverite and a Haligonian, or an account executive and a sound effects man, at least nothing can be lost in the process. At the "Beaver Awards" Dinner of the Radio Executives Club of Toronto who knows but some scintillating song-bird will be found sitting on a radio rep's lap?

Richard G. Lewis.

Editor

CBC CANS CANTOR Bristol-Myers Option Cancelled

The CBC has refused permission to Bristol-Myers Company of Canada Limited to pipe in broadcasts of Eddie Cantor program, sponsored in the United States by its parent company.

G. Walter Brown, vice-president of Bristol-Myers, says that his company sponsors "Mr. District Attorney", "Duffy's Tavern", "The Alan Young Show" and "Eddie Cantor" in the United States. "The Alan Young Show" is already heard on the Dominion Network in Canada.

Early in 1945 his company approached the CBC about bringing in "Mr. District Attorney", but the program was turned down because there might be differences in law in the two countries.

With two alternatives left, "Eddie Cantor" and "Duffy's Tavern", Mr. Brown says his company decided to apply for permission to bring in the former, "partly because of the nature of the respective programs, and partly because Cantor, on station WBEN, Buffalo, has a much higher listening audience in Toronto than "Duffy's Tavern" on the same station."

"The CBC gave us an option on time for the Dominion Network", Mr. Brown states. "We notified the station that the program would be on the air commencing January 2, and gave them folios of advance publicity suggestions for their use."

Mr. Brown goes on to say that it was intimated to his firm on December 7 that there was a possibility that the program would not be accepted by the CBC, which culminated with the CBC's written refusal to accept the show under date of December 15.

"The letter from the CBC did not state reasons for refusal", Mr. Brown says. "But we were given to believe that the decision was based on the contention that the program was not of sufficiently high calibre, that Cantor's humor verged on 'low burlesque', that the program was suggestive and not fit for listening to in homes in mixed company, particularly where children were present."

"Frankly", Mr. Brown says, "we do not agree with these allegations. We know that our own parent company would not sponsor any program deleterious to the public interest. We doubt if the NBC

would accept such a program. We question whether any program guilty of such charges would enjoy the high rating that the Cantor program enjoys in the United States.

"We believe that the criticism of the Audition Committee of the CBC are entirely unjustifiable, and that they impute to our parent Company and ourselves a low standard of moral concepts and public responsibility. We believe that even a most critical examination of our activities would show any such imputation to be entirely wrong."

Contacted by the CANADIAN BROADCASTER, A. Davidson Dutton, chairman of the board of the CBC, said that the program was carefully reviewed by the CBC audition committee, and found unsuitable by them. The matter was brought to his attention, he added, and that of the general manager, Dr. A. Frigon and they both stand by the committee's decision.

Wants Provincial Control

A clash between the Dominion Government and the provinces in the field of education might come as a result of federal control of radio, warned Hon. G. M. Weir, Provincial Minister of Education for British Columbia, in a review of "major trends discernible in Canadian education."

"One possibility of friction", he said, "is that the Federal Government might legally monopolize education by radio." This might be effected by legally prohibiting the provinces from giving educational programs by radio.

"Since radio is an instrument of education, could radio be exclusively controlled by the provinces?", he asked.

"Could any province", he pursued, "legally establish a radio system (such as Quebec) for the purpose of conducting its own educational or commercial programs even in the face of government insistence that radio control in Canada should be a matter of federal jurisdiction?"

Weir suggested that the nine provinces should co-operate in an education-by-radio series that would blanket Canada and constitutionally prevail, regardless of possible federal intervention.

LAND OF PROMISE

A Business Picture of British Columbia

By ROBERT FRANCIS

Formerly a reporter on the Vancouver Sun then a Public Relations Officer with the RCAF, and since then with the British United Press, Montreal, Bob Francis is now free-lancing in Vancouver.

British Columbia, with a growing population, a moderate climate and tremendous untouched natural resources, offers greater potentialities to business man, industrialist and laborer alike than perhaps any other province of Canada.

The diversity of interests which are followed along commercial lines in the province which meets the Pacific Ocean is part of the strength that points to a sound future for British Columbia.

With a vast agricultural hinterland on one side and the fishing grounds of the Pacific on the other, the city of Vancouver, on the Lower Mainland, is the hub of the province's business and industry.

Across the Gulf of Georgia in Victoria, on the southern end of Vancouver Island, legislative machinery grinds in the capital city, but Vancouver with her population of 390,000 (1944), remains the pulsating center of the province's diverse activities.

Greater Vancouver's population has grown from 135,000 in 1911 and B.C.'s population from 488,000 (1919) to 921,000 (1943).

Vancouver now ranks third in population in the Dominion, and the growth shows no signs of abating.

Fifteen miles to the south is New Westminster, a fresh water port with a population of 33,500 at the mouth of the Fraser River. Originally settled by the Royal Engineers at the time of the building of the Cariboo trail, it now also develops rapidly as an industrial centre.

To tempt advertisers, west coast radio stations have been compelled to offer unusually high standard programs in order to compete with American outlets. U.S. Pacific coast stations, as well as the networks, are picked up easily in B.C., so that local offerings have to keep right on the beam if they are going to compete.

The B.C. Electric Railway Company, which provides street car service, gas and power on the

Lower Mainland, lately issued an informative booklet entitled "Business is Moving to B.C.", which provided some interesting figures and specific information on British Columbia's development and potentialities.

The brochure studies the situation under the headings of markets, fuels, transportation, water supply, industrial sites, electricity, agriculture, climate, policies towards industry, taxes, fisheries, forestry, mineral resources, labor and living conditions.

Vancouver boasts a total of 99 city parks, totalling nearly 2,500 acres. The most famous, Stanley Park, consists of one thousand almost untouched acres within ten minutes drive of the city's busiest intersection.

The city has 34,000 students in public schools and the University of British Columbia, like every other in Canada, is jammed. More than 150 churches embrace all faiths.

More than 80% of homes in Vancouver are occupied by the owner.

The phenomenal rise in industrial output in B.C. has made Vancouver the fifth manufacturing city in Canada. The Province's output rose from \$128,000,000 in 1932 to \$652,000,000 in 1943, which is a greater expansion rate than that of any other province. Tide water ports are an important advantage to B.C. in this connection, and the Panama Canal as a shortcut to the Eastern Seaboard and Europe cuts transportation costs.

In 1943, B.C. had a capital investment in manufacturing of \$450,000,000 with salaries totalling nearly \$186,000,000.

Up country in the world famous Okanagan Valley, in the south central area of the province, fruit ranching is a major enterprise. Cattle raising is carried on farther north in the Cariboo region. One of the fastest growing industries is seed growing, which grew in value from \$72,000 to \$1,223,000 between 1939 and 1944. Eighty five per cent of vegetable seeds produced in Canada come from B.C.

Coal mining has been going on in B.C. since 1885, and more than 97 million tons have been brought to the surface. Since 1917 alone, more than \$265,000,000 worth of minerals have been mined. Operations cover zinc, antimony, copper, gold, silver, lead, platinum and other metals.

Forestry, with all its sidelines, provides work for thousands and brings great wealth into the province. Lumber production topped \$146,000,000 in 1944. Plywood, pulp and paper and shingles are important by-products. An interesting new development is the further use of forestry waste in making pressed woods, sound proofing materials and other products.

Considering the housing shortage in the province, and all over Canada, B.C. forestry seems to be headed for good years.

More than 75,000 persons are at present supported by B.C.'s fishing industry, a \$32,000,000 investment. Salmon is the most famous B.C. catch, but the fishermen pull in just about everything else, ranging from whales down to oysters. Work is now going on to aid in bringing the Fraser River sockeye salmon back to its former proportions.

A great inducement to industry in the Lower Mainland area is the low cost and easy availability of electric power, available in 60-cycle alternating current for industrial purposes. It is said that in the Vancouver shipbuilding industry the cost of electricity has been 33%.

(Continued on Next Page)



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"78's". Ask the All-Canada Man.

• 960 ON YOUR RADIO •

(Continued From Previous Page)

A forward looking organization which works to further industrial development and bring new industries to the province is the B.C. Industrial and Scientific Research Council. Object of the group is to channel research work being done throughout the province into a single flow for the benefit of all industries.

The results are then applied to trade extension schemes and to new industries. On the Council sit representatives from the University of B.C., the federal and provincial governments, the National Research Council, private industry and the local Trades and Labor Council.

By April 1945 the number of workers in industry was 162,000, against 75,000 in 1939. The average weekly wage for that month, according to the Dominion Bureau of Statistics, was \$34.81. The Vancouver average was \$33.65, probably higher than any other Canadian city.

Water for Vancouver comes from a series of lakes north of the city, and enough has been surveyed to cope with a population of two million.

Oil comes to B.C. from Alberta, California and South America, and there are good prospects of oil in several parts of the province itself.

In lieu of provincial taxes collected during the war by the federal government, the province receives a subsidy of \$12,000,000 from Ottawa annually.

CJKL Changes

Major Brian G. Shellon has returned to his post as manager of CJKL, Kirkland Lake, after five years' service with the Algonquin Regiment. He took part with his Unit in the battle of the Falais Gap, and fought through to the Leopold Canal. After V-J Day, Major Shellon was placed in charge of Allied forces programs on Radio Hilversum, Holland.

Clair Chambers, manager of CJKL for the past two years, has joined National Broadcast Sales Toronto office as program sales chief for the Dominion.

CFPL NEW MANAGEMENT



DONALD WRIGHT

Effective January 1st, Walter J. Blackburn, President of station CFPL, London, Ontario, operated by the London Free Press, has announced the appointment of Donald Wright as manager and Murray Brown as commercial manager.

A native of Strathroy, Ontario, Wright has a background in music and education, having led the Wright Brothers Orchestra while



MURRAY BROWN

at University of Western Ontario, and since then having served on the staff of the Adam Beck Collegiate, London, until he was appointed director of music for secondary schools in 1940.

Murray Brown joined CFPL a year ago, and became commercial manager four months later. Since the resignation of Philip Morris, he has been acting manager of the station.

Tiny Triller

Olga Bawra is eight years old. But already she's a radio artist with a following.

It all started when Papa Bawra, an Alberta farmer, brought her to the big city—Edmonton—to hear Uncle Hal and Jo-Jo of the *Byers Flour Mills Kiddies Program*, heard over CJCA, Edmonton. Papa asked Uncle Hal to give little Olga an audition. He agreed, and was impressed when Olga began to sing in a fairly mature coloratura voice. Next day a vocal teacher, Mrs. James, heard Olga, and agreed that here was talent that should be encouraged. Papa was enthusiastic—but where could he get the money to pay for her training?

A "Big Three" conference was called, and it was decided to set up a trust fund to pay expenses for Olga. Since then she has appeared

several times on Uncle Hal's program, and now sings in Russian, French, Italian and English. A musical future seems assured for Olga Bawra.

SHOW BUSINESS
by Geo. A. Taggart

Why Artist Management?

SOMEONE asked me the other day how the artist management division of The George Taggart Organization benefits advertisers, agencies and the artists themselves.

I TOLD him the benefits derived from artist management were the same as from purchasing any branded article. You know what you're getting in quality and value; and you're protected all the way.

THE artists we represent are the peak of quality in their respective fields. It's our job not only to sell them but to see to it that their quality appeal is kept constant as a protection for the buyer. With capable management, talent escapes the danger of being banded about from pillar to post, of price-cutting, injudicious direction and other pitfalls which lessen their value.

AS representatives and managers of Canada's finest talent, we believe we can serve you more effectively in any effort where fine entertainment counts.

165 Yonge St. Toronto, Ont. ADelaide 8784

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

TO-DAY, lumbermen in the St. Lawrence Valley timber belt are working from dawn to darkness—producing, earning bigger pay, spending more. The needs of tomorrow will keep them going full speed ahead. Cover this field effectively by radio, through

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CHSJ SAINT JOHN N.B.



GEO. A. CROMWELL
Manager

to increase
power
to

5000 WATTS



CLEVE G. STILLWELL
Programme Director



JOHN G. BISHOP
Chief Engineer



T. REID DOWLING
Studio Engineer

NEW BRUNSWICK BROADCASTING CO. LTD.
SAINT JOHN, N.B.

For complete details ask
**HORACE N. STOVIN
AND COMPANY**
Toronto, Montreal,
Winnipeg

This increase of
power will give
clearer reception
in CHSJ's present
service area and
in addition will
serve many new
listeners.

STONES FOR BREAD

By **ARTHUR H. DIX**

Research Director, Conover-Mast Corporation
Reprinted from Printer's Ink.

I attended most of an all-day advertising convention recently and came away without adding as much as an ash tray to the mental furniture I had when I registered. I tried hard, too. My mind was as open as a Saturday night in Tia Juana, but soberer. I had pencil and pad, but never sullied a sheet.

Fearing that my acquisitive abilities were dulling, I asked a half dozen other earnest seekers after truth what luck they had, and each gave the same gloomy report. This, is seems to me, is an economic crime. At least five hundred idea-hungry souls had gathered in quest of bread, some travelling halfway across the continent, and had been tossed a stone.

It wasn't a hastily planned affair. The date had been determined months ahead. The audience was eager, receptive and intelligent.

But the speakers had practically nothing to offer, and they were not to blame. They lacked direction. None gave the impression of having a message he was burning to unload, or of having lost sleep in preparing it.

There is a cure for all this. It lies in selecting a program committee that works hard at its job. The committee should begin at least five months before the meeting. It should plan the program the same as an editor plans an issue of a magazine. It should comb the field for people with something to say. It should select subjects on which the audience seeks information, and it should assign those subjects to people who are not only competent to discuss them but who will take the time to do a job. Above all, it should require candidates for a place on the program to submit their contributions in writing at least three months before the date of the meeting. The committee should then study the contributions, edit them ruthlessly, cut out the fat, and reject those deficient in red meat.

If the committee can't work up a program sufficiently heavy in calories, then a new committee should be chosen — or the convention should be called off. Of course, the committee can do it, as is demonstrated by the fact that on occasion it is done. It is simply a matter of hard work.

The conscientious committee will avoid studding its programs

with big names, merely because they are big names. If the big name refuses to submit in advance a written report of what he is going to say, then the big name should be eliminated. Perhaps a gem will be lost, but the odds exceed those against winning the daily double.

The committee will pass over J. Wallace Blow, who always puts on a good show, but who has been making the same speech with a few oral refurbishings for the past six years. It will consider S. Haire Lipp who has an impediment in his speech and mikephobia besides, but who has made some important tests and who will give the visitors, in his halting way, something to carry away in their note books.

The committee will bear in mind what the zoo keeper said to the woman who was curious about the sex of a hippopotamus — "That lady, can be of no interest except to another hippopotamus"—and will steer clear of Joseph W. Detail, who would delight to tell you, down to the reason he chose Beton Bold for an envelope stuffer, about the campaign he put on for Fimble's nose drops for sniffing bull terriers.

The committee will shy away from the hard-and-fast rule that every talk should be exactly fifteen minutes. By editing the papers in advance, and timing them, it knows how much time each subject is worth. If five minutes is adequate, five minutes it gets. If someone comes up with something redhot that needs thirty minutes, a half hour it gets.

The committee will get it out of its head that people attend conventions to hell around. Ninety-nine out of a hundred are serious souls with an enormous hunger for ideas that will help them do a better job. As advertising is hardly a secretive business, it should not be too difficult to satisfy the appetite.

Barrie Studios

Permission has been granted to station CFOR, Orillia, to open remote studios in the town of Barrie, Ontario. This station, owned and operated by Gordon Smith was located originally at Parry Sound, Ont., and was moved to Orillia last September.

CJCH

"The Friendly Voice of Halifax"

Representatives: HORACE N. STOVIN & CO., CANADA
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

WE AREN'T SELLING ACORNS

But we do cherish tall hopes for "PULSE", aimed to reach people who reach people, and due to appear March of this year provided paper is obtainable.

"PULSE" will have no fancy cover, no illustrations, no slick paper. It will consist of twenty-four pages of the nationally important thinking of Canadians from coast-to-coast---excerpts from the thoughts in speeches and editorials of educators, editors, politicians, clergy, and just plain John Citizens who have constructive ideas and the courage to express them from the speaker's rostrum or the editorial page.

"PULSE" will sell for five dollars a year (12 issues to begin with). If you would care to enter your subscription now, you may do so by returning the coupon below, instructing us to bill you after the first issue is in the mail.

R. G. LEWIS & COMPANY
Publishers
371 Bay Street
T o r o n t o

PRE-PUBLICATION ORDER

R. G. LEWIS & CO.,
371 Bay Street,
Toronto 1, Ont.

You will please enter my subscription to "PULSE" for one year at \$5.00 starting with the first issue, scheduled to appear in March 1946. It is understood that you will only bill me after the first issue has been mailed.

Signed
MR., MRS. or MISS

Profession

Address

PRODUCERS!

She's never farther from you than your telephone.

She's the upcoming dramatic actress

LADDIE DENNIS

Day or night you can reach her through

RADIO ARTISTS REGISTRY

WA. 1191
TORONTO

TRADE WINDS

Garry Carter at Frontenac Broadcasting reports that Dibble Coal has contracted for 78 ten minute segments of "Make Believe Ballroom" from January 1 to June 29, 1946 over CKEY, Toronto.

Stevenson and Scott's Toronto office has a 1,352 spot announcement campaign for Starkman Chemists going to CKEY, Toronto until December 7, 1946.

McKim's Montreal office reports that Dustbane Products start a six month spot announcement campaign January 15 over a wide list of stations.

CKEY's commercial department says that Wildroot Company has a year's contract under way for 158 ten minute segments of "Make Believe Ballroom". Lennox Men's Furnishings have started a 128 spot campaign over CKEY.

Royal Canadian Tobacco Company are sponsoring Rex Frost over CFRB, Toronto 5 minutes 5 a week. Same sponsor has contracted for midnight newscasts 5 a week over CFRB.

Tandy Advertising report that Multifax Enterprises are starting "Dipfoam Dramas" (All-Canada) January 14. The 15 minute 3 a week show goes to CFCF, CFRB, CKRC and CKWX.

WHAT DOES THE BEAVER SAY?

Canada Lacks International Radio Signal

Have you ever heard a hen having hysterics? No? Neither have we. But we've often heard a noise that sounds something like that coming from our radio loud-speaker. And we don't mean that once popular Silly Symphony character Clara Cluck. We're not even referring to one of those singing commercials, nor to the sound of an after-midnight platter-spinner laughing at some fancied gag he just sprung.

No fooling! Tune in to the 31 metre shortwave band at 8 a.m. (EST) any morning, and you'll hear the weird screech to which we refer. It's the "laugh" of the Kookaburra, an Australian bird better known perhaps in these parts as the Laughing Jackass. A recording of its not-too-melodious call is used as a sign-on for transmissions by the Australian shortwave broadcasting service. It's a characteristic "signature tune" which instantly identifies for the listener the country whose broadcasts he is hearing.

Devices of this kind, mostly of a more commonplace nature, are used by many shortwave stations, and by nearly all the broadcasting systems of Europe. During the war years men in service in hundreds of remote spots listened for the strains of "Yankee Doodle" on the shortwave bands because they knew that it meant programs of entertainment and news from home. In the same way British troops in Aden, Cape Town and Calcutta would look for "Hearts of Oak" or "The British Grenadiers", or Big Ben's boom.

During the war too, the BBC's broadcasts to the peoples of occupied Europe could be identified by an interval signal full of significance—a drum beating out the dit-dit-dah of the morse code letter "V", symbol of the resistance movement.

The interval signal used by the Polish radio—a few bars of Chopin's Polonaise—came to symbolize the heroic stand of the Polish people against Nazi aggression;

during the battle for Warsaw it was transmitted continually by the Warsaw radio, and as long as they could hear it, Polish listeners everywhere knew that their country had not surrendered.

In Europe, where there is no FCC or CBC to require all stations to identify themselves at least every half hour, and where the variety of languages makes identification difficult, each country tries to choose some signal with which to fill the gaps between programs that will of itself suggest to most listeners the country from which it emanates. Often it takes the form of a musical signature, a few bars from the country's national anthem or the best known work of its best known composer, or some traditional tune. The Germans used a snatch of "Deutschland Uber Alles", a Swiss station had an old folk melody played on the long Alpenhorn, used by Swiss shepherds for many centuries. EIAR, the Italian broadcasting system, used the recorded song of a nightingale—perhaps to symbolize the spirit of music and song universally identified with Italy.

Unless the Canadian International Shortwave Service has developed some sort of identifying signal in the past few months, it would seem that this country has no comparable "signature". Possibly though, those who are currently concerning themselves with the development of a Canadian national anthem, will fill the void for us.

"Contented Hour" Moves

Only Percy Faith, former Toronto conductor, has survived the shift of the Carnation "Contented Hour" from Chicago to New York. After 14 years originating in Chicago, the program moved to New York with the program of January 7, and Percy is waving his baton over a new and larger orchestra from the New York podium. The program is heard in Canada over the Dominion Network, Mondays.



Unquestionably
ALBERTA'S
BEST RADIO BUY

More
COVERAGE

More
LISTENERS

More
POWER

CFCN
CALGARY

THE VOICE OF THE PRAIRIES

10,000
WATTS

See
RADIO REPRESENTATIVES
LIMITED
TORONTO MONTREAL

Look to
RCA VICTOR
for the Best in
RADIO TRANSCRIPTIONS

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





There's interesting food and figures for thought in the Department of Reconstruction's report titled "Location and Effects of Wartime Industrial Expansion in Canada". Advertising men in general and radio people in particular can find some profitable stuff in this 65-page pamphlet. Trend of population, for instance, is heavily away from agricultural and even non agricultural rural areas toward industrial centres. Larger centres in nearly every province are gaining population at the expense of rural areas. This trend is not effective in British Columbia and Alberta to the same extent as other provinces. Also, there is evident a drift of population from the prairies to Ontario and British Columbia; from the other two Maritime provinces to Nova Scotia. This trend of population shift was heavily accentuated during war years; but Department report points out that it had been in existence prior to 1939, and is likely to continue into peace years. Detailed study of this particular report should be of tremendous value to advertisers and their agencies studying buying habits; also to those designing new transmitters and coverage patterns. Report will have certain value also to program departments, as this trend from town to city,—from farm to town,—from agriculture to industry,— will affect people's listening habits and tastes in relatively few years.

The figures in this report will also be tremendously valuable to stations in preparation of merchandising brochures and planning campaigns. The report gives considerable details on population shifts; types of industry in major centres; and their post-war possibilities. Even such fundamentals as these are significant; that agriculture is no longer Canada's chief industry; but manufacturing, and by a sizeable ratio.

A glance at the public accounts brings up some rather interesting items. As witness Item 394, for "Administration of the Radiotelegraph Act and Regulations" the amount of \$151,255.00. Also Item 396, for "Suppression of Local Electrical Interferences, \$164,000. or Item 397 "Issue of Radio Receiving Licenses Transport Department only \$216,975.00. (This is amount spent, not collections). You can then, if in the mood, whip over to "Schedule B", which takes in supplementary votes, and find item 603. "Administration of the Radiotelegraph Act and Regulations"—further amount required", \$8,800; and Item 605, "Suppression of Local Electrical Interferences, further amount required" \$3,480.00.

And in the lighter vein, you may find it interesting to follow through Item 55. This is "to provide for payments of amounts owing under guarantees given by Minister of Finance pursuant to Item 51 of Schedule A to the Appropriation Act Number 5, 1944 (and pursuant to corresponding items in previous Appropriation Acts) to approved lending institu-

tions in respect to loans made for the purpose of financing the conversion of existing houses into multiple family houses, such payments to be made out of unappropriated moneys in the Consolidated Revenue Fund"—and the amount opposite this authority is the sum of one dollar!

Discount reports of early end to price and wage controls. Even preliminary studies of how to lift these controls may not be completed until most of us have stopped writing '45 in place of the correct figure. Moreover, most of the "brain-trust" in Ottawa (and the term is not used in derision) are in a cautious mood on this subject. A source close to this group tells us removal will probably be closer to Spring than to New Year's day; and probably be made in cautious, almost experimental fashion.

Lawsuit Settled

Mark Woods, President, American Broadcasting Company, and Leonard A. Versluis, president Associated Broadcasting Corporation, have announced the amicable out of court settlement of their differences in the use of the ABC symbol to designate their networks in the U.S.

A suit filed by Associated against the American Broadcasting Company to prevent it from using the letters ABC has been settled, and the American Broadcasting Company is now free to use ABC. In future, Associated will be known as the Associated Broadcasting System and will use the letters ABS to identify its transcontinental network.

Returns Overseas

Andrew Cowan, CBC war correspondent in Italy and France during the war, is returning to London as European representative for the CBC International Service. He will be one of the CBC men covering the UNO Conference which opens in London this week.

"Let's Play Charades"

"Let's Play Charades" brings a favorite parlor game to radio listeners, and provides a novel radio game. On the air weekly since December 19, "Charades" originates in CBC's Winnipeg studios, with Roy Lockesley directing the orchestra, and Dave Tasker playing an important part as the sound effects man. The charades are played by a cast of Winnipeg actors.

Prizes of War Savings Certificates and Stamps are given to listeners who send in the best charade suggestions, and to members of the studio audience who guess the words depicted—which may represent the name of an opera, a musical selection, a proverb or a book.

Wilf Carpentier emcees this program.

THERE'S GOLD IN THE AIR AT TIMMINS!

True to the Porcupine Gold Mining tradition, station CKGB, Timmins offers value to advertisers that's as good as gold. CKGB is the only station reaching the 73,870 listeners in the rich Porcupine Gold Mining district. This intensive coverage embraces Timmins, Schumacher, South Porcupine, Iroquois Falls, Matheson, Cochrane, Kapuskasing, Hearst and intervening towns.

An unusual mineral formation makes it impossible to hear outside radio stations in this area during many hours of the day. Elliott-Haynes survey reports reveal that this "blank-out" has helped CKGB gain one of the highest ratings of any station in Canada.

The mines payroll alone in the Timmins area is over \$18,000,000 annually. And the average basic wage is \$2,143 per year (Bureau of Statistics 1941), undoubtedly one of the highest industrial levels in Canada. CKGB is the only sure way to reach this tremendous purchasing power.

HIGHEST AUDIENCE PERCENTAGE IN CANADA FOR CKGB

Daytime High	100% of listeners
Daytime Average	98.28% of listeners
Evening High	100% of listeners
Evening Average	97.4% of listeners

NATIONAL BROADCAST SALES

Bank of Commerce Bldg., TORONTO, EL. 1165
University Tower Bldg., MONTREAL, HA. 3051

REPRESENTING

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

* MONTREAL ONLY

A WISH
FROM
THE
WEST
FOR 1946

"Peace be within thy walls, and prosperity within thy palaces."

FROM THE MANAGEMENT AND STAFF OF

CKY
WINNIPEG

and

CKX
BRANDON

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This was too much for our vacillating villain, who beat a hasty retreat — into the arms of the police.



"More Hope THAN CHARITY"
Elda Hope

Now that "White Christmas" is safely filed away (I hope) in the Archives of Radio, we can face 1946 hopefully! 'Archives' is a perfectly legitimate word because it pertains to the people's records — and wasn't "White Christmas" that? It isn't that I object to the number, but it was grossly overworked. In at least one instance it was particularly well done though, and that was by Russ Titus with Jack Allison's vocal group on Cashmere Bouquet's 'House Party'.

Speaking of musical compositions, one of the first on my list is "Symphony". It contains excerpts from five symphonies and that's good enough for me. The best rendition I've ever heard, American soloists included was by Pauline Rennie on Evening Telegram's "Songs for You" on CFRB. This puts Pauline very near the top among entertainers for I often hear her on Procter & Gamble "Road of Life" doing a dramatic part. And on a recent Buckingham's "Curtain Time" entitled "The Pink Peril", she stole the show by her crying lustily and cooing like a new baby. To say she doubles is inadequate — Pauline excels even at that.

I've heard a lot of piano players in my day and many piano duos, but never have I heard such perfect synchronization as when Lou Snider and Murray Ross played Chopin's "Minute Waltz" or Maple Leaf Milling's "Jolly Miller Time". Two hands playing right notes is one thing, but when four hands team so perfectly the result can be something amazing — and it was.

For my money one of the female voices offering pleasant listening is that of Dorothy Deane. She can run the scale all the way from gay tunes to more serious numbers with equal ability and I'd describe her as having a twinkle in her voice. Dorothy vocalizes on British American's "Peerless Parade" and on Cashmere Bouquet's "House Party".

There is no doubt in my mind that each member of Colgate's "Happy Gang" is an artist in his own right. I could eulogize a length about Eddie Allen's ballad or about Bob Gimby's trumpeting but when Bert Pearl and Company concentrate their efforts instrumentally and a number like "Twilight Time" comes out, there is good radio.

It is seldom that I mention transcribed show simply because lean toward live programs. However, one is being aired to which I honestly enjoy listening. It is Neilson's 'Singin' Sam' broadcasts.

Altogether it would seem the radio industry has lined up much top-flight talent. Listeners and little encouragement will doubtless do much to inspire these artists.

'Bye now.

Elda.

MILESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

Sir Wilfred Laurier died . . . the boundary line between Canada and the United States established . . . the province of Canada was formed in 1841 . . . February has been an important month for Canadians . . .

- February
- 1, 1855. Money orders introduced into Canada.
- 2, 1910. Commercial treaty with France ratified.
- 2, 1916. House of Parliament at Ottawa destroyed by fire.
- 3, 1895. An enormous mass of snow fell from Cape Diamond and killed 8 persons.
- 4, 1876. Legislative council abolished in Manitoba to make way for Legislative Assembly.
- 7, 1813. Brockville raided by American forces.
- 8, 1879. Railway completed between Montreal and Quebec.
- 10, 1763. Treaty of Paris signed and Canada and its dependencies ceded to the British.
- 10, 1838. The constitution of Lower Canada suspended and a Special Council created.
- 10, 1841. Two provinces united to form Province of Canada, with Kingston as Capital.
- 10, 1876. St. Catharines, Ontario incorporated.
- 10, 1838. Lower Canada constitution suspended.
- 11, 1897. Part of Western Departmental Building burned at Ottawa.
- 11, 1839. Lord Durham's report submitted to British Parliament.
- 11, 1944. Canada signs Mutual Aid Agreement with Russia.
- 12, 1859. New Westminster, British Columbia, founded by Col. R. C. Moody.
- 13, 1907. Portage La Prairie, Manitoba, incorporated.
- 14, 1871. Legislative Council replaced by an Assembly in British Columbia.
- 15, 1888. A fisheries agreement signed with United States.
- 17, 1919. Death of Sir Wilfred Laurier.
- 21, 1834. Ninety-two resolutions on public grievances were passed by the Assembly of Lower Canada.
- 22, 1813. Ogdensburg taken by British armies.
- 23, 1875. Hull, Quebec, incorporated.
- 24, 1870. Washington Declaration signed to establish Canada-United

- States boundaries.
- 25, 1693. Battle in the Mohawk country between English and French.
- 25, 1908. St. Boniface, Manitoba, incorporated.
- 27, 1900. Canadian troops distinguish themselves for fighting at Paardburg in South Africa.

Personnelities

Rupert Bedford formerly at CKNX, Wingham has taken over the promotion duties at CFOR, Orillia. Don McBride just out of the air force after three years in the wireless section has joined CFOR as chief engineer. Two other additions to the Orillia station are Dick Mungham formerly with the RCAF overseas who assumes the announcer-operator's duties and ex-serviceman Russ Waters who takes over the commercial department. Don Wall former CKY control operator, has left for CJAD, Montreal. George Ritchie is back in the control room at CKY, Winnipeg, after service with the RCAF. Alf Parkes, former Personnel Counsellor with the RCAF and one time scripter at CJGX, Yorkton has joined the staff of CKCW, Moncton as director of Public Relations. Dave Wilson has recovered from his army ailment and is back on the announce staff at CKGB, Timmins. Hollis McCurdy has left CBC International Service to join the announce staff at CJAD, Montreal. Athol Stewart and Rene Levesque have been added to the staff of CBC International the latter doing French announcing. Duke and Ruth Stubbs have left CKEY, Toronto, to handle programs and traffic for CJAD, Montreal. Ron Dunn has also left CKEY to be added to the announce staff at CJAD.

CONTROL ROOM CHATTER

by

A Station Engineer

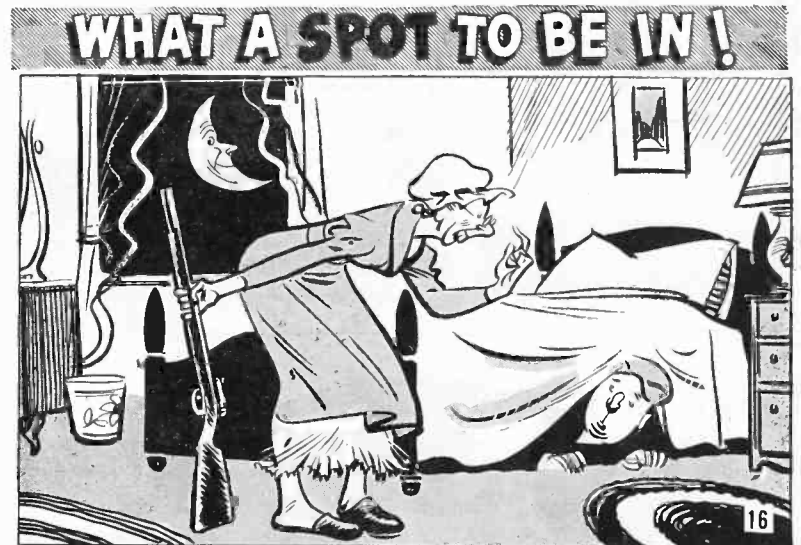
We send a word to CBC with a mild complaint, a request perhaps that when they have a line break they do it thoroughly or not at all. You are riding again in a desultory sort of way when there is a loud splutter, the smooth creamy voice of the CBC announcer goes off into a series of jerky babblings, culminating in cold silence. Immediately you leap into the breach. You put on "Appropriate music for the program interrupted"; you open your mike, and point out that what has just happened is far beyond your control; you indicate that had your station or you yourself the running of the network, such things would never happen; you remark that you will play music, far better actually than the program to which they were listening. Then you sit back and open the cue key. Immediately CBC floods through.

fills for ten minutes, and find you've missed an important popular program. Both the public and the station manager ask why. It's very discouraging. Elmer the junior announcer, says why don't we do away with wires and send programs to the station by radio.

The life in a small station is one of happiness and joy, mixed with despondency and despair. Everyone wants different things. The natives write in strong letters demanding Wilf Carter's latest gruesome disc. More discriminating listeners ask for the Polonaise with firm emphasis, and a lovely program you've just designed with perfect music and tempo, is removed because a large number of people want a "Who Done it?" It keeps a man busy, or a gal if she happens to be in the position. So you start with the happy realization that someone somewhere is not going to be pleased. Of course, the radio audience is the perfect one for not saying a word when things go right and being "perfectly beastly" when things go wrong. How often we envy big stations in big cities, who just play popular music and CBC features. Elmer, the junior announcer, was chased by a big Russian because he substituted the King Sisters singing "Poor Lenore" for the Don Cossacks. He said there were more Don Cossacks, but the King Sisters made more noise so he thought it would be alright.

You fade, come on the air, point out that it is only by your station's great exertions that the break has been fixed so quickly, intimate that your presence has given such moral strength to the line crews that they whipped things up in nothing flat; you make formal and impressive remarks about rejoining and push the appropriate buttons. There is a brief interlude . . . a splat-like sound, and the announcer from CBC fades off again in a discordant whisper.

The next time, you firmly play



CKAC
MONTREAL

A *Bright* STATION

Direct your sales message to the heart of French Canada through **CKAC Montreal**

See **WILLIAM WRIGHT** Victory Bldg.

AD. 8481

WHAT A SPOT TO BE IN!

OUR Noon Newscast is definitely the feature news cast of the day — ten minutes of world news, five minutes of local news. Runs Monday through Saturday from 12.45 to 1 p.m. Coverage? Well, B.B.M. figures list the entire Thunder Bay district as primary coverage, with 92.7% coverage penetration. A spot for your spot.

CKPR FORT WILLIAM, ONT.
(Represented in Winnipeg by Horace Stovin)
(Represented in Toronto and Montreal by Radio Representatives)

Represented by **HORACE N. STOVIN**
MONTREAL & COMPANY TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

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by Elda Hope

Now that "White Christmas" is safely filed away (I hope) in the Archives of Radio, we can face 1946 hopefully! 'Archives' is perfectly legitimate word because it pertains to the people's record — and wasn't "White Christmas" that? It isn't that I object to the number, but it was grossly overworked. In at least one instance it was particularly well done though, and that was by Russ Titu with Jack Allison's vocal group of Cashmere Bouquet's 'House Party

Speaking of musical compositions, one of the first on my list "Symphony". It contains excerpts from five symphonies and that good enough for me. The rendition I've ever heard, American soloists included was by Pauline Rennie on Evening Telegram "Songs for You" on CFRB. That puts Pauline very near the top among entertainers for I often hear her on Procter & Gamble "Road of Life" doing a dramatic part. And on a recent Buckingham's "Curtain Time" entitled "The Pink Peril", she stole the show by her crying lustily and coming like a new baby. To say she doubles is inadequate — Pauline excels even at that.

I've heard a lot of piano players in my day and many piano duos, but never have I heard such perfect synchronization as when Lou Snider and Murray Ross played Chopin's "Minute Waltz" on Maple Leaf Milling's "Jolly Mill Time". Two hands playing right notes is one thing, but when four hands team so perfectly the result can be something amazing — and it was.

For my money one of the finest male voices offering pleasant listening is that of Dorothy Dear. She can run the scale all the way from gay tunes to more serious numbers with equal ability and I describe her as having a twinkle in her voice. Dorothy vocalizes on British American's "Peerless Parade" and on Cashmere Bouquet's "House Party".

There is no doubt in my mind that each member of Colgate's "Happy Gang" is an artist in his own right. I could eulogize at length about Eddie Allen's ballads or about Bob Gimby's trumpet-ing, but when Bert Pearl and Company concentrate their efforts instrumentally and a number like "Twilight Time" comes out, there's good radio.

It is seldom that I mention a transcribed show simply because I lean toward live programs. However, one is being aired to which I honestly enjoy listening. It is Neilson's 'Singin' Sam' broadcast.

Altogether it would seem that the radio industry has lined up many top-flight talent. Listeners and a little encouragement will doubtless do much to inspire these artists.

'Bye now.

Elda.

MILESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

Sir Wilfred Laurier died . . . the boundary line between Canada and the United States established . . . the province of Canada was formed in 1841 . . . February has been an important month for Canadians . . .

- February
- 1, 1855. Money orders introduced into Canada.
- 2, 1910. Commercial treaty with France ratified.
- 2, 1916. House of Parliament at Ottawa destroyed by fire.
- 3, 1895. An enormous mass of snow fell from Cape Diamond and killed 8 persons.
- 4, 1876. Legislative council abolished in Manitoba to make way for legislative Assembly.
- 7, 1813. Brockville raided by American forces.
- 3, 1879. Railway completed between Montreal and Quebec.
- 10, 1763. Treaty of Paris signed and Canada and its dependencies ceded to the British.
- 10, 1838. The constitution of Lower Canada suspended and a special Council created.
- 10, 1841. Two provinces united to form Province of Canada, with Kingston as Capital.
- 10, 1876. St. Catharines, Ontario incorporated.
- 10, 1838. Lower Canada constitution suspended.
- 10, 1897. Part of Western Departmental Building burned at Ottawa.
- 10, 1839. Lord Durham's report submitted to British Parliament.
- 10, 1944. Canada signs Mutual Aid Agreement with Russia.
- 10, 1859. New Westminster, British Columbia, founded by Col. R. Moody.
- 10, 1907. Portage La Prairie, Manitoba, incorporated.
- 10, 1871. Legislative Council replaced by an Assembly in British Columbia.
- 10, 1888. A fisheries agreement signed with United States.
- 7, 1919. Death of Sir Wilfred Laurier.
- 10, 1834. Ninety-two resolutions on public grievances were passed by the Assembly of Lower Canada.
- 10, 1813. Ogdensburg taken by British armies.
- 10, 1875. Huli, Quebec, incorporated.
- 10, 1870. Washington Declaration signed to establish Canada-United

- States boundaries.
- 25, 1693. Battle in the Mohawk country between English and French.
- 25, 1908. St. Boniface, Manitoba, incorporated.
- 27, 1900. Canadian troops distinguish themselves for fighting at Paardburg in South Africa.

Personnelities

Rupert Bedford formerly at CKNX, Wingham has taken over the promotion duties at CFOR, Orillia. Don McBride just out of the air force after three years in the wireless section has joined CFOR as chief engineer. Two other additions to the Orillia station are Dick Mungham formerly with the RCAF overseas who assumes the announcer-operator's duties and ex-serviceman Russ Waters who takes over the commercial department. Don Wall former CKY control operator, has left for CJAD, Montreal. George Ritchie is back in the control room at CKY, Winnipeg, after service with the RCAF. Alf Parkes, former Personnel Counsellor with the RCAF and one time scripter at CJGX, Yorkton has joined the staff of CKCW, Moncton as director of Public Relations. Dave Wilson has recovered from his army ailment and is back on the announce staff at CKGB, Timmins. Hollis McCurdy has left CBC International Service to join the announce staff at CJAD, Montreal. Athol Stewart and Rene Levesque have been added to the staff of CBC International the latter doing French announcing. Duke and Ruth Stubbs have left CKEY, Toronto, to handle programs and traffic for CJAD, Montreal. Ron Dunn has also left CKEY to be added to the announce staff at CJAD.

CONTROL ROOM CHATTER

by

A Station Engineer

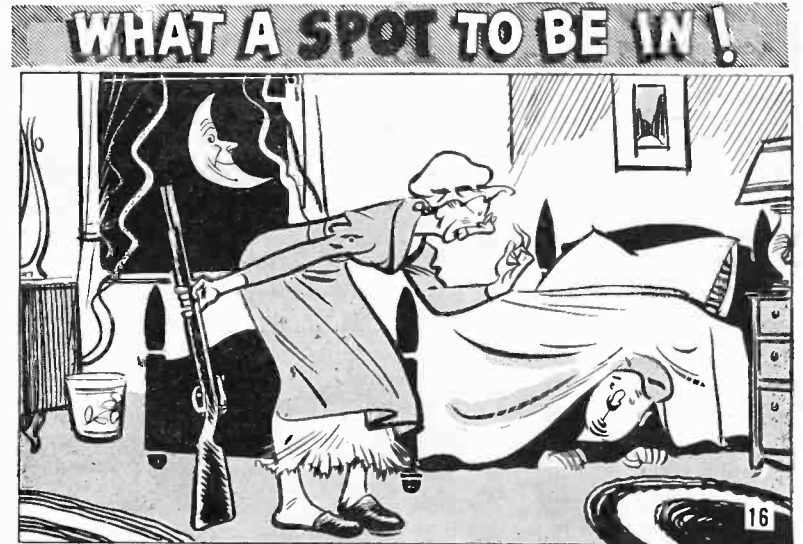
We send a word to CBC with a mild complaint, a request perhaps that when they have a line break they do it thoroughly or not at all. You are riding again in a desultory sort of way when there is a loud splutter, the smooth creamy voice of the CBC announcer goes off into a series of jerky babblings, culminating in cold silence. Immediately you leap into the breach. You put on "Appropriate music for the program interrupted"; you open your mike, and point out that what has just happened is far beyond your control; you indicate that had your station or you yourself the running of the network, such things would never happen; you remark that you will play music, far better actually than the program to which they were listening. Then you sit back and open the cue key. Immediately CBC floods through.

We fill for ten minutes, and find you've missed an important popular program. Both the public and the station manager ask why. It's very discouraging. Elmer the junior announcer, says why don't we do away with wires and send programs to the station by radio.

The life in a small station is one of happiness and joy, mixed with despondency and despair. Everyone wants different things. The natives write in strong letters demanding Wilf Carter's latest gruesome disc. More discriminating listeners ask for the Polonaise with firm emphasis, and a lovely program you've just designed with perfect music and tempo, is removed because a large number of people want a "Who Done it?" It keeps a man busy, or a gal if she happens to be in the position. So you start with the happy realization that someone somewhere is not going to be pleased. Of course, the radio audience is the perfect one for not saying a word when things go right and being "perfectly beastly" when things go wrong. How often we envy big stations in big cities, who just play popular music and CBC features. Elmer, the junior announcer, was chased by a big Russian because he substituted the King Sisters singing "Poor Lenore" for the Don Cossacks. He said there were more Don Cossacks, but the King Sisters made more noise so he thought it would be alright.

You fade, come on the air, point out that it is only by your station's great exertions that the break has been fixed so quickly, intimate that your presence has given such moral strength to the line crews that they whipped things up in nothing flat; you make formal and impressive remarks about rejoining and push the appropriate buttons. There is a brief interlude . . . a splat-like sound, and the announcer from CBC fades off again in a discordant whisper.

The next time, you firmly play



WHAT A SPOT TO BE IN!

OUR Noon Newscast is definitely the feature newscast of the day — ten minutes of world news, five minutes of local news. Runs Monday through Saturday from 12.45 to 1 p.m. Coverage? Well, B.B.M. figures list the entire Thunder Bay district as primary coverage, with 92.7% coverage penetration. A spot for your spot.

CKPR FORT WILLIAM, ONT.
 (Represented in Winnipeg by Horace Stovin)
 (Represented in Toronto and Montreal by Radio Representatives)

Represented by
HORACE N. STOVIN
 & COMPANY
 MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

CKAC
 MONTREAL

A *Wright* STATION

Direct your sales message to the heart of French Canada through **CKAC Montreal**

See **WILLIAM WRIGHT** Victory Bldg.

AD. 8481

RADIO BRINGS MUSIC HOME

by David Adams



David Adams, recently discharged from the RCAF in which he served overseas as a navigator, has joined the staff of the Canadian Broadcaster as editorial assistant. Born in Egypt and educated in England, he spent one year at WRUL, non-commercial shortwave outlet in Boston, before joining the British Information Services in New York where he worked as a radio reporter until joining up in April 1942.

prove that the British people were becoming more interested in music, since the absence of competition in British broadcasting did not force the BBC to conform to public taste. That interest was increasing was conclusively shown by the fact that, for the first time in the history of British music, concerts by the best orchestras were staged seven days a week. In 1927 the BBC took over management of Sir Henry Wood's famous "Prom" concerts, which were at the brink of failure, and built them into one of Britain's most popular musical institutions. For many years now the BBC Symphony Orchestra has been acclaimed one of Europe's finest musical organizations.

In the earliest days of broadcasting in the United States, serious music did not receive as much attention as in Europe. But advertisers were quick to realize the prestige and publicity value of great symphony orchestras and world famous concert artists, and some of the best known and best established early programs were devoted to good music. Outstanding example was the General Motors concert series, which for many years was one of radio's most influential shows. Showmanship contributed much to the success of these and other similar broadcasts. The greatest single drawing card for radio publicity was that of personality, and the world's great musical personalities were featured as guest artists. The General Motors concerts furthered American culture while enhancing the sponsor's prestige, by staging guest concerts in different American cities, featuring local orchestras.

Musical talent in the States was given splendid opportunities by the Atwater Kent National Radio Auditions, which offered cash prizes and scholarships to ten men and women each year, selected through an elaborate series of local, state and national auditions staged to uncover the nation's most promising singers. The cost of this venture was tremendous, but the harvest of publicity and acclaim for the pro-

(Continued on Next Page)

Radio broadcasting is a great leveller. More than any other development since the invention of printing, it has opened up to the common man avenues of entertainment, information and education, many of which were previously regarded as luxuries reserved for the rich.

One of these "luxuries" was classical music, which had depended heavily on the patronage of royalty and the rich. Broadcasting has brought the music of great orchestras and internationally known musicians to millions who either could not pay the prices to see and hear them in the concert halls, or lived in a community where such music was seldom, if ever, available. Directly or indirectly, commercial sponsors on this continent are bearing the cost of this important phase of broadcasting.

Interest in good music has spread far and wide among people once unfamiliar with it, simply because broadcasting has made it available to them without cost, at the flick of a switch, and in their own homes. A gauge of this interest is provided in the number of programs now on the air which feature classical and semi-classical music.

"Overshadowed as they may be by comedians, amateurs and other mass appeal entertainment", said Douglas Connah in his book "How To Build The Radio Audience", written in 1938, "the world's foremost musical artists and its finest music are presented on the air in constantly increasing profusion. There can be no challenging the fact that radio has become a tremendous force for steadily advancing the mass appreciation of good music." This trend has not been halted during the past seven years.

A phenomenal increase in the number of music and voice students in the United States is a direct result of the broadcasting of music during the last twenty-five years, in the opinion of Justin Miller, President of the National Association of Broadcasters.

Many of the state-owned broadcasting systems of Europe have for years maintained fine orchestras created for the broadcasting of good music. These orchestras have done much, not only to create a wider appreciation of music in their own countries, but also to familiarize the people of other countries with the best of their composers and musicians. Prior to 1939, frequent exchange concerts were arranged between the countries of Europe. Even Denmark, with a population less than four million, supports a national Radio Symphony Orchestra of 90 musicians.

Music in Britain has flourished amazingly in the past twenty years. Since the first broadcast concert by an orchestra of 9 musicians in December 1922, continuous strides have been made in bringing the best music to radio listeners. In the first months of 1923, several operas were broadcast from London's Covent Garden Opera House with great success. A permanent Wireless Symphony Orchestra of 37, augmentable to 60 musicians, and a permanent Chorus, were formed. Similar organizations sprang up at the BBC's provincial stations, and by the end of 1924 there were eight wireless orchestras and choruses in Britain. Critics might contend that this did not necessarily



"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

CHATHAM

Serving

The richest farming area in Canada with increased operating hours, 7.15 a.m.-11.15 p.m. (16 hours daily).

JOHN BEARD ALL
Mgr.-Owner



First
IN CANADA'S
THIRD MARKET

1000 WATTS
going to
5000

Mutual Network

REPRESENTED BY
ALL-CANADA RADIO FACILITIES

CKRC
630
ON THE DIAL

IT'S A FACT
Network Shows on CKRC have an average Elliott-Haynes rating of 3.4% higher than the national average.
(Dec. 1945 Elliott-Haynes)
Ask the All-Canada Man

WINNIPEG
ON THE
DOMINION NETWORK

SURE-FIRE!!

That's
DOROTHY DEANE

"CANADA'S FAVOURITE SINGER"

"Dorothy Deane, in my opinion, has sure-fire audience appeal. She is one of the outstanding singing personalities on the air waves today."
(sgd.) Samuel Hersenhoren

Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

Continued From Previous Page)

gram and its sponsors were also great.

In Canada, "Singing Stars of Tomorrow", sponsored by York Knitting Mills Ltd., is performing a comparable service in the field of singing. Also radio stations such as CKCK Regina and CFRN Edmonton are encouraging "talent" by offering musical scholarships.

From the first, some serious musicians and music critics looked askance at broadcasting, and refused to acknowledge that it could be of any benefit to the cause of good music. Technical imperfections of both transmission and reception in the early twenties counted in part for this attitude. By 1937 there were still a few Richard longhairs who persisted in this policy of non-recognition, but the ground on which they stood was blasted from under them by the formation of the NBC Symphony, and the engagement of the great Toscanini to conduct it — a musical milestone that became the most publicized event in radio history up to that time.

The CBS network has encouraged American creative talent by assigning prominent composers to write musical scores and original works specially for radio.

One of the most remarkable examples of the power of radio to stimulate and vitalize the arts is the recent history of the Metropolitan Opera Company of New York. The weekly "Auditions of the Air", sponsored by the Sherwin-Williams Co., have provided some fifty American singers for the "Met". The auditions and the Saturday matinee opera broadcasts, sponsored by the Texaco Co., and in Canada by McColl-Frontenac Oil Co. Ltd., provide an annual income of more than \$50,000. Thanks to radio, the "Met" has become a solid and successful company instead of running at an annual deficit which had reached as high as half a million dollars.

In Canada, while there is no "CBC Symphony Orchestra", numerous Canadian orchestras have grown and flourished as never before, since the introduction of broadcasting. Regular concerts of the Vancouver and Toronto Symphony Orchestras, the Concerts Symphoniques de Montreal and the Toronto "Proms" have been aired, and as a result these orchestras have been able to increase the number of their concerts. This year for the first time a sponsor, the Robert Simpson Co. Ltd., has bankrolled the weekly "Pop" Concerts of the Toronto Symphony from coast to coast, evidently convinced that enough Canadians appreciate this type of music to make the commercial venture worthwhile.

Much has been done to popularize and make known the finest of Canadian musicians, and the works of Canadian composers. A series of concerts of music composed and performed by Canadians, conducted and arranged by CBC's Jean Beaudet, was broadcast both in Canada and the USA, and attracted considerable attention.

The future of broadcast music in a world of FM transmissions is a bright one, both from the point of view of the listener and the musician. The limited range of FM transmitters will eventually necessitate a much larger number of broadcasting stations, increasing the demand for talented musicians.

The lot of the professional musician is better than it was twenty years ago. The rapid expansion of the broadcasting industry has created employment for many thousands of musicians, and transformed the bleak outlook caused by the phonograph record boom into a future of ever widening opportunity.

More Stork Market

Michael Barkway, BBC Representative in Canada, is handing out cigars to celebrate the arrival of a baby daughter January 7. Miss Barkway weighed in at 7¼ pounds.

New Year Honors



"For consistent devotion above and beyond the call of duty", Commander William Strange, RCNVR, was awarded the Order of the British Empire in the New Year Honors. As assistant director of Naval Information, the citation reads, he has written some 150 successful broadcasts dealing with naval life and affairs, has produced numerous articles and booklets of definite and, in some cases, long term value to the Naval Service.

A Very Real
THANKS

to the many old friends who have written, wired and phoned since my return to the air (CJBC, 10 a.m. Mon. thru Fri.)

Maurice BODINGTON

21 Lonsdale Rd. Toronto
HY. 4249 WA. 1191

CKOV
KELOWNA
B.C.

MOST IMPORTANT STATION IN INTERIOR B.C.

See your BBM report and draw your own conclusions

The VOICE OF THE OKANAGAN

See All-Canada or Joe Weed

LEADERS OF THE BAND 1.

Sir Ernest MacMillan



"Seven-fifty-nine-thirty"

"Gioso"

"Pianissimo"

"Crescendo"

Sir Ernest MacMillan, leader of the Toronto Symphony Orchestra, currently conducting a season of "Popular" Concerts at Massey Hall, Toronto, is gaining Canada-wide fame with his weekly 8—9 coast-to-coast broadcasts of the "Pop Concerts" under the sponsorship of the Robert Simpson Company Limited. Broadcasts are directed by Harry E. Foster Agencies Ltd.

SPOT spelled backwards
is **TOPS** in
ADVERTISING VALUE
use **SPOT Broadcasting**
it's **TOPS**

ASK
US...



**ACCENTUATE
the NEGATIVE**
by ROLL

For fifteen years Montreal's Alouette Quartet has thrilled the hearts of French Canadians with the good old folk songs. This past year, they thrilled South Americans. Through September, October, November, they sang for South American music lovers, and performed, at the same time, under guidance of Canada's ambassador at Rio de Janeiro, a cultural mission for all Canadians. In South America they sang in Portuguese, Italian, French and English. They have been asked to repeat the tour this year.

Every Thursday night, CBC listeners dial the Quartette for their regular appearances; but you're likely to hear them most any time, on any good show, for they've scores of guest appearances to their credit. Northern Electric had them fly from Rio to New York, New York to Toronto, to appear on their network show as their first Canadian Concert following the southern tour. Twice they've been featured guests on Town Hall Concert, New York.

When the King and Queen toured Canada, Montreal's civic reception included songs by the Quartet... the only vocalists to perform for their Majesties.

Their smooth style and skilful handling of folk songs they credit to their mentor, Oscar O'Brien. While he is now at the Monastery of the Benedictines near Sherbrooke, leaving the Quartet without a Director, he still remains their guiding spirit.

For the Alouette Quartet is much more than a group of vocalizers. They're men with a mission—a mission to unify, through song, the Canadian people. "Ours may be a small part of that task," says Roger Filiatrault, "but we try to do more than sing. Folk songs spring from the hearts of the people. By mingling the folks songs of French Canada with those of the English, Scotch, Irish, Americans, and the people of South America, we feel we lay the groundwork for better acceptance of differing points of view." For instance, on New Year's Eve, Filiatrault, on behalf of the Quartet telephoned Canada's South American Ambassador at Rio de Janeiro to wish him compliments of the season. That is a typical gesture. Wherever



Jacques Thivierge, former lieutenant in the Canadian Army, will bow into Canadian radio as general manager of station CHEF, Granby, Que., which he hopes to open early in February. Son of Narcisse Thivierge (CHRC, Quebec City) Jacques' experience includes a period as operator-announcer-writer CHRC, and French program director at CKSO, Sudbury.

they tour... and they tour often... contacts are made and developed.

A singer worth watching (and hearing) is Ken McAdam heard Sweet Caporal's "Light up and Let it Burn". Formerly an all-around athlete, chiefly hockey at the University of Western Ontario. Ken's robust light baritone can well stand to be heard more frequently.

CKEY are now stopping the hourly news service at 6 p.m., presumably to accommodate their new commercial network commitments. At 10 p.m. they pack the best "headlines" into a 1-minute newscast, inviting people to tune in the full ten minute newscast at 10.30 p.m. This seems to us to be both a good promotion for the main newscast, and also gives a concise picture of the news advance.

The return of the yodelling voice of Ed. Wynn, the Fire Chief, last Sunday evening, brought a refreshing change to the week's peak listening period, a change which was more than overdue.

WHAT A SPOT TO BE IN!



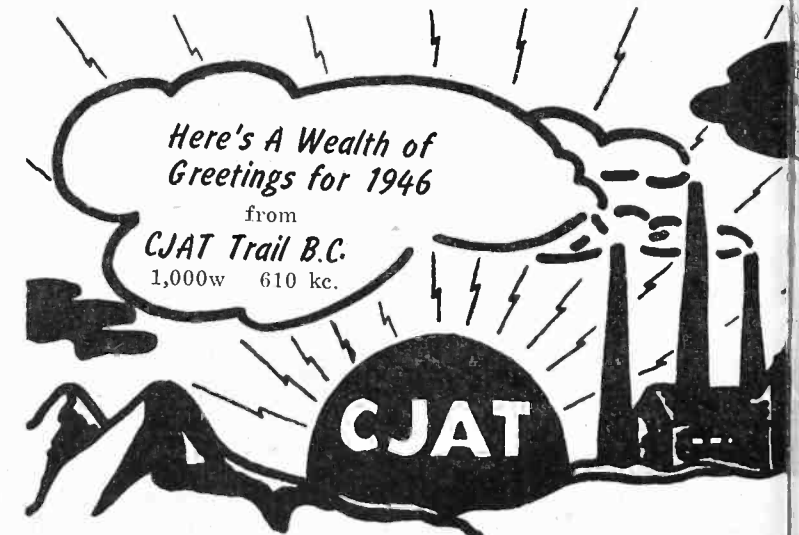
WHAT A SPOT TO BE IN!

THE farmers' "Morning Jamboree" from 6.30 a.m. to 7.00 a.m. is receiving thousands of letters... from Newfoundland to Maine... all of them penning congratulations to "The Early Voice of the Maritimes" (That's us!). A live spot in this period can reach a receptive audience among farmers and fishermen of the Maritimes.

CHSJ SAINT JOHN, N.B.
(Soon to go to 5,000 watts)

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME



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		
English:		
Soldier's Wife	18.2	+1
Happy Gang	16.4	+1.1
Big Sister	16.3	+2
Ma Perkins	13.8	+1.2
Claire Wallace	13.2	+8
Road of Life	11.6	same
Lucey Linton	11.5	-.7
Pepper Young	11.1	+1
Woman of America	9.7	+4
Breakfast Club	9.1	+1.1
French:		
Quelles Nouvelles	30.9	+2.3
Jeunesse Dorée	28.5	-9
Joyeux Troubadours	25.9	-4
Grande Soeur	23.3	+3.1
Tante Lucie	22.4	+2.3
Rue Principale	22.3	+1.0
Métairie Rancourt	19.8	-1.5
Vie de Famille	18.7	+8
Le Quart d'heure	18.6	+1.1
Pierre Guerin	17.5	-5

The following table is a summary of daytime listening trends for the year, showing the increased listening during the winter months and the lessening trend during the summer. A comparable table for evening listening will appear in our next issue.

	DAYTIME	
	English	French
January	22.1	29.0
February	22.8	30.3
March	22.6	30.0
April	22.8	29.5
May	21.4	26.6
June	19.5	24.8
July	15.8	21.5
August	15.6	19.9
September	18.9	24.9
October	19.7	26.3
November	20.7	27.2
December	21.7	27.8

In 1945, daytime program listings of Canadian origination were headed by the program "Soldier's Wife" for eleven months. "The Happy Gang", took top position during May, and stood in second position during nine months it was on.

Among American programs, "Big Sister" held the top position all through the year of 1945, with Ma Perkins holding second position during nine months of the year.

Among the French programs, "Jeunesse Dorée", took the lead for nine months of the year, and "Quelles Nouvelles" succeeded in placing first for the months of May, July and December.

With Christmas shopping to be done and the Christmas food to be prepared, the housewives of Canada quickened their interest slightly in radio listening during the December Daytime survey. In normal months, the sets-in-use index for each city should increase about 2%, but it actually gained only .6% in Montreal-French, 1.2% in Montreal-English, 1.1% in Toronto, .9% in Winnipeg and .5% in Vancouver, resulting in an average .9% for the five basic cities.

Two English programs made their appearance on the national listening report for the first time. "Life Can be Beautiful", running in Montreal, Toronto and Vancouver and the Saturday afternoon program "Metropolitan Opera" on the Trans-Canada network. These programs make their debut at the bottom of the list with ratings of 2.2 and 5.8 respectively.

Among the French programs, "Quelles Nouvelles" succeeded in beating "Jeunesse Dorée" from top position. The latter program has been fairly consistent leader among Montreal-French listeners during the past year. Both have excellent ratings, with "Quelles Nouvelles" bringing 30.9 and "Jeunesse Dorée"

MONY A NICKEL MAKES A MUCKLE

Dick Diespecker of Vancouver's station CJOR dreamed up the Nickel Club in 1937 when it occurred to him that many people who could not afford to contribute to the big newspaper Christmas funds might still like to give their nickels for Christmas cheer.

And so CJOR set out to make the Nickel king in December. The Nickel Club has carried on every year since its start, and went over the top again this Christmas.

The club has caught the imagination of British Columbians, who have sent in their nickels by the thousands. Dick Diespecker reads the name of every contributor over the air, while daughter Patty Lou drops the coin in the jar.

The money is transferred to a recognized social agency who use it for Christmas hampers and children's toys. Larger donations are never solicited, and the listener is asked only to send along his nickel. If he sends more, which he often does, that's fine too.

Over 40,000 contributions were received this year, and Dick says that contributions from the hinterland of B.C. have been heavy in proportion to the population. Listeners down in Washington State who have followed the Nickel Club from year to year send their contributions along as well.

Northern Messenger

Residents of isolated communities in the Northwest Territories and the Canadian Arctic regions are linked each winter with their families and friends in the rest of Canada, by the CBC's Northern Messenger Service.

To many miners, trappers and government officials, this service is the only link with civilization during the long northern winter. Messages are accepted only for points not reached by telegraph and telephone services. They must be personal messages, and must be limited to fifty words.



At the top left is Dick Diespecker of CJOR, Vancouver, with daughter Patty Lou during a "Nickel Club" Broadcast in December 1938. Below, Dick and daughter are in the same studio for another "Nickel Club" broadcast, December 1945.

CBC Board Meets

Vancouver is to be the scene of the next meeting of the CBC board of governors, late in January or early in February. The board intends to stage its meetings outside Ottawa from time to time, in order to keep in touch with conditions in other parts of the Dominion.

Re-Employment Service

File CB 32 RCAF Corporal (Top rating in administration) age 24, married, 1 son, wants on-the-job training in advertising agency, or advertising department (DVA assisted). Has senior matric standing with War Emergency Training Plan. Experience (pre-war) includes 1 year retail sales (grocery). First class administration man in RCAF. Shorthand and typing. Box CB 32, Canadian Broadcaster, 371 Bay Street, Toronto 1.

CFPA

"Serving the Lakehead"

City Listeners

- Port Arthur 26,050
- Fort William 31,080

National Broadcast Sales

DOMINION NETWORK

**Lots of "KICKS"
For "FORTY-SIX"**

Advertisers will get a bigger "kick" than ever from sales promotion over CFRN during the coming year. They'll get a KICK from Trev Schofield's re-organized continuity department; a KICK from David Wood's Merchandising and Promotion division; and from Gordon Williamson three-times-a-day coverage of sport.

And the biggest kick of all from the FIVETHOUSAND WATTS to be installed in 1946.

EDMONTON'S

CFRN 1260
ON YOUR
DIAL

SYDNEY S BROWN

PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue
Toronto
Oxford 1244

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

SAFETY FIRST AND PLAY THE GAME



Beamed at Canadian Youngsters, Lowney's "Men In Scarlet" tells stories of the Mounties and at the same time promotes safety through Lowney's "Young Canada Club", which has a total membership of thousands of youngsters, all pledged to the club's slogan, "Safety First and Play the Game." Since the club's inception in 1941, Honor Award Certificates have been presented over the air to close to two thousand members by the club director, Harry E. Foster, for life saving and other meritorious services in the field of safety. Pictured

above, during a "Men in Scarlet" rehearsal, from left to right, are: Denis Murphy, Allan Pearce, Alan King, Vern Cox (sound effects), Gordon Forsyth (producer), Headley Rainnie, John Drainie, Lloyd Bochner, and in the lower right hand corner (in part) John Stinson.



CONTRADICTION

It is completely untrue that we gave our Beaver Award to Stan Francis last year for his loyalty to the old jokes.

QUID PRO QUO

Andrew Allan, according to CBC press release, is producing a play called 'We Hate Toronto'. Maybe the Queen City will reciprocate with a play telling what thinks of Andrew Allan.

ILLUSTRATED NEWS

Chuckle of the season was Brian Hodgkinson's Christmas card which arrived addressed to Steve Wilson.

P.U.

Hans E. Laube, the Swiss engineer-chemist who has developed a means of broadcasting 2,000 different smells is either behind the times or else he hasn't been listening to the soap operas.

MAIL-BAG

We'd like to point out to our correspondent who suggests that we are starting our new publication, "Pulse", because we are fed up with the radio industry, that, on the contrary we are afraid that we keep confining all our efforts to them we might grow to like them.

IT'S MUTINY

Our fame spreads afar British scientists, subsidized no doubt by the CBC, have developed a special alcohol known technically as diethiopropanol, but known more commonly as anlewisite.

OLD LACE

A New York pastor has pressed alarm at the increasing number of fortune tellers, but now that the war is over, we can't think of any other job that can be taken on by ex-radio commentators says "Saturday Night."

OFF THE RECORD

Only 287 shopping days before Christmas.

• • 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.

Won't Cater To Long Hairs

The hundred member stations of the Australian Federation of Commercial Broadcasting Stations are not prepared to cater to the long-haired poseur, according to A.C. Paddison, executive of the Federation, testifying before a parliamentary committee investigating the broadcasting set-up in Australia.

"Our job", he said, "is to provide entertainment for 7,000,000 Australians, and the best indication that we do that is that we keep them."

"There are certain highly articulate minorities", he continued, "who do not regard music as meeting cultural requirements unless it was composed by a blind German or a mad Russian."

"The purpose of music is to provide an emotional outlet and some relaxation. If the people prefer music by Bing Crosby, it is our duty to provide it."

"The job of the commercial stations is to find out what the majority want and to provide it."



Welcome Back



SQUADRON LEADER, A. A. McDERMOTT

Formerly Manager of our Montreal office, Andy McDermott is back in Toronto head office in charge of Sales Promotion, after an absence of more than 3 years on Active Service. Andy organized the Radio Division of the Directorate of Public Relations of the RCAF and later went overseas to direct the Invasion coverage — field recording units which provided over 500 actuality recordings for Canadian and U.S. stations . . . production of documentary and entertainment shows for BBC, AEPF and CBC . . . liaison with radio War Correspondents — more than 3,000 broadcasts. Now, Target for Tomorrow — Applying that Spirit and Capacity for Achievement on "Civvy Street" We're proud to have him back!

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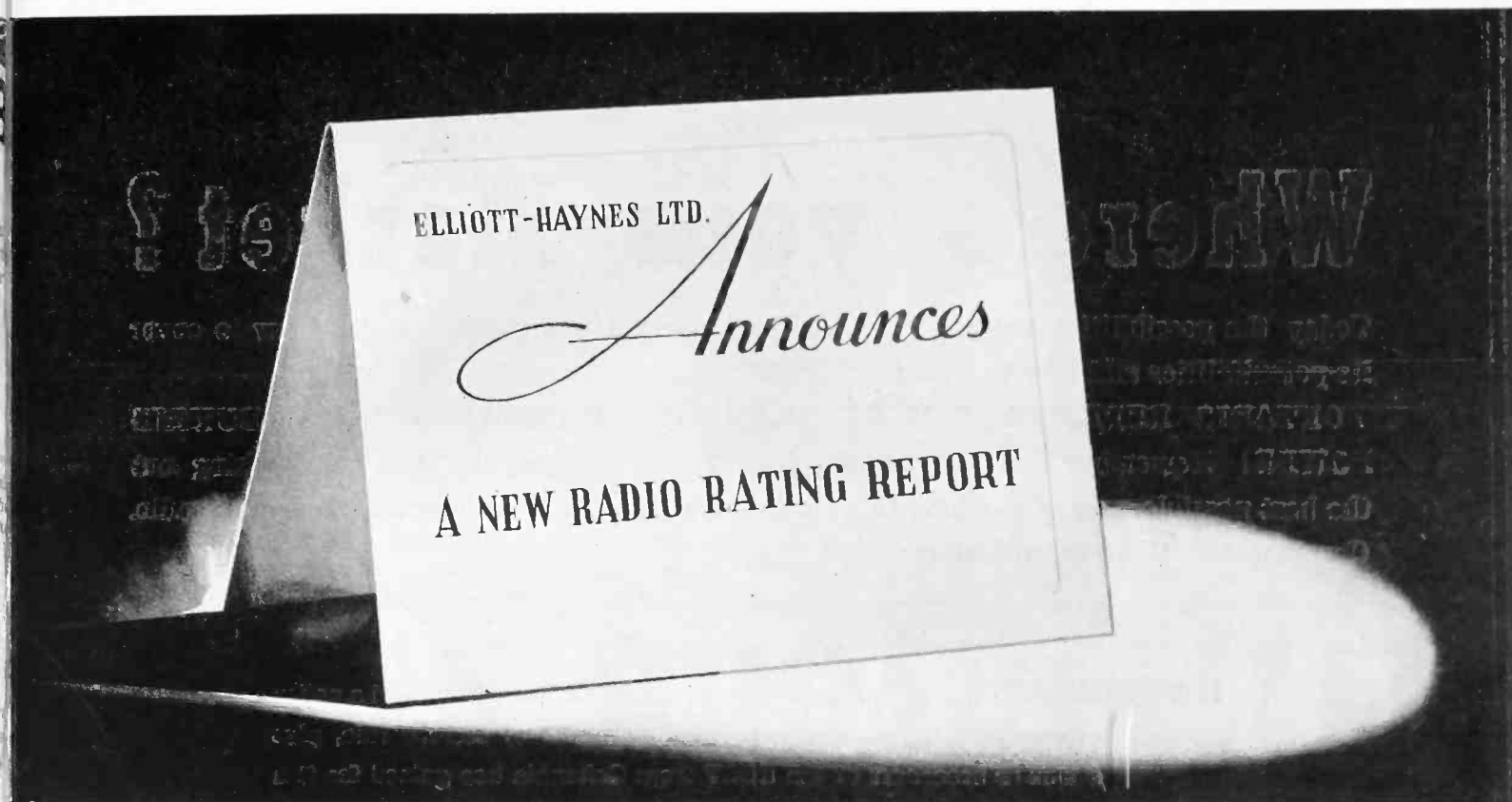
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4. Regional ratings as well as national ratings for each program.
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7. Audience Composition Report — number of men, women and children in each home listening to the program.

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- 2. COVERAGE** Day and Night, CFRB operates eighteen hours on 10,000 watts, Reports from the Bureau of Broadcast Measurement, of which this station is a charter member, shows it as having the largest primary coverage of any other Ontario station. And this is largely concentrated on the more densely populated area in the south-western part of the Province.
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