



"Well I'll Be Blowed"

"Open Quite Widely"

"Behind the The 8-Ball"

"This Is The Picture"

Publicity men have been giving the business to Alan Young, Canadian meteor of American show business, who is now doing Bristol-Myers broadcasts from Hollywood. Starting February 8th he will be heard on the Dominion Network Fridays at 10 p.m. EST. Between programs, Alan is working on the Twentieth Century set prior to making his celluloid debut.

CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 5, NUMBER 2

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

JANUARY 26th, 1946

CANTOR DRIVES LISTENERS TO U.S. STATIONS

Canadians Tune Cantor Over Buffalo, Seattle and Detroit

Something of the popularity of the "Eddie Cantor Show", for which Bristol-Myers were recently refused time on the network by the CBC, is indicated by the number of Canadian listeners who tune in this program over American stations.

In the Elliott-Haynes ratings for January 1946, there is shown the percentage of listeners in Toronto, Hamilton, Vancouver and Victoria who tune in to WBEN, Buffalo, in the case of the first two cities, and to KOMO, Seattle, in the case of the second two, while the comedian is on the air.

It should be borne in mind that these surveys are made by telephone and only in the cities named. Thus towns, villages and rural areas are not included.

The survey shows that in Toronto, during the 9.00 to 9.30 EST Wednesday evening period, 45% of the sets are in use, and 41.8% of these are tuned to the "Eddie Cantor Show" on WBEN, giving the program a rating of 18.8 in Toronto. In the same period, the "CBC Concert Hour", broadcast on CBL, recruits 7.3% of the 45% of sets in use, showing a rating of 3.3.

According to 1941 census figures, there are approximately 183,000 radio homes in Greater Toronto. Projecting the above percentages, we find that 34,404 sets are tuned during this period, to the "Eddie Cantor Show" over WBEN, while only 6039 sets are tuned in to the CBL, Toronto, offering.

During the same period in Hamilton, the survey shows a rating of 12.4 for WBEN, or a total of approximately 4,700 sets listening to

the comedian. In Greater Vancouver, KOMO, Seattle, gets over 2,400 Vancouver sets for a 3.7 rating, and Victoria contributes nearly 1,000 radios to Cantor's audience for a rating of 9.9 for the same American station.

Elliott-Haynes discloses that in December the "Eddie Cantor Show" got a rating in Windsor of 10.9 for station WWJ, Detroit, representing 2,500 Windsor sets tuned to the Detroit station, while the WWJ rating in London, 4.2, credited the U.S. airing with about 800 sets.

In considering these figures, it must be remembered that there are many areas in Canada to which NBC outlets carrying the Cantor Show are not as readily accessible to Canadian listeners as are the above. At the same time these figures constitute a clear indication of Canadian listeners preferences, insofar as available programs are concerned, for the six cities named have, according to census figures, 339,000 sets, and during this one weekly thirty minute period are losing a total of 45,400 sets to these three U.S. stations.

Average sets-in-use index (Elliott-Haynes) for January for the six Canadian cities mentioned is 38.2%. Consequently the 45,400 sets being lured from Canadian stations in these cities by the "Eddie Cantor Show" represents no less than 35% of all sets in use in these six cities, which are being lost to three American stations, carrying a program which the government radio system apparently deems unfit for Canadian ears.

Queen of the Air



Mona O'Hearn Toronto radio actress, has been elected Queen of English-Canadian radio for 1946 in RADIO WORLD's first annual poll of its readers.

The results of the poll show Miss O'Hearn as victor by a margin of 51 votes, with 1994 points, Kay Stokes finished in second place, with Grace Matthews trailing her by almost 200 votes.

Mona O'Hearn will appear on the "Stardust Serenade" program, sponsored by the Canadian Marconi Company on Jan. 27, together with Nicole Germain, recently elected Queen of French-Canadian radio.

Many votes were cast for her under the name of Nadine Hughes, the part on "Soldier's Wife" played by Mona O'Hearn until 3 months ago. News of her victory was announced on the "Soldier's Wife" program on January 17.

The coronation ceremony for Canadian radio's first annual "Queen" will take place at a dinner in Toronto in April.

BEAVER AWARDS DINNER

At a dinner of the Radio Executives' Club of Toronto, to be held Monday evening February 18 at Simpson's Arcadian Court (Robert Simpson Company Ltd). Fifteen awards will be presented by the Canadian Broadcaster to stations, artists, sponsors and others who in the opinion of the staff and regular writers of this paper, rendered distinguished service to Canadian radio in 1945. In addition to the five named categories a Beaver Award will be awarded to a station engineer for his services to the industry.

Representation of the awards will be made by your club over "Borden's Canadian Cavalcade", which will be presented from the floor of the Arcadian Court following the dinner.

Tickets for this function are available at \$1.50 each, including the dinner. They may be obtained from any member of the board of the Radio Executives' Club of Toronto, or from the Canadian Broadcaster offices at 100 Bay Street, Toronto.

In view of the fact that the broadcast goes on at 8, and a great time will be required in setting up, you are requested to arrive at the Robert Simpson Company store Street entrance, at 5.45. Dinner will be served promptly at 6.

PLOTTING A COURSE



the All-Canada way!

Here's the story of an advertiser! His market was growing, and his radio advertising just wasn't keeping pace. Nothing wrong with the show he was using . . . it was doing a job, as far as it went, but it didn't go *far* enough! Yet his distribution didn't warrant a national campaign . . . his budget wouldn't stand it, either. What should he do?

Well, this particular advertiser called in the All-Canada man. Together, they worked out a campaign that met the advertiser's needs . . . one that fit his appropriation. Through the thirty All-Canada stations, he was able to spot his message right in the key areas where he had distribution . . . was able to reach more effectively his potential customers in those regions.

This story might apply to *you!* Whatever your problem . . . whether your advertising should be local, regional or national . . . let the All-Canada man help you solve it. Call him right away!

The All-Canada Stations

| | |
|-------------------------------|------------------------------|
| BRITISH COLUMBIA | ONTARIO |
| Victoria CJVI | Sudbury CKSO |
| Vancouver CKWX | Stratford CJCS |
| Prince George CKPG | Hamilton CKOC |
| Chilliwack CHWK | Toronto CFRB |
| Kamloops CFJC | |
| Kelowna CKOV | QUEBEC |
| Trail CJAT | Montreal CFCF |
| ALBERTA | Granby CHEF |
| Grande Prairie CFGP | New Carlisle CHNC |
| Edmonton CJCA | |
| Calgary CFAC | MARITIMES |
| Lethbridge CJOC | Campbellton CKNB |
| SASKATCHEWAN | Fredericton CFNB |
| Moose Jaw CHAB | Charlottetown CFCY |
| Prince Albert CKBI | Yarmouth CJLS |
| Regina CKCK | Halifax CHNS |
| Regina CKRM | Sydney CJCB |
| MANITOBA | |
| Winnipeg CKRC | NEWFOUNDLAND |
| | St. John's VONF |



ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Managers on the Move

Norman Botterill, manager of station CJOC, Lethbridge, Alta., since 1942 is leaving Lethbridge at the end of the month to manage the new radio station, for which call letters have yet to be announced, at Saint John, N.B.

Norm went to Lethbridge from CKWX, Vancouver, where he was assistant manager. While in Lethbridge, he sat on the Victory Loan Committee, was a director of the Community Chest and the Kiwanis Club and also vice-president of the Lethbridge Board of Trade. He started in radio in his native city of Red Deer, Alta., in 1929.

Management of station CJOC will be taken over by William Guild who for the past four years has been commercial manager of CKOC, Hamilton.

Brass

This one is being told in Vancouver:

At a luncheon in Hotel Vancouver, the head table was crowded with a number of high ranking military officers, many of them with decorations. One of the few civilians at the table was Kenneth Caple, program director for CBC here.

The chairman was introducing the guests. "this is Gen. so-and-so," with a flock of initials after his name, "and this is Brig. thus-and-thus," with more decorations. Down the line somewhere he introduced "Kenneth Caple, CBC."

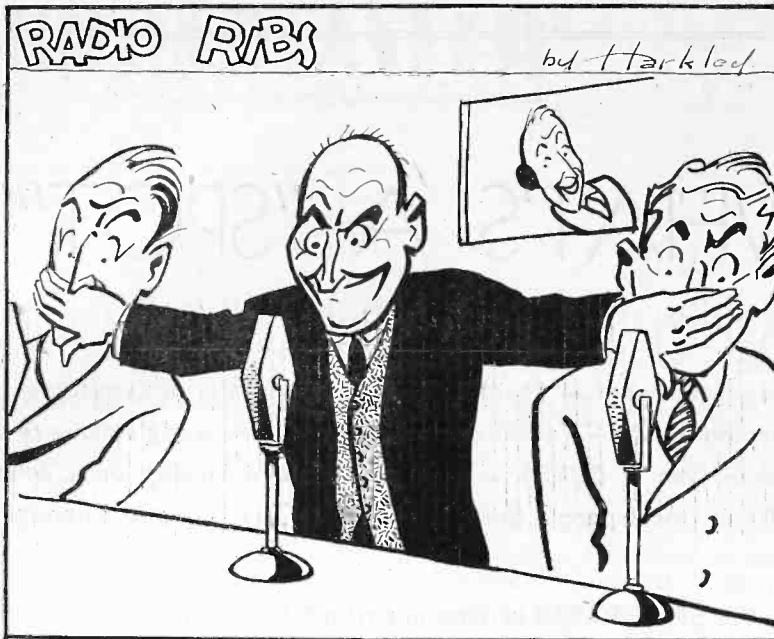
The audience roared with laughter and the chairman looked up. "Oh, sorry," he said, "CBC is where Mr. Caple works. It's not an honor."

Writer Quits

Babs Hitchman has advised the CANADIAN BROADCASTER that she resigned as writer on Pond's "John and Judy" program which she has been writing for the past six years. Miss Hitchman will continue in radio in the freelance writing field.

New Station Manager

W. H. "Bill" Stovin has just been named manager of the new station CJBQ, Belleville, opening of which is scheduled for this spring.



"If the participants in the World Wide Forum would excuse me for a moment, I'd like to mention that you are listening to station CRAB".

Promote Maritime Culture

A radio station to be run in conjunction with a new luxury tourist centre is planned by Andrew D. Merkel, Maritime supervisor of Canadian Press, who expects to retire in June after 30 years with the news service.

Newspaperman-poet Merkel proposes to create an outlet for Maritime culture and talent, and for the folk-lore and history of Nova Scotia. Site of the project is Lower Granville on the Annapolis Basin. Application for a 100-watt transmitter is now in the hands of the CBC.

Talent Scouts Note!

More than 800 vocalists, pianists and elocutionists will be heard during the week-long Toronto East Musical Festival which will be held at Glenmount United Church commencing January 28 to February 4. Sessions are being held every afternoon and evening. One \$50 and four \$25 scholarships are being awarded.

Visitors' Book

Recent visitors at the Broadcaster office were Lou Roskin, production manager of Winnipeg's shortly to open station CJOB. Lou was in town scouting for staff, who have to be ex-service men. Lucien Bernier, CKCV, Quebec commercial manager was on one of his periodical trips through the city. Bas Scully having resigned as manager of CKPR, Fort William, is looking over the job market. Herb Hyland, down on a flying visit from Sault Ste. Marie never did get away from Jim Alexander. and in town, but yet to navigate Bay Street, is Jim Humphreys CJCH, Halifax.

PRODUCERS!

You can always depend on contacting him when you need a competent actor or announcer

He's **HOWARD MILSOM**

who can be reached day or night thru

RADIO ARTISTS REGISTRY

WA. 1191
TORONTO

"Interesting — if true!"



This often-used expression takes on new significance when applied to transcribed programs.

They can be interesting if true to life — with voices, music, sound-effects, everything in the production as it should be.

And it will be as it should be if you use

Duophonic Transcriptions

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CHML

860 **900** 930

HAMILTON

WHAT'S A "SPOT"?

Nice elastic word — "spot"! It means a stain on your coat or your character — a blemish or a birthmark — a dog's name or an oldwife (yes, it DOES) — an observation, a locality or a dollar. In Radio, most people think it always means a Spot Announcement.

Yet SPOT RADIO is most important to YOU, Mr. Advertiser. It means the program which is not on any network, but is given "on the spot" by a local station, and may be of ANY length—from one minute to one hour. Such programs, be they entertainment, information, or inspiration, SERVE a community. They are of local interest and value — they are free enterprise working through radio at its best — they build a loyal, listening audience. No wonder SPOT RADIO is a splendid and welcomed medium for your advertising message.

The live, independent stations listed below, which we are proud to represent, all present SPOT RADIO.

| | | |
|-----------------|-----------------|--------------------|
| CJCH Halifax | CHOV Pembroke | CKY Winnipeg |
| CHSJ Saint John | *CHML Hamilton | CKX Brandon |
| CKCW Moncton | CFOS Owen Sound | CFAR Flin Flon |
| CJEM Edmundston | CFOR Orillia | CJGX Yorkton |
| CJBR Rimouski | *CFPL London | CKLN Nelson |
| CFBR Brockville | CKLW Windsor | CFPR Prince Rupert |
| CKSF Cornwall | CJRL Kenora | CJOR Vancouver |

*Represented by us in Montreal only



HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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

Editor: RICHARD G. LEWIS

Production Manager: ARTHUR C. BENSON

Art Editor: GREY HARKLEY

Editorial Dept.: DAVID M. ADAMS

Correspondents

| | | | | |
|-----------|---|---|---|----------------|
| Ottawa | - | - | - | James Allard |
| Vancouver | - | - | - | Robert Francis |
| Montreal | - | - | - | Walter Dales |

VOL. 5, No. 2

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

JANUARY 26, 1946

Business is Passing the Buck

The re-establishment of returning servicemen in civilian employment is presenting a challenge to business — all business — and it seems extremely likely that business is in the process of missing the boat.

This statement is not a reflection on those who have failed to recognize their responsibility towards boys who have spent their entire time since leaving school fighting for their country. Those who still fail to see this responsibility are beyond persuasion, and anyhow, returning servicemen are not looking for charity, thinly disguised as employment.

Where business, and this is not excluded to radio and advertising though it certainly includes them, is falling by the wayside, is in its failure to recognize that the day will come when it will be looking for junior executives and fail to find them.

It has been the general practice of business — every business you can think of — to develop a certain number of completely inexperienced young people, taking them into their offices straight from school. This practice has not only been general, but it has been highly successful, for there is scarcely a successful man whose beginnings did not take this form.

During the war these boys, along with all other available manpower, have been engulfed by the services. The result is that every office and other place of business has gaps in its ranks, caused by the absence of those who would normally have entered such businesses as apprentices or beginners in the years between 1939 and 1945. Nothing can be done about this since it is the inevitable result of the war. But is sufficient being done to remedy the situation now that the war is over? Are business houses making room for the legions of alert and healthy returning men, and regarding the move in the light of sound investment? Or is everyone waiting for everyone else?

It is impossible to believe that such a big part of business is satisfied to spend its time solidifying its position for today, and letting tomorrow go hang. It is incredible that there are not thousands of fathers who are working with the prime objective of having something worth while to hand on to their sons. But credible or not it is still a fact that little if any thought is being given to the development of young hopefuls who will be young indispensables not very far beyond the immediate future.

It is an elementary business principle that it is the task of an employee to make himself indispensable to the boss, while the boss must go to great lengths to see that he is not successful in achieving this. How then are employers going to attain this end, if five, ten or fifteen years from now they will be unable to continue to function unless they can persuade those now engaged in the menial tasks in the office to continue doing them, rather than moving up the ladder to make way for a fresh crop of young hopefuls.

Business needs apprentices and it needs them now.

Editor

FUNCTION OF THE CBC

An Editorial in the Winnipeg Free Press-Tribune for January 14, 1946

The following editorial constitutes a defence of the CBC against accusation that its operations constitute a continuous approach towards an undesirable monopoly. We are reprinting it from a CBC release which credits it to the Winnipeg Free Press-Tribune. These two papers are being published in combination due to printer's strikes, but it should be noted that the editorial appears under the mast-head of the Tribune, and not that of the Free Press, whose editorials are carried on another page.

A recent decision by the Canadian Broadcasting Corporation refusing permission to a Montreal radio station to affiliate with the Columbia Broadcasting System has caused Canadian private stations to set up the familiar cry of "monopoly."

Speaking for the private stations, Harry Sedgwick, of Toronto, who is chairman of the board of the Canadian Association of Broadcasters, calls the CBC's action "a further step toward an undesirable monopoly, a monopoly that is not in the interests of the listeners to maintain."

Mr. Sedgwick indignantly warns that "we should continue to cooperate rather than to tell United States networks what they can or cannot do in Canada. . . . We can't draw lines or restrictions around national broadcasts. We can't stop radio programs from crossing the border."

It is amusing to note the alacrity with which the private stations spring to the defense of the Canadian airwaves whenever their own interests are concerned, and how the Canadian Association of Broadcasters identifies the best interests of the radio listener with absolute freedom for the private stations to do as they please. That the one does not necessarily follow the other, is something the private stations prefer not to recognize.

It is the duty of the CBC to keep a reasonable balance in its programs released through Canadian outlets between those originating with the BBC, the American networks and with the CBC, itself

It is safe to assume that most Canadian listeners want the major portion of their programs to originate in Canada, and the CBC is following this policy. A major task of national radio is the development of native talent to function through programs which express these distinctive qualities which go to form the national pattern.

This, the CBC is doing. It is serving as a medium for Canadian musicians, composers, writers, actors, educators and others whom it enables to contribute to the welfare of the nation as a whole. And

above all, it gives Canadians a Canadian information service.

The activities of the CBC in cultural matters are open to much criticism; its failings are serious and obvious. But its contribution is still worthwhile and, more importantly, is unique. It offers a social, cultural and educational service which the private stations are unprepared, unable or unwilling to make.

At the present time, the CBC carries many American programs over its two networks, including the excellent concerts of the New York Philharmonic Symphony through NBC*, and the Metropolitan Opera Broadcasts of the Columbia Broadcasting System*. There is no discrimination against Columbia programs. Of course, all American programs are available to Canadian listeners by tuning in the United States stations. "Splendid isolation" is not feasible where radio is concerned.

The CBC does decide which American programs are put on the air through Canadian outlets, and while this power does not please the private radio stations it has the approval of most Canadian listeners.

*The New York Philharmonic is CBS, not NBC.
The Metropolitan Opera is ABC, not CBS.

CANADIAN BROADCASTER CALENDAR

FEBRUARY 1946

- Feb. 2 Purification of the Virgin (Candlemas) R.C. and Anglican.
- Feb. 12. Lincoln's Birthday (U.S.A.)
- Feb. 14. St. Valentine's Day.
- Feb. 17. Septuagesima Sunday (9th before Easter).
- Feb. 18. 2nd Annual Beaver Awards.
- Feb. 22.—Washington's Birthday (U.S.A.)

Know What A Sleeper Is?

SURE — it's *What* you can't get right now, when you want to travel overnight by train. It's also a term used by men in the motion picture business, as you probably know. But if you don't, ask Jack Arthur, Win Barron, Glen Ireton or Sam Goldwyn.

Radio has its "sleepers" too. This is about a 9-year-old "sleeper". It's a daily affair—has no script—no big name guests—no sound effects—no geniuses—very little pretentious production, and even less publicity. **BUT**—it does have an audience — according to Elliott-Haynes — and it does have a sponsor, and a darn good one according to Mr. Hlsley's tax.

No, you won't find much about it in the trade papers, nor will you hear much about it from many of the busy people in the industry, (and we're not being catty, just factual.) But, if you should go out knocking on doors in the Maritimes or the Prairie Provinces, or any of the Provinces for that matter chances are some of those folks could tell you about it.

As a matter of fact, several radio people who were laid up with 'flu and had the leisure to listen for a week or so, became fans despite themselves. Don't get us wrong, we don't wish you any hard luck, but just in case . . . make a note of it. It may even appeal to you.

Oops — almost forgot the name. It's the Happy Gang — Happy Gang that is, CBC Trans-Canada, Monday through Friday.

Every good wish to all our good friends, and bad cess to the others.

Happily yours,

The Gang

P.S.—This unoriginal ad was written and paid for by US. We're proud of and thankful for, whatever success our programme has achieved, and we're grateful to those of you who have helped us on our way, and we just thought you might like to know. If not—we're sorry we brought the whole thing up. Besides we figured that if we gave Dick Lewis an ad, he might give us another Beaver Award.

RADIO: CANADA—Spitzer & Mills Ltd. for Colgate-Palmolive-Peet Co. Limited.
 TRANSCRIPTIONS: (U.S.—WORLD RIGHTS)—Distributed by GARRY CARTER—Frontenac Broadcasting, Toronto. CHARLES MICHELSON INC., New York City
 RECORDS: R.C.A. Victor
 PERSONAL APPEARANCES: Resuming when Travel Conditions Improve.

OTTAWA

Letter

by
JIM ALLARD



—National Film Board here has given same study to television-film —generally considered best bet for most stations. Their specialist in the field has had some of his efforts televised from American outlets. Ottawa reaction is favorable to announcement that CBC Board of Governors will hold meetings from time to time in Canadian cities other than the capital. Idea is to give all members some idea of how sections of Canada other than their own operate and what their problems are.

Current rising crime wave has not left radio untouched. In addition to attempted holdup reported at CKRC by this publication's last issue, there is "The Case of the Missing Microphones" at CBO in Ottawa.

From its studios in the swank Chateau Laurier three microphones (one complete with stand) have vanished. Official quarters in Ottawa, incidentally, are watching with some concern the day's trend in crimes, and the next session of Parliament will probably tighten up the criminal code. Possession of firearms is one of the chief headaches. Government would really like to see confiscation of small-arms, but realizes this is impossible on the one hand, and even if it could be done, would arouse considerable bad feeling amongst owners of souvenirs, particularly in case of veterans. In this connection, Federal police officials might turn up Hansard of last session, and study the mild suggestion thrown out by the member from Calgary West that sale of small-arms ammunition be carefully controlled.

Federal government, far from being a model employer in many respects, is setting a worthy example in relation to what might be termed its "senior executive" group. Whether by accident or design, trend here is toward comparatively young men (some of them unusually young for their heavy responsibilities and at very attractive salary levels. Yearly incomes of six, nine, fifteen thousand dollars and upwards are available to "senior executives" in the public service. Classic example is "Dave" Dunton, former General Manager of the old Wartime Information Board; now Chairman of CBC's Board of Governors. Trend is particularly apparent in the financial field. Such men as Graham Towers, Chairman of the Bank of Canada; Donald Gordon of the Prices Board, Louis Rasminsky of the Foreign Exchange Control Board, are all in the young or comparatively young, age groups. So is David B. Mansur, head of the new Central Mortgage and Housing Corporation, well-known to radio during his wartime tenure of office with the National War Finance Committee. Many senior officials in External Affairs and Trade and Commerce are young men, or comparatively young, for their very responsible positions.

Surprising omission department: It remained for a man in the Ot-

tawa scene to point out that none, as far as is known anywhere here, has corrected Premier Douglas of Saskatchewan on his reported remark that "we cannot have the press and radio owned and controlled by our enemies." Neither publicly owned CBC nor privately owned stations have any editorial policy, nor have at any time taken stand for or against any particular political group. The statement may or may not be true of press, but it is not true of radio, either public or private, which is not the enemy of any political group or man in political life in Canada. And as our interested inquirer pointed out: "Why has none made this plain?"

List of applications for broadcast licenses shows apparent increase in newspaper interest. List for Eastern Canada includes applications by Daily Sentinel Review of Woodstock, Ontario; Midland Free Press; Galt Daily Reporter; Fort William Times Journal; St. Thomas Times Journal; Pearce Publishing Company of Simcoe Ontario; Telegram Printing and Publishing Company of Sherbrooke, Quebec; all in the standard field. Television includes application from Ottawa Citizen, and Hamilton Spectator; both of which also filed for facsimile licenses. FM applications included Kitchener Daily Record, Welland-Port Colborne Evening Tribune at Welland; Ottawa Citizen, Hamilton Spectator; Toronto Globe & Mail; London Free Press; Guelph Daily Mercury; Chatham Daily News; Pearce Publishing of Simcoe; some of these already in standard fields, most not. FM applications also filed on behalf of Toronto Board of Education, North Renfrew Inspector of Public Schools, London Board of Education, Kingston municipal Board of Education, and hockey's Foster Hewitt.

Vancouver's
CHWX
First
**IN CANADA'S
 THIRD MARKET**
1000 WATTS
going to
5000
Mutual Network
 REPRESENTED BY
ALL-CANADA RADIO FACILITIES

KNOW YOUR NEIGHBOR



Al Reusch (left) and George Dewey dish out the dollars to Vancouver housewives on CKMO's "Know Your Neighbour" show.

Fill a glass with cold water. Place a clean handkerchief over the glass. Drink the water slowly through the handkerchief. Then take hold of your ears and pull hard until you hear a clicking noise. But don't be alarmed at the sound of the 'click.' It does not mean you've committed suicide. It means your hiccups are cured.

These directions are just an example of many submitted by letter to the 'Know Your Neighbor' program of CKMO, Vancouver. Many others were submitted during a month-long discussion on this program of the troublesome burps.

The 'Know Your Neighbor' formula is simple. It's just an application of the United Nations good neighbor idea made locally in Vancouver.

Three telephone calls are made during each half hour show, and here's how it works.

The Favorite Recipe Call. The neighbors' receiving the call name their pet recipe, and receive one dollar. If the recipe is sent in, to be passed on to other neighbors who request it, the prize is doubled.

The Good Deed Call. The person receiving the call is asked to do a good deed, and when she outlines what she'll do for her neighbor she rates one buck. When con-

firmation is received from the neighbor for whom the deed is done, the first prize is doubled and the second neighbor also receives a greenback.

3. **The Curiosity Call.** The neighbor is asked the name of the folks across the street, or next door, and earns a dollar by naming them. Then, by sending in an item of interest from that district, for use on the program, her prize is doubled. Any dollars not won are carried over to the next show.

This show is not a "dollar if you're listening" affair. Prize winners do not have to own a radio. All they have to do is be good neighbors. Listeners without telephones take part by sending in recipes, announcements of coming events, and other items about their districts by mail.

It is all part of a plan to tie up with the name CKMO has given itself, as Vancouver's 'neighborly' station.

Stork Market

Les Chitty, media-man at the Toronto office of Cockfield Brown and Co. Ltd., stopped pacing the floor January 10, when Mrs. C. presented him with his first daughter and second offspring.

TRADE WINDS

Bob Simpson at Young & Rubicam's Toronto office reports that Whitehall Pharmacal (Canada) Ltd., is launching a new daytime show called "Whitehall Stars-to-be" February 5. The 15-minute program goes twice a week at 1.45 p.m. (E) to 23 stations of the Trans-Canada and will be advertising Kolynos Toothpaste and Anacin.

According to Thornton Purkis' Toronto Office Salada Tea started "What would you do?" (All-Canada) over 9 Maritime stations Jan. 21. The 5-minute transcriptions will go 3 a week. Same sponsor started 10 minute Sunday news cast over CKNX, Wingham, January 13.

Harry O'Connor at MacLaren's Toronto office reports that "Listen Ladies" starts February 4 over CKEY, Toronto for Christie Brown Co. Ltd (Biscuits)). The new 10 min. daytime show features Roxana Bond and takes the 12.45 noon slot Monday through Friday

Cockfield Brown's Montreal office reports that Canada Packers Ltd. (Shur Gain) have started two 15-minute French language programs weekly called "Farmers Forum" over CKAC, Montreal and CHRC, Quebec. Same agency is also starting a series of daily transcribed announcements February 4 for Bovril (Canada) Ltd., over a number of Ontario stations.

SHOW BUSINESS

by Geo. A. Taggart

RUSS TITUS

THIS boy—a fine singer with a touch of Crosby, but mostly a touch of Titus—is one of the prize packages under our management. He's the type of singer that literally drips with personality on the air—and in person, for that matter. He appears regularly on the Cashmere Bouquet "House Party" program, has guested on "Music for Canadians" and other shows. He is another outstanding example of Canadian talent that proves that we have tip top artistry right here under our very noses.

TITUS is available for guest appearances of a restricted nature—for your protection—which means you get more dollar-for-dollar value with all Taggart-labelled talent.

By a strange co-incidence, we happen to have on hand a transcribed audition disc of a new 15-minute show entitled "The Russ Titus Show" which is for sale. There is also a printed presentation. Care to hear and see it? In the meantime, catch Titus on the Cashmere Bouquet "House Party", Trans-Canada network, Saturday Night, 8.30.

165 Yonge St. Toronto, Ont. Adelaide 8784

WHAT A SPOT TO BE IN!



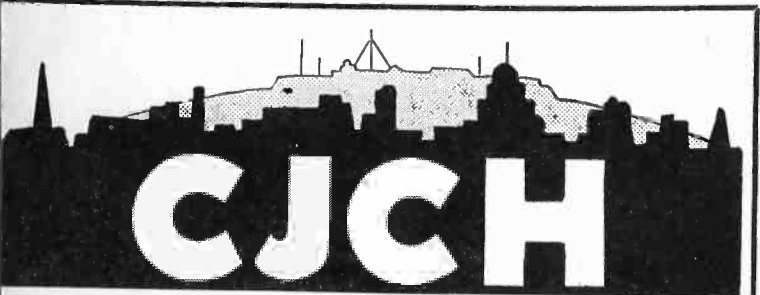
WHAT A SPOT TO BE IN! DICTIONARIES define "Hub" as a "centre of activity", and that's exactly where CKCW is located—in the HUB of the Maritimes. Rail and Air Terminals, manufacturing, fishing and lumbering industries employ many thousands—all potential consumers of your products—who are within reach of CKCW.

And this enthusiastic "family" of CKCW listeners will be further enlarged when we go to 5,000 watts within the next month or so. What a spot to be in for a "spot" or programme extolling the merits of your merchandise.

CKCW MONCTON, N.B.

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

RADIO GETS YOUR MESSAGE HOME



"The Friendly Voice of Halifax"

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



**FIRST IN THE FIELD
AND
FIRST IN THE NEWS**

**Headline News
Not News After
It's Headlines**

**News With
Largest
Commercial
Sponsorship**

**Sponsors Prefer
B.U.P. News
Because It Has
Proved Itself**

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

Head Office
231 St. James St.
MONTREAL

CALLING CQ

by David Adams

Within a very few days after the official announcement of the Japanese surrender, Canadian and American "hams" were allowed to return to the air. Officialdom moved with unwonted swiftness in clearing the first of the frequency bands set aside before the war for the exclusive use of amateur radio operators, but withdrawn for the duration of the emergency.

To some "hams" the speed at which they were reinstated seems to indicate some recognition by the authorities of the important part they and their brethren have played in pioneering almost every new development in radio transmitting and receiving technique.

The value of the "ham" fraternity was never greater than during the early days of the war, when trained men were at a premium, and "hams" with their specialized knowledge of radio and electronics took over many key communications jobs in each of the fighting services.

In the years before 1939 there were many interests rivalling each other for possession of certain sections of the short wave bands: aircraft, radiotelephone and other commercial services, and broadcast stations—and on more than one occasion chunks were bitten off the already overcrowded "ham bands" to accommodate these rivals. Today the advent of widespread FM and television services, and the existence of various newly developed radio communications devices, might tend to squeeze the "hams" into an even narrower segment of the radio spectrum. It may not be forgotten, however, that many of them have for ten years or more been operating successfully on ultra-high frequencies of the kind utilized in FM and television broadcasting, and their experimenting undoubtedly helped to make possible the

establishment of these services on a commercial basis.

The average "ham" suffers not only from lack of official appreciation of his contribution to the community; often he draws on himself the disapproval of his immediate family, by the ardency of his devotion to his hobby—which makes him sometimes ignore meal times and keep very late hours.

One of the most remarkable aspects of "ham radio" is its utter disregard for national frontiers and geographical barriers. Amateur operators the world over are bound into a most genuinely friendly brotherhood by their one consuming interest. Radio's ability to reach across continent and ocean, into territory whether friendly, enemy or neutral, made it of course essential to halt all "ham" activity from the outbreak of war until the final surrender. Even difficulties of language, so often a stumbling-block to international understanding, do not plague the "ham". For he has long since made use of a sort of verbal shorthand known as "ham language", based on English but understood by "hams" in every country.

"Ham language" consists of radical abbreviations of English words, such as "cuagn" for "see you again", with an admixture of cryptic symbols like "fb" for "excellent", and "73's" for "cheerio and goodbye"—all of them designed to shorten and speed up a message in morse code, used in most amateur transmissions. A more intimate sign-off symbol is reserved for contacts with "YL's", or "young lady hams". This is simply "88's", meaning "love and kisses" or words to that effect. When a "YL" forsakes spinsterhood to embark on married life, she becomes an "XYL", presumably meaning ex-young lady. As far as we can

learn the "ham language" has yet to devise a symbol for reversion to spinsterhood from the marital state.

The thousands of "hams" scattered through every town and city in Canada and the United States, serve as an important emergency communications service. One of the most striking demonstrations of their importance in this role was the occasion of the hurricane which devastated the northeastern states in 1938. Telephone and telegraph services were completely severed and transportation channels were cut in many communities due to floods, tidal waves and the tearing force of the hurricane. Radio amateurs alone kept a number of these communities in touch with the outside world. They sent messages to relatives of the isolated families, transmitted requests for urgently needed medical and food supplies, and provided many other valuable services.

Another instance of rather spectacular use of "ham radio" in an emergency was related many years back. A New Zealand "ham" was having a "ragchew" ("ham language" for a two-way radio chat) with a fellow amateur in an igloo far up in the Arctic wastes. Suddenly the New Zealander noticed the morse tappings of his icebound friend falter and stop. Sensing that all was not well, he tried frantically to contact another "ham" who was known to be only 20 miles or so from his friend. By means of a third party on the west coast of the U.S., contact was established. This hero then trekked the long distance across the snow and ice, and found the fellow with whom the New Zealander had been chatting sprawled on the floor of his hut, overcome by fumes from his oil lamp. The rescue was made just in time to revive him.

CKCR KITCHENER

STABILITY

Throughout the Kitchener-Waterloo Survey for Post-War Planning, the following comparisons between the peak year of 1943 and the post-war estimates substantiate the stability of this market.

| | 1943 | Post-War (Est.) |
|----------------|---------------|-----------------|
| Annual Sales: | | \$113,926,000 |
| Manufacturing | \$115,477,000 | 24,116,000 |
| Trade | 24,892,000 | 2,536,000 |
| Communications | 2,951,000 | 1,154,000 |
| Construction | 1,081,000 | |

See **WILLIAM WRIGHT**

Toronto
Victory Bldg.
AD. 8481

Montreal
Medical Arts Bldg.
Fl. 2938

CKCR CKCR CKC

MAYBE WE ARE SELLING ACORNS

because the encouraging response to our pre-publication subscription advertisement for "PULSE" in our last issue indicated that the first shoots of our tall oak are sprouting through the soil.

Designed to reflect the national thinking from coast-to-coast, "PULSE" will start out in March as a monthly, and will print speeches and editorials of national interest and importance.

Naturally we want subscriptions, and we also are interested in copies of speeches and editorials for publication.

"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

MONTY'S "No. 10 THING"

by Ernest Huntly

Among the many mysteries with which the Allies puzzled and enraged the German armies in the closing stages of their defeat, not the least were their battlefield communications. How was it, the Germans continually asked themselves that, amid all the apparent chaos, Montgomery's widely-scattered tactical commanders seemed to be talking to him all the time, and that "Monty" himself was never out of touch with the War Office at home?

All the enemy knew was that no ordinary telephone however cleverly hidden, could have survived the almost daily movements of tactical headquarters, and no ordinary radio link could have remained undetected.

Now six months after the German surrender at Luneberg, the mystery has been explained by Britain's War Office. Soon after "D-Day" and throughout the great battles across Western Europe, Royal Signals were using an ingenious new secret radio device working on wavelengths of only a centimetre. To the Army it was known prosaically as "Wireless Set No. 10", or, as the Field-Marshal preferred to call it his "Number Ten Thing" but the description gave nothing away. What the "Number

Ten Thing" was doing was to spin an invisible thread along which as many as eight people could talk at the same time, secretly but in plain language, without interruption from friend or foe.

Closely Allied to Radar

Many people might have mistaken it for a Radar outfit; it uses the same familiar circular mirrors and the same tall masts and is technically much more closely allied to Radar than the ordinary radio transmitter and receiver. But it has many new features of its own and is the first instrument to make practical use of micro-waves for speech transmission.

Mounted on 4-wheeled trailers, the odd-looking gadgets, with their 60-ft. masts, provided the only telephonic link across country which had been torn and ravaged by some of the fiercest fighting of the whole war. All speech communication to General Eisenhower from the German side of the Rhine was maintained by No. 10 sets to Brussels and thence by land-line.

Secrecy is the essence of the invention, yet it is obtained, not by elaborate speech-scrambling apparatus, such as is used on long distance radio-telephony circuits, but by a cunning combination of pulse transmission and directional beam. The centimetre carrier waves go out in the form of short pulses arranged in groups of eight, each pulse carrying a separate speech modulation. At the receiving end, synchronizing apparatus splits up the pulses into their separate channels, and thus eight conversations are possible simultaneously.

The pulse method not only makes one transmitter do the work of eight, but goes a long way towards guaranteeing secrecy. "Wireless Set No. 10" gives the enemy no chance even to pick up the signals, for the waves are confined to an extraordinarily narrow beam little wider than a searchlight.

Sites Were Carefully Selected

As with a searchlight, the range is more or less optical. The transmitting and receiving aerials must be situated within each other's line of sight and consequently must be erected at high points such as on towers and the roofs of tall buildings, giving a horizon of something like 20 miles. During Montgomery's battles the sites had to be carefully selected, and it was no accident that British tactical headquarters were usually on or near high ground. The Armistice was signed on Hill 71—one of the high spots of Luneberg Heath.

Communication was unaffected by darkness, mist or rain, but could be upset by any fair-sized obstruction. This was not a disadvantage, but rather the reverse, for it meant that no eavesdropper could attempt to intercept transmission without declaring his presence, and the only practical way would have been to cut across the beam with aircraft loaded with heavy equipment and hover there.


Apart from its secrecy value, Montgomery's "No. Ten Thing" saved the British Army all the expense and inconvenience of erecting vulnerable telephone lines. Each "No. 10" Outfit—transmitter and receiver—covered about 20 miles, and as there was a chain of ten "No. 10's" stretching across Westphalia and Holland to Brussels, at least 7,000 telegraph poles would have been needed for an ordinary phone service.

First Tests Made in 1942

At the time the first practical centimetre phone tests were being made, Britain was still threatened with invasion and the El Alemein victory had still to come. In 1942, speech was exchanged between a high roof top in London's West End and a country house in the Sussex town of Horsham, 30 miles away. But the idea had been conceived a year earlier by Ministry of Supply scientist W.A.S. Bute-ment, since distinguished for his work not only on Radar but with

(Continued on Next Page)

BLANKETS SOUTHERN ALBERTA




Only CJOC can effectively and economically put your selling message into every rural and urban house throughout Southern Alberta

AN ALL CANADA STATION
1000 Watts
1060 Kc.

CJOC
LETHBRIDGE ALBERTA

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

WE call this early spot "BED SHAKERS"—8.15 to 8.45 a.m.—a participating show with all live talent. It features two men, singers in duets, Time Signals, Weather and Road Reports, Temperature and FUN. Exactly TWO SPOTS LEFT—if you want one or both, speak to Horace Stovin.

CFOR ORILLIA

Represented by
HORACE N. STOVIN
MONTREAL & COMPANY TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Look to
RCA VICTOR
FOR
ALL-INCLUSIVE SERVICE

PLANNING · TRANSLATING · RECORDING
MANUFACTURING · SHIPPING



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

(Continued From Previous Page)

New Research Firm



Paul Haynes, formerly vice-president of Elliott-Haynes Ltd., announces the formation of a new research organization, Industrial Surveys Company with offices at 1050 Mountain St., Montreal. Affiliated with the New York and Chicago company of the same name, Haynes is heading the Canadian concern as president and general manager, Miss Marjorie Stepan will be secretary-treasurer, and Mr. Sam Barton of the American company will be chairman of the board. The new organization will operate a consumer and opinion research business with Dr. M. N. Chappell of New York as consultant, and director of a periodic Public Attitude Poll.

New CBS Prexy

Frank Stanton has been appointed president of the Columbia Broadcasting System to succeed William S. Paley.

Stanton, aged 38, is the youngest network president in the industry. His appointment marks the first change in the presidency of CBS in 17 years; Paley had been at the helm since the web's early days with a group of only 16 stations.

Paley has been elevated to the new post of chairman of the board of CBS. Paul W. Kesten steps up to vice-chairman of the board.

he radio - proximity shell - fuse which enabled the anti-aircraft batteries to conquer the flying bomb. Butement worked with three other "back room boys", A. J. Oxford, E. W. Anderson and J. C. Mac-Millan, and the "No. 10" set was a triumph for all four. Oxford first suggested the eight-pulse system, and Anderson turned microwave theory into practice.

Full information about the new device was passed on to the United States and the interest aroused was so great that an American team of experts crossed the Atlantic in November, 1942, to study a "No. 10" set in action. Later on the Americans designed a similar set themselves.

Call From The Kasbah

Maurice Reynolds, former announcer on CKCK, Regina, found his radio-trained voice a valuable asset on one occasion during his ICAF career.

Maurice was a navigator on a trip from Canada to Cairo. Touching down at Dakar in West Africa, he and his crew set out to hit the high spots of the town. Some time after midnight, when they had sampled several of the showplaces, he found himself separated from his companions, alone in a strange and vaguely menacing atmosphere. Many voices babbled in a language he could not understand.

How to get out of this sinister place? Darkened shops and shadowy alleyways seemed to hem him in. As he stood on a street corner wondering what to do, he heard healthy footsteps approaching. Quickly he decided on bold action, and yelled at the top of his lungs: "Is there anybody here from Moose Jaw, Saskatchewan?"

This strange cry had the desired effect, and his would-be assailant as heard no more.

Radio Luxemburg, whose English sponsored programs enjoyed wide popularity in Britain before World War II, will apparently resume commercial operations despite reported opposition from BBC.

It is understood that American sponsored shows will be accepted.

CKCO
OTTAWA

A *Wright* STATION

Direct your Sales Message
to the Nation's Capital
through
CKCO Ottawa
"The Community Station"

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

CKNB CAMPBELLTON N.B.

January 23, 1946

Dear Mr. Timebuyer;

Now that the holiday season is well into the background again, and we've had time to sort out and re-read our Christmas cards and letters, our boys and girls here at the station are cheered and encouraged by the heart-warming numbers of letters, cards and gifts that reached us from local organizations which took the opportunity of saying "thank you" for the small favours and humble assistance we were so happy to proffer them during the past year.

As we see it, our public-service broadcasts are far more than an obligation to be met; they represent our best medium for the cementing of good-will and stronger friendships between CKNB and its listeners. And we believe that the promotion of this friendly attitude will continue to help us sell our clients' products and services.

Yours very truly,

Steu Chapman

CSC/JN STATION MANAGER

AN ALL-CANADA STATION

stands
HIGH in all surveys

15,000 WATTS
CKY
WINNIPEG

22 YEARS OF OPERATION KEEPS
CKY'S FINGER ON THE PULSE
OF POPULAR OPINION

Trans-Canada network basic station
The best transcription facilities
Local features developed by experts

IN MANITOBA CKY IS A MUST

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

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

BUY NEW WESTMINSTER
& GET VANCOUVER FREE
BUY NEW WESTMINSTER
& GET VANCOUVER FREE
BUY NEW WESTMINSTER
& GET VANCOUVER FREE

WAR BROUGHT RADIO TO FORE

CBS Chairman on Peacetime Production

The subtle, devious, persistent techniques of controlled radio, by which masses of people can be led to do and believe what a few other people want them to do and believe, have never been used in this country. For that reason alone, it is difficult for American listeners and broadcasters to conceive that they might ever be used on our stations.

This warning was given by CBS Chairman William S. Paley, in a year-end statement.

"Everyone who saw at first hand how radio was used in Europe during the war", he declared, "must necessarily have it influence his thinking about the future of radio in this country. What most of us think of as primarily a medium of entertainment and enlightenment, I saw used by our enemies as a very effective instrument of evil.

"Our system of broadcasting", he continued, "carries with it automatic safeguards against any broadcaster who would direct his operations for selfish ends or in an unfair and autocratic manner. There is the free competition among stations and networks constantly striving for the ear of the listener, and there is the right of the listener to register his likes and dislikes by 'tuning in' and 'tuning out'. Then again there is the great good

sense of the American people who realize that any form of controlled information is a firm but definite step away from our democratic form of life.

"It took the war to reveal how big radio really is, and how important its role can be in the years that are just ahead!", he added.

"We have opportunities to make strides and show advances because of the very strength of our system of broadcasting. It will be strong as long as it is free."

Video For Sale

"The biggest commercial video program ever undertaken by any body" is planned by Davis & Platte, Inc., New York advertising agency, according to TIDE.

Called "Television Parade", the program will be an hour-long, six-a-week show, with sponsors to be brought in on a participation basis. The broadcasts will originate in WABD-DUMONT studios in John Wanamaker's Manhattan store, between noon and 1 p.m. daily. Sample program ideas include fashion shows, cooking demonstrations, interior decorating, and for each Saturday a children's party with stories, games and fun.

No sponsors have yet been signed for the series, which is expected to start not later than March 1, but the agency is optimistic over prospects. Rates will be \$90 each for two commercials a week for 13 weeks, with frequency discounts.

Personnelities

Jane Hanson formerly at CHWK, Chilliwack has been added to CKMO, Vancouver as receptionist. Bernice Burday new to radio has also joined the west coast station. Clayt Wilson former engineer with the CBC Overseas Unit is back at CBR, Vancouver. Tyler Spafford just out of the air force has been added to the announce staff at CKOC, Hamilton. Jim Ward former CKCK announcer has also joined the Hamilton station. Fred Darling has left CHEX, Peterboro to handle special features for CKEY, Toronto. Herb Scammel formerly with the RCAF Overseas and new to radio has been added to the sales staff of William Wright, Toronto. John Acton for the past seven years with the BBC in London and at one time at CFCN, Calgary is back in Canada with CBC International in Montreal. Don Ramsay formerly with CJS, Sault Ste. Marie and Richard Campbell just out of the air force have been added to the announce staff at CHML, Hamilton.

George Retzlafi former chief operator at CKRC, Winnipeg is on his way to CFRB, Toronto. Gordon Lee CKRC operator will be added to staff of Winnipeg's new station CJOB. Irene Potvin the "Alice Mayfair" of Eaton's daily show on CKRC is leaving the Winnipeg station to organize the Commercial School for veterans in Fort William. Allan Acres former CFRB librarian has replaced Alf Standen as librarian at CKEY, Toronto.

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

BUY NEW WESTMINSTER
& GET VANCOUVER FREE
BUY NEW WESTMINSTER
& GET VANCOUVER FREE
BUY NEW WESTMINSTER
& GET VANCOUVER FREE

MORE

DIALERS

for your

DOLLARS

when you use

spot radio

... it's tops!



AIRS DIAMOND JUBILEE

Vancouver's CKWX marked the arrival of the city's diamond jubilee year by recording 90 minutes of city council session on January 2. The material, with Reo Thomson announcing, was edited down to a half hour program and broadcast at 7 o'clock the same night.

Actually two council sessions were recorded, the final meeting

of the 1945 council and the first meeting of the 1946 city fathers. Bert Cannings of CKNX news bureau arranged and wrote the script.

Dick Williams and Vern Wildman of the engineering staff of the station handled the mechanical operations. For the recording they used five mikes and a loop from the city council chamber to the station.

15,306
WEEKLY CIRCULATION
DAYTIME

More than all other
interior B.C. stations
COMBINED

CKOV
KELOWNA
B.C.

The VOICE OF THE OKANAGAN

See All-Canada
or Joe Weed



More Hope THAN CHARITY
Elda Hope

The war, ended at long last, has left at least one fact with us. As well as turning out exceptional work at a rivetting machine, we find that females can provide miraculous results at a microphone. The war period naturally coined the new phrase, "man-power shortage", and it was just that. The scarcity of men created a necessity for girls to fill their jobs. This the girls did — and capably.

Today we have girls in all phases of radio from engineer, as Mary Muir, to musicians to announcers to producers such as Kay Stevenson, Iris Alden and Babs Hitchman. And there are numerous dramatic actresses ranging from juveniles to those who are more mature.

We have been inclined to take "the girls" for granted, and it doesn't seem exactly flattering. However, there are situations where taking things for granted has something in its favor. For example, isn't it commendable for listeners to take for granted a role will be well played if taken by a certain actor or actress? Producers must feel just that way about the work of Grace Webster. She is a dramatic actress of repute and her range in this field is very elastic. Grace is "Mrs. Home" on "Johnny Home Show", "Carrie" on "John and Judy" and "Mrs. Craig" on "The Craigs". These are but a very few of her achievements because she plays numerous other roles. On Buckingham's "Curtain Time" Grace was no less than terrific as "Tugboat Annie". An orchid to her!

Corinne Jordan spins homey philosophies and actually plays her own backgrounds on the piano, on a weekly transcribed quarter-hour program for McCormick's Limited on twenty odd stations. Her shows are cleverly styled with plenty of personality.

When "The Martins" grew to network proportions (Dominion) and increased from two to three nights weekly, their opening broadcast featured only the regular characters in order to familiarize listeners. Of these seven characters, four are female. That proves something, doesn't it? Mary Martin of course, is played as only she can do it by Muriel Ball; her daughter Jane, strictly collegiate, by Eleanor Swan; her mother-in-law ever true to tradition, by Grace Webster; Scott's housekeeper Jessie, by Ruth Springfield who is practically infallible and just never slips out of character. Scripts for these natural and every-day stories come from the pen (or typewriter) of another member of the fair sex, Donna King.

I'd strongly recommend that you put your best foot forward, fellows, because girls are definitely in the radio picture. Chances are that a gal will never replace you as a husband, but . . .
Bye now. ELDA

Canada Year Book

Publication of the 1945 edition of the CANADA YEAR BOOK has been announced by the Dominion Bureau of Statistics.

A comprehensive reference book of statistics and information about business, trade, transportation, incomes, prices, and many other facts about the Dominion, the Year Book includes numerous feature articles on such matters as Oil Production, Canada's Northern Airfields, and the Democratic Functioning of the Press.

Several sections contain material of interest regarding the postwar transition period, such as a review of postwar trade prospects in the chapter on External Trade.

Statistics derived from the 1941 census in the Agriculture section show the rural and urban farm population figures, farm values, revenues and expenditures.

One appendix gives results of the 1945 Dominion elections in full. Another gives a breakdown of gainfully occupied persons by industrial groups and by provinces.

The Year Book is available on application from the King's Printer, Ottawa, at \$2 a copy. By special concession, a limited number of paper bound copies have been set aside for ministers, school teachers and students, for \$1 apiece.

New P.R. Firm

Independent Business, Inc., a new organization formed to do a public relations job for free enterprise and small business, has been established in Washington D.C.

The new firm is opening its battle in behalf of the small U.S. businessman with a 26-week transcribed radio series, to be sponsored locally by business groups. The 26 transcriptions are being sold to sponsors for \$1500 exclusive of radio time.

The programs feature a three-minute talk to servicemen, an interview, an address by a prominent business personality, such as trust-buster Thurman Arnold and NAB president Justin Miller.

Charles G. Daughters, tireless crusader for small business, is the initiator of Independent Business, Inc.

RCA Appointment



Recently appointed Manager of the Electronic Apparatus Division of the Engineering Products Sales Department of RCA Victor, Lt. Col. K. R. Swinton, recently retired from the army, is a graduate of the University of Vienna in Radio and Television Engineering and Applied Mathematics and Physics. He came to Canada in 1940, shortly afterwards joining the RCCS. He was responsible for the design of all radio and telephone equipment for the Canadian army, and of considerable material for the British War Office.



Dear Dick:—

Almost the end of the month and we've been on 1050 kcs. since Jan. 1. Reports pouring in from as far away as Vancouver Island—reception consistently good here. But we don't care about Vancouver Island. What we ARE happy about is that EVERYONE in the Peace River country now listens to CFGP consistently.

Regards,
The gang at CFGP

All-Canada in Canada
Weed & Co. in U.S.A.

VOICE OF THE MIGHTY PEACE

—COMING SOON—!!

5,000

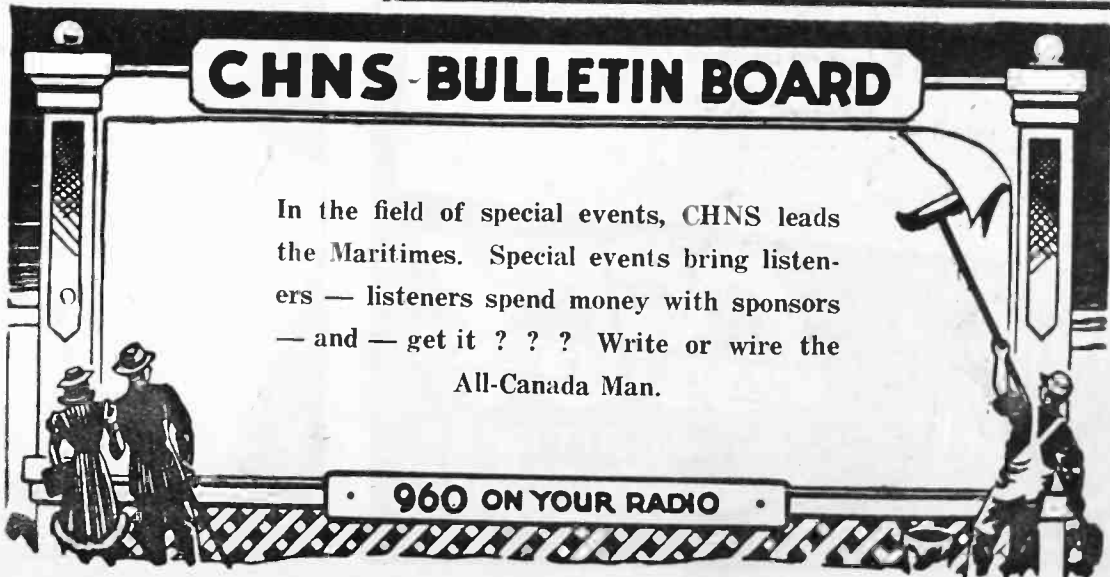
C J C A

EDMONTON

CHNS - BULLETIN BOARD

In the field of special events, CHNS leads the Maritimes. Special events bring listeners — listeners spend money with sponsors — and — get it ? ? ? Write or wire the All-Canada Man.

960 ON YOUR RADIO



1923

— 5 WATTS

1946

— 5000 WATTS

EXCEPTIONAL Progress in

- ★ Power
- ★ Programming
- ★ Promotion
- ★ Proven Audience

CKOC

HAMILTON

The All-Canada Station

TORONTO STATION USES THREE PAPERS FOR TRADE AND LISTENER PROMOTION



Instituting something new for Canadian radio in both trade and listener promotion, station CHUM, Toronto's new dawn-till-dusker, has established its own merchandising division. This department has to its credit to date a monthly publication with separate editions for the grocery and drug trades, and is currently experimenting with a listener sheet distributed free to every home in greater Toronto.

Content of the trade publication, "CHUM. The Retailer's Friend", is largely merchandising information about products in these two fields advertised over the station. It draws

attention to point of sale display material available and so forth. In order to get on the permanent free list, retailers have only to mail in a card. In signing the card they indicate their interest in the publication, their willingness to use display material and their preparedness to use a Decalomania transfer in their windows.

This transfer, illustrated above, is roughly 8" square and is printed in blue and gold.

The paper is distributed to interested wholesalers and retailers in these two fields in the stations primary listening area, totalling around five thousand.

The listener paper, "CHUM RADIO NEWS", started as an experimental one shot, and has just been distributed to 200,000 Greater Toronto homes. Its primary mission appears to be selling the wavelength. The paper advises readers of four ways to win cash prizes.

The plan is that the station will be sending out a crew of "CHUM men" through the district. If the radio where they call is tuned to the station at the time, the listener wins \$5. \$2 goes to the householder whose radio is not tuned to CHUM but who can dial it correctly, and so forth.

PERSONALITY PLUS!

That's

DOROTHY DEANE

"Give me Dorothy Deane every time . . . she's a gal with singing personality plus!"

(sgd.) Bert Niosi

Management
 GEORGE TAGGART
 ORGANIZATION
 ADelaide 8784

FLY your trial balloons over CFCY. Charlottetown, which according to the BBM Report, has 72,086 radio homes in its primary area, representing 56.48% of all radio equipped homes in the three Maritime Provinces—Prince Edward Island, New Brunswick and Nova Scotia.

CFCY
 CHARLOTTETOWN
 The MARITIME Must STATION

ALL-CANADA RADIO FACILITIES LTD.
 WEED & CO. IN THE U.S.A.

CKAC
 MONTREAL

A *Wright* STATION

Canada's foremost French Radio Station
CKAC Montreal

facts and data from
WILLIAM WRIGHT
 Victory Bldg.

AD. 8481

ACCENTUATE The NEGATIVE

Take the average press release concerning a radio program, cross out the qualifying adjectives, such as outstanding, phenomenal, colossal and so forth, and all you have left is the name of the show. Seeing that no publication which operates under any semblance of journalistic standards will print press agents' superlatives, because there is absolutely no reader interest in the publicity man's paid-for opinion, it is small wonder that such copy ends up in the waste paper basket.

It is highly doubtful whether any degree of credibility can be attached to the statement: "Sadie Glutz' brilliant coloratura soprano voice has been delighting audiences from coast to coast for more than five years". This is the opinion which the publicity-writer is paid to hold. If an editor lets it creep into his columns it appears in print as the opinion of the paper, and if it is thrown out because the paper does not feel disposed to go along with the limb on such an unimportant question as Sadie's singing, there is every chance, however slight, that the story would have appeared in print had it been phrased something like this: "Sadie Glutz' guest appearance on this week's 'Micro-theatre' will mark her 564th appearance before Canadian audiences." This is a straight recital of fact, and as such, will at least receive editorial consideration. Another way of selling Sadie might be to say this: "Sponsors of the 'Micro-Theatre' are patting themselves on the back since Sadie Glutz, coloratura soprano, did a guest spot on their show last week and topped the rating by four full points." Again — facts. Let's have fewer publicity releases and more news releases.

Pictures play a great part in program promotion, but it occurs to me that other papers would be more appreciative as we would if we were offered exclusive rights on better photos, rather than the current practice of sending out everything to everyone. You people pay good money for pictures and we cheerfully follow suit by buying plates. But has it occurred to you that candid action shots carry a great deal more interest than the customary "death-masks"? Even when Randolph Ramsbottom is elected to the vice-presidency, we'd rather take the rap for a picture of him indulging in his favorite pastime of playing golf or cribbage, than run one of these beautifully posed tooth-paste studies for the camera.

Present tendencies to use Canadian radio for Canadian glorification are commendable. Because of such programs as "Canadian Cavalade", "Northern Electric Hour", "Fearless Parade" and N.H.L. Hockey, on a national basis, and "Ontario Panorama" from a provincial standpoint, more Canadians are becoming better acquainted with one another, and finding out how they live. Important fields of national interest which perhaps merit attention are the romantic industries of

lumbering, mining and fishing. Northern Electric's new series of Canadian "firsts" bring a novel twist onto the air-waves. It was interesting to know that the first fog-horn was invented by a Canadian, though Canada's development of hydro-electric power, though not a "first", is probably more important. Let's measure Canada first in terms of usefulness.

I took time out the other morning to hear Maurice Bodington amusing on CJBC, and besides feeling happy for Bod that he is back where he belongs — at the microphone — I wonder if he is heralding the return of what used to be popular daytime programs of poetry, like David Ross, who has been breaking out in new places of late, Tony "R U List'nin'" Wons and others. There's an audience for such shows, and so easy on the budget?

Poultry School

An eight-week course by radio for poultry farmers took to the air this month from Vancouver. CBC's "B.C. Poultry School of the Air" consists of eight talks by poultry experts supplemented by printed bulletins.

Listeners who register for the course will be required to answer five questions on each week's topic. Those who emerge with a satisfactory standing at the end of the series will receive a certificate through the Extension Department of the University of British Columbia, which together with several West Coast poultry breeders' organizations is supporting the program.

The broadcasts will be incorporated in CBC's "Farm Forum" series, and will be carried over Trans-Canada network stations in B.C. Fee for the course is one dollar.

More Plastic Than Plastic

"Today's unprecedented demand for new radios — estimated at many millions of sets — is a mandate to broadcasters as well as to manufacturers", declares Paul W. Kesten, CBS board vice-chairman.

"The manufacturer", he says, "can fulfill his obligation with metal, wood and plastic. The broadcaster must meet his with something more plastic even than plastic — with the high art of the spoken word, the creative idea, the flow of music and drama."

"The public's increased demand for radio", adds Kesten, "expresses, at least indirectly, its approval of the job radio did during the war. If we are to keep that approval, however, we must continue to deserve it. The radio audience has changed since 1940; changed in character and changed in composition. It is a better informed audience, more aware of and more interested in world affairs than it was five years ago.

We're proud to say ...
**LUX IS BACK
ON CKCK!!**



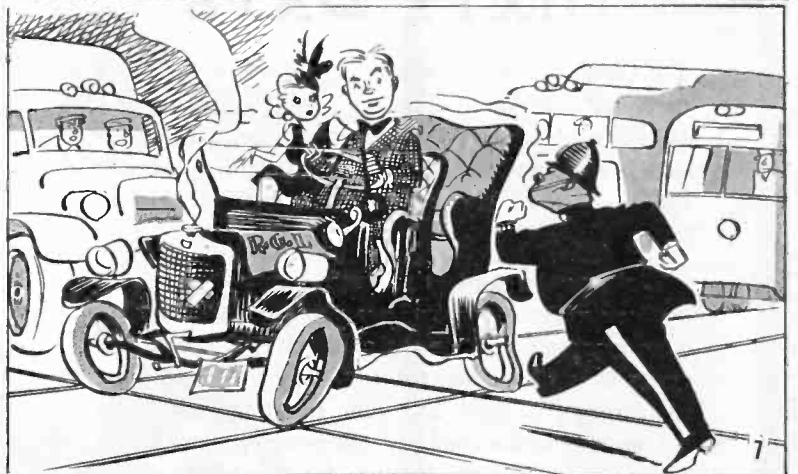
Window display secured by CKCK
in Regina's large downtown department store

AND ALL REGINA KNOWS IT!!

CKCK

The first station
in Saskatchewan

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

WHAT a Spot to be in—What with the Atomic Research Plant and the new Four Hundred Thousand Horse Power Hydro Plant already built or building — the proposed 3-span bridge over the Ottawa River—the possibility of paving the Trans-Canada Highway from Pembroke to North Bay and the rumors of new industries—Pembroke is the centre of a community of growing interest. See Horace Stovin about it.

CHOV PEMBROKE

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

COPS TEACH SAFETY



From the left, principal of winning school holding shield; immediately behind, Sergeant Eddington, Hamilton Police; flag-bearer, Chief J. R. Crocker; Public School Director, R. Riddell; CKOC manager, W. H. Cranston; Inspector Harry Burville. At right, Chief Crocker helps youngster present shield to Mr. Weir.

"Remember,—it's up to you!" is the slogan with which Sgt. Fred Eddenden of the Hamilton (Ont.) Police Department concludes his daily Safety Campaign broadcasts over CKOC, Hamilton.

The broadcasts which were aired continuously through 1945, stimulated inter-school competition in the devising of posters, slogans and ideas to promote the Safety Campaign. The climax came in December with the presentation of a Shield to the Hamilton school having the best all-around safety record.

In ten months the program has drawn over 30,000 letters, poster ideas and slogans. In the view of those responsible for the series, the broadcasts have been effective

in reducing the number of street accidents in Hamilton, and have done much to make the drivers of tomorrow safety-conscious.

The Shield is awarded by competitions, to the school scoring the highest number of marks; any boys violating safety rules who are reported to the police, cause their school to lose marks.

Winner of the 1945 Award was Gibson Public School. The Presentation ceremonies were broadcast by CKOC.

The success of the program has been due to the whole-hearted co-operation of all concerned — the management and staff of CKOC, the Hamilton Police Department, and the teachers and officials of the Hamilton schools.

BOOK REVIEW

"Canada's most storied province," claims Major William C. Borrett, station director of CHN, Halifax, "is Nova Scotia." His weekly broadcasts of "Tales Told Under the Old Town Clock" give substance to this claim. A fourth collection of these tales has recently appeared in book form, under the title "Down East."

The stories in this volume range from the earliest colonial days to the Halifax magazine disaster in July 1945. Major Borrett has unearthed interesting facts about the "Bluenose Province" and its capital city, and he describes some colorful personalities of past and present days in this Maritime region such as "legless Jerome", and the Indian "Chief Lone Cloud."

It is gratifying to find the lore and the color of the Maritime made available for readers across Canada, which might well be done for many other parts of the Dominion. But "Down East" seems primarily intended for Nova Scotians, and some of the chapters, both in style and in the amount of local detail could have been broadened to interest readers unfamiliar with Halifax and its surroundings.

This attention to local detail seems on occasion to get in the way of the story being told, and one or two of the stories seem to slight to hold the interest when they are read instead of heard. But Major Borrett is at his best with an action story such as his reconstruction of the bloody mutiny on board the "Saladin." His description of the battles of Coronel and the Falkland Islands in 1914 is exciting.

"Down East" shows what can be done by a radio station to acquaint its listeners with the heritage and the history of their part of the Dominion. Every section of Canada has its own tales of colorful personalities and exciting events and Major Borrett seems to appreciate that radio has a part to play in making them known.

LOCAL TALENT
MAKES FAVORED
LISTENING!

CFAC

GAINS IN GOOD
WILL BY
ENCOURAGING
LOCAL ARTISTS!

Take advantage of the CFAC listening habit!
(1,000 watts soon to be 5,000)

STUDIOS:
SOUTHAM BLDG.
CALGARY

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

SIXTY DAYS

IN APPROXIMATELY that time, CHML will be operating on its new power of five thousand watts, day and night. Within our new primary coverage, there reside well over 2,000,000 Canadians. In addition, we will also cover thickly populated portions of the United States.

WE AIM to turn this tremendous potential into regular circulation—part of our plan calls for increasing our present staff of 39 to approximately 50. The departments that will be affected are—copy and production, announcing, operators and sales (local and national). All positions offer good pay and every opportunity for advancement. We are looking for thoroughly experienced, better-than-average people. If you qualify, write and tell us all about yourself, enclosing a recent photograph.

APPLICATIONS will be treated with the strictest confidence but we will not engage anyone now employed, unless they can first obtain their present employer's sanction.

ONLY completely informative written applications will be considered.

Address your replies to

Mr. George C. Logan
CHML Hamilton, Ont.

Re-Employment Service FOR SERVICE MEN

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

File CB 33 Ex-Air Force and and Naval officer, 21, married, no children, would like you to hear an audition disc with a view to considering him for an announcer's job (beginner). If learning salary in sufficient to meet living expenses, wife willing to accept full or part time job in secretarial work. Will go anywhere. File CB 33, Canadian Broadcaster, 371 Bay Street, Toronto.

File CB 34. Employment wanted as assistant radio engineer or transmitter operator. Applicant is 25 years old and single. Education matriculation. Radio servicing course and two-thirds of commercial operator's course. Experience includes 5½ years with the RCAF engaged in maintenance, installation and test work on radio equipment. Frank F. Wiley, 572 Beresford Ave., Toronto.

Air Checks
DAY
OR NIGHT

ACME RECORDING
KI. 1603
126 HUNTLEY ST. TORONTO

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.

| EVENING | | |
|-------------------------|------|------|
| English: | | |
| Fibber McGee & Mollie | 38.7 | +1.1 |
| Charlie McCarthy | 37.0 | +3.3 |
| Lux Radio Theatre | 34.2 | +1.4 |
| Bob Hope | 21.4 | + .4 |
| Green Hornet | 21.4 | +4.2 |
| Album of Familiar Music | 21.0 | -2.0 |
| Treasure Trail | 20.4 | - .2 |
| Request Performance | 20.1 | - .1 |
| N.H.L. Hockey | 19.9 | + .5 |
| Waltz Time | 18.1 | + .7 |
| French: | | |
| Un homme et son péché | 35.6 | + .8 |
| Nazaire et Barnabé | 34.9 | +5.3 |
| Ralliement du Rire | 33.9 | -3.2 |
| Tourbillon de la gaieté | 31.9 | +2.7 |
| Taxi 13 | 29.8 | +2.5 |
| Metropole | 28.3 | - .5 |
| Mine d'Or | 27.9 | + .9 |
| Café Concert | 27.3 | -2.4 |
| Dr. Morhanges | 26.9 | -4.0 |
| En chantant dans le | | |
| vivoir | 26.4 | -4.0 |

In the first 1946 report off the press, for January Evening programs, "The Green Hornet" makes bid for first place among shows of Canadian origin, rating 21.4. "Treasure Trail" and "NHL Hockey" close behind, with ratings of 20.4 and 19.9 respectively. Among American programs, Fibber McGee heads the list at 38.7, with his rating rival, Charlie McCarthy closing in fast at 37.0. The Pepsodent show "Un Homme et son Péché" stands at the top of the French list.

Among the English national programs, two programs are missing from the regular list—"Kraft Music Hall" and "Peerless Parade." These two programs missed their usual broadcasts on Thursday, January 10th because of the re-broadcast of the speech of Rt. Hon. Herbert Morrison, who spoke earlier that day in Toronto. These two programs will re-appear in next month's report.

In the Montreal Sets-In-Use report for the French audience, a disturbing drop in radio listening is reported on Sunday, January, 6th. The "sets on" for that evening averaged 24.6% as compared with 27% on Sunday evening in December. Upon checking into this situation we learned from Ernie Monte, Elliott-Haynes supervisor of French surveys for that January 6th Epiphany Sunday, or "Little Christmas" in the French Canadian homes of the province. The afternoon and evening of that day are additionally spent visiting. A large proportion of the French homes were reported "don't answer" by telephone operators, and the ones that did respond to the operators' calls often reported that the radio was off, as visitors were at the home at the time. This

low sets-in-use is reflected in the ratings of all French Sunday evening programs. (Advertisers please take note before firing your radio producer or advertising agency).

In the Montreal-English market, "something new has been added", with the appearance of CJAD in the rating report. With a program lineup that looks surprisingly like CKY's in Toronto, the Montreal station makes its debut by copping 30.7% of the English audience with its 6.00 p.m. newscast, 36.6% of the audience with "Make-Believe Ballroom" at 6.30 p.m. and a high of 38.6% of the audience with "Singing Sam" at 7.30 p.m.

Among the shows of Canadian origination for the past year, "Treasure Trail" placed first nine times, with "John and Judy" copping the honors in May, "Green Hornet" in July and "NHL Hockey" in November. In the American Program line-up, the competition was more evident. "Lux Radio Theatre" placed first four times, "Fibber McGee" and "Charlie McCarthy" each led the parade three months of the year and the "Victor Borge Show", the Johnson Wax summer replacement, led the others during July and August.

In the French market, "Dr. Morhanges" was first of the list four months "Ralliement du Rire", three times, "Ceux qu'On Aime" and "Course au Trésor" twice and "Un Homme et son Péché" once in November.

New Production Firm

Paul Baron Inc., is the name of a new production house just established in Toronto under the direction of Paul Baron, former U.S. network producer.

Education By Radio

A well-informed community is essential to a successful democracy, declared J. Shugg, former CBC farm broadcast supervisor, and radio can play an important part in informing and educating the masses.

Speaking to a class in rural leadership at the University of Western Ontario, Shugg pointed out that the rural population in that area was the largest of any proportionate area in Canada and had the largest listening audience and the largest number of private radio stations. Radio could therefore be particularly effective in carrying programs of educational and public service value to the people.

Waring Sponsored

A new development in daytime radio is the American Meat Institute's sponsorship, on Tuesdays and Thursdays, of the "Fred Waring Show" on NBC from 11 to 11.30 a.m. Move may presage introduction of other top-flight talent shows into daytime slots.

NBC has carried the Show as a sustainer for seven months, in an effort to combat criticism of daytime network fare. It was voted the best daytime radio program in RADIO DAILY annual poll of radio editors.

Transcription Studios

Jack Cooke has announced the opening of National Program Productions, "a complete radio production and transcribed program service", with offices at 444 University Avenue, Toronto. Jack Cooke is president of the new concern, and Dan Carr, until recently radio director of Vickers & Benson, Toronto, is general manager. Dan Carr will be leaving the agency, but expects to continue to handle some of their work on a free-lance basis.

THE PROGRAM PARADE AT CKCW



★ Want to break into radio . . . try "Talent on Parade" . . . a CKCW feature that actually pays aspiring entertainers for their "trial run" in radio. And each artist is eligible for a \$100.00 prize to further his or her studies.

"Talent on Parade", a sort of test program, pulled so many favourable letters that it's in its second year and rightly so. It's an unusual show . . . gives Moncton youths a break . . . carries no commercials. In fact, "Talent on Parade" is just another CKCW idea that helps to keep folks listening to this community-interested station. If you want the whole story of CKCW, the key to the Maritimes, look up Horace Stovin.

We don't sell Time
.. We Sell Results

C.K.C.W.

MONCTON N.B.

HORACE N. STOVIN
Representatives
Toronto and Montreal

CKRC
630
ON THE DIAL

IT'S A FACT
95.6% national accounts renewed.
97.6% local accounts renewed.
Ask the All-Canada Man

WINNIPEG
ON THE
DOMINION NETWORK

WANTED
 AT ONCE
 PROGRAMME MANAGER
 ALSO
 EXPERIENCED ANNOUNCER

Must have proven ability and finest character references.

Splendid opportunity for right man.

Apply in first instance to

WILLIAM WRIGHT

1404 VICTORY BLDG.
 TORONTO



"It's sure great to be back in NHL Hockey" was the unanimous feeling expressed when Wes McKnight interviewed (left to right) Dumart, Bauer and Schmidt, the famous "Kraut Line" of the Boston Bruins, on a recent "Beehive Hockey Interview", broadcast by Wes. Saturday evenings on 25 stations originating at CFRB. This was McKnight's 834th interview in the series, in the twelve years he has been doing the show for the St. Lawrence Starch Company.

CBC PRO-LIBERAL TORONTO PAPER CHARGES

"As a servant of the public, from whom it draws \$3,700,000 a year in license fees for its existence, the Canadian Broadcasting Corporation should have no regard for party, and concentrate entirely on the general public good," declares an editorial in the TORONTO EVENING TELEGRAM.

"It must be regarded as purely coincidental," says the editorial, "that the CBC's weekly review of the

news is manned by the editor of the Liberal organ in Winnipeg, the Liberal newspaper in Vancouver and a Maritime professor of unknown political affiliation.

"It may be more difficult to regard as coincidental that a government organ TORONTO DAILY STAR has been singled out by the CBC for a gift which has run into many thousands of dollars. This is the donation of free time for advertising purposes. The organ had been supplying a news service to the government system prior to the establishment by the CBC of its own news service. With the inauguration of the CBC news service the government organ was put off the air on the ground that its broadcast served no useful purpose. What strings were pulled at Ottawa has not been revealed, but within a few weeks the government organ was back on the air, free gratis and for nothing. The result is duplicate news service over the same station within half an hour of each other.

"It is a matter for congratulations," concludes the TELEGRAM "that the CBC is not an instrument for the distribution of party patronage. Otherwise, with its present ability to discriminate it might be necessary to nail down the furniture in the treasury."



STUDIO CODE

(Contributed)

Always dash into the control room a few seconds before going on the air as breathlessness in a commercial sounds as if you are enthusiastic about the Sponso Product.

At all times find fault with the commercial copy as this will gain you the respect of your co-worker (especially the continuity department), as they will believe you must have majored in English university.

Holler, whistle, and show around the studios when you're on duty. This not only lends an air of informality to the other fellow's program, but is also a good test for your voice, to see how much it can stand before you go hoarse.

A recommended prestige builder is to gripe about your salary. This gives people the idea that you are used to better things... that the only reason you chose radio as a profession is that you have dedicated your life to improving the minds of the ignorant listening public.

Never under any circumstance put your discs or script away after a show, because after all you weren't hired as a Librarian, and this will only lead you into more unwelcome jobs.

Never complain about surface noise on discs. This isn't real surface. The discs are just worn so thin that they're playing due with the other side.

Wrestling and horse-play in the control room and studios is "must" at every available opportunity, as one's physique must be developed even in radio.

Always talk about how clever the staff was on the other station where you have worked. This will give you lots of scope to criticize the other employees, and will keep them from saying too much about you.

Go into a series of conversations at somebody's expense. This will add to your popularity. It shows that you have a good sense of humour.

Pick a time when you know the Boss will walk into his office to be reading the personal mail at his desk. This shows that you are taking an interest in the business and shows him how well you would look as an executive.

In regard to the abominable pointers, always remember that they don't fire you you're indispensable; If they do tie the 'ca to you, you still have your pride

WHAT A SPOT TO BE IN!

14

WHAT A SPOT TO BE IN!

8.15 to 8.30 p.m. Tuesday nights is now open on CJOR. Preceding program is Dick Diespecker with the News and "Off the Beaten Track" for H. A. Roberts Limited. Following program is "The Alan Young Show". There's a chance to be the filling in the sweetest radio sandwich in Vancouver.

CJOR VANCOUVER

Represented by
HORACE N. STOVIN
 & COMPANY
 MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

CFPA

Serving The Lakehead

63.7%

of Lakehead Listeners
 All Day Sunday

Ask N.B.S.

Port Arthur - Fort William

..... sincerity ...it's priceless

Sincerity ... Experience ... Youth ... Talent ... the men who build the fabric and the foundation of our business life agree that these are the qualities needed to sell our goods in the markets of the world.

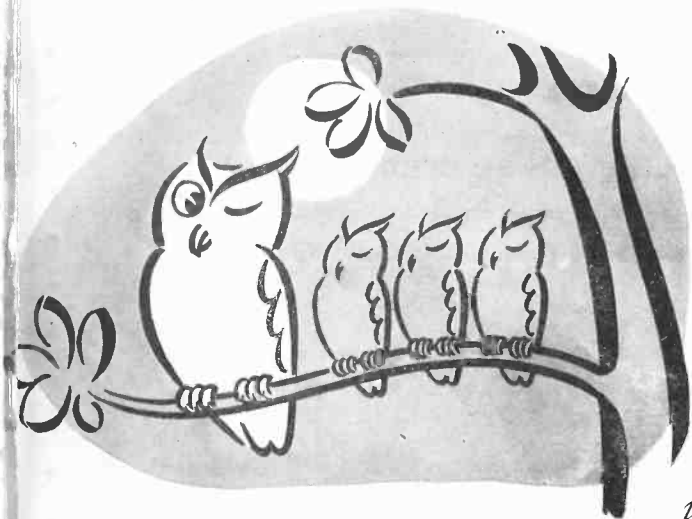
These are the qualities national advertisers find in McKim's ... qualities born of 57 years of advertising know-how, infused with new ideas and creative thought tuned to the needs of tomorrow. In its newly

re-organized set-up, McKim Advertising Limited adds the enthusiasm and ambition of youth to the wisdom and stability of close to three-score years in the business of selling to Canadians.

And above all it places the over-riding, unifying quality of all merchandising ...

Sincerity ... the priceless ingredient in effective advertising, no matter what the media.

We believe you'll like our way of doing things.



McKIM
ADVERTISING
Limited

CALL LETTERS of a Great Station!

Careful
planning!

This station's broadcasting schedule is designed to provide a daily pattern of radio entertainment that suits every taste . . . top Canadian productions, plus the best from Columbia.

Favourite
programmes!

This policy has built CFRB's reputation as the station supplying most of the shows most of the people want to hear. Listenership ratings have proved this, time after time.

Richer
markets!

With its ever-growing popularity, CFRB is in a position to influence more sales in Ontario. And this province represents more than 40% of Canada's total buying power.

Broader
coverage!

Reports from the Bureau of Broadcast Measurement show this station as having the largest primary coverage of any in the Province.

This is the first of a series of advertisements which will reveal startling information about Ontario's listening habits. Watch for the facts and figures!

★ **REPRESENTATIVES**

Adam J. Young Jr., Incorporated
New York—Chicago

All-Canada Radio Facilities Ltd.
Montreal

CFRB 860 kc. TORONTO

10,000 watts of selling power

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!