



"Silent Night"



KIDDIES AND GROWN-UPS TOO

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



"Noel! Noel!"

CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 4, NUMBER 24

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

DECEMBER 22nd, 1945

CAB PRESIDENT OUT

Refuses U.S. Nets

BBM Favors Controlled Ballot

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

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

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



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

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

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

No News Interference

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

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

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

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

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

Sounding Board

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

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

Sincerely,
 Albert A. Shea.

CFGP Manager

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

Spelling Champ Stumped

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

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



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

Power Boost

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

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

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

Service Club Auction

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

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

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

Elliott Haynes Re-organize

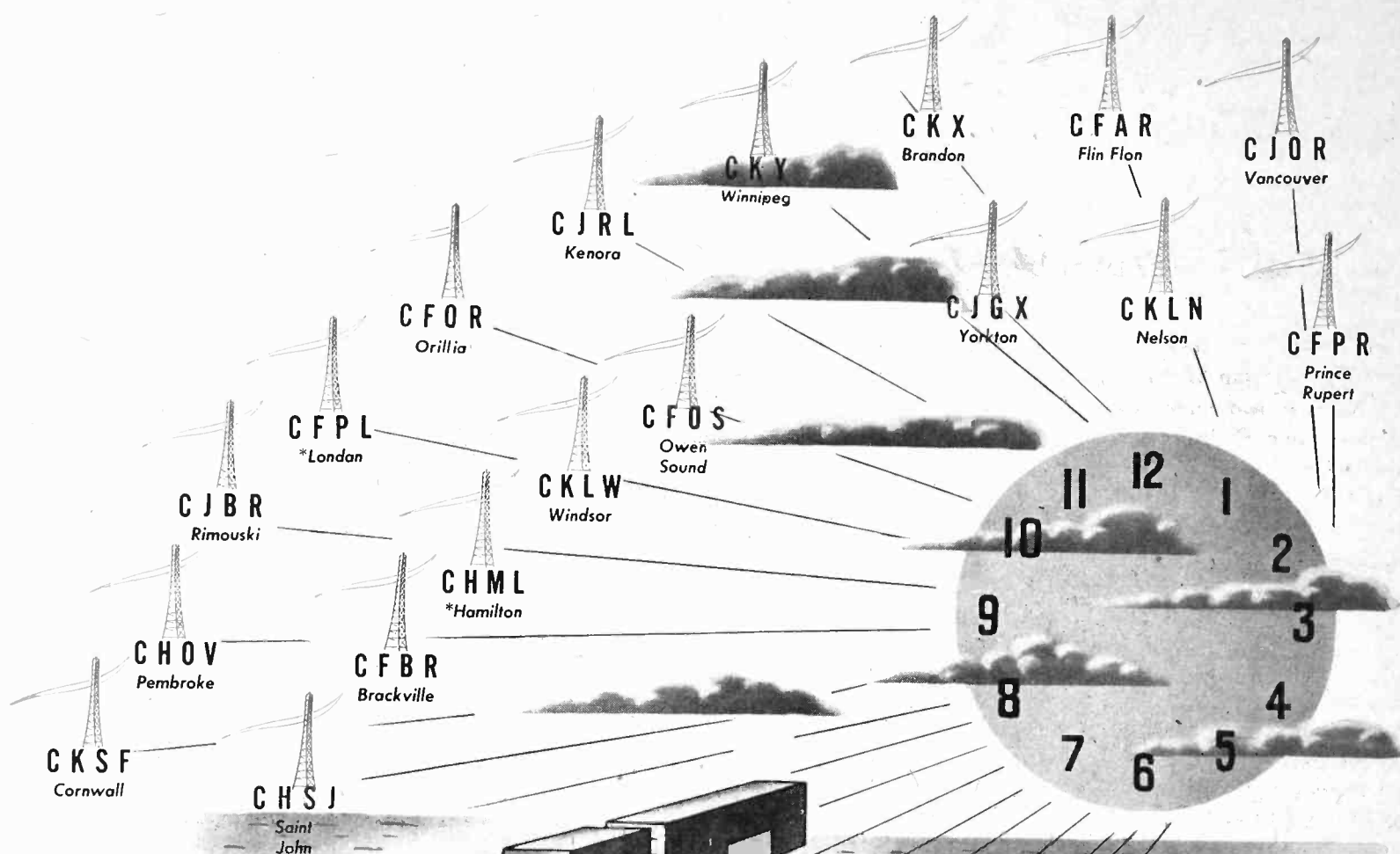
The resignation of Paul Haynes as vice-president, and the election of Walter E. Elliott as president and managing director of Elliott-Haynes Limited, highlighted the company's annual meeting, held at the Montreal office this week. Other appointments included Myles Leckie as vice-president and Earnest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

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

Rap

MAURICE RAPKIN
 Waverley 1191

CHML
 ↓
 860 900 930
900
HAMILTON



TIME FOR SALE

FOR SALE

For Available Time on all, or any, of these live, independent radio stations — for up-to-date Market Data — for Program Information and Intelligent Service — write or telephone any of our 3 offices.

RADIO GETS YOUR MESSAGE HOME

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

**in Montreal Only*

CJEM
Edmonton

CKCW
Moncton

CJCH
Halifax

CANADIAN BROADCASTER

TWICE A MONTH

VOL. 4, NO. 24

DECEMBER 22, 1945

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

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

Editor: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

Leadership

The termination of Glen Bannerman's tenure of the presidency and general managership of the Canadian Association of Broadcasters brings to a close an administration of this association in which policies of appeasement and middle course have predominated over courage, with the result that private radio finds itself in at least no stronger a political position than it was five years ago. But it would be unjust to attribute all the blame on the management of the association, which has been unable to gather a united membership even for its amiable policies of conciliation.

It is not the purpose of this article to discuss Mr. Bannerman's behavior. During his regime, broadcasting has developed commercially by leaps and bounds, but so expansive have these leaps been that the growth of the government broadcasting system has been out of proportion with that of the private stations, which year by year are being used simply as facilities for the powerful CBC networks — powerful in both influence and money. Everything points to the day when the CBC will be able to substitute its own 50 kilowatt stations for many of the private stations now living off its networks, and then the CBC will be more than ever in a position to tell the private operators, the network sponsors and their agencies to "take it or leave it, because that's what you're going to get."

So far this editorial is simply a news story, for it has contained only straight statement of fact. The situation is a deplorable one, and the replacement of Glen Bannerman with even a Herculean successor is not going to provide a solution.

Before they select a new president and general manager of the CAB it is our hope that every member of the association will realize his responsibility first in helping to formulate a policy of action and only then in selecting a chief executive who will carry it out. This the new executive can only do with the whole-hearted support of the entire membership. This they can only give if they are prepared to place the well-being of the whole industry above their own personal desires.

It is reasonable to assume that no permanent appointment will be made before the Association's annual meeting—next May. But it is to be hoped that in the meantime serious consideration will be given by private radio men across the country not as to how they can sell more spots in Nova Scotia or British Columbia, but how they can make radio freer and better for the listeners, stronger in unbiased community leadership.

In the past this paper has levelled harsh criticism at Glen Bannerman whose tactics we have regarded as too non-committal, too off-the-record, too peace-at-all-cost to be valuable. These criticisms we cannot—would not—unsay. In the past four years however we have had frequent contacts with him, and, whether we have agreed or disagreed, we have valued these contacts. To whatever new field of endeavor he is going to steer next, he has our sincerest good wishes.

Richard G. Lewis

Editor.

RESPONSIBILITIES OF A SPONSOR

From an address by

SAMUEL C. GALE

Vice-President General Mills, Inc.

There is a little doubt but that the commercial sponsors of radio programs, particularly the experienced sponsors, have increasingly recognized certain responsibilities beyond the selling effectiveness of their commercial messages. This is in part a reflection of increased recognition by advertising as a whole that there is a social and economic and educational responsibility in the use of this selling tool. But in the case of a radio sponsor this is heightened by the more direct contact which radio gives the advertiser with his public.

On the whole, this seems to be a very healthy situation. Advertising has, during the past twenty years, become such an important force in our while life and economy, that those using this force should fill an intimate part in it, and should feel that it places upon them a real responsibility to make it more effective and more constructive.

Our company has recently announced three simple principles to govern all of our advertising:

1. Our advertising shall be factual, informative and educational.
2. Our advertising shall render the maximum of helpful service.
3. Our advertising shall, in so far as possible, attempt to expand markets rather than merely take business from a competitor.

We have been steadily working toward these principles for many years. With the approach of the end of the war, last summer, we finally put them down in the foregoing form, had them enthusiastically endorsed by the principal executives of the company, and incorporated them in our annual report to the stockholders at the end of our last fiscal year.

While many factors and considerations contributed to the formulation of this simple platform, our experience as sponsors of many different types of radio programs over a period of twenty-five years was a major force in bringing this about.

In interpreting these principles, in the development of our radio programs, we must think of the public as a whole, because radio is outstandingly a means of mass communication. In the case of radio programs broadcast during the working hours on week days, we consider our public primarily as a cross section of the homemakers

of America. In the case of a program broadcast shortly before or after the traditional evening dinner hour, we think first of the boys and girls of the nation even though their parents may be listening with them. In the case of a program broadcast later in the evening, we think primarily of a mixed adult audience. In the case of a program broadcast in the very early morning hours we think first of the farm families and second of shift workers in industrial plants. The latter became a significant radio public during the war period.

As a sponsor we seek variety in our programs. Entertainment has been and always will be the thing most sought after by the biggest segment of the radio audience. In consequence, entertainment suitable to the particular public available at the various broadcasting hours is the biggest radio ingredient. News and other informative and cultural broadcasts have, however, shown marked increase in popularity during recent years. While news as such reached a peak during the latter months of the war, there is every reason to believe that helpful information of various types will be an increasingly important ingredient in radio broadcasting in the future. As a food manufacturer we have sought to meet this need, and our oldest continuous radio program is devoted strictly to the giving of sound and helpful homemaking advice and inspiration to the women of America. More and more attention is being given to the incorporation in our commercial messages of a maximum of factual information and helpful service. We believe that this is a sound trend which will grow in the months and years to come.

While radio in its twenty-five years has enjoyed phenomenal growth, it is still in many respects a youth. In the next twenty-five years the whole field of broadcasting will probably experience even more profound changes than it has to date. It is our hope and belief that commercial sponsors will grow with this great medium, and will use it not only as an economic force in the distribution of goods and services, but as a helpful force in enlightening and serving the public not only in the fields of entertainment and enlightenment, but in bringing the public and business enterprise closer together through the type of mass personal contact which this medium alone can offer.



TO
BRITISH
UNITED PRESS
CLIENTS
AND
SPONSORS
OF
B.U.P. NEWS
AND
FEATURES

The
Compliments
of the
Season

231 St. James St.
MONTREAL

VISITS WITH VETS

Claire Wallace Uses Commercial Program to Carry Messages Home from Wounded

In the farthest reaches of Canada, families of service men in the Dominion's largest Military Hospital, Christie Street, Toronto, too far away to visit their husbands, brothers or sons, receive messages relayed by Claire Wallace during her "They Tell Me" programs which are broadcast over Trans-Canada for Robin Hood Flour.

The idea was conceived by Claire a short time ago and she promptly put it into effect with the introduction of the "Visits with Vets" section of her program.

Since then women from all over Canada have displayed a keen interest in the men, and Claire plans extending her activity to other hospitals in the Toronto district.

A Hanover, Ontario, Women's club wrote in asking for the names of three or four boys to whom she might send parcels for Christmas. An invalid girl from Prince Edward Island wants to write to a boy and send him parcels. The RCAF Women's Auxiliary in Edmonton, Alta., many of whose members lost sons overseas, are looking after all the Alberta boys in the hospital over Christmas. A St. Mary's, Ontario family who lost a brother wrote in asking for the name of a man without family whom they might "adopt" over Christmas. Another women's organization from Meadow Lake, Saskatchewan, also wants the names of boys to whom their members could send Christmas parcels.

Claire visits the hospital every week. She talks to the boys ahead of the program, chooses the one she is going to talk about, gets his message, gathers information about the appearance of the room in which he is in bed, down to intimate details of the pictures on the walls. She talks about his fellow-patients and what they are all doing to help pass the time. She finds out if there are any particular comforts they want and in-



Above, Claire Wallace, at Christie Street Hospital, chatting with Emil LeMaire (left) of Calumet Island, Quebec, who wants to start a mink ranch, and Edward Fulton (centre), a double-amp who is known to his friends as Scotty. Below, with Fred Browning.

cludes this information in her broadcast.

One thing a lad from Holdfast, Sask., was yearning for was a feed of herring; another asked for some bedroom slippers; and yet another wanted her to tell his people about the success of his re-

cent operation. It was his seventeenth.

It was through Claire and her program that a boy with his leg in a cast got Christmas greetings through to his family. He had spent all his available resources on three mink and is looking for property on which to start a ranch. He couldn't afford to go home for Christmas.

A Winnipeg patient told Claire he had been "standing in the wrong place." He lost both his legs. Following Claire's broadcast he was offered a job in Hamilton, Ontario. Yet another boy, an American and an orphan, with a spinal injury, likes serious reading. Since Claire's broadcast he has been kept more than well supplied.

"The whole idea," Claire explains, "is to help keep them cheerful—to explode the idea that nobody cares. Almost everywhere in Canada has been heard from," she continues, "because women who listen to my program, especially those who have lost members of their families, are eager to help when somebody points the way."

**The
Ottawa
Valley
Market
is over
40%
FRENCH**

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

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES LIMITED Montreal Toronto	HOWARD H. WILSON COMPANY New York, Chicago, Etc.
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COOPERATING WITH LE DROIT

"GAUNTLET TO OVERLORD"

A Book Review

Ross Munro, Canadian Press War Correspondent, has written a book to rave about. "Gauntlet to Overlord" will guarantee his position as Canada's top-notch reporter. In this Munro triumph there is a lesson for radio reporters and commentators, a lesson we need to learn—but quick!

The lesson is restraint—the ability to know when a story is a story without being dressed up with fancy adjectives.

Perhaps radio must use those devices to dress up actuality broadcasts from packing plants or dime store openings; but we've sinned by carting those techniques along with us to most every on-the-spot reporting job we do.

We are especially gruesome and simpering when we are trying to do an all-Canadian show, which seems to mean drooling about "the broad stretches from Atlantic to Pacific" — "the great, majestic, umpety, umpety, umpety Rockies" — "the rivers and lakes"—and anything else on the map.

It is only fair to say many splendid radio commentators avoid such humbug — men like the late Wiklund, Bob Bowman, Pat Freeman. But many CBC broadcasters are guilty; many private broadcasters still romanticize where they should report.

Munro, writing the big story of the Canadian Army, is satisfied to make his paragraphs bristle with facts, names, events. Even the title means something! *Gauntlet* was the code word for the first large scale Canadian action, the commando raid on the Arctic island of Spitzbergen. *Overlord* was code word for the D-Day invasion of Western Europe.

Munro gives Canadian readers credit for being big enough to want a big book about the war. He skips little, human-interest stories to

build with big timber pictures of brigades, regiments and armies in action.

He will probably be criticized for too much of Lieutenant-Colonels and not enough of Private Jones. That criticism is not fair; and it will be forgotten quickly when readers realize that *Gauntlet to Overlord* deliberately skipped emotional close-ups in favor of one sledge-hammer account of gigantic effort and achievement. One factual paragraph crowds another. They march along to form a complete and powerful entity. Even in the final sentences, where most of us in radio would have been tempted to "pour it on", Munro is content to nail down the covers with one more tersely-stated fact.

Broadcasters will read "Gauntlet to Overlord" because everybody is reading it. They might well read it on another score—self interest. For across Canada more and more broadcasting stations hum with teletypes, and radio increasingly competes with newspapers in the field of news reporting and news presentation.

Munro, in "Gauntlet to Overlord", published by MacMillan, teaches many lessons radio can learn. The most important lesson, perhaps, is restraint..

"Musings By Bod"

Maurice Bodington, veteran Toronto announcer, has started a five a week series of readings and musings as only "Bod" can read and muse on C.JBC. The program started Monday December 17, and is heard at 10 am EST.

Maurice Bodington has been a voice in Canadian radio since about 1929. He was heard originally on CKGW, Toronto, and later transferred to CFRB. He is now freelancing.

Personnelities

A. N. Todd, former chief operator at CKOC, has returned to the Hamilton station after 3 years in the navy and will assume the post of chief production engineer. Frank Kirton, late of RCAF, is also back at CKOC to take over the Transcription and Record Library. Gordon Williamson returns to his sports announcing job at CFRN, Edmonton after 3 years in the Public Relations branch of the RCAF. David Wood formerly with CFRN's continuity department has taken over the newly organized publicity and advertising department at the Edmonton station. Another returned veteran back at CFRN is Trevor Schofield, continuity editor, who has been instructing in the army for the past two years.

Gordon Lee former CKRC announcer and operator has returned from RCAF overseas to take over the studio engineer's job at the Winnipeg station. He replaces Gordon Woodward who has joined CFAR, Flin Flon. Claud Olson has returned to CKRC's sales department after service with the Army Service Corps.

SHOW BUSINESS

by Geo. A. Taggart

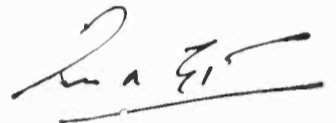
Profile—With Liberties

THIS boy is known as the "Sphinx" of the radio business, which means he doesn't open his mouth unless he has something to say. This has been a very handy routine for McQuillan—because he probably bores less people than most of us.

AS radio director of Cockfield Brown, he does not believe that clients should call on him to fix their radios.

MCQUILLAN burst into the radio picture in Toronto some years ago coming from Winnipeg — as who hasn't in the radio business these past years. He is also a Director of his firm but still hasn't bought striped trousers for meetings. He figures they can't see under the table anyway.

WIS MCQUILLAN heads up a pretty big radio department for these parts and during the war years has been head of the production committee on Victory Loan radio shows. Remember how those Victory Bonds sold like hot cakes? Well, that's our Wis!



165 Yonge St. Toronto, Ont.
ADelaide 8781

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

HOW FLIN FLON GOT ITS NAME

HAVE you met Flinabatty Flonatin? Our new folder tells you, in amusing story and cartoons, who he was and how he gave his name to Flin Flon. Drop us a line and we'll be delighted to send you a copy. It tells you, too, something about the rich market we serve, and lets you decide for yourself that CFAR is a must station to reach this—the third largest community in Manitoba.

CFAR FLIN FLON

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

CKRC

630
ON THE DIAL

Manitoba's population is concentrated in the South and CKRC delivers this area at far less cost.

Ask the All-Canada Man!

WINNIPEG

ON THE
DOMINION NETWORK



Many Thanks to

MUTUAL BENEFIT
HEALTH & ACCIDENT
ASSOCIATION

Who have just renewed
"Headliners" for the
fourth season through
Harry E. Foster Agencies

Gordon Sinclair

Have you read
"Bright Paths to Adventure"
A good book, even if it is
for boys.

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

Louis Leprohon at Hayhurst's Montreal office reports that J. A. Simard & Co. (Blue Mountain Coffee) are sponsoring a spot announcement campaign over 7 Quebec stations.

Harry O'Connor at MacLaren's Toronto office tells us that The Dalglish (Ontario) Company is starting "Easy Aces" for Javex over CFPL, CKCR, CKOC, CKEY and CKCO January 1. The quarter hour transcription (All-Canada) will go 3 a week for one year. Same sponsor has renewed "Drama For Today" for another year over 16 Ontario stations and 3 Maritime outlets.

The commercial department at CKEY, Toronto says that Alter and Kasdan Furriers have taken 39 five minute transcriptions until February 22, 1946.

Eddie Gould at McConnell Eastman's Toronto office reports that McCormicks Ltd. (Biscuits) have contracted for 26 fifteen minute transcriptions over 19 stations between CJIC, Sault Ste. Marie and CHNS, Halifax, beginning first week in January, 1946.

Ardiel Advertising's Toronto office tells us that J. H. Bardwell (Women's Wear) is piping in the "Constance Bennett Show" from ABC. The 15 minute afternoon show is heard over CJBC, Toronto 3 times a week and plans are under way for its extension to other stations early next year.

Cockfield Brown's Winnipeg office reports that Blue Ribbon Food Products has started flash announcements and daily newscasts over a number of western stations.

McKim's Montreal office states that a one-minute spot campaign is under way for National Drug (CBQ cold tablets) over a wide list of stations. Same agency started children's program for Oxo over a number of English and French stations.

According to CFCF, Montreal, Frontenac Breweries have started "Skicasts" a program designed to keep skiers posted on weather conditions, meets and general news. The 5 minute shows go 3 a week.

Jack Murray tells us that W. H. Comstock Co. Ltd., of Brockville, have extended their coast to coast spot campaign advertising Dr. Morse's Indian Root Pills by adding CFRB, CKEY, CHUM and CHML. Same agency has also placed a single shot half-hour show "The Littlest Angel" for William Wrigley Jr. Co. Ltd., to be heard Christmas Night over CKEY.

To Regularize Air Lanes

The problem of allocating the various radio frequencies in such a way that the traffic arteries of the ether will be regularized and a minimum of interference caused, has been the subject of a comprehensive study by Canadian Radio Technical Planning Board.

"This planning by members of the CRTPB, said Board President R. M. Brophy at the first annual meeting in Montreal December 6, is a co-operative effort of all branches and phases of the industry, resulting from the need to use and share a common medium—the air waves."

CRTPB was formed in 1944 to establish sound engineering principles and to organize technical facts "which will assist in the development, in accordance with public interest, of the electronic industry and electronic services of the nation, to advise government, industry and the people of its findings and recommendations."

The Board already has sixteen sponsors, and in addition, assistance is being given in the studies being made, by the Canadian Standards Association, the National Research Council, and the three armed services.

THE gross AGRICULTURAL revenue of the Provinces of Prince Edward Island, New Brunswick, and Nova Scotia for 1942 was \$80,918,000.00. CFCY, according to BBM has 72,086 radio homes in its primary area which is 56.48% of all radio homes in the three Maritime Provinces.

CFCY
CHARLOTTETOWN

The MARITIME
Must STATION

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

CKCO
OTTAWA

A *Bright* STATION

CKCO

The "Community Station of the Nation's Capital" plays a vital part in maintaining Canada's private radio.

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

DEMOCRACY DEMANDS FREE RADIO

Gordon Henry In Talk To Kiwanians

The job done by private radio in Canada's Victory Loan campaigns, breaking the vast quotas down into figures comprehensible to the average listener, was the key to the success of the national effort. This was a point brought out by Gordon Henry, manager of CJCA Edmonton, in a talk to the Calgary Kiwanis Club, tracing the development of private commercial radio stations and their contribution to the community, especially as evidenced by their work in publicizing all the war agencies and endeavors.

In the early days of radio, he said, the Aird Commission had recommended that the radio industry should be a complete government monopoly. Fortunately this did not happen, and he believed that today's radio programs proved that this had been a benefit to Canada.

Speaking of the difficulties involved in good programming, Henry said that the best that any station could do was to provide programs that would appeal most of the time to the majority of its listeners, but at the same time to give the minority the programs that they liked.

The CBC, he said, had tended to force certain types of program down the public's throat, with little or no regard to their entertainment value. On a private station,

the entertainment angle was of paramount importance, and the propaganda or goods that were being sold had to be introduced in an indirect manner, yet directly enough to sell them successfully.

Radio, said the speaker, had made an effective contribution to Canada's war effort by its help in recruiting, Red Cross, Victory Loans, price control and rationing. Local radio stations, speaking in terms and figures understandable to the people in their specific communities, had "sold" their listeners on these war needs and made their national success possible.

Private stations in Canada, he went on, received none of the money collected by the government each year in radio license fees. They were dependent on the income from their commercial programs. Without exception, he emphasized, these commercial programs carried the highest ratings of any on the air. The public did not object to commercial programs if they were good programs, with well presented commercials not too long, and handled by a competent announcer.

In conclusion, Henry spoke of the paramount importance of free radio in a democracy. A body such as the CBC could not avoid political

influence at all times, as had been shown on various occasions. Private radio, on the other hand, had no editorial policy, and was always fair and impartial to all parties. As long as private radio remained, the freedom of the air under our democratic system could not be questioned.

405 Videos For U.S.A.

Provision is made for 405 television stations in the United States, in the "Rules Governing Television Broadcast Stations" drawn up by the FCC.

Thirteen frequency channels, from 44 to 88 megacycles and from 174 to 216 megacycles, have been set aside for television stations. Seven of these channels will be available for stations in New York, Chicago and Los Angeles, and smaller communities will be allotted as many as are consistent with their needs.

There are to be two types of television transmitters, community stations for the smaller communities, whose power shall not exceed 1 kilowatt, and Metropolitan stations for the larger cities and communities and the rural area surrounding them. The power limitation of Metropolitan stations is 50 kilowatts.

The FCC rules set a minimum of 28 hours a week for the operation of television stations, and prevent multiple ownership of stations by a network or other group in any one area.

Greetings

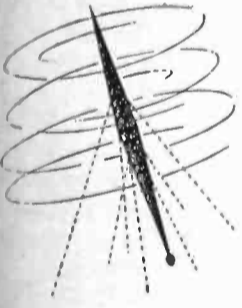
Are In
The Air
From



A DOMINION
NETWORK STATION

Representatives

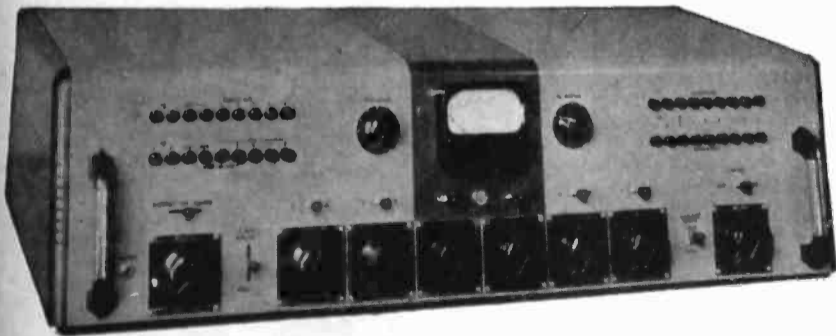
HORACE N. STOVIN & CO.



BROADCASTERS TELL US....

"That 76-B2 is a honey!"

COMPACT...COMPLETE...ECONOMICAL...that's the 76-B2 Speech Input Console.



HERE ARE SOME OF THE FEATURES WHICH HAVE MADE THE 76-B2 CONSOLE SO POPULAR

- * Includes all amplifying and control equipment for operating one studio, two studios or two studios and an announce booth, six remote lines and two turntables.
- * Frequency response 30 to 15,000 cycles.
- * Push button control of monitoring, auditioning, remote lines, cueing and talk-back.
- * Independent auditioning and program channels.
- * High-fidelity program channel affords 6 mixer controls, 4 microphone pre-amplifier input channels with switching control for up to 6 microphones.
- * High fidelity monitoring channel operates control room and studio loudspeakers.
- * Emergency amplifier and power supply circuit.

The ease of its push-button control, the completeness of its amplifying and control equipment and a host of other features have made this equipment the favourite of small and medium-sized Stations the country over.

Perhaps your station lacks the efficient service of an RCA Victor 76-B2 Speech Input System. For further information on its advantages and availability, write to Broadcast Equipment Department, RCA Victor Company Limited, Montreal, Quebec.

COMPACT... Console measures 39" wide, 17" deep and 10 1/2" high.

COMPLETE... Answers every speech input need of the small and medium-sized broadcast station.

ECONOMICAL... At a price the smallest station can afford.

RCA Victor



RCA VICTOR COMPANY LIMITED

HALIFAX • MONTREAL • OTTAWA • TORONTO
WINNIPEG • CALGARY • VANCOUVER

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

EVEN THE INDIANS ARE OPTIMISTS

A Discussion On The Alberta Market

By L. J. ROGERS

Formerly Toronto Bureau Manager for British United Press, Larry Rogers has an intimate knowledge of Alberta, having lived and worked in virtually every Western City. He is currently operating his own publicity business—Media Associates, Toronto.

Basing his forecast on the Province's fabulous coal reserves, Canada's leading geographer, Professor Griffiths Taylor, recently predicted that Alberta will become the economic centre of the continent within one hundred years or so. Many Albertans will differ with the Taylor prediction, on the grounds that Alberta is already the economic centre of North America, or of Canada at least. After spending a few days in either Calgary or Edmonton, the visitor from outside is inclined to agree with Alberta's claim—if only to pacify the extremely aggressive variety of provincial patriot found in the Foothills Empire.

Getting back to the Taylor prediction, the world-famous University of Toronto authority believes that the Alberta coal reserves—estimated at anywhere from 40 to 327 billion tons—will bring fifty million people, and most of North America's steel industry, to the Foothills Province when the fast dwindling coal reserves of the eastern United States are exhausted. This looks like a pretty fair argument—unless atomic power comes

along to oust coal as the basis of industry. And even if this comes to pass in the next century, Alberta will be in a strong position—since the Province is the gateway to the largest deposits of uranium ore yet found in this hemisphere.

Uranium ore, from which the atomic bombs were built, has been reported at many points throughout the sprawling, unexplored area of the Northwest Territories, but so

and sarcastic rejoinder: "Now go to Niagara Falls and tell me the water is still falling."

Unlike many frontier optimists, however, the Alberta pioneers weren't kidding when they trumpeted the praises of the Foothills Province—judging by the cold light of statistics. The only region on the continent that can be compared to Alberta in the breadth and scope of its economy is the sover-

**• • 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.

COMPARATIVE PRODUCTION ALBERTA AND CANADA

(Dominion Bureau of Statistics and Alberta Government)

	Canada 1942	Alberta 1942	% of Dom'n in 1942
Agriculture -	\$2,136,529,000	\$377,662,563	17.7%
Manufacturing	7,553,794,972	178,103,011	2.4
Mining - - -	946,021,397	45,341,016	4.8
Fur Production	23,801,213	2,806,073	11.8
Forest Products	763,988,245	10,249,943	1.3
Fisheries - -	103,118,177	492,182	.5
Construction -	941,013,570	44,713,725	4.8
Electric Power	203,835,365	7,200,736	3.5
Grand Total less Duplications -	\$11,501,593,442	\$658,072,397	5.7%

WHAT A SPOT TO BE IN!

WHAT A SPOT TO BE IN!

Our story is short and to the point. CKLW is the only station delivering full and complete coverage in this important market. We keep our listeners interested from cock-crow to closing, so we have the coverage, we have the programs, we have the audience. Add CKLW to your schedules and you'll surely say "What a Spot to be in"

CKLW WINDSOR

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

far has only been mined commercially at the Eldorado property.

Setting the future aside for the moment, and returning to the present, Alberta has plenty of reason for optimism right now. Optimism, of course, is one of Alberta's greatest natural resources. Whether it's due to the altitude (which is the highest on the average of any Canadian province except British Columbia), or to the bracing climate, even the Indians are optimistic in Alberta. The white men who first settled the Province one hundred years ago or more caught the germ from the red men, and Albertans were legendary optimists by the turn of the century. So much so that when a youthful newspaperman from the east journeyed to Calgary to report on the 1912 oil boom, and cabled back to his editor a dispatch that began thus: "Calgary is optimistic", the editor wired back the immediate

State of Texas—another area where regional pride runs high and strong—and if the outsider wants to criticize he may be advised to "smile when you say that, stranger."

In studying our "table of values" it should be kept in mind that Alberta has only 6.9 per cent of the Dominion's population. The figures show how the Province rates in the Canadian economy, using official totals for latest years available.

Alberta's boosters can make these figures come alive with statistically backed statements like these on 1944 doings in their Province:

In 1944 Alberta led the Dominion in hog production—out of every three little pigs raised in Canada last year, one came from Alberta.

In 1944, Alberta led the Dominion
(Continued on Next Page)

CJCH

"The Friendly Voice of Halifax"

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

(Continued from Previous Page)
 ion in the production of coal (7,400,000 tons), crude oil (8,800,000 barrels), natural gas (28.5 billion cubic feet), sugar beets (350,000 tons), and rated at or near top in production of cattle, poultry and aryl products, wheat and other grain crops.

Turning to the future, Alberta can tell an even more impressive statistical story. The Province claims the world's biggest reserves of coal (between 40 and 327 billion tons), the world's biggest reserves of petroleum (one hundred billion barrels contained in the Athabaska tar sands), Canada's largest reserve of undeveloped farm land (thirty million acres), and Canada's largest reserve of natural gas. Add to this, very substantial reserves of timber (thirty billion cubic feet), water power (between 1 and 1.5 million horsepower undeveloped), breathing space (3.2 persons per square mile, second only to mountainous British Columbia) and a position at the gateway to Canada's most promising mineral region of the future, the Yellowknife-Great Bear Lake region of the Northwest Territories. Then you have an economic picture that is hard to surpass anywhere in the world today.

Albertans expect big things from the postwar tourist invasion that's predicted for their Province, and they certainly have plenty to offer the visitor. Canada's two biggest commercial tourist developments, Banff and Jasper, top the list of course, and Alberta tourist officials point out that motorists will have hundreds of miles of new mountain highways to explore in and around the two big national parks, thanks to wartime highway construction in the Rockies.

Then there's the Alaska Highway, that sixteen hundred mile strip of mystery, which may prove to be a big tourist attraction or which may be shut down permanently to save maintenance expense. Ottawa has indicated that the Highway will be maintained—but some Edmontonians who watched the U.S. Army pour money into the construction of the huge military undertaking are inclined to doubt whether Canada will be able

to maintain the road in the style to which it has become accustomed. Then too, the fact that the tourist of tomorrow will have to drive something like 530 miles north of Edmonton before he even hits the Alaska highway—and another 700 miles before he reaches the scenic section of the road—may be a factor against its chances as a tourist draw.

Many observers believe that the economic possibilities opened up by the Alaska road—and the tributary highways stemming from it—will be of vastly greater importance to Alberta in coming years than the tourist traffic. One way or the other, the Province will probably be a big gainer in the long run—and that's not even considering that rich sediment of Yankee dollars that the floodtide of U.S. Army roadbuilders left through Alberta during the hectic days of 1942 and 1943.

From a radio man's viewpoint, Alberta, like the other two prairie provinces, is a top grade market for three very good reasons:

1. It has a widely scattered population—796,169 people spread out over 248,000 square miles—the kind of market that can best be reached by radio.
2. It's a predominantly rural province (61.5 per cent rural dwellers, trailing only Saskatchewan and New Brunswick in this respect)—and farm homes are notoriously good radio homes.
3. Alberta agriculture is sufficiently diversified to iron out the "hills and valleys" to which the income of a one-crop region is subject, and Alberta farmers have a higher average annual income than most of their neighbors as a result. (Over the five years from 1940 to 1944 inclusively, Alberta's 99,372 farmers had an average annual income of \$3,154).

The number of radio homes in Alberta is slightly above the Dominion average of 75 per cent—since 140,728 Alberta homes, or 80 per cent, have at least one radio set. The far flung geography of the province, as elsewhere on the prairies, gives Alberta's seven radio stations what appears to be a fair

advantage in coverage over Alberta's six daily newspapers. It figures out something like this (with apologies to Elliott-Haynes, the Dominion Bureau of Statistics and CANADIAN ADVERTISING for data used.

Radio Homes 140,728
 Circulation of six Alberta daily newspapers 125,558

All this emphasis on the Alberta rural market might lead you to believe that there is something wrong with the urban picture in the Province—but such is far from the case. It's just the opposite, in fact, since Calgary and Edmonton are probably the fastest growing and most promising centres between Toronto and Vancouver.

Take the case of Edmonton, for example—the city that some pessimists expected to shrivel up and die after the U.S. Army of Occupation pulled out more than a year ago. Instead of dying, Edmonton has kept on expanding—and she now claims a population of 112,000 plus—as compared with 88,000 back in 1940. The expansion in the mining areas of the Northwest Territories seems to be taking up any slack that was left when Uncle Sam transferred his boys back south—and the Alberta capital is also staging something of a manufacturing boom, a boom that has lifted Edmonton into second place among

manufacturing centres of western Canada according to an announcement from station CJCA, Edmonton.

Calgary, still a little jealous of her northern neighbors sky-rocketing climb, hasn't been sitting idly by, not by any means. The city's population has continued the slow but steady increase which it has maintained in virtually every one of its seventy-odd years of life—and now claims a population of 96,000-plus—as compared to around 85,000 in 1940. As usual, the Foothills City is waiting for a new oil boom to explode—and with drilling activity at record levels throughout southern Alberta, Calgary may not have long to wait for another Turner Valley—as the original field may be nearing the end of its long and honorable career.

If this article had closed at the end of the last sentence, the author could have gone down in history as the only man who ever wrote 2,000 words about Alberta without mentioning either Social Credit or the famous chinook. Having mentioned them and lost my chance of immortality, I can only advise my non-Alberta readers to go out west and study these two curious natural phenomena for themselves—since each would require another 2,000 words for an adequate treatment.

Look to
RCA VICTOR
for Custom-Built
TRANSCRIPTION PROGRAMS


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



J. L. (Jack) SAYERS
 with Retail Sales throughout Alberta and B.C. gave Jack a thorough and useful background on entering the broadcasting industry. It is with great pleasure and feeling of confidence that we welcome Jack to CKCK.

● The welcome mat is out at CKCK for Jack Sayers who is taking over the top position in CKCK Regina's Commercial Department. Jack comes to CKCK after a wide experience in radio sales having formerly been a member of the sales staff of CJCA, Edmonton, and Commercial Manager of CJOC, Lethbridge. Former connections



R. J. (Bob) BUSS
 in 1933 with CJOC, Lethbridge, and rose to the position of Commercial Manager before coming to CKCK. It is with regret that we say farewell to Bob and we wish him every success in his new venture.

● Bob is leaving the position of Commercial Manager of CKCK, Regina, to take over the reins as manager at CHAT, a new 1000 watt station in Medicine Hat, Alberta, commencing operation in early spring. Little need be said of Bob as his outstanding radio abilities are well known to Canadian broadcasters. Bob entered the industry

CKCK
REGINA
 "The FIRST Station
 in Saskatchewan"

**CFCN
CALGARY**



**Unquestionably
Alberta's
Best Radio Buy**

**MORE
Coverage
MORE
Listeners
MORE
Power**



CFCN

**THE VOICE
OF THE PRAIRIES**

**10,000
WATTS**

See
**RADIO
REPRESENTATIVES
LIMITED**
TORONTO MONTREAL

MAKING SINGING COMMERCIALS SING

One out of sixty listeners to Cresta Blanca's dramatic show "This Is My Best", questioned in a recent survey, stated that what they liked best about the program was "the advertising". Asked "What did you particularly like about the commercial announcements?", 28 percent of those canvassed gave the reply: "They are brief and to the point".

"Yet, says S. D. Gregory, radio director of Schenley Affiliates, writing in PRINTERS' INK, "the commercial copy on "This Is My Best" uses the entire three minutes that CBS allows."

"Apparently", he continues, "the length of commercial copy is unimportant if the listeners like the copy. And about 86.7 per cent of the panel said they disliked nothing about the commercials."

"Twenty per cent", he added, "particularly liked the 'CRESTA BLANCA' musical signature which has been used continuously since February 1943.

Lazarsfeld and Stanton, in their book "Radio Research 1942-1943", assert that it is much more effective to make the sense of a statement clear to a listener than to repeat it several times. "The Cresta Blanca commercials", Gregory points out, "do not rely on repetition to any degree, but extreme care is taken to make sure that the meaning of all statements is entirely clear.

This works", he adds, "for the reason given for liking our commercials by 1 out of 4 was that they were interesting, convincing."

Discussing "How To Remember Commercials", Lazarsfeld and Stanton further state: "Rhythm is widely used in musical commercials, but it can also be applied to words and sentences. Laws of poetry and verse technique could be helpfully applied". According to Gregory, the Cresta Blanca commercials do just this; the opening commercial is in blank verse. And the phrases, "The crest of quality in wine since 1889", and "Whenever you dine, dine with wine, and make it the best wine" have a definite rhythm. "And C-R-E-S-T-A B-L-A-N-C-A with its syncopated rendition -on the air, first spelled to music, then pronounced to music with a rhythmical hesitation between the two words, and again pronounced to music in a normal cadence, is in our opinion the most efficient memory help of all".

The association of ideas, according to Lazarsfeld and Stanton, is another important principle. The program title, "This Is My Best", and the phrase, "make it the best wine", utilizes this principle, concludes Gregory, and "leaves in the listener's mind an association of ideas that will make him remember our product when he buys wine."



**More
Hope
THAN CHARITY**
Elda Hope

When the end of a year approaches, it is natural to look back over the preceding twelve months. When you scan that time with the magic eye of radio, some great changes are noted. Perhaps the greatest days during the past year were V-E Day and V-J Day. They meant much to a world shaken by war; and news on these days, as well as every other day, was adequately handled by radio. Yes, we have much to be thankful for.

Perhaps Canadian radio carries less fan fare and high-pressure salesmanship than that which entertains our American cousins but, in my opinion, it's doing a good job — and that job is well done. Sometimes the idea is suggested that we lack talent. This is definitely contradicted by the amount of talent which has left Canada for the States. It is true that far-away fields look green but, as it looks now, the majority of radio in Canada is fast approaching the top-flight stage.

It is becoming increasingly noticeable how few in number people are who say "We rarely listen to a Canadian station, we prefer American programs." There always is a reason which may partially be the quality of today's talent plus improved production. Then, too, some American programs are piped in on our networks. If you can stand the manner of discontinuance of the shows for the insertion of Canadian commercials, it may all be a good idea. An outstanding example of this is listening to "The Alan Young Show" on a Canadian station. Of course we all want to hear Young because he's clever and he is a Canadian, but must we endure double-talk from announcers?

There are plenty of good Canadian shows today of many varieties, but some of my favourites are missing — and they've been gone too long. One of these was Dodd's "Dream Time". Talent was top quality — Lucio Agostini's brilliant orchestra, that charming and clever vocalist Alys Robi, ballad singing Eddie Allen with Mercer McLeod as narrator and Elwood Glover announcer. To tie the whole thing into a very acceptable package was producer John Adaskin.

I'd still like to be able to tune in Purity Flour Mills' "This Is Our Canada".

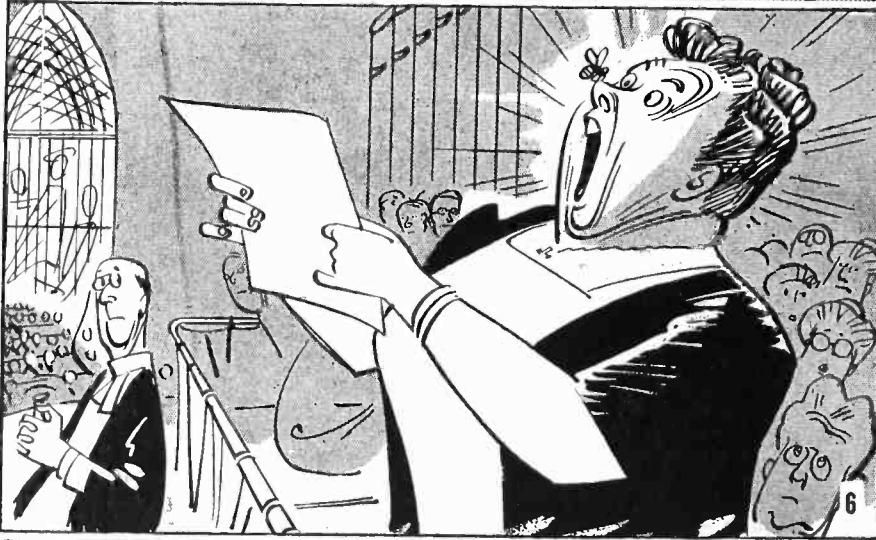
For a pleasant half-hour in the music-world, I liked "Reminiscing". It featured Russ Gerow's orchestra with his special arrangements. Joan Green and Frank Rockwood in the vocal department.

For downright contentment, I'd choose "Nocturne" programs as done by Frank Willis. The props were few — just well-chosen verse, a background of organ music and oh! what a voice.

I'd like to hear them all again — they'd make for a Happy New Year. And, by the way, the same to you.

ELDA

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

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

CKSF CORNWALL

Represented by
HORACE N. STOVIN
& COMPANY
TORONTO

MONTREAL

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

OTTAWA

Letter

by JIM ALLARD



A warm and graceful tribute came to Canada's information services in the House of Commons from Finance Minister Iisley on Friday, December 7th, when the tax-man announced termination of the national war finance committee activities. Nova Scotia's famous son said "... the accomplishments of the national war finance committee would not have been possible without the help of the Canadian publishers war finance publicity committee ... associated with this committee, the advertising agencies of Canada have rendered expert service ... the national radio committee, representing the Canadian Association of Broadcasters, Canadian Broadcasting Corporation, and the advertising agencies of Canada, has performed a similar function in the field of broadcasting".

Interesting to note that Ottawa Citizen, arch-critic of radio, has applied for FM and facsimile broadcast licenses in Capital City. Various returns made from time to time during present session of House show quite a number of FM and facsimile applications by newspapers in Canada; many of them not now in radio field.

There is some mild comment around Parliament Hill about CBC Board of Governors decision to brook no interference regarding its news broadcasts. The Justice Minister had informed Parliament that news concerning prison riots would not be carried by CBC, as such reports tended to create unrest in other prisons. The Governors issued a statement early in December saying "the board of governors of CBC has decided there shall be no restriction against inclusion in CBC news broadcasts of disturbances in penitentiaries ... felt by the Board that in peacetime there should be no restriction preventing any legitimate news being carried by the CBC ...". Credit for this stand is generally given to Dave Dunton, new Chairman of the Board. As General Manager of the old War-time Information Board, Mr. Dunton earned a reputation in the capital for graceful but determined independence.

Clothes do not make the man, the copybooks used to say; but they almost indicate the Department he works for in Ottawa. Noticeably, Trade and Commerce employees, at least in executive levels, strongly favor neat gray or brown pin-stripes. External Affairs go for severe blues and blacks; often with bowlers (Anthony Eden is the ideal)). Film Board employees appear to strive for the impression they have recently been rolling around the pavements.

Royal Canadian Air Force Staff College, for training of officers, has heavy syllabus, including lectures by specialists in certain fields. Included in the speaking list is Wilton Woodside, well known for his CBC commentaries

Increasing irritation is evident

in Parliamentary circles over necessity for handling divorce cases from two provinces. These have no divorce courts, consequently persons residing therein who desire to be legally rid of their spouses must obtain an Act of Parliament. Some sentiment is growing for creation of a special Federal Court, sitting in Ottawa which could handle these cases, and relieve Parliament of the time and trouble necessary for dealing with them.

No eyebrows have so far been publicly lifted on Parliament Hill over resolution of Social Credit convention in Calgary early in December, which urged Alberta government to "stop work on the Sabbath day and to urge our prime minister, Right Honorable MacKenzie King, to refrain from holding conference and business meetings on Sunday". Mr. King, in passing, is quite noted for his life-long regular attendance of Sunday church services. The same Social Credit convention in the foothills metropolis added "Sunday is being used largely for business purposes by radio advertising various wares with Charlie McCarthy's silly jokes for good measure" — asked that "the CBC be given a rest on Sunday or limited to broadcasting church services and addresses of a religious nature".

An increasing number of MP's are getting interested in necessity for special radio voice training; and there will be no charge for this information if qualified voice coaches living in same towns as MP's want to help along with the work.

And finally, may 1946 be a happy and memorable year for you and yours; and bring to the radio industry an increased stature and maturity

No Yule Plugs

No commercially sponsored programs will be broadcast over CBC English language networks on Christmas Day. As in previous years, the regular commercial shows have been cancelled to make way for a number of special holiday broadcasts. This practice has now become a regular CBC policy. The CBC French network is not affected by this ruling.

He Got The Bird

One wintry day not long ago some sympathetic soul found a lone lovebird shivering on a window ledge of the Fuller Brush Company's Hamilton (Ont.) office. Guy's bird store, on being advised, suggested prompt action to restore the bird to its owner; for what good is one little lovebird without another little lovebird to love?

Ten minutes after the sad story reached CKOC: Hamilton, an announcement of the find went out over the air. Five minutes after the broadcast, the Fuller people phoned to say the owner had claimed, and was coming to "get the bird."

CFPA

"Serving the Lakehead"

We're **MUSICAL** and Listeners Love it.

Music All Day On CFPA

ASK NBS

Port Arthur—Ft. William

IN THE WEST - it's



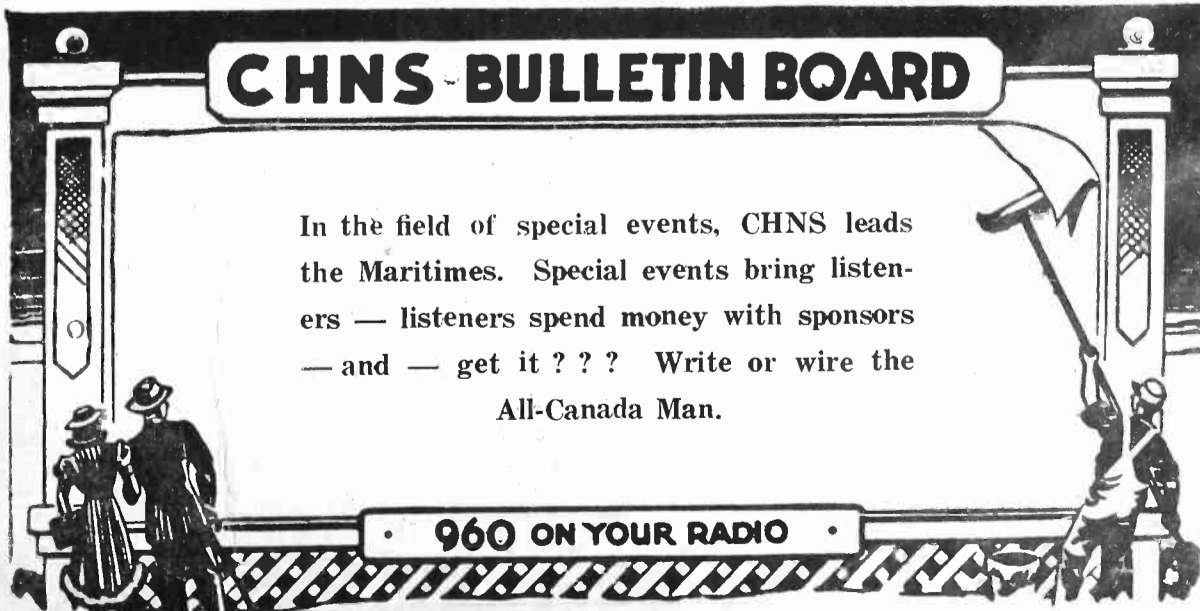
22 years of operation keeps CKY's finger on the pulse of the nation.

Another Manitoba-owned Station: **CKX BRANDON — 1,000 watts** Exclusive Sales Rep.: **H. N. STOVIN** Toronto - Winnipeg - Montreal

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



CKNB CAMPBELLTON N.B.

December 22, 1945

Dear Mr. Timebuyer;

HAPPY are the prospects for business as we prepare to welcome the first peacetime New Year in many long, long months.

NEW plans are in the making at CKNB; plans for increased power, improved programming, closer public relations; anything and everything to increase and HOLD our ever-growing family of listeners.

YEAR in and year out, it will be our aim to give you more receptive ears for your commercial message; so that, together, you and we may be up there at the top in the prosperous years ahead.

Yours very truly,

Stau Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

ACCENTUATE the NEGATIVE

It was my pleasure to hear, while in Montreal recently, an audition disc of "Sports Headline Time", a fifteen minute sports talk series with a strong national slant, which several agencies are reported to be eyeing with interest. "Sports Headline Time" is written and presented by Doug Smith, the young Calgarian they brought east from CFCN to do the play-by-plays (English) for the Imperial Oil Hockey Broadcasts out of Montreal. As in his Hockey Broadcasts and his "Big Moments in Sport". Doug brings a refreshing breath of youth into his work, and we'd like to appoint him Canada's "Young Man About Sport". The sample disc shows a great deal of research in back-grounding his stories, a facile pen in committing them to paper, and an intelligent, if somewhat noisy presentation. On this last point we are inclined to think there is nothing so serious that a nasty guy with a stop-watch can't fix it. He tries to make every line a headline which seems to destroy the effect of contrast a more intimate delivery might give. He tends to elocute instead of making his voice part of the family circle. But all he needs to do is to preface each sentence with an unspoken "Lookit, Butch" and to forget this "vast audience" stuff. Doug has a happy knack of telling his stories newsily and interestingly. The disc I heard would carry listeners right across Canada, and this is important. Given a few more years with attendant joys and griefs, and a mild dilution of Elixir of Clary Settell, here is Canada's embryonic No. 1 Sportsman of the ether.

Win Barron, editor and commentator of Canadian Paramount News, and director of Public Relations for Paramount Pictures in Canada has been made a couple of offers to do a Hollywood Gossip show on the Canadian air. Win, whose history in Canadian radio dates back to the late twenties, commutes between Toronto and New York City every week, and is in constant contact with the movie stars. Since his voice is heard across the country in news reels—he modestly sets his regular weekly audience at three million—it seems like somebody is going to buy themselves quite a package.

If the grape-vine rumor that a sponsor is nibbling at the CFRB sustainer, "Home on the Range" is true we'd like to see them dig up a stooge who could at least grunt understandingly when Gordon Howard philosophizes to various imaginary characters between the numbers in his role of Big Bill McEachern. Gordon does a nice job with the character, getting into him a quality of intimacy which is not too much and not too little but just right. But with no one to say even "Yes Dad", he is perforce talking into a vacuum.

Thanks to everyone for the nice way they take this column's gibes, which you can now tune out until 1946.

82 Years Young



Tuesday December 18 marked the date when A. P. "Pop" Howells celebrated his twenty first anniversary as leader of the four part choir and their carol singing in the Robert Simpson Company store during the week before Christmas. Mr. Howells who will be remembered in radio's earliest days when he was associated with CKGW and CKCL, both Toronto, is 82 years young. With his white hair and his abounding good cheer, he is as much a part of the Christmas scene as is Santa Claus himself.

SPARKLING!!

THAT'S DOROTHY DEANE

"CANADA'S FAVORITE SINGER"

For available dates, terms, etc.

Call The GEORGE TAGGART ORGANIZATION ADelaide 8784

Here's to a BIGGER & BETTER

1946

with

SPOT

BROADCASTING



First

IN CANADA'S THIRD MARKET

1000 WATTS going to 5000

Mutual Network

REPRESENTED BY ALL-CANADA RADIO FACILITIES

Radio Advertising Agencies

Information supplied by Canadian Association of Broadcasters

- ARDIEL ADVERTISING AGENCY LTD.: Toronto, Hamilton and Oakville
- ASSOCIATED BROADCASTING COMPANY: Montreal
- ATHERTON & CURRIER: Toronto
- BAKER ADVERTISING AGENCY LTD.: Toronto
- CANADIAN ADVERTISING AGENCY: Montreal, Toronto, Kelowna, B.C.
- COCKFIELD, BROWN & CO. LTD.: Montreal, Toronto and Winnipeg
- DANCER-FITZGERALD-SAMPLE (CANADA) LTD.: Toronto
- D'ARCY ADVERTISING AGENCY: Toronto
- A. J. DENNE & CO. LTD.: Toronto
- DOMINION BROADCASTING COMPANY: Toronto
- ELLIS ADVERTISING COMPANY: Buffalo and Toronto
- ERWIN WASEY OF CANADA LTD.: Toronto
- FERRES ADVERTISING SERVICE: Hamilton and Toronto
- JAMES FISHER COMPANY LTD.: Toronto and Montreal
- FRONTENAC BROADCASTING AGENCY: Toronto
- HARRY E. FOSTER AGENCIES LTD.: Toronto, Vancouver and Montreal
- GENERAL BROADCASTING CO.: Montreal
- J. J. GIBBONS LTD.: Toronto, Montreal, Winnipeg, Regina, Calgary, Edmonton and Vancouver
- R. F. GRIFFITHS ADVERTISING SERVICE: Winnipeg
- GRANT ADVERTISING OF CANADA LTD.: Toronto
- F. H. HAYHURST CO. LTD.: Toronto and Montreal
- L. J. HEAGERTY AND ASSOCIATES LTD.: Toronto
- PUBLICITE J. E. HUOT: Montreal
- RUSSELL T. KELLEY LTD.: Hamilton, Montreal and Vancouver
- KENYON AND ECKARDT LTD.: Montreal
- LOCKE JOHNSON & CO. LTD.: Toronto
- MACLAREN ADVERTISING CO. LTD.: Toronto, Montreal, Winnipeg, Vancouver and London (Eng.)
- MASON'S UNITED ADVERTISERS' AGENCY LTD.: Toronto
- MCCONNELL EASTMAN & CO. LTD.: London, Toronto, Montreal, Winnipeg and Vancouver
- McKIM ADVERTISING LTD.: Montreal, Toronto, Winnipeg Vancouver and London (Eng.)
- METROPOLITAN BROADCASTING SERVICE LTD.: Toronto
- JACK MURRAY LTD.: Toronto
- WILLIAM R. ORR AND COMPANY: Toronto
- ALFORD R. POYNTZ & CO.: Toronto
- THORNTON PURKIS: Toronto and Montreal
- E. W. REYNOLDS & CO. LTD.: Toronto
- RONALDS ADVERTISING AGENCY LTD.: Montreal and Toronto
- RUTHRAUFF & RYAN INC.: Toronto
- R. C. SMITH & SON LTD.: Toronto
- SPITZER & MILLS LTD.: Toronto, Montreal and Vancouver
- HAROLD F. STANFIELD LTD.: Montreal and Vancouver
- STEVENSON & SCOTT LTD.: Montreal, Toronto and Vancouver
- STEWART-LOVICK LTD.: Vancouver, Toronto, Calgary and Edmonton
- TANDY ADVERTISING AGENCY LTD.: Toronto
- J. WALTER THOMPSON CO. LTD.: Toronto and Montreal
- VICKERS & BENSON LTD.: Montreal and Toronto
- WALLACE ADVERTISING LTD.: Halifax
- WALSH ADVERTISING CO. LTD.: Windsor and Toronto
- WHITEHALL BROADCASTING LTD.: Montreal
- YOUNG & RUBICAM LTD.: Montreal and Toronto

International News

By Private Enterprise

"Private initiative and private facilities can do a very big part of the job of disseminating abroad information from America" in the opinion of William Benton, U.S. Assistant Secretary of State in charge of Public Affairs.

Writing in the NEW YORK SUNDAY TIMES, Benton says, "In shortwave radio, the role of private enterprise is under study. There is no profit in shortwave radio. The Government must put up the money. Other governments", he pointed out, "are using shortwave on an increasing scale. Technical efficiency grows from day to day. We cannot retire from the field. We have not yet determined how to operate it, or who should run and control it.

The government, said Benton, would gradually step out from the field of news distribution, and hoped that UP, AP and INS would expand their overseas coverage. "The government", observes Benton, "should not undertake to do what private press, radio and motion picture organizations do better."

"We do not intend to take part in any sort of international 'information race'", he concludes, "but neither do we propose to depend on other nations to speak to the rest of the world on our behalf."

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TO BE THE
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CFAC

CALGARY

But it's great to
be the advertisers
whose mail he brings!



Take advantage
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WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

HERE'S a spot YOU should be in—"Songs of the Range" — a colorful popular feature listened to every day from 1.00 to 1.45 p.m.. And recent mail response proves real coverage — from Winnipeg on the East to the Alberta boundary on the West. Ask our Reps.

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MONTREAL TORONTO WINNIPEG

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MONTREAL

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THE MAJOR PROBLEMS OF ADVERTISING

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At the RIGHT time
To the RIGHT people
are in capable hands at

CKAC
MONTREAL
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

THE PROGRAM PARADE AT CKCW



★ Our public said "yes", in no uncertain terms when we asked them should we continue Opera Preview . . . an informal chat on things operative by our genial Hubert Button.

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All of which adds up to something . . . like audience reaction having a big part in building CKCW's broadcasting schedule. Which is probably one of the important reasons for CKCW's popularity. . . For more facts . . . see Horace Stovin.

*We don't sell Time
.. We Sell Results*

C.K.C.W.
MONCTON N.B.

HORACE N. STOVIN
Representatives
Toronto and Montreal

PROPAGANDA BY PIDGIN ENGLISH

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Labor Eyes Radio

Organized Labor is making a bid for a strong position in FM broadcasting. Applications for FM stations have been filed with the FCC by the International Ladies Garment Workers Union (AF of L), and by numerous unions affiliated with the CIO, whose Political Action Committee has been urging its member organizations to make use of the opportunities that radio has to offer.

In all, applications for 16 FM stations have been made by the Unions, which are prepared to spend \$1,000,000 or more to build and get them into operation. Most of the stations would divide their air time evenly between sponsored and sustaining programs, with educational and public service features afforded a prominent position on their schedules.



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* * *

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Sir: Your Christmas i was a masterpiece. Ne did so many people "Happy Christmas" in many ways with three fonts to choose from.

Hey, Art! When did they that third font?

* * *

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The game was telecast over Philco's WPTZ in Philadelphia, carried by coaxial cable to New York and transmitted from NBC's WNBT atop the Empire State Building. GE picked up the telecast from WNBT on its supersensitive receivers on a mountaintop near Schenectady, from where a coaxial cable connected it with WRGB, the GE video transmitter.

The Army-Navy contest thus almost certainly was watched by the largest crowd on record. It was estimated that television added several thousand to the crowd of over 100,000 in the Philadelphia stadium.

Generally, the pictures were satisfactory. It wasn't at all difficult to follow the play, see the arrival of President Truman and the pre-game ceremonies. However, due to the relay link, detail was not as sharp as with direct pickup of a local contest.

The best images were those supplied by the newly developed image orthicon, sometimes called a "noc- icon" because of its ability to "see" in the dusk of a fall day.

Demonstrating newspapermen and engineers, the image orthicon is a super camera tube which has emerged from wartime secrecy exhibition that included still remote pickups. The tube readily transmitted scenes illuminated by candle and match light, picked up scenes with infra-red in a blacked-out room.

During nontransmission in New York, members of the audience themselves televised under conditions that proved the sensitivity of the new electronic which solves many of the difficulties of illumination, programming and visible round-the-clock coverage and special events. This was capped when engaged out the studio where writers were assembled and the unprecedented spot picking up television apparent darkness.

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Jack Dawson and Gordon Cook have started a new radio game series called "Teletest" over CFRB, Toronto, 15 minutes a week for Carter's Little Liver Pills. Release is through Ted Bates Ins., New York City.

Air Checks



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The VOICE OF THE OKANAGAN

See All-Canada or Joe Weed

TIMELY... LIVELY NBC RECD SHOW

Tobé's Topics

"natural" for mass fine appeal

TOBE'S TOPICS is a woman's program that tops for many big reasons: It features Tobé... a woman as power-and-influence wherever women gather... a convincing personality who talks women about problems close to their hearts. To that, this distinctive program offers women an active parting this program they want to hear, for Tobé awards prizes for topics and using anecdotes chosen from those sent in by women.

TOBE'S TOPICS is an NBC produced — twice weekly program that is your own show in your own town at a very low rate... made possible only because of nation-wide distribution.

Leading stores report overwhelming success for Tobé's Topics. It offers a great opportunity to catch a lion's share of feminine attention and it's now doing a production for department stores and specialty shops in 44 U.S. cities from San Francisco to Boston.



TOBE, leading fashion authority, discusses in her magnetic manner, not only fashion, but homemaking, children and many other subjects of feminine interest. *She knows women and what they like to hear.*

Available in Canada through ALL-CANADA RADIOLITIES LTD. Victory Building, Toronto

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Sir: I am a little puzzled about your announcement of a new publication called "Pulse". I always thought this was what they ate with oysters in Nova Scotia.

—:Wilf Dippie

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We never knew that Austin stammered.

* * *

REFERENCES REQUIRED

And then there's the producer who said: "If the guy had told me he'd been writing scripts for the American networks, I'd have known how good he was."

* * *

FAINT DAMN

Sir: Your Christmas issue was a masterpiece. Never did so many people say "Happy Christmas" in so many ways with three type fonts to choose from.

—:A. S.

Hey, Art! When did they get that third font?

* * *

RESOLVED

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Unseen infra-red (black) lights were turned on, but it was so dark that no member of the audience could see the person next to him. Then on the screens of the television receivers in the studio appeared bright images of a performer and other persons in the room. The Image Orthicon tube, it was explained, achieved the feat through

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TIMELY... LIVELY NBC RECORDED SHOW

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"natural" for mass feminine appeal

TOBÉ'S TOPICS is a woman's program that you'll rate tops for many big reasons: It features Tobé... a name that has power and influence wherever women gather... a convincing personality who talks to women about problems close to their hearts. Added to that, this distinctive program offers women an active part in making this program the way they want to hear, for Tobé awards prizes for winning topics and amusing anecdotes chosen from those sent in by listeners.

TOBÉ'S TOPICS is an NBC produced 15-minute — twice weekly program that is your own show in your own town for a very low rate... made possible only because of nation-wide distribution.

Leading stores report overwhelming success with Tobé's Topics. It offers a great opportunity to catch a lion's share of feminine attention and it's now doing a productive job for department stores and specialty shops in 44 U.S. cities from San Francisco to Boston.

Available in Canada through ALL-CANADA RADIO FACILITIES LTD.
Victory Building, Toronto



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