

# CANADIAN BROADCASTER

VOLUME 4 NUMBER 1

10c a copy — \$2.00 a year

JANUARY 6TH, 1945

"May your '45  
be loaded!"

—Harlow Witcoz

## Service Is A Savior

As 1945 commences, the business of broadcasting is riding on the crest of a wave. This is not peculiar to broadcasting, for every other advertising medium—every other business for that matter—is thriving in an unprecedented manner. And if we view the situation with any degree of honesty we shall admit that the boom is not the result of our sound business operation, it has not occurred because of our individual industry and application. It has been occasioned absolutely and entirely by what may be loosely termed the manpower shortage, and, please God, the time is not far distant when Johnny will come marching home.

A backward glance at last year's calendar of business discloses a peculiar mixture of feast and famine. Never has business seen more prosperity, but never has it achieved so much by doing so little—so little, that is, in terms of deserving the benefits bestowed on it.

It is a cliché, but a good one—"Easy come, easy go."

The keynote of free business is competition; the yardstick of competition is service. But during the "Seller's Market" era through which we are passing, opportunities for rendering the kind of service on which healthy business operates have disappeared. Instead of anaesthetizing their customers with all kinds of extra courtesies and refinements "on the house", business has had to scramble to supply the buyer with half his requirements, and then shoo him off the premises and see if it can pacify the next one in the line-up.

The situation is fantastic.

During this period, discerning executives are viewing with considerable alarm the current trend, born in many instances of the exigencies of war, toward government intrusion into the realms of private business. Those who have taken the trouble to analyze the situation, and they are relatively few, are divided into two groups: first, those who have set forth ruthlessly to do battle with the aggressor, and second, those who say: "To Hell with it, they'll never harm us." Though all must appreciate the fact that the justification, as far as public opinion is concerned, lies right in their own operation, we know of none who have honestly set about cleaning their own houses as a means of resisting the forces that have set themselves up to destroy them.

The cause of socialism will sink or swim according to public opinion, and, say what you will, a strong feeling is still prevalent that private business will not be able to pilot the country through the months and years of rehabilitation and reorientation that lie ahead. John Public is greatly impressed, and rightly, with the wartime boom, but he wrongly attributes this to the fact that government has felt forced to impose its control on business, and he is inclined to believe that the same kind of controls can pilot him through the difficult years ahead.

Stripped, in certain respects, of the privileges of rendering "service" to its customers, private business no longer has the jump on bureaucratic operation. But private enterprise has lost more than the right to go all out on packaging and delivering its merchandise. With the need for sales promotion removed, it has lost the inclination to do any more than it has to, knowing that its wares will sell as soon as they can be unpacked, to a long line-up of eager buyers.

Such expressions as "didn't you know there was a war on?", "Sorry we can't deliver small packages;" "We'd like to circularize your dealers, but the paper restrictions . . ." all these and a thousand more, while they are undoubtedly unavoidable while we are at war, have let a spirit of "take-it-or-leave-it" enter our minds, a spirit which cannot but live on unless something is done about it now.

As the new year starts, we must take down those signs that read "Please do not offend our help, we can get lots of customers". Then we must dust off the grime from the ones we took down five years ago—"The customer is always right".

*Richard S. Lewis*

Editor.

## For Distinguished Service To Canadian Radio

Canadian Broadcaster To Announce  
"Beaver Awards"

In the sincere belief that greater publicity among the Canadian public will increase both the appreciation and enjoyment of Canadian talent the CANADIAN BROADCASTER takes pleasure in announcing that it will shortly be making its first annual "BEAVER AWARDS" for Distinguished Service to Canadian Radio. Over the past months a list of artists has been prepared from all fields of Canadian radio, and the awards will be ready for presentation early in February.

Besides talent, other phases of the business are being considered and it is anticipated that further awards will be made for important contributions in such fields as public relations, community service and so forth.

The "BEAVER AWARDS" will take the form of framed citations, and the names of this year's winners will appear in the CANADIAN BROADCASTER for February 10th, in which issue there will also appear pictures of the recipients.

In selecting the name "BEAVER

AWARDS" we are endeavoring to impress on the public that they are entirely Canadian. Winners are being selected from Canadians who are still professionally engaged in Canadian radio, for their contributions during the past year.

### Volume 4 Number 1

As we start on our fourth year of producing this publication, we cannot resist taking time and space to express a sincere word of appreciation to those whose co-operation has made our progress possible.

To our advertisers and subscribers, thank you, gentlemen; to the boys at the Sovereign Press, many of whom gave up their New Year's Day holiday in order that, festivities notwithstanding, this issue might appear on time, our deep appreciation; to Rapid Grip and Batten Ltd, to United Paper Mills, Ltd., to all our suppliers, your continued co-operation through these difficult times is appreciated more than we can say.



W. GEORGE AKINS  
President



THOS. E. WALSH  
Chairman of the Board

At a Special Meeting of the Shareholders held in Toronto on December 6th, 1944, W. George Akins was elected President of the Walsh Advertising Company Limited, and Thos. E. Walsh was appointed Chairman of the Board.



G. E. (Ted) RUTTER  
Research Director



**HORACE STOVIN**



J. R. (Red) PEARCEY  
Asst. Sales Mgr.



MARY KNIGHT  
Toronto



BRICKEE STUART  
Toronto



BETTY OGDEN  
Toronto

The entire organization of  
**HORACE N. STOVIN**  
 AND COMPANY  
 Winnipeg Toronto Montreal  
 and the 22 Independent  
 Radio Stations whom  
 they represent  
 are at your service in  
 any phase of  
**RADIO ADVERTISING**



W. (Bill) WEST  
Toronto Sales



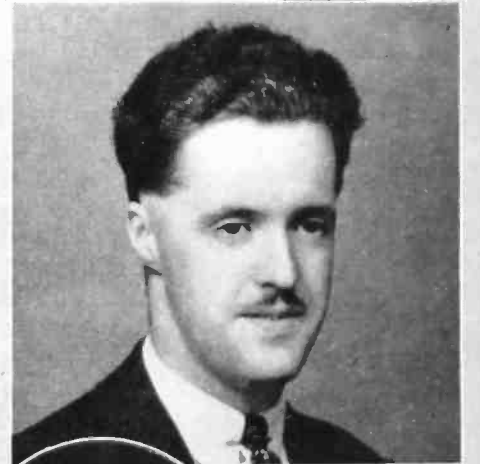
DOROTHY LOCHT  
Winnipeg



STAN IRWIN  
Winnipeg



BETH WHYTE  
Toronto



WALTER GRIGG  
Brandon



FLORENCE WARD  
Winnipeg



A. T. (Tony) MESSNER  
Mgr. Winnipeg



J. R. (Jim) KNOX  
Sales Mgr.



RALPH BOWDEN  
Mgr. Montreal



SHIRLEY CHIVERS  
Winnipeg



GERRY HUNTOON  
Montreal

**Sounding Board**

**HORRORS, DR. FRIGON!**

Sir: Dr. Frigon, of CBC, is apparently dead against horror on the radio. Says he has power to stop it, too — but hasn't used it yet because broadcasters can be subject to "persuasion."

Where in Heaven's name will these bureaucrats stop?

Will they write Scrooge out of the Christmas Carol?

Will they ban the works of Edgar Allen Poe?

Will they take Indian scalplings out of history books?

Will children be guarded from the ghastly fact that Kings once used their powers to chop heads off? (You can't chop heads off by persuasion!)

This is not captious criticism. It is serious business, because if constantly increased domination of radio spreads to the press and other literature, it won't take too long to get back to the Dark Ages.

Dr. Frigon has a duty now to tell us what he means in more exact terms. He should define his conception of a horror story. Good literature has always been based on dramatic situations. The Bible contains many a horror story. We must beware of too many CBC-inspired re-writes.

Broadcasters are good fellows. Many of them have kids of their own. They can be trusted to refine their schedules without stripping them of the dramatic elements which make them live.

—Demos

**BIRTHDAY PARTY.**

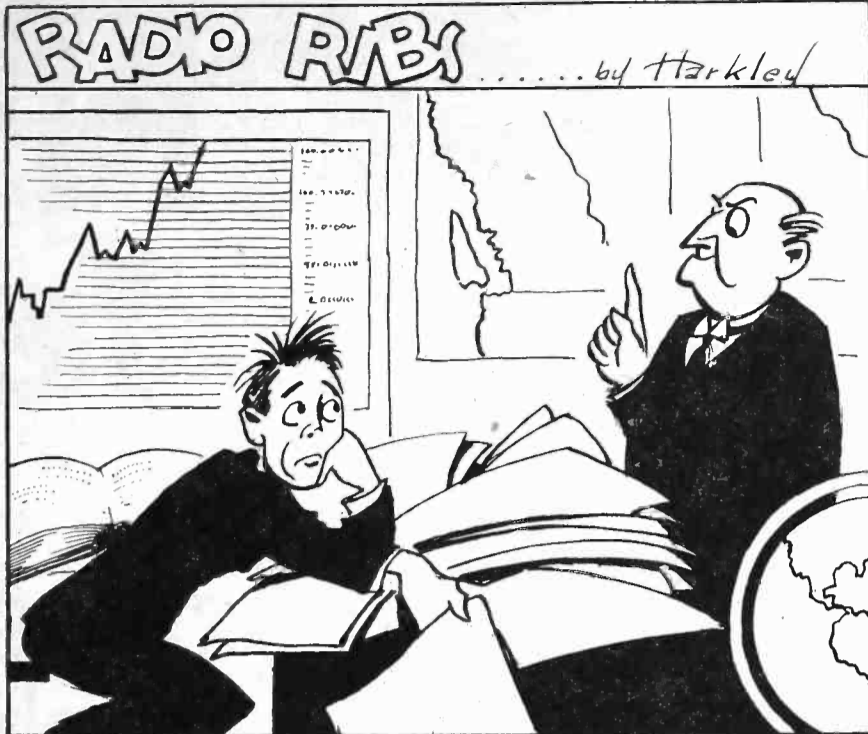
A thousand children escorted by at least twice as many grown-ups descended on Grande Prairie, Alta., December 16th to accept CFGP's invitation to attend a free picture show and public dance celebrating the station's 7th birthday. Cecil Berry, CFGP manager who is recovering from an injury to his left shoulder contracted while practicing his African golf, conveys his seasonal greetings to "pals like Maurice Rosenfelt, Joe Sedzwick and Reg Beattie" and asks us to assure them that he will be ready for all comers in February.

**EX LIBRIS**

Major Wm. Cones (Bill) Borrett, author of "Tales Told Under the Old Town Clock" writes us that his third book "East Coast Port" will be off the press in a few days, and we look forward to receiving the copy he promises us. Another author from the radio field, Dick Diespecker, has sent us a copy of his book of poems "Between Two Furious Oceans". Both of these we hope to review in an early issue.

**INVISIBLE BORDER**

American radio is celebrating its 25th anniversary as of December 31st, 1944, with promotions, programs, etc., geared to the slogan "Pledged to Victory."



"Yes Mr. Kilowatt, I agree that radio is the world's greatest force for the democratic way of life, and I am happy to inform you that we plan using a twenty second flash on Station CLAM early in September."

**ATTENTION PLEASE**

The attention of all radio men is called to an article "R.C.A.F. Calling" sent us from London by Squadron Leader A. A. "Andy" McDermott. It carries an important message.

**WANTS CRITICISM**

Sir: Allow me to congratulate you on the continued growth of your paper and to say that I look forward to its appearance twice every month. I cannot express complete agreement with all the views you express, and at times I am inclined to foam a little at the mouth when your opinions go completely hay-wire. However I still read it — every issue. If I may be permitted to offer a suggestion, it is my opinion, and I know that you have expressed it as yours on more than one occasion, that one of the most serious gaps in the Canadian radio set-up is a complete lack of criticism of programs. It is the critics who have contributed tremendously to the progress of the theatre, the motion picture industry, literature and all forms of expressive art. Realizing this as you obviously do, I find it difficult to understand why your paper, which apparently likes to make a display of so-called journalistic courage, has not, long since, made some attempt to fill this, to my mind, quite serious need.

Thespian

Thanks, Thespian, for all of your letter. You are quite right about lack of criticism, but we are inclined to wonder whether this trade paper is the place for it. Perhaps we shall hear other opinions on the matter.

**Appoints New Agency**

Northern Electric Co. Ltd., Montreal has appointed Harry E. Foster Agencies Ltd., its advertising agency, the new arrangement to take place as from January 1st. The Foster agency, which has head office in Toronto, and a branch in Vancouver, will shortly open a third office in Montreal. Northern Electric advertising was previously handled by Cockfield Brown & Co., Ltd.

**MUSIC**



is under the direction of  
**GEOFFREY WADDINGTON**  
at  
**CFAC**  
**CALGARY**

... another reason for the CFAC habit ...  
Take advantage of it!



STUDIOS:  
SOUTHAM BLDG.  
CALGARY

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

*In the Air*

hundreds of hours of flying experience means Safety!

*On the Air*

Dominion's thousands of hours of recording experience means Satisfaction!

Your Recording is Safe and Satisfactory with Dominion

*Duophonic Recordings*

**DOMINION BROADCASTING COMPANY**  
4 ALBERT ST. TORONTO



Telephones:  
Hamilton: 7-4505  
Toronto: EL. 6555  
Montreal: PL. 8749

*Hamilton Market*

Represented by  
**CHML**

J.W. Ken.

# CFCN

## *dominates*

**All Southern Alberta and Eastern British Columbia!**

(SEE THE LATEST BUREAU OF BROADCAST MEASUREMENT REPORT)

{ In ALBERTA — Census Division . . . . . 1 - 9 }  
 { In BRITISH COLUMBIA — Census Division . . . . . 1 }

**CFCN has 8% More Weekly** circulation than any three competing Alberta Stations.

**CFCN alone has 87%** coverage penetration — 3 competitors combined have 82% coverage penetration.

**BUT** that is not all!

**CFCN OFFERS BONUS COVERAGE**



	Radio Homes	Weekly Night Time Circulation
*Primary Coverage . . . . .	27,279	14,379
Secondary Coverage . . . . .	65,431	26,073
Tertiary Coverage . . . . .	47,660	7,890
	<u>140,370</u>	<u>48,342</u>

\*Primary coverage . . defined by B.B.M. as the area in which the station obtains 50% or better coverage penetration.  
 Secondary coverage . . where the penetration is from 25% to 50%  
 Tertiary coverage . . where the penetration is from 10% to 25% exclusive. Less than 10% penetration is not considered coverage.

*Unquestionably*

**ALBERTA'S  
BEST RADIO BUY**

# CFCN

**10,000 WATTS - 1010 KC. Clear Channel  
CALGARY, ALBERTA**

# CANADIAN BROADCASTER

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

JANUARY 6TH, 1945 — VOLUME 4, NUMBER 1

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

## RCAF CALLING

by S/L. A. H. McDermott (R.C.A.F. Public Relations — London)

(EDITOR'S NOTE—Possibly Canadian radio men may not fully realize the importance of the recorded interviews with men and women from their own areas who are serving overseas — supplied to them by the Public Relations Branch of the R.C.A.F. Many Canadian stations are utilizing these interviews, giving them all the thought and attention they require so that listeners in their own areas may have full enjoyment from hearing the voices of their own boys....Because there may be other stations which have not realized just how much these interviews mean to listeners in their immediate communities, we are printing the following article which has been sent us from London by Andy McDermott).

"This is an RCAF Overseas Radio Reporter speaking from . . . How many thousands of Canadians—and Americans, too—have listened to those words introducing a four or five-minute recorded interview with some member of the Royal Canadian Air Force now serving on one of the world's many battlefronts?

We don't know over here . . . but we do know that under our schedule there is not a day goes by that somewhere in Canada or the United States there is at least one station carrying that opening message to a good "hot" story.

It is the "by-line" of the most unique service rendered to broadcasting stations and their listening public anywhere, or by any of the armed services of the United Nations.

And it's all for free . . . or practically so.

It is intended to supplement the work of the war correspondent and the radio network war broadcasts, not compete with them. It is peculiar to Canada because, with such an enormous stretch of territory, we have an unusual radio problem . . . more than 80 radio broadcasting stations, each with its own audience.

The RCAF carries out the biggest bombing raid of the war. That's big news — network news. So we let the networks cover that. Probably we will arrange to have a network correspondent on the spot for the "show", to bring a bombing leader to a central point where the network correspondent can interview him.

That's the "big business" side of P. R. Radio work.

Pilot Officer Joe Doakes of Centretown, Canada, takes part in one of any of the hundreds of Typhoon sorties over enemy territory in Holland. Jimmy shoots down a Hun, or maybe he bombs a train. It's a big day for Jimmy. But the story

is no world-beater; no headliner; no network feature.

But it's still a big story back in Centretown. And, often only a week later, Jimmy is heard telling that story to an RCAF Overseas Radio Reporter in a recorded broadcast flown from the battlefield for special airing over station CLUK.

But sometimes over here we wonder if station CLUK's manager and staff realize what they are getting . . . what effort and heartaches and cost went into delivering that single aluminum-based disc to CLUK's doorstep.

On paper, at first glance, it looks simple. The RCAF Public Relations radio section has a mobile recording unit on the European continent, currently in Holland,—and another in London. By arrangement with radio-minded press Public Relations Officers, it obtains added material from Rome, Cairo and India. It is all flown to London by RAF and RCAF air transport, is checked and forwarded by bomber across the Atlantic to RCAF Headquarters in Ottawa. These shipments are broken up and individual discs forwarded by fastest means to individual stations for broadcasting.

With each shipment from Ottawa goes a request to the broadcasting station to air the disc as soon as possible, yet to be sure and advise the next-of-kin of the speaker. The station is asked to advise the Radio Liaison Officer at Ottawa of the time and date of broadcast as soon as possible because, until that word is received, a constant check must be kept with the Casualties Branch at AFHQ to prevent the chance "voice from the dead". War does not wait.

It looks simple enough.

Well, over here we've worn out one recording van and crew since D-Day alone, covering the doings of our lads in blue on the Continent. Bad roads that brought broken springs and smashed equipment, bad water and hurried meals that brought dysentery, itch and 'flu tell only part of the story.

Here's a typical case reported by F/O Charlie Hutchings (ex-Cockfield Brown, Toronto) in charge of the field radio units on the Continent:

"The van and LAC Art Boulton (ex-CKCL and CHML) were out at an airfield discing some stuff they'd been trying to get for two days, when a couple of dirty-faced characters ran in with the news that they had finally done the dirty on a castle the Huns had used as H.Q. I managed to scrounge a ride with a press PRO to get the confirmation from another squad-

ron. It was only ten miles away but with the mud and war traffic it took nearly two hours. The war was hot and heavy so it took some time to get the story then I had to sit around and wait for Art and the van to come along with Scotty (F/O Scott Reid, ex-CKNX, Wingham) and his recording gear—while I scribbled my story in long hand. By this time we'd had the daylight—you know we have curfew after dark so no moving about — also the censors and the ADLS (Aircraft Delivery Letter Service) which hustles discs and dispatches from the field to London. So next morning we took the truck back and disced the guys".

Generally the censors are located at one spot, usually at or nearest the spot where the war correspondents operate from. For the Warcos it is not such a difficult problem to travel out, get a story, then come back, write it and get it censored. But for the radio reporters it means going out, getting a story, writing it, rushing back to get it censored, then hurrying off again to record the voice of Pilot Jimmy, rushing back to the censor to play it for him so he will put his stamp on the disc then packing it up, addressing it, getting it to the ADLS airfield and hoping it will get to London in time for dispatch to Canada despite weather, more censors in London, and the vagaries of official dispatch riders.

Meanwhile, in London, Sergt. Homer Nuffin, of Blankville, Ont. has been rounded up by someone and is partly willing to tell his story for the folks back home. Only Homer is on leave in London and figures that if he spares an hour out of his ten days he is wasting a big chunk of his leave. P/O Ken Meyer (ex-WHDH, Boston), a

tour-expired bomb aimer anxious to stay in radio, gets the details and the interview. Three copies of the script must go by dispatch rider to the censors. Maybe Homer was with Coastal Command so that means Navy censors have to peek at it as well as the RAF. So you tell Homer to come back tomorrow.

Next day Homer comes in late, with a hangover. Ken is away with the mobile unit so you get F/L Ray Mackness (ex-CBC, Vancouver) away from writing script for one of the 26 half-hour variety entertainment shows produced overseas by the RCAF for the BBC Allied Expeditionary Forces and General Forces networks every month. Our unit being away, Ray takes Homer off to the CBC underground recording studios to disc his story, leaving the musical script to F/O Bernie Yuffy (ex-CKLW, Windsor) and Sgt. Ted Hockridge (Vancouver).

We get wonderful co-operation from the CBC over here and John Kannawin, the overseas director; A. E. Powley, Peter Stursburg, Gerry Wilmot, Andrew Cowan, and the others seem too often forgotten in the news write-ups back home. For instance, the CBC supplies a recording van and engineer in Holland and we supply Corp. Don Fairbairn (ex-CBC, Toronto) for reporting air force activities from the fighting fronts.

But this is a disc story . . . discs for individual stations across Canada and, sometimes, in the U.S.A.—more than 50 a month, and soon to be double that number . . . retailing, first hand, the doings of the Joe Doakeses on the fighting fronts.

Yet some broadcasting stations, very few we're glad to say, think the RCAF is "asking a favor".

What do you think?

As of February 1st, 1945  
**CKCR**  
 KITCHENER  
 becomes  
 A *William Wright* STATION  
**WILLIAM WRIGHT**  
 Victory Building, Toronto  
 New Telephone Number—ADelaide 8481

# Memo to Time Buyers!

The war has changed many things. Many civilian lines have had to be discontinued in favour of war production.

With these changes comes the problem of keeping the experienced retailer in business . . . ready to handle your specialties after the war.

Even though you have nothing to sell you can help by advising on care and maintenance and about substitutes. You can tell them about your post war plans and new developments.

Advertising can also help you to compile a list of prospects for your line when production begins again.

Advertising can do for you a bigger job than ever before. Start with CJBR in the heart of the lower St. Lawrence Timber belt, where thousands of buyers with millions to spend await the progressive advertiser.



Affiliated with the C.B.C. 1000 Watts.

*The key to the lower St. Lawrence*

# CJBR

RIMOUSKI

## "Horror" Shows Should Be Defined

Notwithstanding press statements of Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corporation, that the CBC is urging all private radio stations not to renew contracts for "horror programs" Montreal's privately-owned stations have not been approached on the matter yet.

"We have had no such request," says J. A. Shaw, manager of CFCF, adding "this is the first I've heard of it."

"Just what do they mean by horror programs?" he asked. "Such a term is extremely vague and could apply to many types of entertainment" he points out, stating that it might possibly refer to detective, murder, and supernatural stories, or even to certain children's programs. "Before any action could be taken to cancel such programs, it will be necessary for the CBC to clearly define the meaning of horror broadcasts.

"Some people are never satisfied," opines Mr. Shaw. "Some object to concert music, some to jazz, and to other types of programs." Continuing, he said: "Radio is constantly endeavoring to meet the wishes of its listeners. If adventure type dramas come within horror category then it would appear that listeners approve this type of program by their demands for such".

Confirming Mr. Shaw's statement, Phil Lalonde, manager of CKAC, said "Officially we have not been notified by the CBC to drop horror broadcasts. While we agree in principle, we must however, recognize the fact that such programs satisfy a certain demand as do other types of broadcasts."

## Convention Issue

Advertisers desiring space in the Convention issue, in the mail February 7, are asked to check with Art Benson, Broadcaster Production Manager, as soon as possible in order that they may be assured of obtaining the space they require. Final closing date for advertising for this issue will be January 24, but it is advisable to reserve space ahead of time.

## Will Experiment With Television

*Montreal (BUP)* — As soon as the necessary equipment and supplies now on order are secured from United States experimental work will be started at station CKAC in television production.

Objective of the experimental work will be to have a trained and experienced staff ready for the operation of the \$500,000 television station with a range of 25 miles, which CKAC plans to build on the Montreal mountain after the war.

Preliminary studies on the television project have been completed by Leonard Spencer, chief engineer of CKAC who will be in charge of the experimental work which it is hoped will be underway by or before spring. Associated with Mr. Spencer will be Henri Letondal, Montreal dramatic producer, who will be in charge of the actual program production of the new television project. Mr. Spencer and Mr. Letondal will tour a number of the leading television centres of United States in the immediate future to secure first hand information on television broadcasting, both in technical and program production methods and will bring their experience to the experimental work so that when the actual broadcasting is started their staff will already be accustomed to all the problems.

## Catholic Radio Bureau

Ecclesiastical authorities in Montreal have been informed that arrangements are being started to re-establish the pre-war contracts of the Catholic International Radio Bureau. The pre-war headquarters of the organization were maintained in Amsterdam but at present temporary quarters have been set up in London. Father G. N. Dito will visit Vatican City next month to discuss the future of the bureau and a meeting of former members is expected to be held in either London or North America. Before the war the Bureau maintained relations with 28 countries.

CKOV served local accounts  
in NINETEEN communities in  
the Okanagan — Similkameen  
in October, 1944.

CKOV spells C(K)OVERage in one  
of B.C.'s best markets.

# CKOV

KELOWNA  
B.C.

The VOICE OF THE OKANAGAN

# TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by  
ART BENSON

MILES LABORATORIES (ALKA-SELTZER) pipe in "National Barn Dance" from the NBC to 26 stations of the Dominion Network, beginning January 6. Saturdays at 9.00 p.m. (E). Cockfield Brown & Co. Ltd., Toronto.

DOMINION CORSET CO. LTD.: already under way for 13 weeks "Silhouette Musicale" over CHRC, Quebec City and CKAC, Montreal. Placed direct.

INTERNATIONAL SILVER CO. OF CANADA: renews on January 7 "Adventures of Ozzie & Harriet" over CFRB, Toronto; CKAC, Montreal and a number of CBC stations. Sundays at 6.00 p.m. (E) Young & Rubicam Ltd., Toronto.

DALGLISH ONTARIO (JAVEX): 15 minutes 3 a week starting January 1, "Drama for Today" transcribed adaptations of Liberty Magazine Short Short Stories, over CFRB, Toronto; CKOC, Hamilton; CKCO, Ottawa; CFPL, London and CKCR, Kitchener. 1 a week over 15 other Ontario stations. MacLaren Advertising Co. Ltd., Toronto.

LIFE UNDERWRITERS ASSOC. OF CANADA: 15 minutes 1 a week series of 6 transcribed programs "To-Morrow Is Ours" under way over CHEX, Peterborough; CKWS, Kingston; CFOS, Owen Sound and number of Canadian stations. To be extended in January. MacLaren Advertising Co. Ltd., Toronto.

CANADIAN WATER PAINTS LTD.: commence spot announcements twice a week starting January 2 over CHML, Hamilton. Placed direct.

CANADIAN CHEWING GUM SALES: renewed spot announcement campaign over CHML, Hamilton for one year from January 1, 1945.

Baker Advertising Agency Ltd., Toronto.

CHAPMAN'S BROS. LTD.: started December 31 for 26 weeks "Hollywood's Open House" over CKEY Toronto. Sundays at 2.30 p.m. (E) Frontenac Broadcasting Agency, Toronto.

THOR-CANADIAN CO. LTD.: beginning in January transcribed spot announcements over number of Canadian stations, Frontenac Broadcasting Agency Ltd., Toronto.

LYMAN AGENCIES LTD.: 15 minutes 1 a week "Pacquin's Hit Parade" extended to CHML, Hamilton. Started January 2. Ronalds Advertising Agency Ltd., Toronto.

COCA-COLA CO. OF CANADA LTD.: replaced "Victory Parade" with the "Coca-Cola Music Club" started January 1, over CBC Trans-Canada network. Mondays at 8.00 p.m. (E). D'Arcy Advertising Company, Toronto.

ALLCOCK LAIGHT AND WESTWOOD CO., LTD.: 15 minutes, 1 a week. "Ski Trails" under way over CKEY Toronto. Placed direct.

CROSSE & BLACKWELL CANADIAN CO. LTD.: using 312 flashes during 1945 in Toronto and Vancouver. Release is through McKim Advertising Ltd., Toronto.

OGILVIE FLOUR MILLS LTD. presenting a new musical program on 51 station through J. J. Gibbons Ltd., Montreal.

G. T. FULFORD CO. LTD. has scheduled spots on 32 Ontario, Quebec and Maritime stations for Children's Own Tablets, and a further campaign over 50 stations, coast to coast, for Baby's Own Tablets. Release is through Street & Finney Inc., New York.

## Staff Items

Larry Martin, formerly with CFCF, Montreal and CKCO, Ottawa and recently discharged from the army has joined CKEY, Toronto as newscaster and announcer. Corrine Edwards has been added to the traffic department at CKBI, Prince Albert. G. Barrette has joined the French announcing staff at CBF, Montreal. Marguerite Charlebois has left the announcing staff of CBO, Ottawa to join the Canadian Wartime Information Board in Paris. Jack Smith from Vancouver has joined the operating staff of CBK, Watrous, Sask.

## Calling Tel Aviv

Edmonton's most distant radio fan is a citizen of Tel Aviv, Palestine. Recently CJCA received a letter from Arich Tenenbojm, informing them that he listens regularly to VE9AI. CJCA's recently installed short wave outlet.

The entire eighteen-hour daily run that is carried on CJCA's standard wave is also relayed short wave, with the result that Mr. Tenenbojm relies on VE9AI for his daily listening.

Only difference is the spread of time: For example, the Metropolitan Opera, heard in Edmonton at 12.00 noon Saturday is heard in Tel Aviv at 10.00 o'clock Saturday evening.

When Mr. Tenenbojm recently asked for a CJCA program schedule, one was airmailed forthwith.

## New Coke Show

Talent on the new "Coca-Cola Music Club" replacing "Victory Parade" includes Mart Kenney; Art Hallman and Norma Loeke, featured singers; Don Sims, announcer; Jack Fuller, master of ceremonies; Bernie Braden, producer.

# SHOW BUSINESS

by Geo. A. Taggart

NOTES ON RADIO '44:

A big hand to Guy Herbert for doing a swell job on the talent side in connection with Victory Loan shows—a tough job well done... A maple leaf to Don Henshaw—one of the most versatile men in the Canadian agency field... A knowing nod to Wis McQuillin whose quiet manner and sympathy for the other fellow's point of view makes him so effective in his job... A salute to Frank Chamberlain whose writings are doing a lot for the Canadian radio picture... A 10-gun salute to Dick Lewis for his courageous approach in the interests of the broadcasting industry—he's built a publication that is a credit to Canadian radio... A cheer for Eddie Gould for "Music for Canadians"—there's a show any Canadian radio man can applaud... A chord in G for Sammy Hershoren for his ability as a conductor and showman... A top rating for Jack Spitzer and Frank Mills—two young Canadians who know how to get the maximum from artists and producers—everyone likes working for them... A green light to Elton Johnson who is always popping up with the practical way to get things done... A cheer for CBC and Ernie Bushnell and his boys—they've produced some terrific shows this year and have done an all round fine job of wartime broadcasting.

## Next Issue January 20

(ADVERTISING COPY NOW DUE)

Top Your New Year's Resolutions with one to investigate the possibilities offered in

## MID-WESTERN ONTARIO

by

*The Voice of Western Ontario*

920 KC **CKWX** 1000 WATTS.

**The WESTERN ONTARIO FARM STATION**

Representatives J. L. ALEXANDER TORONTO & MONTREAL

AN INDEPENDENTLY OPERATED STATION

IT'S NO USE, MAMIE, WHEN IT COMES TO ENTERTAINMENT HE PREFERS CKCK

Owned and operated by the Regina Leader-Post. Representatives: Canada, All-Canada Radio Facilities. U.S., Weed & Co.

## CKCK REGINA, SASK.

*Did you know?*

# CJIC

SAULT STE. MARIE, ONT.

*The Hub  
Of the Great Lakes*

is supplementary  
to both  
Trans-Canada  
and  
Dominion  
Networks

Don't overlook this  
important market

*National Representatives*

J. L. ALEXANDER

Toronto • Montreal

## HOW THEY STAND

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

DAYTIME		
<i>English</i>		
Soldier's Wife	20.9	+2.8
Happy Gang	17.6	+2.2
Big Sister	17.1	+ .9
Road of Life	15.2	+2.0
Ma Perkins	13.6	+1.4
Claire Wallace	12.1	+1.9
Lucy Linton	11.9	+ .2
Pepper Young	11.4	+ .9
Right to Happiness	11.4	+ .4
Woman of America	9.9	+ .1
<i>French</i>		
Jeunesse Dorée	33.5	+1.5
Quelles Nouvelles	31.7	-.7
Joyeux Troubadours	27.2	-.8
Histoires d'Amour	25.3	+1.4
Rue Principale	24.8	-2.1
Grande Soeur 11 a.m.	23.1	-.9
Tante Lucie	22.6	+2.6
Grande Soeur 12.30	21.1	-1.1
Métairie Rancourt	21.1	-.8
Vie de Famille	20.3	+1.5

### 'Only The Stars Know'

Flight-Lieutenant Don MacMillan, former production manager at CKCK, Regina, is the author of the current book "Only the Stars Know" which has been receiving favorable comment from book reviewers and the general public alike. At present Public Relations Officer in Cairo, Don has requested that all proceeds from the sale of this book be turned over to the R.C.A.F. Benevolent Fund.

## TRAVELLED TRILLER



Photo by Sylvia Schwartz.

Judy Richards has travelled seventy-five thousand miles on a singing career which started at CJOR, Vancouver at the age of thirteen. She has crossed Canada fifteen times with Mart Kenney. She has vocalized at the Mount Royal, Montreal, with Don Turner; programs she has worked on include "Victory Parade", "Town and Country", "Sweet and Low" and "Swing for the Forces". Recently she was chosen as "Pin-up Girl" for H.M.C.S. 210.

### Wright Staff

C. W. "Bill" Wright who has started his own representation business with stations CKAC, Montreal; CKCO, Ottawa; CKCR, Kitchener; and WSOO, Sault Ste. Marie, Michigan announces the appointment of George Arnett to his sales staff, and Marion Jackson as Secretary.

### WANTED

Announcer for Southern Ontario radio station. Must be experienced. War workers ineligible. Apply nearest Employment and Selective Service Office. Refer to H.O. 1634.

## CKY knows MANITOBA!

Owned by the people of Manitoba, CKY keeps in intimate contact with its listeners through the offices and multiple connections of the Manitoba Telephone System, of which the station is a part. Staff members make frequent tours of the Province, meeting people, lecturing on radio topics, and making other "public relations" contributions.

## MANITOBA knows CKY!

Since it was established in 1923, CKY, through its imaginative programming, its top-ranking personnel and its high power, has attracted consistently over 70% of the urban and rural market of the Province. To reach this great market effectively, astute advertisers are using the "Voice of Manitoba"—

# CKY

WINNIPEG

# 15,000 WATTS

Associated with  
CKX BRANDON  
1150 KC 1000 watts

Exclusive Sales Representative  
H. N. STOVIN  
Toronto Winnipeg Montreal

**CKAC**  
MONTREAL

A *Wright* Station

To all its clients and their agencies, CKAC wishes all the best for 1945

Represented by  
**WILLIAM WRIGHT**  
Victory Building, Toronto



**"More Hope than Charity"**  
 A COLUMN OF CONSTRUCTIVE DESTRUCTION  
 by **Elda Hope**

It's been said that you don't have to be crazy to be in radio but that it's a big help. This remark has caused me no small amount of concern, so I've listened intently to and have seen "The Happy Gang". This is probably the zaniest—yes, the maddest—of all our network shows. The members of the Gang proved ed together, they broadcast one of the cleverest, cheeriest and gayest shows on the air.

"The Happy Gang" knocks on my radio door every noon, Monday through Friday, brightening the day with a half-hour of fun, laughs and good music too. I welcome them and there must be thousands like me.

Seeing that chivalry is still alive, I'll mention ladies first. Kay Stokes is known internationally for her work as both a radio and theatre organist.

A favorite of mine from way back is Blain Mathe, a violin virtuoso. Blain and Kathleen are noteworthy for their "Daily Double"—a duet of better music proving them accomplished artists.

To "swing it out" in either blues or sweet style is Cliff McKay, a top man on clarinet and alto or soprano sax. He sings them solid and carries much weight (a couple of hundred pounds) in the success of the Gang's broadcasts.

The newest member is Jimmy Namaro who plays vibraphone, marimba and piano. Jimmy has conducted his own dance band, makes arrangements and is devoted to bow ties.

There must be a sentimental soloist in every group and, as well as filling that role, Eddie Allen plays accordion. Despite his youth, Eddie sings sentimental ballads like a veteran of countless affaires du coeur. His accordion playing rates high and his daily "Hello Mom" makes him a favorite.

Announcing these broadcasts is Hugh Bartlett who has carved a definite place for himself with his "Joke Pot" stories. His commercials are clever and well done.

The last, but by no means the least, member of this "Happy Gang" is Bert Pearl, Master of Ceremonies and principal source of energy and action. With the intention of becoming a brain surgeon, Bert attended Medical School, but now he's using his own brain to make "The Happy Gang" tick and click.

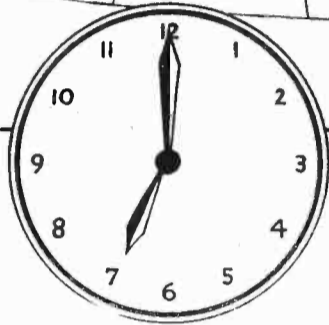
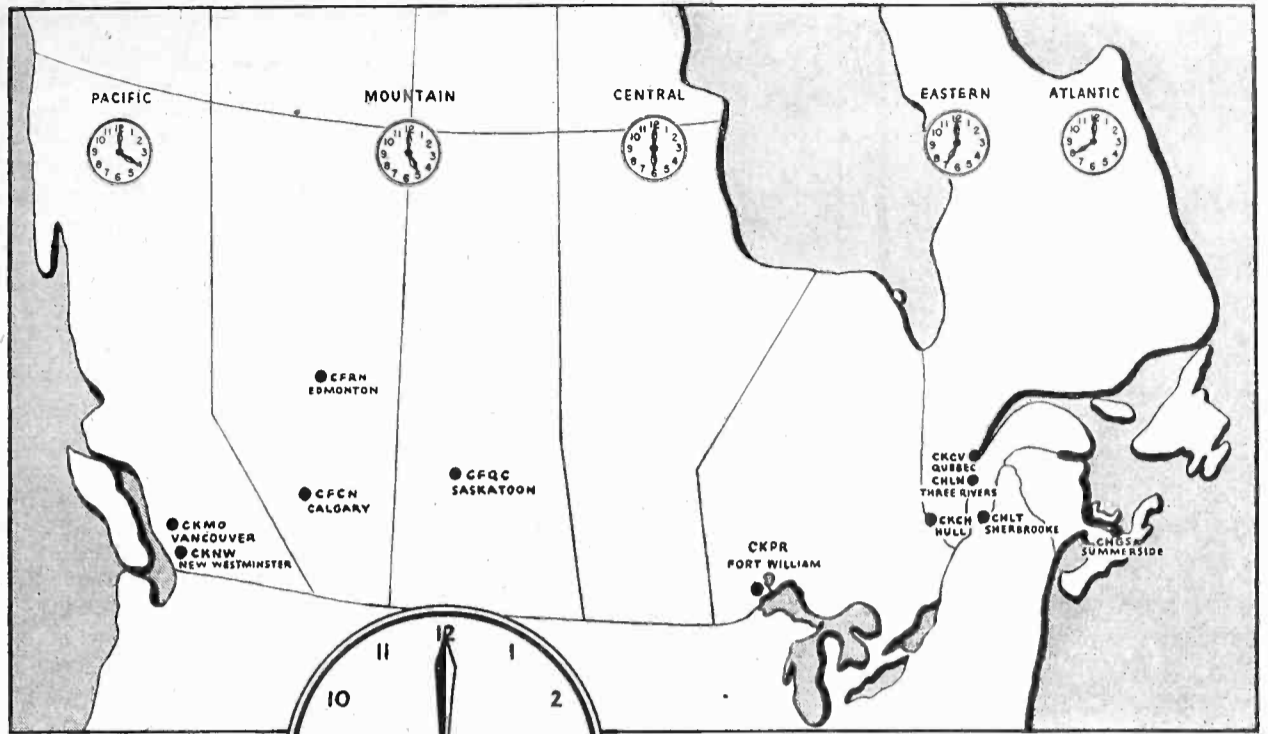
To arrange and rehearse more than seventeen hundred broadcasts isn't a small job, but Bert did it. To be the butt of the Gang's jokes (with a snappy retort on tap) and still keep the idea of being a good radio artist foremost in his mind is a big order, but Bert does it. To plough four miles through several feet of snow to do his broadcast the day of the big storm was a test of fortitude, but Bert did it. What's more, after reaching the studio, he did an exceptional one-man broadcast. With the exception of John Adaskin, representing the sponsor, Bert was the lone trouper who carried the Palmolive banner. Versatility is the best description of our "Five foot two and a half of sunshine".

Worthy causes vital to our war effort are always boosted sky-high by "The Happy Gang" whose members consider these appeals personal privileges.

Producer George Temple should take deep bows for a truly top-ranking show. In my opinion, if this "Happy Gang" is crazy—they're crazy like foxes.

Instead of saying Happy New Year I can't improve on Bert Pearl's "Remember to keep happy, wontcha?"

'Bye now, ELDA.



**There is only one Time Zone when you use SPOT BROADCASTING**

**North!— South!— East!— West! . . . Coast to Coast . . . anywhere across Canada from Summerside to Vancouver . . . You can pick the times you want with Spot Broadcasting.**

**You may want Flashes... Spots or Program Time... this is Spot Broadcasting and can be placed on the stations you desire . . . in the markets you want . . . You can concentrate in areas where sales are good... or in districts that need that extra push.**

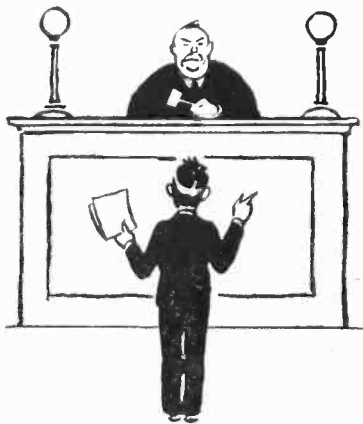
*Spot Broadcasting is the most elastic, far reaching medium in advertising.*

Call us for Spot Times on

**CKMO CKNW CFMN CFRN CFQC  
 CKPR CKCH CHLN CHLT CKCV CHGS**



# ACA PUBLIC RELATIONS FORUM



## Our Evidence

- RUBY RAMSAY ROUSE
- MAURICE RAPKIN
- LORNE GREENE
- MONA O'HEARN
- BARRY WOOD
- HERBERT GOTT
- J. ARTHUR MARTIN

You Can Contact  
Them Thru

**RADIO  
ARTISTS  
REGISTRY**

**WA. 1191  
TORONTO**

High-lighting the Association of Canadian Advertisers' Convention held in Toronto last month was the forum conducted on the subject of Public Relations.

Here follows the third of a series of articles condensed from talks delivered during this forum, on various phases of the topic. The CANADIAN BROADCASTER acknowledges the courtesy of the management of the ACA which has made the full transcript of the forum available to it for the purpose.

### 3. THE OUTSIDE JOB

Speaker: J. R. Cowan  
(President Editorial Services Ltd.)

The outside job involved in a public relations campaign often seems to bear the same resemblance to the broad task of merchandising-advertising-and-promotion that the common cold does to the science of medicine. It would be a marvelous thing if someone would discover a complete cure for it, but as yet no one has done so. It tends to recur as a problem in varying forms, usually causes a certain amount of disagreement among the experts; and is alternately considered a nuisance or a great opportunity for scientific study, investigation and attention; but it cannot be successfully avoided or disregarded.

Having settled the matters of policy involved in a public relations program having done the

broad planning, having outlined the story which is to be told, and put into operation a suitable technique of conditioning those groups which are directly related to you, there comes the question of reaching the public. Incidentally, I am not going to deal with the use of advertising for this purpose. We take for granted that advertising is recognized as an essential and major part of any sound program, and is so utilized.

This deals with supplementary means of reaching people,—sometimes described as *Selling our Story to the Public*. That can be, and has been, a very dangerous and misleading phrase. The actual procedure is much less broad and far-reaching. The real job is that of getting across to those particular sections of the public which are already receptive, such parts of your story as they are interested in and will believe and remember. This is a slow process, and as a rule the story can only be told a bit at a time. There are very definite limits to what is practical and possible. A radio program aims to create an audience as large as possible and steadily increasing if possible, representing a percentage of the total listening public. The public relations program, as far as results are concerned, aims to build a selective body of friends, favorable public opinion, or goodwill.

If the practical limits of the operation are overlooked and the conception is that of moulding pub-

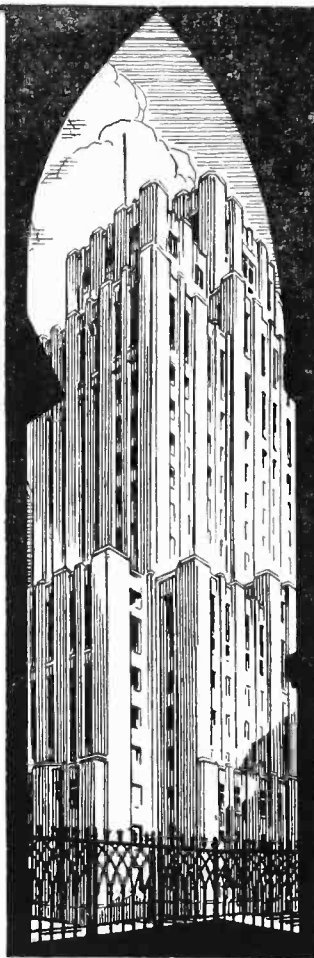
lic opinion, high, wide and handsome, in all directions, we see strange performances. Thus, as one extreme, recently there have been efforts made to sell free enterprise to Mr. Coldwell and his colleagues, and efforts to sell socialism to bank directors. And as an extreme in the other direction, a prohibition body has for years, at a cost of roughly \$16,000 annually been warning the Protestant clergy in Ontario against the evils of drunkenness! For every business or industrial public relations story, if the story is sound, there is an outside public. You cannot hope to sell your products to the whole population. By continuing effort, the size of this public can be increased, but it would take more than a miracle to hit everyone successfully.

Personally, I am not overly familiar with politics, but I have a report here from sources which I believe to be reliable stating that in a recent election the present Prime Minister of Canada, Rt. Hon. W. L. M. King, scored as overwhelming a success as it has been the good fortune of any federal politician to achieve. And yet—and I checked today's *GLOBE & MAIL* on this point to make sure that I was not exaggerating—I do not believe that he has the wholehearted support and approval of the whole country behind him nor has he ever had it. Possibly there is a moral or a precedent or some such thing here, which may be: "Pick your spots and call your shots."

When it comes to supplementary and outside public relations activities, the job boils down to that of getting ideas and information into circulation. These will naturally be most effective if they reach those sections of the public whom you wish to reach through the channels and media through which they have most confidence. These channels now tend to increase and

(Continued on next page)

Through the gates of old Notre Dame Church, Montreal's Aldred Skyscraper symbolizes the progress made by Quebec Province in the economic field.



▶ You can buy a suit of clothes "off the peg", but you're lucky if it fits! You can buy a ready-made radio program, but if it is *results* you want, you'll have one especially designed to fit your product and your problem.

We specialize in planning and producing "radio with results", and we do so in English and in French. Wherever your markets lie, we can be of service to you. Especially can we be of assistance in appealing to the 3½ million people in Quebec Province—where an "adapted" program is only a suit of clothes taken off the peg, and where especially designed programs, prepared with an understanding of this audience, are required.

May we discuss your sales or radio problems with you and your Advertising Agency?



**RADIO PROGRAMME  
PRODUCERS**  
MONTREAL QUEBEC

## In Good Company . . .

They say you can tell a man by the company he chooses. And it's also true that in good company your own product is enhanced. We're proud of the company we keep at CFRN. We have an impressive list of national accounts, both network and direct. And our local CFRN enthusiasts currently number 256. Incidentally, they're recognized as the top firms of the Edmonton district. Your message, over CFRN, is enhanced by the "good company" it keeps!



1,000W  
EDMONTON  
ALBERTA

**CFRN**

(Continued from previous page)

become much more varied: the daily and weekly press and the services and syndicates associated with them, national magazines, radio, film, trade, technical and business publications, an increasing variety of special periodicals and journals, public addresses, lectures, study groups, schools, pamphlets, television, and God knows what else still to come.

The single basic and fundamental fact which is at the bottom of all public relations activities is that we have a public which is avid for information. This public appetite for information has yet to be satisfied and in all probability never will be. If this were not so, these various channels for distributing information would cease to exist. Whenever the public cannot satisfy its demands for a special kind of information through existing sources, it tends to create new ones. Thus, as an example, you have the almost fabulous growth of the motion picture fan magazines.

Equally basic and true is the fact that in the operations of any business or group of businesses or public body, there is as a by-product information or news, or whatever you care to call it, for which there is some public demand and which, looking at it from an outside viewpoint, the public may feel that it has a right to know. So the basic public relations function becomes that of securing and analyzing this information, then establishing a practical procedure of circulating it.

There is this great difference in dealing with the public and with public opinion through these channels and dealing with it through for example, advertising. You cannot control or expect to control the presentation, treatment or handling of the material in its final form nor even expect to make the decision as to whether it will or will not reach any section of the public at all. The public relations department is in the position of a primary producer of ideas and information which it passes on to those whose business it is to wholesale it or retail it to their various

public. And they must be free, if they are to use, to see that it fits their needs and requirements.

I am going to quote one newspaper's own summing-up of the position:

The newspaper is, you should not forget, a prime example of free enterprise and individual initiative, coupled with a good sense of public and social responsibility.

It not only seeks to develop and retain its own individuality and full control of its own affairs, but within its organization it will always have individuals, — columnists, editorial writers, feature writers, even photographers, — who are individualistic and hell-bent on running their own shows.

The stock-in-trade of the paper as an organization and of each of these people within it, is information. Its success and their success depends on their skill in getting it and their skill in handling it. But they must handle it their way.

So a good news source is highly prized. But the minute it seeks to say how, when or why anything is to be published, there will be trouble.

These are the rules: Make it good. Never try to kid us.

I remember several years ago a minor item in the Toronto dailies which created considerable comment. It forecast steel houses with walls plated in colours, and went on to refer to new discoveries in tinting metals by electro-plating processes. When you get into the story, you learned that the speaker was a General Motor's research official addressing a technical audience in Toronto. This may seem a long way from selling current Pontiacs. *But it left a clear impression of GM knowledge of, and leadership in, research.* At that time, as I remember it, GM advertising and other-material played up the research theme. Now that story conformed fully to news standards;

had strong enough news value to crowd out other stories that day; had local interest because it came from a meeting of a Toronto society; and it *did its bit to mould the public conception of GM products built on research.*

There is one other important factor. That is timing. Public interest shifts and slumps. It is obvious, for example, that housing is currently a hot and newsworthy topic. Automatically, that means high news interest in building materials, particularly new ones. The public interest in glass as a construction material is way up. Sun houses and solar heating are sufficiently important matters to halt a bridge game. Behind all this, if you look far enough, you might find the figure, in the United States, of the astute Steve Hannegan of Miami Beach and bathing beauty fame. In the old days of press agency, it was considered good enough to attract public attention, no matter how, no matter what the result, short of murdering the object of your interest at high noon in a public square. Anything was good but anonymity. Public relations, by contrast, involves judgment, and the ability to evaluate the public reaction to any given piece of information.

We have in Canada some peculiar problems of our own which are too complex to deal with in fifteen minutes. We have very active and aggressive opposition to business as at present constituted. We find it controlling channels of education and information in which the other side of the story is banned. We are continually influenced by outside ideas and information to an extent faced by few countries. We import most of our entertainment and much of our information. I have long been looking for someone who has quick and easy answers to these problems. When I find him, I know I will have located the worst liar in this business.

### Double or Nothing

There's one citizen in Edmonton who's definitely sold on radio — and no wonder! He lost his spare tire somewhere along the St. Albert Trail . . . CJCA ran *one* announcement.

On the same day he had two tires turned in at his home — both conforming with the tire described over the air; both found along the St. Albert Trail.

The law-abiding citizen was stymied for a moment. What to do?

So he phoned the station, bought another spot announcement asking for a claimant to one of the tires.

Everybody is happy! The loser-finder got his man; and CJCA has convinced him that radio advertising gets the necessary results—and then some.



## 1945 Promises to be History's Greatest News Year

The world-wide facilities of

### B.U.P.

are again geared to meet the unprecedented demands and bring the news by teletype to your microphone, 60 words a minute, 24 hours every day.

## The World's best Coverage of the World's biggest news

by

### British United Press

231 St. James St. MONTREAL

**WSOO**  
SAULT STE. MARIE  
MICH.

A *Wright* STATION

The Blue Network Affiliate for  
Northern Ontario and Northern  
Michigan

See  
**WILLIAM WRIGHT**  
Victory Building, Toronto  
New Telephone Number—ADelaide 8481

Our Sincere Compliments  
to  
The City of Cornwall  
on attaining its new status  
and to  
Cornwall's New Independent Station

CKSF

shortly to go on the air as  
"The Radio Voice of Cornwall"

HORACE N. STOVIN  
& COMPANY  
RADIO STATION REPRESENTATIVES  
WINNIPEG TORONTO MONTREAL

"Dedicated to Farm and  
Community Service"

A 17 year old pledge  
renewed for 1945

CJGX  
YORKTON, SASK.

"Western Canada's Farm Station"  
A Dominion Network Outlet  
Represented by H. N. Stovin & Co.

**REHABILITATION  
SERVICE**

**FREE EMPLOYMENT SERVICE  
FOR ACTIVE SERVICE  
VETERANS**

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. This department is being run with the full knowledge and co-operation of National Selective Service. Advertising copy, which should be as brief as possible, should be written clearly — typewritten preferred — on one side of the paper only. Include your regimental number and date of discharge, and please bear in mind that this free service is available only to men and women who have been on active service. Address copy to "Rehabilitation", Canadian Broadcaster, 371 Bay street, Toronto 1, Ontario.

**FILE CB 6**

Repatriated Pilot Officer, age 32, single, being transferred to reserve. Considerable sales experience in continuous forms printing, also in classified and trade paper advertising salesman. Some publicity work. Anxious to locate with progressive agency with position of account executive as ultimate goal. Write File CB 6, National Selective Service, 174 Spadina Avenue, Toronto.

**Air Force To Air Waves**

A recent addition to the CFRB announce staff is Ed Luther, retired air force pilot and for the past two years a flying instructor at Aylmer and Kingston. Entering the R C A F practically from school, he is a new-comer to radio, though he is the brother of the well-known New York freelance announcer, Paul Luther. Relatively a newlywed, Ed is dividing his energies between mastery of the CFRB mikes, and finding an apartment for his bride and himself.



**"quotes"**

There was general support given in the early days of the Canadian Broadcasting Commission, for it was believed — as promised — that the national system either would cut out commercials altogether or drastically reduce them. Neither has happened and the result is that while we pay an annual fee for each radio in our possession, while there is such tax across the line, we get no better programmes than are provided by American stations and the latter are much more popular — at least in this area — than the Canadian stations. If there to be no difference between CBC stations and programmes and privately-owned radio stations, why should there be a license fee. Or is it just another tax?

—Niagara Falls Review

"30"

We do not object unduly to the radio commercial except as we look into the future. But the vista there rather overwhelms us. We foresee the singing commercial taking over the entire field of vocal music with opera librettos written to the glory of Sudy-Suds, and the praise of chewing gum or dog food sung to the music of Schubert or Stephen Foster. We envision the announcer molding the speech of a new generation until conversation becomes a thing of frenetic declamation with pear-shaped tones replacing the mumble. Maybe the nickel a day would be cheap.

—Victoria Times

"30"

It is neither possible nor desirable that the radio should attempt to raise the level of public taste in Canada. But it is possible and desirable that the CBC, which is a national organization, should give more attention to the body of listeners who like the better sort of radio programs. The private stations perform for the majority, and the quality of their programs rises very high, in consequence the CBC might pay some attention to the highly intelligent and cultivated minority which looks to it in vain for attractive radio fare.

—Peterborough Examiner

"30"

Radio stations share in great degree the requirements for success imposed upon moving pictures and newspapers. There is a censorship far more effective, far more final than any which may be applied in a democracy by a bureau of government. It is a censorship of the people. If a radio station, a newspaper, or a theatre persisted in presenting really objectionable features, it would be out of business in a very short time.

—Kingston Whig-Standard

**CKCO**  
OTTAWA

A *Wright* STATION  
A CAPITAL STATION  
serving  
A CAPITAL CITY  
WILLIAM WRIGHT  
Victory Building, Toronto  
New Telephone Number—ADelaide 8481

# Soft Soap and Sentiment

by Richard G. Lewis

Reprinted from "New World" January 1945

"Will Lizzie find the love she has been seeking for herself and her six fatherless children, in the arms — the dear strong arms — of Randolph Hoskins, or is there a grim grey spectre going to loom up out of a buried past that will send all her hopes of happiness dashing onto the cruel rocks of despair? Tune in tomorrow . . ."

And all over the continent literally millions of Canadian and American women sigh happily as the theme song for "Lizzie Leeming's Love Life" fades down to be followed by "Lucy Linton", "Big Sister", "Soldier's Wife", "Road of Life", "Right to Happiness", "Ma Perkins", "Pepper Young's Family" and a score of other never-ending serials called scathingly *soap operas*, even by the millions of house-wives who find their meandering plots a relief from the loneliness of their daily labor.

Reformers—descendants of those who once threw up their hands in holy horror when dainty feminine ankles began protruding from beneath alpaca skirts — assure each other that these day-time serials are the cause of such domestic degradation that women throughout the continent are rapidly degenerating into an unheard of state of shame. Eager as any of the private radio stations for their share of the advertisers' dollars, the CBC provides soap manufacturers and other firms sponsoring the daytime dramatic type of entertainment with the air time and other facilities they need to bring them to listeners. The Canadian government, anxious to keep as many women as possible posted on the fast-changing regulations of the Wartime Prices and Trade Board, uses a daily broadcast called "Soldier's Wife", patterned after the same maligned day-time serials, as an infallible means of keeping in touch with the greatest possible number of housewives.

Not long ago, a business man of our acquaintance told us that he had been driven back to the office half way through a siege of sickness because of the interminable succession of "soap operas" which his wife insisted on keeping on the radio throughout the day. "Never as long as I live", he swore, "will I buy a single cake of soap manufactured or sold by a company which sponsors one of these atrocities". And then he added — a little whimsically we thought "The only thing is, my wife buys all our soap".

What is the cause of all the ranting and raving against these popular programs which are after all simply spoken versions of the funnies of the daily newspapers?

By far the majority of the critics of the serials are men, who are always very prone to deride any form of sentiment in case it be-

comes apparent that they are the supreme sentimentalists they are known to be. There are two reasons why the opinions of this group of critics should be disregarded. In the first place the day-time serials are not intended for them, but for their wives; secondly, they are aired at a time when men should be at work.

The accusation that the programs are tawdry, parading sex and so forth, emanates largely from the ostrich element of the citizenry, which loves to kid itself that the ugly side of life does not exist, and which, in order to convince itself that such is the case, keeps its head buried deep in the sand. It will surely be agreed that it was this same *let's not talk about it because it makes me sick to my stomach* attitude that kept the whole world in ignorance of the menace of war until it was too late to do anything about it, except die.

Call them what you will, the radio's day-time dramatic serials are "taken from life". Women like them because, from the absurdities of young love to the desperation of an infatuation for a neighbour's husband, the incidents can and do happen every day, in every city, town, village, street even, in every country of the world.

Reformers notwithstanding, radio and its daytime serials make a great contribution to daily life. On November 20th "The Goldbergs" completed their fifteenth year on the radio. This is the oldest soap-opera. Created by Gertrude Berg, since its inception in 1929, she has written over nine million words, about the equivalent of eighty novels of average length.

Something of the interest with which "The Goldbergs" are received is indicated by the copious fan mail.

A whole wardrobe full of bed-jackets arrived when Molly of the story (portrayed by Mrs. Berg) was sick; a New York Juvenile Court

judge had certain young offenders spend every afternoon for a specified time listening to this program as an "aid to youth rehabilitation". The program has been cited by ministers of almost every denomination; when the audience realized that Molly was about to be duped, scores of listeners wrote in threatening to change their listening habits if she fell for the swindle.

Heading the polls in the current Elliott-Haynes program popularity ratings for all day-time serial programs in Canada, is the Wartime Prices and Trade Board's "Soldier's Wife", "Big Sister" comes second; then "Road of

Life", "Ma Perkins" and "Lucy Linton", followed by "Right to Happiness", "Pepper Young's Family" and "Women of America".

As long as women gossip, housewives of this continent will have their lives truly brightened as another chapter in "The Love Life of Lizzie Leeming" is ushered in to the strains of "Hearts and Flowers". Her purchases of the various brands of soap are the box-office reports that prove beyond question that radio's daytime serial dramas bring pleasure to those who like their happiness fed to them in bubble form.

Frankly, we don't.

*"...in good company"*

Advertiser:  
WRIGLEY'S

Program:  
"TREASURE TRAIL"

Air Time:  
FRIDAYS—8.30 p.m.

Vancouver's  
**CKWX**  
980 KC. 1000 WATTS  
Frank H. Elphicke  
MANAGER

*This . . . . . is MUTUAL*

**CHNS BULLETIN BOARD**

**AT BROADCASTING HOUSE IN HALIFAX**

**the Home of CHNS and CHNX**

Live Talent Shows with Studio Audience  
of 100 people are a Specialty.

Ask All-Canada Radio Facilities  
MONTREAL OR TORONTO

**960 ON YOUR RADIO**




**CFGP**  
**Now 1000 WATTS** GRANDE PRAIRIE ALBERTA

To:  
 Radio Station CFGP,  
 Grande Prairie, Alta.

Dear Sirs:

"Enclosed please find marked cheque for programs up to December 28th. I certainly am well pleased with the results of your station coverage, and I might say that my program over your station gets me more business than all my other five stations combined—again thanking you."

**HOW'S THAT FOR PENETRATION!**

(Name and address on request).

The program referred to is broadcast at 10:15 p.m. PWT Tuesdays and advertises a Fur buyer.

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

**VOICE OF THE MIGHTY PEACE**

**Producers' Guild**

Meeting every Tuesday, the Board of Directors of the Montreal Radio Guild has gone to work to set up standards of commercial radio in the province of Quebec. They are working closely with the A.F.R.A., and the Musicians Guild.

A recent election of officers gave the following results: president, Paul L'Anglais, of Radio Programme Producers; vice-president, Omer Renaud, of the CBC; secretary, Marcel Provost, editor of RADIOMONDE; treasurer, Walter P. Downs, of Recordings Registered; directors: Wilf Charland, of Whitehall Broadcasting; Phil Lalonde, of CKAC; Hertel Larocque, of McKim Advertising Ltd.; Olivier Carignan, of Canadian Advertising Agency, and Paul Corbeil, of CKAC.

**CHNS Manager**

Major William C. Borrett, managing director of the Maritime Broadcasting Company, has announced the appointment to the position of CHNS station manager of Gerald J. Redmond, a member of the National Advisory Council on School Radio Broadcasting.

**Welcome Home**



Dick Diespecker who was retired December 9th as Radio Liaison Officer (Army) is returning to station CJOR, Vancouver, from which he has been on leave of absence since he joined up in September 1940.

During his four years in uniform, Dick spent 18 months as artillery officer on the Pacific coast, and the last 2½ years in public relations, with one trip overseas in 1943. He was responsible for the 26 "Badge of Honor" series, and 100 "The Army Speaks". CBC's services show, "Comrades in Arms" was born at a meeting in Ottawa between Commander William Strange, Squadron Leader A. A. McDermott and Major Dick Diespecker.

His book, "Between Two Furious Oceans" (Oxford University Press) contains the poem "Prayer for Victory", which has earned over a thousand dollars in royalties since it was published in 1942, and all royalties have been given to the Red Cross.

On his return to Vancouver, he will do production and news for CJOR.



**GO TO CHURCH ON SUNDAY**

The complaints about the broadcasting of Sunday evening church programs must emanate from devout people intent on going to Heaven without getting their feet wet.

**WHAT'S WRONG WITH THIS**

Now that we've got the new show running smoothly, said the producer, let's see if we can't keep on improving its structure.

**PIN-UP BOYS**

The startling shirts (?) affected by radio artists and announcers must be an attempt to create some color somewhere. (What did you say we were, if we ran this, Dennett?)

**S. R. O.**

The concern of those who have so far been unable to get hotel accommodation for the CAB Convention in Quebec next month makes you think people intend going to bed.

**SALUTATIONS**

Dear Editor: We hope that in 1945 you will get what is coming to you.

**PRESS CLIPPING**

"Ban on Radio Horrors Urged". (Montreal Star).  
 "Yes but a lot of people like Sinatra". (Saturday Night).

**BICARBONATE OF SODA**

In his "Yuletide Ruminations of a Chronic Dyspeptic", "Pas" Pasmore defines the War Information Board as a group of highly trained experts charged with the task of informing foreign lands that Canada is now at war.

**ATTENTION ANNOUNCERS**

Pardon us for breathing, gentlemen, but you still have time to learn how to pronounce the name of next month — all eight letters of it.

**Rep Appointments**

National Broadcast Sales announce that as from the first of the year they are acting as national representatives for CKTB, St. Catharines, Ont., and CHGB, Ste. Anne de la Pocatiere.

From February 1 CKRC, Kitchener, will be represented by William Wright.

**Buy Now Into the Big Nova Scotia Market**

"Seize time by the forelock" while desirable periods are still available on CJCH — the newest radio station in Canada's oldest province. This way you get quick access to the big Halifax-Dartmouth city and suburban markets. CJCH features a qualified programming staff and announcers with voices that SELL — backed up by the latest World and Standard transcriptions. Send for rate card listing CJCH's attractively varied rates for varying periods of the day and night.



**New Telephone Number**

**WILLIAM WRIGHT**

Radio Representative  
**ADELAIDE 8481**



**"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO**

CHATHAM

*Serving*

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

**JOHN BEARDALL**  
 Mgr.-Owner

**WANTED**

**RADIO ANNOUNCER - OPERATORS.** Wanted for an Interior B.C. station. Good voices, men experienced as operator-announcers, capable of writing good commercial scripts for recorded programs. Will pay top wages but demand first-class service. If interested apply to your nearest Employment and Selective Service Office. Refer to H.O. 1672.

**CJCH**

*"The Persuasive Voice of Halifax"*

Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL

JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

# 8 GREAT RADIO SHOWS!

...available to Canadian Advertisers

Stretch your advertising dollars to compete against box-office talent with these big-time programs at minimum costs.

- 1. **HOLLYWOOD RADIO THEATRE**  
A half-hour prestige show featuring stars of motion picture fame, in original dramatized stories. 104 programs.
- 2. **KORN KOBBLERS**  
15 minutes of bright, gay music and nonsense. The world's most nonsensical, musical aggregation—130 programs.
- 3. **THE GOSPEL SINGER**  
A 15 minute song visit with that network favourite, EDWARD MacHUGH — 52 programs.
- 4. **DEAREST MOTHER**  
A 15 minute dramatized serial — an ideal show for women listeners — 143 programs.
- 5. **BEYOND REASONABLE DOUBT**  
Detective, mystery serial — superb cast and production — 78 quarter-hour programs.
- 6. **VOICES OF YESTERDAY**  
A unique 15 minute show, dramatizing the lives of world-famous personages, climaxed by the actual recorded voice of the individual — 52 programs.
- 7. **ADVENTURES OF ROBIN HOOD**  
52 quarter-hour programs, dramatizing the adventures of Robin Hood and His Merry Men of Sherwood Forest — an ideal children's show.
- 8. **IMPERIAL LEADER**  
Dramatized life story of England's famous man of the hour — WINSTON CHURCHILL — educational, exciting, and entertaining — 52 quarter-hour programs.

For Availabilities and Audition Discs, check off the shows required and mail to

## EXCLUSIVE RADIO FEATURES LTD.

14 McCaul Street

Toronto

We're interested in the syndicated shows indicated above, and would like audition pressings.

STATION .....

CITY .....

PROVINCE .....

ATTENTION OF .....

OFFICIAL POSITION .....



**T**HE artist has used up most of the space in this ad showing 36.6% of a luscious pie, right on your plate, Mr. Time-Buyer. He has just left us enough room to point out that the pie represents the retail business done right across Canada, and 36.6% is the amazing percentage of it which is transacted in CFRB's primary area, according to the current BBM report.

In case you like figures, here they are:

Total Retail Sales in Canada.....	\$2,755,569,000
Total Retail Sales in CFRB's Primary Area.....	\$1,008,826,000

(Figures are latest releases of the Dominion Bureau of Statistics)

**HELP YOURSELF TO THIS FINE WEDGE OF PIE, MR. TIME BUYER**  
*by scheduling*

860 KC
CFRB
TORONTO

**10,000 WATTS OF SELLING POWER!**

REPRESENTATIVES  
**ADAM J. YOUNG JR., INCORPORATED**  
 New York Chicago  
**ALL-CANADA RADIO FACILITIES LTD.**  
 Montreal