



...xious to re-establish themselves in the advertising field with their return to civilian life, more than 250 war veterans attend the special advertising class for ex-service personnel, sponsored by the Advertising and Sales Club of Toronto, and directed by Alec Phare of R. C. Smith & Son Ltd., and operated with the co-operation of the Extension Department of the University of Toronto. A parallel course in salesmanship is being conducted under the same auspices. This course is directed by G. H. Sheppard of International Business Machines Limited. Both courses are now well in their second months.

CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 4, NUMBER 22

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

NOVEMBER 24th, 1945

CAB URGES ACTION ON FM

With the secrecy which seems to shroud developments in the broadcasting industry, unseen fires are smoldering beneath the surface, fuelled with the combined fuel of Frequency Modulation and the early reappearance of equipment.

Tuesday of this week an informal meeting between Dr. A. Frigon, CBC General Manager, and representatives of the CAB in Ottawa presumably consist of an attempt by Mr. Bannerman and his efforts to persuade the CBC not to impose restrictions on the industry in the development of FM, but rather to permit five years of unimpeded operation. Since this meeting will be held between the time of writing this article and its appearance, we shall be unable to report any releases which may be made on it until our next issue.

Considerable concern is felt in industry circles over the fact that, though Dr. Frigon announced in an article in this paper last December that the CBC was prepared to recommend the granting of FM licenses to private operators, no progress seems to have been made in Canada, although in the United States the FCC has been issuing FM licenses for the past two or three months. Obviously the lack of equipment for FM installations has been the prime impediment to de-

velopment but it is felt that manufacturers of transmitters cannot be expected to go "all out" in an attempt to fill what will inevitably be a huge demand until the Ministry of Transport and the CBC come out with a clearly defined policy.

The Petrillo Problem

The likelihood that the Canadian management of the American Federation of Musicians will follow the American lead and compel stations and sponsors of programs which are broadcast on FM and AM bands simultaneously to pay double to musicians may have a strong influence on the question of making simultaneous AM and FM broadcasts which is the pattern which seems to find favor in many quarters. To date the Canadian union has not declared itself on this point but the Canadian union is a branch of the American one and in the States the demand for this double payment has resulted in at least one network cancelling its duplicate broadcasting plans rather than submit to what they feel are the unreasonable demands of the musicians.

This preliminary, informal, and probably off-the-record meeting between the CAB and the CBC, will be followed by a CAB Board Meeting in Toronto, November 22-24, and the CBC board meets Nov. 27.

ADVERTISING TO STEAL THE SHOW

ACA Past Pres. Reports On Survey

Harold E. Stephenson of Montreal, retiring President of the Association of Canadian Advertisers, told the Association's annual convention that its comprehensive survey of leading advertisers conducted by the organization indicated strongly that advertising and sales efforts in Canada would be increased in 1946 and that advertising had major roles to play both in the rehabilitation of service men and the reconversion of industry to a peacetime economy.

"In my opinion" he declared "advertising has a most significant opportunity and faces a challenge to-day — in providing jobs for Canadians. If we do this on a large scale we have gone a long way towards solving the major problems ahead."

Discussing results of a survey conducted under the leadership of the Association, Mr. Stephenson made these points:

1. Seventy-five per cent. of the leading firms of Canada expect increased sales volume in 1946.
2. Sixty-five per cent. are plan-

ning to increase their sales staff.

3. A majority feel that newspaper, radio and other advertising media will be used as before but in larger volume.

4. Thirty-five per cent. plan to increase their advertising appropriation in 1946, while 47 per cent. will maintain the present volume.

5. Sixty-five per cent. are planning to increase productive capacity next year.

6. Seventy-five per cent. are definitely confident about the prospects for 1946, and only five per cent. are pessimistic.

"We know that sales forces will be larger, that production will be up, that advertising appropriations will be increased and that members of this Association are looking with confidence to the future", he added.

"When this information is studied against the government's recent decision to ease taxation and permit an increase in advertising, it does not take any great foresight on my part to predict that 1946 will be an outstanding year in the history of Canadian advertising".

Limited — Lambert Pharmacal Co. — P. Burns & Co. — Vick Chemical Co. — Raybestos Co. of Canada
 kley Ltd. — Ogilvy Flour Mills — Colgate Palmolive Peat — Dunhill Cigarettes — Lever Bros. — C
 Canada Bread — St. Lawrence Starch Co. — People's Credit Jewellers — Quaker Oats Co. — Great
 — Houde Tobacco Co. — Nabob Tea & Coffee — General Dry Batteries — Robin Hood Flour Mills
 Co. — Western Canada Flour Mills — Nyal Drugs — Meyer's Photo Studio — R.C.A. Victor
 Agnew Surpass Shoe Stores — Slater Shoes — Supertest Petroleum — Ve... Biscuits — Union Oil Ltd. —
 Co. — Bluebird Diamonds — Libby, McNeill & Libby — Imperial Optical Co. — W. K. Kellogg — Im
 nish Co. — Silverwood Dairy — Lake of the Woods Milling Co. — Burgess Batteries — Dodds Med
 Alberta Wheat Pool — Tuckett Tobacco Co. — United Grain Growers — Imperial Tobacco Co. — Macdo
 Salada Tea Co. — Robert Simpson Co. — Hudson's Bay Co. — Stewart-Warner — Parkhill Bedding
 Tea — Red Rose Tea — Circle Piston Rings — Lallemand Yeast — U.S.L. Batteries — Campbell's Soups — No
 Holt Renfrew — Ford Motor Co. — T. Eaton Co. — Seven Up — McLaren's Foods — Fellows Medical
 Pharmacal Co. — P. Burns & Co. — Vick Chemical Co. — Raybestos Co. of Canada — W. K. Buck
 Flour Mills — Colgate Palmolive Peat — Dunhill Cigarettes — Lever Bros. — Canada Starch Co. —
 St. Lawrence Starch Co. — People's Credit Jewellers — Quaker Oats Co. — Alberta West
 Co. — Nabob Tea & Coffee — General Dry Batteries — Robin Hood Flour Mills — Union Drug Co.
 Flour Mills — Nyal Drugs — Meyer's Photo Studio — R.C.A. Victor Co. — Agnew Surpass
 Slater Shoes — Supertest Petroleum — Ve... Biscuits — Union Oil Ltd. — L. H. Packard & Co. —
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 Simpson Co. — Hudson's Bay Co. — Stewart-Warner — Parkhill Bedding Co. — Red Rose Tea — P
 Rings — Lallemand Yeast — U.S.L. Batteries — Campbell's Soups — Northern Electric — Holt Ren
 or Co. — T. Eaton Co. — Seven Up — McLaren's Foods — Fellows Medical Co. — J. I. Case Co. —
 R.C.A. Victor Co. — Agnew Surpass Shoes — Alberta Wheat Pool — Tuckett Tobacco Co. — United
 Imperial Tobacco Co. — Macdonald Tobacco Co. — Salada Tea Co. — Robert Simpson Co. — Hudson's

JUST LOOK AT THESE SPONSORS

Who have bought, for local, regional or national advertising, a packaged show released by All-Canada Program Division . . . the leader in syndicated programs. With the largest library of packaged shows in the world and facilities for spotting these programs at the same hour across Canada in each of the five time zones, All-Canada provides for bigger audiences, better service.

ALL-CANADA PROGRAM DIVISION



MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

Sounding Board

YOU'RE VERY WELCOME
 Sir: As chairman of this year's ACA Convention Programme Committee, may I offer a sincere personal "thank you" for your part and that of your publication, first helping us to promote what proved to be our record Convention, culminating with your ACA special edition, and also for adding the interest of the proceedings with your helpful suggestions of speakers on radio topics which attracted so much interest to our meetings.

The officers and directors join me in recording our appreciation.

Yours sincerely,
 Athol McQuarrie,
 Managing Director,
 Ass'n of Canadian Advertisers

DORE BUY—WAY

Dear Dick: I read with interest a letter from Gilbert Templeton in your "Sounding Board", and I am rather afraid that a lot of radio advertisers are going to get a very erroneous impression about just what WLW does for its clients. He mentions a specialty sales force, and, while I understand that this is quite true, I further understand that this is an entirely separate company, controlled by WLW, and that there is a definite charge for this service. I think the information from WLW direct might add further and interesting light on the subject.

Yours, etc.,
 K. D. Soble,
 President, CHML, Hamilton.

AT FIRST . . .

Dear Dick:
 The other day we sent letters and references to some of our friends across Canada drawing their attention to the "Western Trails" program which we were scheduled to feed to the Dominion Network, Thursday, November 15th at 10 p.m. EST. We're very fond of that show, and we wanted it to get a good hearing at its first network appearance.

On the 15th in the late afternoon, the CBC called us and said Western Trails probably wouldn't get through to the East, so they cancelled it.

So we played Western Trails to a large and enthusiastic studio audience.

As far as we know now, Western Trails will be where it should be next Thursday night—that is,



"It's my opinion that there is a limit to how far you should carry this business of 'Soldier's Wife'."

as far as we know. The intention was to use it there for a few weeks and then place it at a later time for the Western network. But right now we aren't making any promises, except that we can deliver the show. As I said, we tried. Our face is still a little red because of all those letters and wires, but our conscience is clear.

Yours, etc.,
 George C. Chandler,
 Manager CJOR, Vancouver.

ACA Awards

ACA Awards for contribution to Canadian advertising were presented to the year's winners during the Annual Dinner, November 9, as follows:

Gold Medal: awarded posthumously to the late J. R. Robertson, former managing director of the E. L. Ruddy Co. Ltd.

Silver Medal (Advertiser): Clifford Elvins, former advertising manager of Imperial Life Insurance Company.

Silver Medal (Agency Executive): E. W. Reynolds, president of E. W. Reynolds & Co. Ltd.

Silver Medal (Media Executive): W. J. J. Butler, advertising manager, TORONTO GLOBE & MAIL.

Presentations were made on behalf of the ACA Awards Jury by Lee Trenholm, Director of Public Relations, Underwood Ltd.

Frank Rowlatt Passes

Toronto advertising circles are mourning the death of Frank Albany Rowlatt, which occurred November 10 as a result of injuries received when he was struck by a truck the previous day.

Mr. Rowlatt, who was 69 years of age, came to this country from Birmingham, England as a young man rose to the position of advertising manager of the TORONTO NEWS. For the past 14 years he has been with F. H. Hayhurst and Company Ltd.

FIND OUT

about the 28,000 radio homes reached exclusively by



RAILROADS

MILLING

MINING

make this a rich responsive market for YOUR messages.

A DOMINION NETWORK STATION

Representatives

HORACE N. STOVIN & CO.

We've Listened

AND WE STILL SAY

That our "Duophonic Recordings" are truer to the original than any other transcription made.

Proof?

Listen to the "Hot-Shot Anti-Freeze" Spots on 16 Canadian Stations.



Duophonic Transcriptions

DOMINION BROADCASTING COMPANY
 4 ALBERT ST. TORONTO

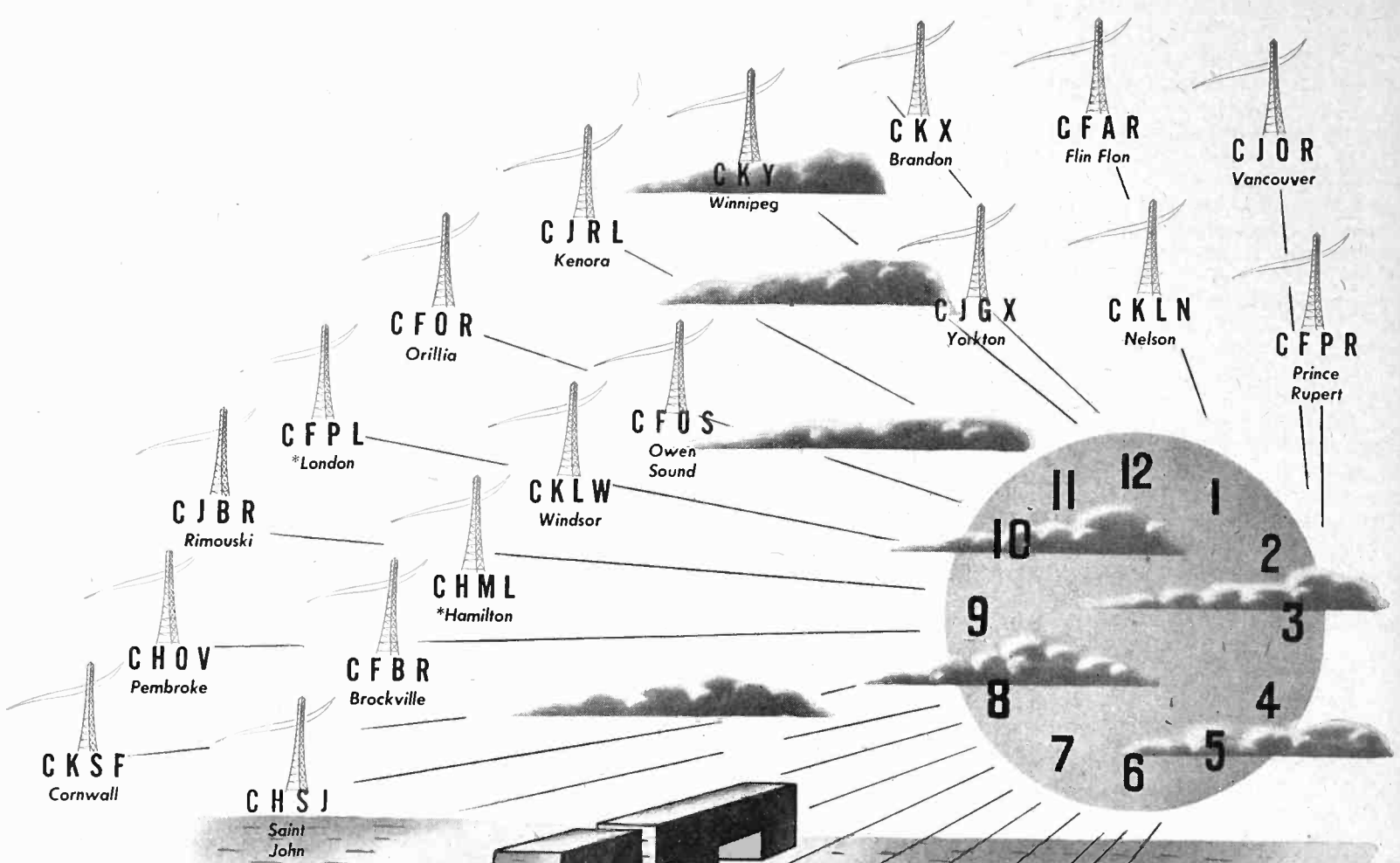
CHML

CFRB COLUMBIA WBEN N.B.C.

860 930

900

HAMILTON



TIME

*in Montreal Only

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

CANADIAN BROADCASTER

TWICE A MONTH

VOL. 4, No. 22

NOVEMBER 24, 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

Not Guns, But Butter

With a reversion to a "Buyers' Market Economy" just around the corner, if it has not already returned, radio, in common with the other advertising media, has a reconversion problem of its own. It lies in the necessity for re-vamping the technique of gaining for its sponsors not prestige, which is all they have had to sell for the past years, but sales.

During the war years, advertisers have made their advertising perform the dual function of reminding the public that their domestic resources would be available again one fine day, and, at the same time, they have made definite contributions to Victory Loan campaigns, Red Cross activities and other war needs, by furnishing them with advertising which would have been way out of proportion in cost, had it had to be paid for on a straight commercial basis. While some advertisers have, in our opinion, used copy which discussed their own share in the war a little immodestly, radio has established itself beyond shadow of doubt as the most potent selling force business has ever known. Yesterday radio sold bonds, blood banks and salvage. Today it can sell beans, soap and bologna.

A lot of factors will have to be seriously considered if the change-over is going to be effected with the greatest possible success.

As a result of the greatest avalanche of business they have ever known deluging the stations and other media, those media have more become leasers of the facilities to produce this advertising, and less creators of ideas for those who wish to use the facilities.

Just as the legal profession thrives on the lack of knowledge of the man who draws his own will, in the same way most unsuccessful programs are the result of the attempt of laymen to create their own shows. And every unsuccessful program or even spot announcement campaign does irreparable harm to the medium as a whole. Yet criticism cannot be aimed too strongly at these sponsors, unless the radio industry spends considerably more time than it has in the past developing ideas, or at least broad principles of ideas, suitable for commercial broadcasting.

Private radio's Radio Bureau in Ottawa illustrates, with its "Report from Parliament Hill", how the combined efforts of the stations can produce informative programs, and there is no earthly reason why the same principle cannot be applied to features of equal or greater value in entertainment. These programs could be made available to the sponsors and their agencies much as the newspapers offer cut and mat services to their clients. These programs would be top-flight Canadian entertainment and therefore, provided they were well produced, would be impervious to the patriotic barbs of the carpingest of critics.

There will be those who disagree with us, but we still insist that it is possible to be better than best and higher than top. Those stations and agencies which produce a "hit" and then sit back in the belief that they have reached the ultimate, are going to find themselves passed on the road by others, who feel that success is only a spur to go on still further.

Watt's steam engine, Edison's electric light and Bell's telephone were certainly "tops" in their day. But they wouldn't do much business in 1946.

Richard G. Lewis.

Editor

I LISTENED FOR A LIVING

—by David Adams—

For 18 months I was called upon to listen to the broadcasts of over 100 US commentators a week, to sift their views on the news, and to coax, wheedle or otherwise persuade them to remind their listeners that Britain was in the war too. It was part of my job at the New York office of the British Information Services. It was interesting. It was arduous. It was a living. Later the RCAF accepted me as a navigator. It was a rest.

As we listened night after night, the voices and views of many of the commentators became almost as familiar to us as our own. I often wondered what these oracular beings were like in real life, away from the microphone. For in all the time that we listened to them, we never once met one of them face to face. Perhaps this was just as well, since knowing only their voices enabled us to assess their impact on the ordinary radio listener with unprejudiced detachment.

By studying the listener surveys and popularity polls, we learned how much weight to give to each speaker in our reports.

One thing that these surveys showed, was that a local commentator, widely known in his own community, was usually much more influential in that area than a network broadcaster who commanded a much wider audience. Accordingly we installed powerful receivers in our Radio City listening post, on which we heard the opinions of analysts in, San Antonio, Denver Salt Lake City, and even, when conditions were especially favorable, in Los Angeles and San Francisco.

The collection of personalities whose broadcasts came under our nightly scrutiny was extremely varied. The public's apparently insatiable appetite for news of the war had drawn all manner of men (and women) with any sort of claim to a knowledge of the international scene, onto the air. There were college professors, travellers and adventurers, gossip columnists, homespun philosophers and people with almost every kind of European accent, propounding their views along with all the established commentators.

Listening for hours at a time to a non-stop parade of news broadcasts might seem like a monotonous task: it was anything but that. It was the same news over and over, but each speaker give it his own

particular slant, dressed it up in his own particular style, and the resultant variety was anything but routine.

When the Japs attacked Pearl Harbour, anger was the unanimous expression from Coast to Coast. But when Hitler invaded Russia, Wythe Williams was wringing his hands, while Clapper's restrained comments sounded far from discouraged.

In those days opinions were a dime a dozen. Today history has shown how right and how wrong they were.

First there were the straight analysts like Raymond Gram Swing, most of them veteran newspapermen with a keen sense of responsibility, who interpreted but rarely injected their own views. There were dramatizers like Lowell Thomas, who built up large audiences by sensationalizing, and highlighting odd and unusual items. There were people like Gabriel Heatter, in a class by himself whose evangelistic fervor and unshakeable optimism, bestowed in equal measure on both commentary and commercial, apparently endeared him to countless millions. There were the prophets like columnist Drew Pearson, holding listener attention by making flat "Predictions of Things to Come", and trusting to the short memory of the public when events might prove them wrong. There were adventurers and world travelers like John Vandercook and John Gunther; and *I-Have-Been-There* men like Frazier Hunt, who used his news story as a jumping-off point for some personal reminiscences. There were one or two old philosophers like Cal Tinney, who coined witticisms and made dry observations on the day's news stories. And there was the dean of them all, H. V. Kaltenborn, with his definite opinions.

These and many more, not so easy to categorize, made up a daily diet that was both nourishing and entertaining. Absorbing so many different interpretations of the news gave us a well-balanced view of world events, and this in turn made it possible to evaluate each speaker's soundness and accuracy better even than a personal knowledge of him.

From his physiognomy he could be H. V. Kaltenborn, or Harriet Hubbard Ayer for all we know. But show us a script and we could identify him in the first three lines.



The FARM FRONT

A Good Rural Feature For Your Clientele

The Farm Front is a daily feature of the British United Press Radio Wire. It is a five-minute broadcast offering national and regional coverage of farm news.

MAIN SPONSORS for this feature include:

- Fertilizer Companies
- Farm Stores
- Feed Mills
- Farm Machinery Companies
- Seed Companies
- Motor Companies
- Cooperatives
- Vineyards
- Grain Elevators
- Manufacturers
- Drug Stores
- Railroads

The FARM FRONT

is a sound audience builder for town and country, appealing to all who grow things in the soil.

SPONSORS!

If you are interested in The Farm Front, apply to the nearest radio station carrying British United Press News.

BRITISH UNITED PRESS LTD.

231 St. James St. MONTREAL

GETTING THE MOST OUT OF THE QUEBEC MARKET

L'Anglais Presents Facts and Figures About French Canada

The key to a successful sales campaign in Quebec, is to advertise in French, with an understanding attitude — not simply by translating, but taking into account the tastes and characteristics of the French Canadian. This point was made by Paul L'Anglais, president of Radio Programme Producers, Montreal, speaking to the Association of Canadian Advertisers Convention in Toronto early this month.

Five Popular Misconceptions

Emphasizing the importance of the Quebec market, Mr. L'Anglais opened with a warning against five popular misconceptions:—

- (1) *Everybody in Quebec speaks French only.*
- (2) *Everybody in Quebec is Roman Catholic.*
- (3) *Nobody in Quebec buys anything unless the Church says it's all right.*
- (4) *Quebec people refuse to buy English Canadian goods*
- (5) *They are fooled if a package is printed in French and English.*

Advising a reliance on facts, rather than misinformation of this kind, he advocated trying to understand the French Canadian viewpoint, and basing one's approach on this understanding. "When selling goods anywhere in the world, a sales argument has to be based on the idiosyncracies of the community, its income, its needs, its likes and dislikes" he said.

"To achieve success in the Quebec market, give it the same close attention that you give to the English speaking sections of Canada."

An Enormous Market

As soon as this was done, said Mr. L'Anglais, seemingly unsurmountable obstacles would dissolve, and a market represented by over 3 million Canadians would be opened up. He produced statistics to show the scope of the Quebec market.

The Province has:

- 28.9% of the population of the Dominion.
- 26.3% of the national income.
- 26.2% of the national wealth.
- 23.5% of the retail sales.
- 30.9% of the manufacturing.
- 30.8% of the construction.
- 57.5% of the power.

"Quebec," he told the meeting can boast of having the biggest hydro electric plant in the world, at Shipshaw; the largest inland harbor, and the second largest French speaking city in the world, Montreal; the largest pulp and paper centre in the world, at Three Rivers.

71% of Quebec homes are equipped with radios—against 78% for the Dominion.

33% of Quebec homes are equipped with telephones—against 40% for the Dominion.

19% of Quebec households own motor cars—against 37% for the Dominion.

In Quebec, the male annual income is \$922—In Ontario it is \$1,119.

In Quebec the female annual income is \$429—In Ontario it is \$577.

"But" he said "families in Quebec are larger, and the basic cost per household is lower than in Ontario.

In the twenty years from 1921 to 1941, Quebec's population increased from 2,300,000 to 3,300,000—a gain of 41%.

"In the same twenty year period, the urban population in Quebec has increased from 56% to 63% of the total for the Province. More than three of every five people in Quebec live in the city, and so are more readily accessible to retail outlets for your products," he said, "and more influenced by newspapers, radio and display advertising; more sophisticated, more educated, and more open minded towards new products."

Rural Strength

A comparison between the rural

populations of Quebec and Ontario showed that farms in Quebec average 125.1 acres, against 125.8 in Ontario; that there are 155,000 farms in Quebec, against 178,000 in Ontario; and that 93% of Quebec farmers own their farms, against 80% of Ontario farmers.

"It is true" he continued "the Quebec farmer has less commodities and less money than Ontario counterpart", but the government is giving him such help that he has become an extraordinary prospect for all sorts of product farming implements, radio sets, motor cars, household articles, electrical apparatus, plus of course all the staple goods he has been buying for years.

French Canadians Live French

Quebec, Mr. L'Anglais emphasized, is a normal community, anxious to improve its living conditions. "Its needs are growing every year" he pointed out. "Successful marketing in Quebec depends on thorough study of the market possibilities, and on a discriminating appreciation of French Canadian characteristics.

"The French Canadian speaks, reads and thinks in French. He attends French churches, schools and universities. He goes to French movies, belongs to French clubs and is subject to a French code. He reads French newspaper and listens to French radio. This does not mean that he does not speak English. Often he does, but he considers it an elementary courtesy that anyone who wants to do business with him should do so in French.

To sell goods in Quebec, urged Mr. L'Anglais, you must sell them in French—in good French; and your advertising campaign must either be conceived in French, or perfectly adapted into French; mere translations is inadequate. He recommended a complete French

(Continued on Next Page)

CHNS BULLETIN BOARD

From a Fill to a Feature — we're ready!

Our recent purchase of the complete Library of the "United Transcribed System" makes our disc lineup read: "Thesaurus", "Langworth" "World", "U.T.S.", and many thousands of "78's". Ask the All-Canada Man.

960 ON YOUR RADIO

Continued from Previous Page

department for advertising agencies, to enable them to launch an effective campaign. French in approach and selling arguments, as well as in language.

Business and the Church

He then drew attention to the importance of the Catholic Church in the French Canadian's daily life. The goodwill of the Church was necessary for the success of an undertaking. To secure this goodwill, he said, it was usually sufficient to check one's advertising appeal with an authority who knows. French Canadian newspapers and radio stations may be said to stand for religion, justice, clean living, and the finest traditions of the French Canadian people and they would object to anything which they believed would violate those principles.

At this point Mr. L'Anglais related a story about a popular Quebec summer resort, which normally supported at least three protestant churches during the season. World War I, however, so depleted the population that the Anglican church was forced to close. After 10 years, deciding that any church was better than none, the Anglicans decided to go to the local Catholic church. They soon became regular attendants, and were particularly generous in their contributions. This continued until 1919, when the husbands and fathers came home, and the Anglican community decided to reopen. The building, alas, proved to be so much in need of repairs, that it was found cheaper to demolish it and build a new one. To this end it was as necessary to approach all possible subscribers, and one lady called on the Catholic curé to explain the situation. The curé asked for time to think it over, and the next day he produced \$75. To this donation he attached but one condition — that the money should be used for the demolition of the old church, and not for the construction of the new.

Pointing a moral to the tale, Mr. L'Anglais said: "Make up your mind that the Church has influence in Quebec, but be convinced that it is Catholic and intelligent; respect its influence and it will not interfere with yours".

Thrift and Caution

Finally, the speaker summarized the principal characteristics of the

French Canadian. He is thrifty, he said, but once he is thoroughly convinced that an article measures up to his requirements, he will buy it immediately; you have to prove to him that what you want to sell is an improvement within his means, or a necessity to him, he continued. "Because of his agricultural background" he added "he does not work to make large profits immediately. He is a careful buyer, and has excellent taste; therefore quality is his prime consideration."

Certain merchandising policies, he warned, are seldom effective in Quebec. The "group" appeal should be avoided because the French Canadian is keenly individualistic. The "scare" appeal does not often produce results. The "innuendo" appeal, and the "do it now" appeal, both tend to irritate him. The "English" appeal — mere translation of an English campaign — is obvious to him, and only creates antagonism or ridicule.

Vocal Scholarships

Two scholarships for the purpose of discovering radio voices are being offered by La Cantoria, directed by Victor Brault, honorary professor at the University of Montreal. Each scholarship is for one year's free tuition and included are courses in vocal technique, history of music and the repertory for opera and concert. A preparatory course, Mr. Brault announced, is being given in connection with the scholarships, which started Nov. 1st.

The contest, which will decide the winners of the scholarships, will be held at the beginning of February and will be staged under the auspices of La Cantoria, whose honorary committee consists of Gladys Swarthout, Maria Kurenko, Jean Dickenson, Sir Ernest MacMillan, Dr. A. E. Whitehead, Dr. J. J. Gagnier, John Barbiroli, Jean Beaudet, Darius Milhaud, G. E. Tanguay, Vladimir Golschman, Claude Champagne, Bela Bartok, Henri Gagnon, Albert Chamberland, Alexander Kipnis, Alexandre Tansman, C. W. Cadman, Leon Rothier and Igor Gorin.

Renewal

Announcement is made of the renewal for the eighth year of Wrigley's "Treasure Trail". The program is originated, produced and placed by Jack Murray Ltd.



W. D. Hannah, formerly of RCA Victor Company Limited, who has recently returned from Active Service has joined the Montreal Radio Department of Cockfield, Brown & Company Limited.

Video Tube

DuMont Laboratories (Passaic N.J.) announce a new cathode ray tube suitable for low priced television receivers. Type 7EP4 is a 7" tube, providing a screen image 5 3/4" wide by 4 1/4" high, large enough for a group of several viewers. The tube is only 15 1/2" long, and the accelerating potential is only 2500 volts; it is already in quantity production.

SHOW BUSINESS
by Geo. A. Taggart

Profile—With Liberties

DICK Lewis—the free enterprise kid—publishes a radio trade paper known as "The Canadian Broadcaster" to the general consternation of the radio industry. It is said that the Pulitzer Prize Committee has its eye on him — the jaundiced one.

THE Lewis has run his publication up from an 8-page rag to a 20-page rag in just a few years — which is good going. Somehow though, he has commanded the respect of the radio industry which now outnumbers his relatives and personal friends who formerly made up his readership.

LEWIS has made another major contribution to radio with his annual Beaver Awards. This year, Canada's beavers are thinking of awarding Lewis, but so far can't find any takers. And, incidentally, this is just our own way of giving Dick Lewis a salute of 36 salvos from 152 guns. He's done a job!

Geo. A. Taggart

166 Yonge Street, Toronto
Adelaide 8784

P.S.—The Editor said he was moved to tears — but no discount! G.A.T.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

FLASH . . . Agencies and Clients alike have a wonderful opportunity if they sign up NOW, because each and every contract in effect at our present 100 watt will, when we jump to our 5 kilowatts, be honored for the balance of the contract at the increased power, with no increase in rate.

CJCH HALIFAX, N.S.

Represented by

HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

HAS YOUR NEWSCAST

A "NATIONAL NEWS BULLETIN" Rating?

Here's an editor who has been preparing newscasts like that for nearly three years! Formerly a reporter — B. A. — now available to put that authoritative "National News" touch in your newscast.

Write Box 1002

CANADIAN BROADCASTER

371 Bay Street, Toronto.

HAPPY BIRTHDAY
to us!

Eight years old on
November 2nd.
Too swamped with
business to "per-
mit" a party. Drop
in for a short one
around Christmas.

We'll take
a spot
anytime

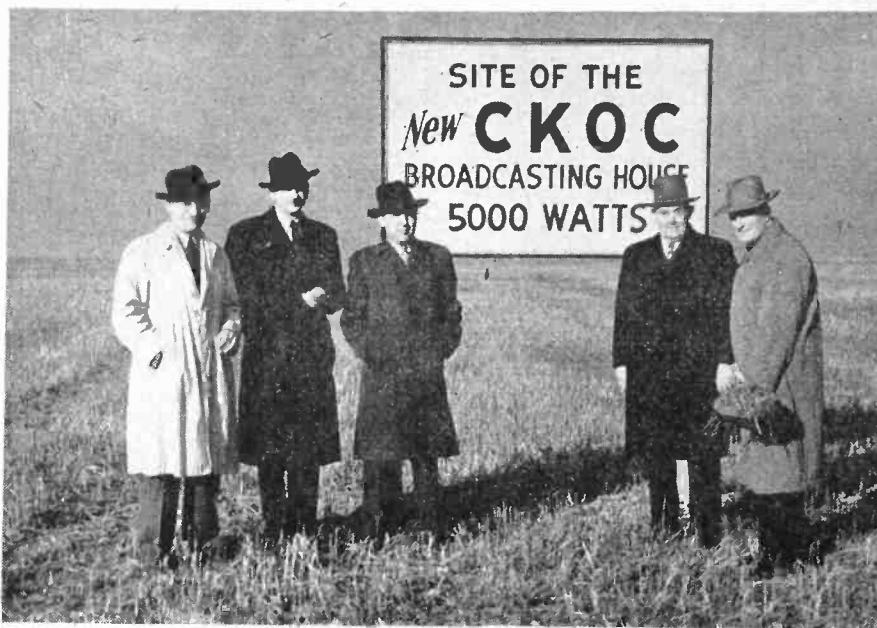
CFGP

Grande Prairie
1000 watts

Returns To Radio

Describing himself as a "drip from the returning shower of veterans, filling up the broadcasting pool," is Lloyd Westmoreland, who has returned to the promotion desk at CKOC, Hamilton, Ont., after service with the RCAF.

SOD TURNING



Turning the first sod at CKOC Hamilton's new transmitter site which will house their 5 kilowatt. From left to right, Les Horton, chief engineer; Bill Cranston, manager; Lyman Potts, production manager; Reeve Millmine of Saltfleet Township; Mayor Sam Lawrence of Hamilton.

NORTHERN MEETING

With power increases scheduled for the near future, Northern Broadcasting Company operated Stations met in Toronto recently for a complete discussion of programming.

Several of the stations will be increasing power from 1000 watts to 5000 watts. CFCH North Bay is to become a Kilowatt station. Pro-

duction topics covered the co-ordination of programs so that all stations will benefit from each proven program idea. The handling of news, religious and educational broadcasting, and public service efforts were discussed.

Commercial managers of all stations were present to suggest new plans for the presentation of sponsored broadcasts.

Attending the two day meeting were: Roy H. Thomson, President of Northern Broadcasting & Publishing Limited, S. F. Chapman, Sec. Treas.; managers — Harvey Freeman, CKGB, Clair Chambers, CJKL, Roy Hoff, CKWS, Cliff Pickrem, CFCH; Hal Cooke CHEX. Program directors — Bob Hart, CKGB; Jas. Kirkpatrick, CJKL; Phil Clayton, CFCH; Karl Monk, CHEX; Charles Millar, CKWS; commercial managers — Claude Irvine, CKGB; Harry Edgar, CKWS; Keith Packer, CFCH; Chet Sutherland, CJKL; El. Jones, CHEX. Jack Davidson, Supervisor of Stations, acted as chairman of the sessions.

"Hams" Reinstated

Effective November 15, all Canadian "Hams" whose operations were suspended at the outbreak of war in 1939, were free to return to the air, according to an announcement by Reconstruction Minister C. D. Howe. Approximately 4,000 Canadian amateur radio licenses have been reinstated and will be effective until March 31, 1946. For the present, "Hams" will be permitted to operate only the following frequency bands: 28—29.7 mc.; 56—60; 144—148; 2300—2450; 5250—5650; 10,000—10,500; and 21,000—21,500 megacycles. The 56—60 mc. band was a temporary allocation which would be replaced in a few months time by the band 50—54 mc.

US "Hams" are also permitted to transmit in the same frequency bands, effective the same date. Every effort, Minister Howe stated, was being made to clear other channels for amateur radio operation, particularly the 3.5—4; 7—7.3; and 14—14.4 megacycle groups.

"Canadian amateur radio operators," said Mr. Howe, "have contributed materially to this country's war effort. Most of our amateurs were young men, and they responded enthusiastically to the call of their country especially during the early stages of the war, when the armed services urgently needed large numbers of radio operators."

New Station

Windsor, N.S., at the geographic centre of the Province has a new radio station. CFAB, operated by the Evangeline Broadcasting Company, began broadcasting regularly November 11, with a power output of 100 watts. Ava M. Bishop is the owner-manager; her son, Willard, is program director. John Crosbie, of Rai Productions, Toronto, is CFAB representative for Canada and the United States.

★ CALGARY

CFCN

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

Look to

RCA VICTOR

for the only complete

TRANSCRIPTION SERVICE

IN CANADA

RCA Victor TRANSCRIPTION STUDIO

TORONTO • Royal York Hotel • AD 3091 • MONTREAL • Lacasse St. WE 3671

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

Bill Byles at Spitzer & Mills tells us that beginning first of the year the California Fruit Growers Exchange is starting a series of transcribed one minute spots over number of station between CN, Calgary and CHNS, Halifax. Same agency announces Quaker Oats is renewing Peterboro Farm Broadcast" for Quaker Feeds over CHEX, Peterboro.

Garry Carter at Frontenac Broadcasting reports transcribed spot campaigns for clients Samson Products and Shorty Beverages over CKEY, Toronto.

Edwin C. Stock Agencies say that Vitoff Shampoo started a 30 minute weekly transcribed musical show over CKEY, Toronto, November 18. Called "Invitation to Romance," the program is scheduled for 26 weeks.

Thornton Purkis reports that Tada Tea Co. of Canada Ltd. has been over Jack Dennett's 11 p.m. broadcast over CFRB, Toronto.

MacLaren's Vancouver office advises that W. H. Malkin Co (Tea and Coffee) has renewed "Modern Romances" over 4 British Columbia stations including, CFJC, KOV, CKLN and CJAT.

According to the commercial department at CKEY, Toronto Allick Laight and Westwood (Sporting Goods) returned "Ski Trails" November 22. The Robert Simpson Co. Ltd., have contracted for spot announcements until December 29.

CKWX, Vancouver has two new equal spot campaigns under way. Insulation Industries are taking 6 week for a year while Edwards Electric Shaver Sales have signed for 3 a week for 5 months.

Bob Simpson at Young & Rubicam tells us that Whitehall Pharmacy (Anacin) is starting a 17 week flash announcement cam-

paigned December 3 over 15 stations between CKOC, Hamilton and CHSJ, Saint John. Same sponsor is renewing "Ellery Queen" for Anacin and Kolynos January 2 for 52 weeks over the Dominion network, plus CKAC, CFRB and CHML. Y. & R. also reports that International Silver is renewing "Adventures of Ozzie & Harriet" on January 6 from the Columbia to Trans-Canada, plus CFRB and CKAC. CKCK, CKOC,

McKim's Winnipeg office has started "The Old Corral" (All Canada) for Soudack Furs over 6 western stations between CFGP, Grande Prairie and CKY, Winnipeg. Same agency has placed a 26 spot campaign for Marshall Wells Co. Ltd., (Winnipeg) over a number of western stations.

Personnely Speaking

Doug Grieg has returned to the announce staff at CJCA, Edmonton, after 4 1/2 years with the air force. Howard Bailey has been added to the announce staff at CFSF, Cornwall. Russ Baer formerly of CKGB and CJKL has joined the production staff at CKWS, Kingston, after 4 years in the airforce. Bob Harvie, former program director at the RCAF station in Gander Bay Newfoundland is returning to the announce staff at CHEX, Peterboro. Cec McKnight is back at CKTB, St. Catharines after service with the Canadian Army in Newfoundland.

Repat Problems

Former war correspondent and feature writer for the TORONTO STAR, Greg Clarke is now heard weekly, on Thursdays, in a series of talks designed to help the serviceman solve the various problems involved in the return to civilian life. The broadcasts are aired on Trans-Canada.

"Stay where you are . . . do not break the stillness of this moment: this is a time of mystery . . . this is . . ."

The HAUNTING HOUR

In response to demands for "Mystery at its Best"

● From the moment this program opens . . . as the clock strikes and footsteps echo . . . and a voice speaks the words quoted above . . . this is "Mystery at its Best" — this is "NBC Radio-Recording" at its peak of perfection.

THE HAUNTING HOUR presents original psychological mysteries, "whodunit" thrillers, crime crusade plots . . . creates true characters . . . constructs probable and possible situations and spots clues for the solution. Each half-hour show is a complete story . . . especially directed and produced by NBC to draw every second of breathless suspense from these great mystery dramas.

Mystery is highly popular. Today . . . more than ever . . . books, movies, plays radio shows with mystery and suspense have tremendous appeal. So jump on the "mystery" bandwagon with **THE HAUNTING HOUR** . . . "Mystery at its Best" . . . a mass audience builder . . . a sure-fire success for every type of sponsor.

SCHEDULE—1 Program per week

NOW AVAILABLE—52 weeks of broadcasting.

TOP NETWORK TALENT, WRITING AND PRODUCTION

A prominent cast includes Berry Kroeger, Betty Furness, Elspeth Eric, Eddie Nugent, Jean Gillespie; brings the biggest names of radio and stage to **THE HAUNTING HOUR**. Original stories are written by radio's top writers who bring atmosphere and variety to each show.

Produced by Bert Wood at NBC, New York

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



NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

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

Vancouver's
CKWX

First
**IN CANADA'S
THIRD MARKET**

1000 WATTS
going to
5000

Mutual Network

REPRESENTED BY
ALL-CANADA RADIO FACILITIES

PROGRAMMING TO COMMUNITIES

"Every Canadian station has on its schedules programs and features with a truly local flavour to which your messages can be readily attached", Frank Johnson, commercial manager of station CKNX, Wingham, told a recent meeting in Toronto of the Master Bakers' Association of Ontario.

"No two Canadian communities in this vast Dominion think alike", Johnson said. "Producing a stereotyped show intended to appeal to the sophisticated Torontonian and the good people of the 'Back Sixty' at one and the same time is an absolute impossibility."

Johnson was invited to appear before the bakers to explain the details of the local campaign they are conducting on a test basis on CKNX, as an aid to their consideration of expanding the drive to cover the province of Ontario.

After playing recordings of some of the singing spots being used on the Wingham station, Johnson urged the meeting to contact managers of stations serving the areas they decided to cover, and ask for their advice and assistance. He stressed the desirability of tying onto existing local programs.

Objective of the trial campaign in Wingham, and any further expansion which may follow is to counter, on behalf of local bakeries "the threat that is posed by the national and chain baking concerns,

who, just as soon as tires and equipment are available will be covering every possible retail outlet to put their products on the shelves of chain and independent grocery stores in every town, village and hamlet across the country."

CFRB Manager Lauds Competitive System

"It is unfortunate that the Parliamentary Committee which periodically investigates radio invariably looks askance whenever a recommendation is made by private radio", according to Lloyd Moore, manager of CFRB who addressed the twelfth triennial convention of the University of Toronto Engineers Alumni Association, November 10.

In Britain, he pointed out, the BBC is hedged about with safeguards which have pretty well protected the interests of minority groups and parties. Though it has generally high standards of public service and good taste it lacks the competitive zeal, imagination, audacity and variety which characterize American broadcasting.

"In Canada", he continued, "control of radio is with the CBC, who not only operate stations, but also regulate the private stations."

He went on to express his belief that a monopoly of radio, public or private, would always be dangerous.

In closing, he said "I hope that, in the not too distant future the CBC and the CAB can sit around the table together and lay out jointly a plan for the sound development of radio broadcasting for this country which they can unanimously recommend to future parliamentary committees.

Sick List

Sam Ross, news chief at Vancouver's CKWX, is recuperating from a double hernia. Latest word is that he is progressing favorably.

Press Favors Dunton

Press comment on the appointment of "Davie" Dunton as future Chairman of the CBC has been heavy all across the Dominion. Praise for his achievements both Editor of the MONTREAL STANDARD, and as head of the Wartime Information Board, is almost unanimous and his appointment regarded as a great opportunity to perform a valuable public service. His youth, energy and determination are considered valuable qualities to assist him in his new role. The opinion of the Peterborough (Ont.) EXAMINER is typical: "We expect great things from him. At thirty-three he has been appointed to a conspicuous and powerful position in Canadian affairs."

Most vocal among the "nay" expressions is the TORONTO EVENING TELEGRAM which says in part "The appointment . . . at a salary larger than that of a cabinet minister suggests that Parliament runs drunk sailors a close race in the spending of money."

The HALIFAX CHRONICLE says "The Canadian public expect that the CBC shall serve them and not try to dominate them or educate them. They expect that the CBC shall take its proper place in the pattern of national broadcasting but nothing more . . . that it be run as a competitive organism and not as a self-appointed monopoly."

AVAILABLE

Announcer - operator - copy writer with 5 years experience in two western stations. Newspaper writing background. Would like to locate in western station but will give serious consideration to all offers.

Box 2003

CANADIAN BROADCASTER

371 Bay Street, Toronto

These Towns Are Spot Towns

IN NEW WESTMINSTER	IT'S	CKNW
FORT WILLIAM		CKPR
SASKATOON		CFQC
EDMONTON		CFRN
CALGARY		CFCN
TORONTO		CHUM
SOREL		CJSO
HULL		CKCH

C
A
L
L

Spots To-night
mean

Sales To-morrow



16,345
RADIO HOMES
IN OUR
PRIMARY
AREA

CKOV
KELOWNA
B.C.

The VOICE OF THE OKANAGAN

See All-Canada
or Joe Weed

**ACCENTUATE
the NEGATIVE**

Youth and gaiety are the keynote of George Taggart's production "Cashmere Bouquet House Party" which regales Trans-Canada listeners of a Saturday night between "Share the Wealth" and the Hockey Broadcasts. Happy modern music interspersed with exactly the same sort of inane patter you hear at a House Party. While we personally can take this sort of thing or leave it alone with equal abandon, we are definitely attracted by the naturalness of the proceedings, a quality which is essential to radio in all its branches, but which, unfortunately, is all too often lacking. Dorothy Deane, quite apart from her tuneful singing voice, is an asset to the party, because her vocal chords sound infected with the exuberance of pink lemonade which some gay Lothario has spiked with a goodly portion of juniper juice. Russ Titus, on the other hand, sounds "a little above all this childishness", in his vocalizing. For all his recording fame (under the name of Larry Cross), he gains nothing either for himself or the program by his aloofness. Definitely Russ Titus can sing, but gives us the impression he is more intent on his own singing technique than the words. The noises which emanate from Maestro Samuel Hersenhoren, including those of his orchestra, make pleasant listening, but Sammy doesn't have to drag a violin solo of a somewhat maudlin ballad into this boop-a-doop program just to show that he can play one. We know he can, and we're all for it — in the right place.

Somebody simply has to teach Greg. Clarke to write for radio, or else the erstwhile war correspondent of the "Toronto Star" is going to rue the day he forsook his typewriter for the microphone, and we listeners are going to lose the first truly Canadian radio "character" who has come into the limelight. Script or no script Greg Clarke brings a personality to Goodyear's "Parade of Songs" which lifts Don Bassett's

offering (Goodyear) from another extremely pleasant though not overly important "musical" into a "must" program. The show is well-named the "Parade of Songs" because, brother, how those songs do parade! They just pour off the production line and very pleasant it is too, because listening becomes an effortless process. But from the listener's standpoint it is also questionable whether we would bother turning it up or down for better listening. We would be more inclined to let it hum away as a pleasant — and we do mean pleasant — background for a bridge-game, a glance over the sports page, or perhaps even banging out this column. To say that here is a program, outside of Greg Clarke, which inspires neither avid pleasure nor ardent dislike may be a compliment. Then again it might be interpreted as praising it with faint damns. As to Greg Clarke, whether he writes his own scripts or whether they are written by someone else, we're for him, and more of him, but we'd like to hear him read scripts that are better designed to "come off the paper."

**Telling The Truth
About Industry**

Billions of words spread distrust of industry in the public mind every year, according to Allen Sikes, who told the Associations of Canadian Advertisers of the crying need for industry to tell the public the truth about industry's social philosophy.

"The public's interest in what is reported in the news columns about industry is surpassed only by what industry has to say about itself in the advertising columns", said Mr. Sikes who is an executive of the American Newspaper Association.

"Material must be presented freely", he said. "It must be presented frankly, and it must be specific enough to identify issues and clear enough to be understood by the reading public.

Mr. Sykes pointed out that it is only by telling its story and telling it completely that industry can balance the weight of words of its opponents. "Built on a foundation of free enterprise, business must learn to merchandise the social philosophy upon which it is based just as efficiently as it merchandises its products," he said.

Tales of the North

Stories of the adventurers who pioneered Canada's "frozen north" in the search for a Northwest Passage to the Indies, and many other tales of this region, are featured on a new series "The White Empire", which took the air over Trans-Canada November 14. This Wednesday series will run for thirteen weeks.

It is written by Alan King, and an original musical score is featured, composed by the Canadian, John Weinsweig.

CFPA

"Serving the Lakehead"
"CIVVY STREET"
Is a Locally Sponsored series finding jobs for Ex-Service-men.

We can produce an equally attractive feature for you.

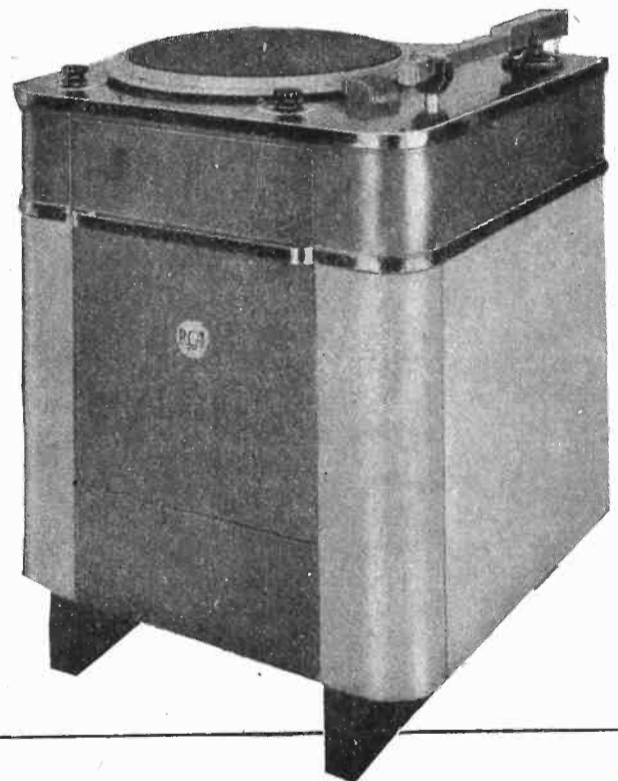
Port Arthur-Fort William



The RCA Victor 70-C1

• With broadcasters the country over, RCA Victor Turntable Equipment is the favourite because of its sturdy, dependable construction. Here is equipment particularly designed for broadcast station needs.

In the RCA Victor 70-C1 Turntable with its combination head, the broadcaster will find equipment of great flexibility. For complete information write now to the Broadcast Equipment Department, RCA Victor Company Limited, Montreal, Quebec.



**Features of the
RCA VICTOR 70-C1 TRANSCRIPTION TURNTABLE**

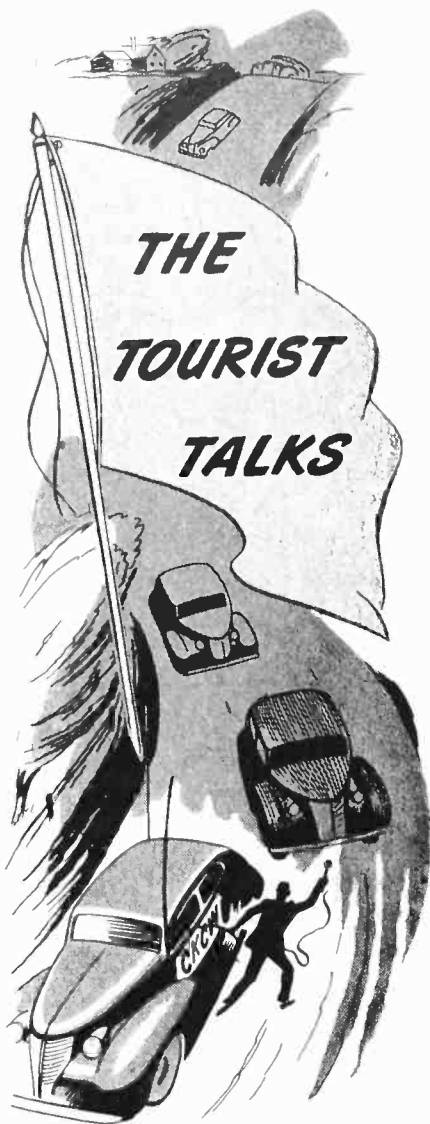
- ★ Combination pickup for vertical and lateral transcriptions.
- ★ Counter balanced tone arm, free of noise and vibration. Six-position switch for control of compensation.
- ★ Excellent speed regulation. High torque for quick starting.
- ★ Turntable operation with proximity of microphone possible (Silent type power switch: low motor noise.)
- ★ Isolation of motor noise from cabinet. Filters securely mounted and arranged for minimum hum pickup.
- ★ Modern cabinet design, attractive trim. Umber gray cabinet finish.

RCA Victor



RCA VICTOR COMPANY LIMITED
HALIFAX • MONTREAL • OTTAWA • TORONTO
WINNIPEG • CALGARY • VANCOUVER

THE PROGRAM PARADE AT CKCW



★ Using "tourist talent" pays big dividends. At least it did for Moncton area merchants on CKCW's "The Tourist Talks".

The CKCW radio car stopped tourists on the highway and interviewed the occupants. Each person received a souvenir. If they were celebrating a wedding, birthday or other anniversary, a special gift was presented. The big surprise came when the tourists received a special recording of their chat with the announcer.

"The Tourist Talks" is just another CKCW original idea that sells merchandise and further proves our slogan "We don't sell time, we sell results." In other words . . . showmanship. Interested, then listen to a few "Stovin Talks".

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

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

HORACE N. STOVIN
Representatives
Toronto and Montreal

CANADIAN TALENT HAS A SCORE TO SETTLE

John Adaskin In Fortright Address To ACA

Canadian talent lacks more in promotion than in ability according to John Adaskin, Toronto radio producer, and incoming American network programs, constituting as they do an unfair competition to Canadian originations, should be subjected to duty just like American printing or other imported advertising.

Giving as a sub-title to his talk to the ACA Convention in Toronto this month. "The Score Canadian Talent Should Settle With American International Advertisers And Vice Versa." Mr. Adaskin conceded that in many cases Canadian advertisers had enthusiastically endorsed and employed Canadian talent. There were, however, many instances of glaring failure to recognize such talent, only to have it bloom forth on the American networks as a "brilliant Canadian find," he said. He cited the case of Percy Faith, not only because of his brilliant success in the States, but because he was well known through his former sustaining efforts on the CBC. Though he had one or two short term sponsors while in Canada, at the very apex of his career he had none. Before he left Canada he was laid off by the CBC with the statement "The Canadian public needs a rest from Percys music." "Thanks to contacts opened up in the States. Percy's music continued to reach the Canadian public—and they don't seem to need a rest," he stated.

By crossing the border Percy Faith didn't automatically become "better talent"; nor was it American snap and polish that made

this or that person "public appeal." It was the promotion and the publicity, and the surrounding ingredients (which cost a lot of money) that successfully launched an artist.

Alan Young, continued Mr. Adaskin, was brought to Toronto from his Vancouver sustaining program by an enterprising Canadian advertiser, who thus showed both good judgment and wisdom. The fact that he was lured to the American networks should not deter other advertisers from taking the same chance. We should be proud of the fact that we're bright enough to recognize talent; and we can throw out our chests and say, "he was one of our boys, we brought him to you first."

"We know that talent exists in this country" Mr. Adaskin continued. "But promoting talent takes courage. It is not good business to stick to personality-less programs which we couldn't lose, simply because nobody else wanted them," he emphasized. There are just more opportunities for talent in the United States than there are in Canada. This much we have to face."

Mr. Adaskin recalled the early days of Canadian radio; the song recitals, the personality spots, and the parents of young hopefuls who "beat paths to the studio door." It was a field day for Canadian talent, but without network affiliation, no set standards and with competition of a purely local nature. Things improved as we passed our radio adolescence. Then, with the formation of the CRBC, commercial broadcasts were curtailed. "Without competition," he added "Our initiative

died ten thousand deaths, and we developed a clique of artists who succeeded in corraling the entire broadcasting schedule".

Finally the CBC was formed, and commercial broadcasting was resumed. Canadian advertisers were quick to seize good radio time and the best available talent. "But in both instances," Mr. Adaskin regretted "They weren't quick enough." They were unprepared for the return of national radio advertising; and as a result, most of our best commercial time was snapped up by the American international advertisers before the Canadians could act.

"The Canadian national advertiser," continued the speaker, "has been 'raped'. We have done nothing to my knowledge to protect either our Canadian talent or our Canadian advertisers. Just because the American international advertiser has a fine program is no reason why the Canadian national advertiser has to suffer for it. We can't allow 'dumping' in Canada not if we expect to encourage Canadian manufacturers to advertise Canadian." The argument that there is no comparable Canadian talent is entirely false, he said. "Talent is everywhere and we have the programs to prove it. It is only in the promotion of talent that we are sorely behind our American cousins."

"Do you know" Mr. Adaskin asked "that the Canadian manufacturer has to pay more for advertising in Canada than his international competitor? Yet, if the tables were reversed, and he broadcast across the line, he would still pay more, and I'll tell you why."

"A Canadian manufacturer, who wishes to advertise by radio internationally, is not permitted to originate a radio program on the national network in Canada, and simply pipe it to the American networks for the cost of station time and land lines, as we in Canada allow in reverse. Oh no! You must pay for a standby orchestra in New York or Chicago, and pay the New York rates for the various organizations involved - the Musical Protective Association, AFRA, and so forth.

"We", he went on, "are considered unfair competition to the American networks; yet we in turn, do nothing about unfair competition from the other side of the fence. You fix it first", he added, "or it will be fixed for you, and you won't like it."

"We cannot bring printed matter advertising copy, or commercial art work into this country, without paying heavy dues", he pointed out, "but American programs come

EDMONTON

VICTORY LOAN

A Big Hand in A Big Job

CJCA

(Continued on Next Page)

Continued from Previous Page)

...lowing in with no questions asked."

There were, Mr. Adaskin continued, several companies that had separate Canadian and American programs. At least six of these had found that they could reach the Canadian market better by using Canadian talent; and in several instances the Canadian shows actually rated higher than their American counterpart (RCA Victor, Colgate-Almolive, Coca-Cola, John & Judy Trigley's and Goodyear). But these few are not enough. There must be more, many more. How could this be achieved? It took courage, vision, and a belief in the country. It means starting with something reasonable", he said, "and, by sheer competition, improving it until it gives you what you are after - a sterner appeal."

He pointed out that it also meant a reversal of the old CBC attitude that the building up of radio personalities might prove "dangerous to the lords-in-charge—the tail wagging the dog." Fortunately, he said, this attitude had already been somewhat modified, since experience had shown that a program without personalities frequently belled dullness and lack of character. "An unsigned article", Mr. Adaskin stated, "rarely gets the notice its subject matter warrants."

"I have it on good authority," he concluded on a warning note, "that something is going to be done regarding incoming commercials. I also have it on good authority that

nothing will happen, if the hand-writing on the wall is read and acted upon. That is where the vice-versa comes my sub-title. That is the score American international advertisers should settle with Canadian talent, before Canadian talent settles its score with them."

S.O.S.

Ten-year-old Fred Ellis, of Hamilton, Ont., decided on leaving the house, that he had had enough of school. Perhaps the report card wasn't so good. Next afternoon came, and Fred had not returned home. Hysterically his mother phoned Bill Cranston, manager of CKOC, and told her story. Less than five minutes later, a flash went out over the Hamilton station. A farmer's wife on the outskirts of St. Thomas, eighty miles away heard the broadcast. Not long afterwards, a young lad came to the door asking for shelter, for which he would gladly work. When she learned his name the woman phoned the Hamilton police department, who in turn advised the parents. Soon they called for the wayward boy—by name Fred Ellis.

CHRISTMAS ISSUE
in the Mail
DECEMBER 5

HEAP BIG FAN MAIL



Fan mail seems to reach the "Indian Trails" program (Sunny Boy Cereal) literally in carloads, for, pictured above, is an automobile overflowing with letters from the program's listeners, through 24 stations from coast to coast. At the wheel of the car, in ceremonial

war bonnet, is Sitting Eagle and standing is Lone Walker, both members of the Stoney Tribe at Morley. Tied in with the transcribed series is a stamp map giveaway, which has drawn the mail. Release is through Stewart-Lovick Ltd. Calgary.

New Studios

Opening of the new studios of CKCR, Kitchener, attracted wide local interest in the twin cities, as well as a visit and radio address by local members of parliament municipal big-wigs including His Worship the Mayor and C. W. (Bill) Wright national representa-

tive for the station, and a host of other guests.

A special section of the KITCHENER RECORD carried congratulatory messages from Kitchener merchants and business houses whose ads in many cases referred to having been CKCR sponsors as far back at the early thirties when "Mitch" Mitchell and "Gib" Liddle first started Kitchener's station.

Which is Your Best Buy?

CKNW --- 74¢ Per 1000 Listeners

ALL OTHER RADIO STATIONS IN B. C. OUTSIDE VANCOUVER --- \$4.71 Per 1000 Listeners

BASED ON ONE-TIME HOURLY NIGHT RATE

STATION	NIGHT TIME					DAY TIME				One Time Hrly Rate
	Primary	Secondary	Tertiary	Total	One Time Hrly Rate	Primary	Secondary	Tertiary	Total	
"A"	15,328	771	16,099	50.00	14,289	944	99	15,332	30.00
"B"	3,499	189	1,298	4,986	40.00	3,613	202	1,041	4,856	24.00
"C"	13,343	1,518	376	15,237	50.00	13,324	1,576	406	15,306	30.00
"D"	7,256	593	573	8,422	33.00	8,420	498	8,918	19.80
"E"	5,129	5,129	20.00	6,468	6,468	16.00
"F"	2,176	2,176	35.00	2,176	2,176	21.00
"G"	1,754	1,754	25.00	1,754	1,754	20.00
Total	43,356	7,429	3,018	53,803	253.00	43,576	9,190	2,044	54,810	160.80
CKNW	61,046	850	6,108	68,004	50.00	65,166	1,039	866	67,071	35.00

*Interim release by Bureau of Broadcast Measurement dated July 26th, 1945. †Total number of radio licenses issued by Department of Transport for fiscal year 1944. For comparison, assumption is that Stations "F" and "G" have 100% primary coverage of the radio homes in their respective areas.

CKNW NEW WESTMINSTER • BRITISH COLUMBIA

CKCK

welcomes back

DON & GEORGE!



DON DAWSON

Sales Promotion Director of Broadcasting Station CKCK, Regina, Saskatchewan. Don entered broadcasting with CKCK back in October, 1937 as a "soup-nuts" man, or in other words an announcer-operator-producer and what-have-you. Later he took over the duties of Traffic Manager and at the time of enlistment in the RCAF was handling Merchandising for the station. After serving with the RCAF as an instructor since 1942 he is back with CKCK as Sales Promotion Director.



GEORGE DAVIES

Production Supervisor CKCK Regina, Saskatchewan. George started off in broadcasting with CKCK in November of 1940 as a member of CKCK's Production Department, serving as an announcer - operator - producer. In December of 1942 he left radio to become an instructor in the RCAF. To keep up-to-date with happenings during his service years, George spent a good deal of his spare time emceeing airforce musical productions organizing newscasts via the public address systems on his airforce units, and announcing airforce Band Concerts. George returned to CKCK a little over a month ago to take up the duties of Production Supervisor.

The Station
WITH THE DRIVE
IN '45

HERR AUFMANNER GETS THE FINGER

by Brian Hodgkinson

"Put that radio back, you square headed Nazi goon, or do a six months stretch in your own hoose-gow ! !"

This from a Canadian prisoner of war, if you please, to a German N.C.O. in the much vaunted armed service of Hitler's "master race".

Yes, stranger than fiction, but this was only one of many chuckle-filled memories which came flooding into the present as I read J. N. Harris' "Radio Behind the Wire" in the last issue of the "CANADIAN BROADCASTER"

Jack Harris referred in that article to "ferrets", whose sole task it was to keep us out of mischief. Sometimes they did; most times they didn't.

They were continually on the prowl, like hunger-stricken jackals (you don't know how true that is, either!) carried crowbars and flashlights, and tried their damndest to know more about the other person's business than they did their own.

There was one consistent drawback to the German scheme of things. In failing to keep the stomachs of his soldiers full, and a reasonable supply of cigarettes on hand, Mr. Hitler lost many a round

Following close on the heels of J. N. Harris' P. O. W. Story, Brian Hodgkinson cracks through with his two bits worth on parallel lines.

to the prisoner of war, simply because he hadn't reckoned on the hypnotic powers of the Red Cross food parcel. It was amazing what some of those "goons", as we called the Germans, would do for a piece of chocolate or a handful of cigarettes.

Usually within a week, after undergoing the subtle persuasiveness of prisoner of war methods, they were ready to be hand fed, and like good little goons, to do as we told them.

Not so a certain Herr Aufmanner, however who was definitely not the little pat of butter to be molded to our design. Via the grapevine, we'd heard his boast that he would wipe the camp clean of all contraband, including a nine tube radio receiver, "Adolph", as

we called the radio, was one of our most esteemed inmates, and had cost out "X Gang" somewhere in the neighbourhood of 14,000 cigarettes.

Two weeks had passed and still Mr. Aufmanner continued his relentless search. He had come dangerously close to discovering the radio at least twice, and the third time he might succeed. Action most certainly was due.

Two of the boys in camp, A. Mansman and "Scruffy" Knowles had, with the help of certain Germans of doubtful integrity toward the Third Reich, set up a complete photographic laboratory. The even did enlarging for the camp like a corner drugstore back home.

Our plan was simple. Behind a draped blanket which faced the dining table in one of the huts where Aufmanner was known to visit quite frequently sat Scruffy Knowles, hawk-like and camera ready. The fact that Aufmanner allowed himself to fraternize to this extent proved to be his undoing.

At about twenty minutes past tea on this particular morning, Aufmanner strode in with one of his stooges. "Guten Morgens" and the inevitable pleasantries of feigned hospitality were exchanged. The unsuspecting Germans seated themselves, and were highly delighted when they were proffered a steaming cup of tea, with one of those deeply revered hard-tack biscuits spread with Canadian butter and gleaming with orange marmalade. As the chatter increased, and the minutes ticked by, stealthy hands were setting the stage. There was a slightly perceptible click as Scruffy and his camera applied the "coup de grace", but neither Herr detected the slightest thing out of place.

Eleven days later, the master ferret made his expected strike. The lads in charge of Adolph didn't have a chance. Just as they were taking down in shorthand the six o'clock news from the BBC, it walked Aufmanner. Or rather it shot Aufmanner. The boys still believe to this day that he had been jet-propelled through the door. At last he had succeeded in unearthing our best radio, and if ever I witnessed an expression of insufferable arrogance and triumph, I saw then. Striding in that "Dick Tracy" manner to the section of flooring which housed the precious set, he began to chuckle gleefully.

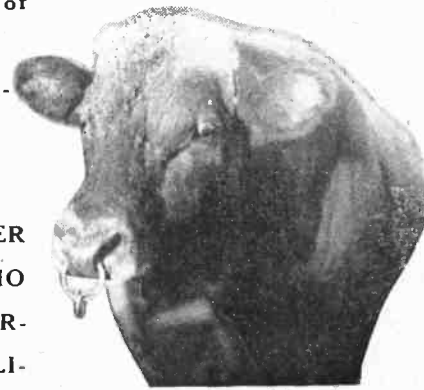
"So, gentlemen", he sneered "you thought you could outsmart Herr Aufmanner, eh? But, you see, I have outsmarted you instead and one of the most powerful re-

(Continued on Next Page)

A Lot of Bull . . .

But the only "Bull" about our new 1,000-watt transmitter is "MO", seething Shorthorn paterfamilias who watches over the progress of the plant on the farm of R.

R. Tate, just outside Vancouver's city limits.



FOR THE ADVERTISER
LOOKING FOR TIME, CKMO
OFFERS KILOWATT COVERAGE,
PEAK AVAILABILITIES,
AT 100-WATT COST.

VANCOUVER'S "NEIGHBORLY"
STATION

CKMO

Going to 1,000 SOON

Don't be led around by the nose — enquire about new departures in programming at CKMO

(Continued from Previous Page)

ceiving sets known to be in German prison camps has come to an untimely end."

It was painful to listen to his precise but flawless English but we knew the toad was right — at least for the moment. In our consternation, we had almost forgotten our trump card.

Then we all gasped in momentary amazement, when we heard big Tiffy Baker address the Hun in these terms:

"Put that radio back, you square-headed Nazi goon, or do a six month stretch in your own hoose-yow! !"

The Nazi gulped: "What stupid nonsense are you displaying now, Mr. Baker?" he snarled, "Perhaps you have forgotten just which one of us is the prisoner of war here?"

"I'm warning you to forget all about this or spend the next six months out of circulation" Tiffy said quickly, his tongue dripping with acid. Then he reached into his breast pocket, and produced a small 4 x 2 snapshot. Calmly he handed it to the German

"I think, Mr. Aufmanner, that he Herr Kommandant would be very interested to see a copy of this photograph. There are lots of things you Germans can get away with, but one of them is definitely not to be seen eating with prisoners of war especially when the German question is eating food from a Red Cross food parcel."

Aufmanner stared at the picture as though he'd just been ordered to the Russian front. There before his eyes, as clear as crystal was he and his stooge, in as "fraternizing" a situation as possible. There was little of the 'captor and captive' mood in this study. And, horror of horrors, there in all its conspicuous array hogging every single millimeter of the foreground, was a line-up of Red Cross food commodities which bade fair to rival any grocer's shelf. Bully-beef, powdered milk, cans of Spam, marmalade, butter, sugar — all with their labels conveniently — oh so very conveniently — facing the lens. Not a single detail was missing and the picture displayed in all its irrefutable testimony damaging evidence of the blackest black.

Aufmanner looked by this time as though a pulmotor was the only thing that would alleviate his distress.

He began to splutter and gag, and as his neck and head commenced to turn a bluish purple, and the blood of sheer rage coursed through the veins of his face, the next two minutes became very unpredictable. He was beaten thoroughly, and he knew it.

Thirty seconds later the two Teutons had made themselves scarce and the raucous laughter which followed their exit was quelled only by a profane admonition to "pipe down while I get the rest of this broadcast."



"More Hope THAN CHARITY"
Elda Hope

In this age of atomic energy, anything can happen — and very often it does. A new 'high' in radio broadcasting was achieved recently when Claire Wallace did one of her "They Tell Me" programs from way up aloft in a Trans-Canada plane.

This was unusual, but Claire's broadcasts are unusual. She is famous for tracking down her interviewee who, in this case, was Dianne Dudley of Winnipeg, interior decorator for TCA. Her announcer and producer, Elwood Glover and Clif Stewart respectively, were along on this flight.

Not being mechanically-minded, her explanation of how a broadcast was done from a plane was just a bit over my head. However, I have gained the reputation of being slightly air-minded so quite appreciate Claire's thrill at being away up there. When Claire has the opportunity of sitting in the co-pilot's seat and having her pilot fold his arms and say "Now you're on your own" — then I want to hear her on — the — spot reations broadcast. From experience, I know 'cause I was there.

A new and timely feature called "Visit with a Vet" has been added to "They Tell Me." Claire visits Christie Street regularly, talks with the men and reports her interviews. The soldier may be from a point hundreds of miles away and this brings him in close contact with his parents and friends. Actually, we can't do much for the fellows who have done so much for us.

Many returned men marched in a parade in honor of General Crerar, General Officer Commanding 1st Canadian Army. It was described through CHUM by (Capt.) Al Leary and (Sergeant) Dick McDougall in a most interesting manner. This must be one of the most difficult events to describe, but the parade didn't lag for one second in this colorful broadcast. They described each unit and band, what they wore, where they had been even injecting comedy about the fellow who had "one too many".

It has been said that, without music, life would be a mistake. I'll go so far as to say it would be a regrettable error to miss programs like "Jolly Miller Time". This show is built around George Murray, tenor, who both vocalizes and introduces the musical numbers. His voice sounds young and fresh and much can be said in favor of his singing. The Leslie Bell Singers complete the vocal department. Sometimes I like them, and other times —. The orchestra is conducted by Howard Cable who also makes the clever arrangements. Lou Snider and Murray Ross play brilliant piano duos. The skill of Alan Savage as producer-announcer is proven in these shows aired weekly on Trans-Canada Network.

'Bye now ELDA

There are DEFINITE REASONS Why C F N B is the Rural Listener's Choice

Here's Proof

32 programs in a weekly mail "Quiz" series drew over 12,500 entries — a large percentage from Rural communities in New Brunswick, Nova Scotia, Prince Edward Island and the State of Maine.

CFNB assures MAXIMUM and EFFECTIVE COVERAGE plus RESPONSIVE LISTENERS and RESULTS

CFNB FREDERICTON N.B.

ASK THE ALL-CANADA MAN OR WEED & CO. — U.S.A.

SPEAK TO THEM GENTLY

"Doc" Cruickshank Addresses ACA on "Country Listening"



Roxana Bond
can be reached
through
**RADIO
ARTISTS
REGISTRY**
WA. 1191
TORONTO

If you want to sell your goods to listeners to CKNX, the Ontario Farm Station, at Wingham, don't start off "Ladies and gentlemen". Say "Good evening friends."

"Folks think we are high-hating them if we address them any other way". CKNX, founder manager "Doc" Cruickshank told the final forum of the ACA Convention in his talk on "Country Listening".

Most suitable times for reaching listeners in his part of the country are 7.30 to 9.00 in the morning, 12.00—1.30 around noon, and 6.00—7.00 or 8.00—10.00 at night.

Those times are for catching men, but says "Doc", "don't underestimate the say that woman has as to what is bought on the farm, for her voice is much louder than that of her city cousin. When a farmer needs a new shirt," he continued, "his wife tells him what kind to buy. That is worth remembering."

The speaker advocated the use of longer periods for farm programs. "A half hour is a lot better than fifteen minutes", he opined with a smile. "A daily program is a lot better than once a week."

As to commercials, Mr. Cruickshank says: "Don't give the farmer long strings of figures. Give it in

percentages if the radio listener is to remember what you tell him. If you go into figures, he'll forget it all. Don't high pressure him. Remember he is used to chewing it over with a salesman at considerable length, and your commercials are intended to perform the same function as the salesman. Above all, talk to him in his own language, and that does *not* mean with a piece of straw in the corner of your mouth."

Farm listeners like old time music, he went on, "but that does not mean hill-billy. Old familiar ballads, sacred music, these are good," he continued, "as is the barber-shop quartet." Then he added "Hill-billy is for people down in Kentucky. I hope there's no one here from Kentucky. Wayne King and Guy Lombardo are fine but not the noisier kind of modern band Bob Hope is too sophisticated for us. And quiz shows—if they are going to do a job on our station, you have to keep the questions so simple it ceases to be interesting."

He referred to the importance of preceding programs. "That," he said, "is something the agencies don't consider enough in our estimation. That is the period which builds up the audience. We are rather fortunate", he continued, "in not having very much network. Some stations won't understand that!"

Mr. Cruickshank urged advertisers to "have a better dealer tie-in with your advertising." He pointed out that the average farmer is skeptical. "Quite often", he said, "he has much more confidence in the agent than in you or your product. If you can, tie in the dealer's name more closely. Tell him the names of two or three dealers on each program instead of applying the pressure on him direct. "The dealer can do a better job for you than you can yourself."

Speaking of actual phrasing of commercials, "Doc" suggested that the best technique is to start the commercial out by giving some information. "If you are selling milking machines," he said, "tell him how much time he is spend-

ing milking. How much time he could save. Then finish up 'plugging' your machine."

In conclusion, the speaker dealt with the desirability of short commercials. "When people tell us they like our station, we ask them why. We know our programs cannot possibly come up to the offerings of the big networks. Listeners tell us: 'You don't have much advertising'. We're just 80% advertising, but we try always to keep our commercials informative."

"Perhaps you will say 'they don't notice the commercials, and that's no good.' And I have an answer for that one. Two of our sponsors have recently made private surveys, and the results showed 100% sponsor identification. Many here will agree", he added amid laughter, "that's quite a lot better than average."

Joins All-Canada

G. Norris MacKenzie has joined the Toronto office of All-Canada Radio Facilities as a representative of the Program Division, where he will assist Fred Cannon.

Starting in radio in 1937 at CJCA Edmonton as a writer and announcer, he left in 1940 to join the new



CKWX, Vancouver as Continuity Editor. While there he did announcing and production work, and eventually went on the sales staff. In January 1944 he transferred to the sales staff of CKOC, Hamilton.

Publication Dates

A change of publication dates is announced for January 1946. Instead of mailing the first and third Wednesday of the month, we shall be one week late, mailing January 9 and 23. Since there are five Wednesdays in January and we only mail twice a month we shall be able to revert to our regular "First and third Wednesday" schedule in February.

NOW
UNDER
CONSTRUCTION

5 0 0 0 WATTS

for

CKOC

THE STATION YOU WILL HEAR
BEST IN HAMILTON

The All-Canada Station

"The Friendly Voice of Halifax"
Representatives: HORACE N. STOVIN & CO., CANADA
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

To Whom It May Concern

Much thought is being given these days to questions of Canadian nationalism, Canada's place in the roster of nations, government control and operation of business, labor and capital, problems of religion and language, in fact all the individually petty concerns — conglomerately so important — which tend to increase the internal dissensions of Canada, rather than to cement her into a completely unified nation, the essential to true greatness.

Everyone seems to agree that these questions are not matters of politics, religion or tradition. Rather the diagnosis shows that dissensions could at least be minimized if a means were found to create a greater understanding between what can be truthfully — if cruelly — termed the five isolations of Canada.

Canada has no national newspaper, and her general publications of a national character stress rather entertainment than national enlightenment.

Newspapers and independent radio stations confine their editorial activities to their own areas.

Consequently, keeping the distant reaches of the country informed on each other's problems and interests is left to a government-owned radio system, which is muzzled by its own bureaucracy.

As a result of this state of affairs, it is virtually impossible to find a Canadian, in ordinary walks of life, who could be described as being thoroughly well informed on the thoughts of his fellow-countrymen across the Dominion.

In spite of these inevitable isolations, Canadians who think, in their ten Houses of Parliament and their two Upper Houses, in their pulpits and their class-rooms, at their business and service-club meetings, are expressing thoughts of distinct national value, thoughts which only need to be disseminated in order that they may contribute great strides in the march towards national understanding.

As a step towards this goal, we are planning to launch, early in the New Year, a paper in which will be reprinted a cross-current of Canadian-thinking-about-Canada, as reflected in these speeches.

"PULSE" is the title we have chosen for this venture.

We have as yet printed no subscription forms; we have not even determined what the cost of subscriptions will be. We are simply sending out this message in an attempt to "feel your pulse".

Your comments, encouraging or otherwise, will be most welcome.

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

★ *This Advertisement is directed to
Canadians who think.*

THERE'LL ALWAYS BE AN OTTAWA

OR A PEEP INTO THE CLOUDED CRYSTAL BALL

by Hugh Newton

Mrs. Robinson looked up from her knitting at the video-timers on the mantelpiece. One minute before ten, it said. She cleared her throat.

"Henry."

Henry Robinson rattled his evening paper and humphed at her over the top of it.

"Now what?"

"Henry, it's time for the mid-evening bulletin. We have been asked to listen to it. The circular directive on the facsimile this morning said all Canadian citizens must tune it in. Will you turn on the machine, please?"

Henry humphed again, and snapped the button on the end table beside his chair. The screen on the wall hummed and then glowed after a moment. Mr. Robinson adjusted the audio-focuser at his side, and the face of an intent young man with horn-rimmed contact lenses filled the screen. Mrs. Robinson disliked this young man's face and secretly detested his voice, but she couldn't help but be fascinated by both. Especially his eyes. She always felt, she had con-

fided once to her neighbour and best friend, Amelia like a wrinkle on a pin when confronted by those eyes.

"This is Fanson Gregworth, your Central Director of Information" the young man was saying. She had heard him saying that so often that she thought she might be listening to one of those old-fashioned phonograph records. Mr. Robinson was carefully laying aside his paper, as if trying not to disturb The Voice, and she had put down her knitting. Both were acting as though the intent young man on the screen was in the very room and watching critically each move and demanding that they pay attention . . .

" . . . I am speaking to you tonight from my offices in the Howe Building in the nation's capital. I have just returned to Ottawa after a three-day inspection trip that took me 5,000 miles from the border of the resurgents' area north of the Quebec Control District, to the Far West, and back again . . ."

Mrs. Robinson averted her eyes for a moment and tried to remem-

ber back to those days before 1957 when there were both government and private transmitting stations and you had a choice in your listening. Funny how you still called it "listening". It sounded so old-fashioned. She looked back at the screen again.

"To night I have some very important new bulletins and directives for the Canadian people. This, you know, is a momentous anniversary. It is five years ago tonight that the unwieldy legislative body, that old-fashioned talking machine known as "parliament" was abolished. It was indeed a momentous constitutional discovery of the great J. L. Ilsley that the "authority of Government was delegated by The Crown and not by Parliament." The Crown per se, is out of fashion now, too, of course, and government by Directive-from-Council—is it used to be called "Order-in-Council"—is now in effect. Properly, and as it should be so.

"After all, my friends, it has been proven in the Round Chamber courts that government via bureau is constitutional. And it works so smoothly and so effectively. Let me not digress, however. I wish to announce, on authority of the Supervisor of Cultural Affairs, that Saturday, the 18th of Finmouth—that used to be called December, remember—will be a public day of Rejoicing and Celebration. All workers but those designated under Article 31655493 as "Class B Workers" will be required to take a holiday to mark the occasion. Everyone must wear a red and white badge of celebration on their coat. These may be secured from your nearest Report Bureau at a nominal

sum."

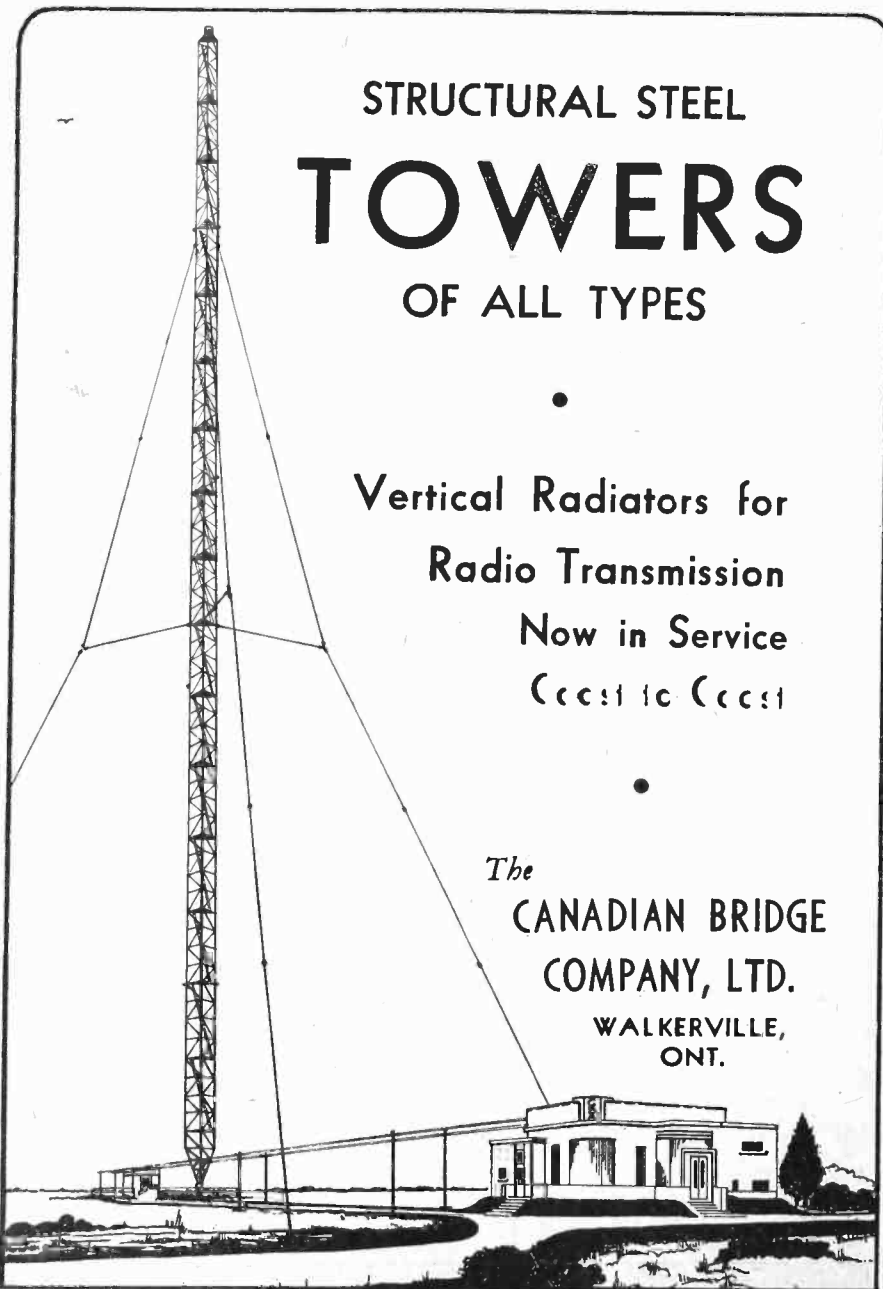
Mrs. Robinson sighed. That would mean another line-up, she thought. Everything was a line-up now. And to line-up for a sign badge! But those government offices were only open for three hours a day.

When she looked at the screen again, she found that the control operators had shifted the focus as if they were playing the fluorotelecord from a high angle, using a flattening highlighting on the young man's face. He was handsome she thought, in a brutal sort of way. But handsome . . .

" . . . I now will give you the latest bulletins and directives", The Voice was intoning, "from the Central Bureau of Government. He is order No. 63A514907B from the Bureau of Trade and Commerce Investigation and Control: "As from this date the 8th inst., commencing at 2400 hours, no person shall offer for sale new or used, wholesale or retail or for trade-in, creation or re-purchase, any piece of goods material or cloth of synthofibro wool manufacture, for clothing of any other than Class A, A-1 and Special workers for the use of without written and certified permission of the BTCIC. Anyone violating this rule will be punished summarily, without hearing, before the local division of the Round Chamber Court, and is liable to a fine not less than \$10,000 or ten years in the Labrador camp, or both."

Mrs. Robinson thoughtfully fingered the lapel of her new synthetic suit and was quietly thankful that she had bought it last week. Even if it had taken 18 re-purcha-

(Continued on Next Page)



**STRUCTURAL STEEL
TOWERS
OF ALL TYPES**

Vertical Radiators for
Radio Transmission
Now in Service
Cccst to Cccst

The
**CANADIAN BRIDGE
COMPANY, LTD.**
WALKERVILLE,
ONT.



CKRC
630
ON THE DIAL

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

Ask the All-Canada Man!

WINNIPEG
ON THE
DOMINION NETWORK

(Continued from Previous Page)

points points of her grey coupons, it was worth it, she thought. She wondered about Amelia, though. She had been hoping to get one, too. . . Now . . .

"There were a number of lesser directives issued during the day, and they will be found in detail in your morning Government Newspaper", the man was saying. Mrs. Robinson tried to remember the old papers with their big department store ads and their comic sections, but she couldn't. She had often wondered what had become of Terry in the Milton Caniff strip. But all that was banned now. Sunday papers used to be fun, too; but Sunday was so different now. No weekend papers, only government sponsored recreation and health likes, and that sort of thing. It was all getting so confusing.

She looked at her husband. He was lighting a government cigarette. Extravagance, she thought momentarily, with the price at 97 cents a package. At least they saved money, however, by not buying liquor any more. After all, at \$11.80 a pint, and only 21.98 proof too, as her husband had pointed out, "what was the use."

She wished secretly she could reach over and switch the man off. But that would show on the audio-telelog in the set's meter, and they would have to fill in a report as to why they hadn't listened, she realized. She turned her attention once again to The Voice.

"... one final announcement", she was saying. "This is the last week in which this year's tele-licenses are valid. You must renew your license at once, if you have not done so. The cost, I would like to remind you, has risen again this year, to take care of the greatly expanded Canadian Radio Amplification Plan and CRAP must be maintained if the government is to function. The new cost is \$22.50, unless you are a Class J dweller, when, of course, the price is \$27.50. Go to your nearest Report Bureau immediately, if you have not done so. And don't forget your Citizenship Classification Card and your Habitation and Al-



Wally Slatter who has recently returned from overseas after three years with the Royal Canadian Air Force as a pilot, has joined the sales staff of Radio Representatives Limited. Wally started in radio as a juvenile actor in 1934.

lowance Permit for proper identification."

"That is all for tonight, my friends. A good night to you all. And don't forget the new slogan: 'We must all get behind for a great big push if there is to be re-application and co-ordination EVERYWHERE!'"

The screen hummed for a moment as the night bulletin ended. Mrs. Robinson waited till the intent young man's eyes faded off the screen before she dared pick up her knitting again.

CIO To Run Stations

The board of the CIO United Automobile Workers on November 11 authorized its radio committee to spend \$400,000 to establish FM stations in Detroit, Chicago, Cleveland, Los Angeles, Flint and Newark. It was stated that the UAW will press vigorously for FCC licenses.

R. J. Thomas, international president, said the stations would be used, not only as outlets for union members, but for community program, and that the stations would be self-sustaining by "acceptance of advertising on a highly ethical plane."

Re-Employment Service

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

File CB 25: I am the male half of a young couple just busting to get into radio. Connie writes, I announce, and the Canadian Broadcaster has a disc to demonstrate to you our joint efforts. We are both eager to get going, and realize that starting salaries are not high. Box CB 25, Canadian Broadcaster, 371 Bay Street, Toronto.

File CB 26: Are you looking for a young fellow—21—who wants

MY LATEST PICTURE
—now showing at home on the piano.

MY LATEST ADVENTURE
Fun and games in the RCAF.

MY LATEST IDEA
—to work again with radio friends, old and new.

KENNY GRAHAM
8 Aberdeen Apts., Bain Ave.,
Toronto
PHONE GE. 3805

to break in as an announcer, and who, in return, will give you everything he's got. Audition disc is available, and I can go anywhere in Canada. Box CB 26, Canadian Broadcaster, 371 Bay Street Toronto.

File CB 27: Returned RCAF Radar mechanic 24, protestant, single, seeks opening in broadcasting station. Studied Fundamental Electricity at Edmonton High; employ 3 years by University of Alberta, Extension Department, servicing sound motion picture machines for educational purposes. Completed four months basic radio course and three months special Radar course with RCAF. Two years servicing and eight months as Radar Instructor. Will go anywhere. Box CB 27, Canadian Broadcaster, 371 Bay St., Toronto.

MANAGER WANTED

FOR WESTERN STATION

Apply by letter giving complete qualifications to order number 31724 E. & P. National Employment Service, 189 McDermott Ave., Winnipeg, Man.

CKAC
MONTREAL

A *Wright* STATION

QUEBEC'S MOST LISTENED TO RADIO STATION

CKAC

featuring the best French-Canadian Actors and Announcers

See **WILLIAM WRIGHT** Victory Bldg.

AD. 8481

THE larger centres of population are not typical of most Maritime Canadians, for 60.6% of the combined populations of Prince Edward Island, New Brunswick and Nova Scotia are rural dwellers, according to 1941 Census figures. The BBM Report credits CFCY with 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.

OTTAWA

Letter

by
JIM ALLARD



Even in the midst of a session busy with a pressing mass of broad-scope legislation, members find time now and then to wonder about the specific subject of broadcasting. Mr. 'Tommy' Church, veteran Progressive - Conservative member from Toronto, is already curious about the appointment of Davidson Dunton to the CBC Board chairmanship. Mr. Church wants to know who Dave is, what experience he's had in the radio field, his salary and other allowances, who recommended his appointment, and one or two other matters about his previous employment.

Mr. John Diefenbaker, Progressive Conservative member from Lake Centre, Saskatchewan, is currently enquiring of the Government how many applications have been made since January 1st of 1944 for radio licenses in Ontario, Quebec and the Maritimes, who were the applicants, and what happened to the applications.

Apart from the technical and administrative side, interest in radio is slowly mounting amongst men in public life as more and more of them become familiar with it, and realize its value in the field of public information. In this as in other respects, radio's lack of editorial policy and scrupulous impartiality has been of distinct advantage to it. There should be some food for thought so far as sections of the industry are concerned, in M. J. Coldwell's suggestion during the flag debate, that Canada should have a distinctive and legalized national anthem. Both 'O Canada' and 'The Maple Leaf' have their supporters here. But many members feel there is need for a new and appropriate national anthem — and for those who are interested, suggestions will probably find keen and interested response.

Anyone in the industry with ideas about the new Canadian flag will find it worthwhile to send his suggested design to the special committee or direct to his own Member of Parliament. From developments in the House during the opening phases of this debate, it seems highly unlikely that the Red Ensign will be adopted; which opens the door wide to new designs.

Latest trends make it almost inevitable that Canada will shortly take the right to amend her own constitution. When this comes, large segments of it may have to be overhauled. Gossip in some Parliament Hill quarters has it that should such happen, some provinces may press for greater radio jurisdiction. Argument would probably revolve around intra-provincial possibilities of FM transmission.

One of the few well-known broadcasts on Parliament Hill (there are only three or four) is CBC's 'Citizen's Forum'. Considered without exception an excellent broadcast. Quite a large number of MP's turned out to hear the Ottawa origination of this, from Chateau Laurier's Convention Hall. Participants Gordon Graydon (Progressive - Conservative) and CCF Leader M. J. Coldwell are both well-informed, with good 'ad-lib' minds and radio voices. Secretary of State Paul Martin, who also fits into that descriptive frame, was skedded to appear, but tied up by conversations concerning the Windsor strike.

Passing note: Surprising how few station operators keep their member informed of their own public service broadcasts and activities. This national capital should be a flourishing field for free-lance writers, there are numbers far below the demand that could easily be created. Good field for voice coaches, too.

Government front-benches are increasingly concerned with delay in getting through the mass of business confronting the House. Opposition is feeling its oats this session, pressing keenly on every point. Government is apparently in the mood to keep the House sitting until mid-December, if need be. Unfinished business would be taken up after the New Year; preceding a new session next Spring. Return of Prime Minister MacKenzie King's assured hand to the helm must have brought relief to his front-benchers. During his absence, the 'team' fumbled a few signals from time to time, and the Opposition was not slow to press its advantage.

Roland Beaudry, previously mentioned here, is not the only House member with previous radio experience. Alastair Stewart, CCF member for Winnipeg North, is one-time news commentator on Winnipeg's CKRC. Voice and style show definite indication of his radio experience.

ENTERTAIN WOUNDED



The "Four Canucks"—left to right, Jack Reid, Bill Morton, John Harcourt and Ernest Berry (also their accompanist, Wally Armour, not in the picture)—rank high in their efforts to entertain the wounded in hospitals in and around Toronto. This is part of Jack Arthur's Hospital Entertainment project, operated by the Citizen's Committee for Troops in Training.

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

A quarter million French-speaking Canadians turn daily to CKCH for news and entertainment. Help yourself to a responsive audience by placing your sales message over their proven favorite radio station.

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85 Champlain Ave., HULL, Quebec
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on the tremendous publicity given
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SCANNING THE SURVEYS

HOW THEY STAND

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

EVENING		
English:		
Fibber McGee & Molly	33.1	+3.4
Charlie McCarthy	30.3	-.7
Lux Radio Theatre	29.8	-2.0
N.H.L. Hockey	19.3	resuming
Album of Familiar Music	18.5	-.5
Kraft Music Hall	17.9	-.7
Request Performance *	17.1	new
Waltz Time	15.8	-1.2
Green Hornet *	15.3	+1.3
Treasure Trail *	15.1	-3.6
French:		
Un Homme et son Peche	35.7	+3.7
Ralliement de Rire	34.8	+5.7
Cafe Concert	34.0	+1.0
Dr. Morhanges	33.3	-1.0
La Mine d'Or	28.4	-1.7
Metropole	28.3	+1.7
Les Meuniers de la Farine	24.2	New
Nazaire et Barnabe	23.5	-.5
Taxi 13	23.1	new
Ceux qu'on aime	23.0	+1.3

Includes Montreal Coverage

With more and more national network commercials coming onto the evening networks, competition for audience is becoming keener. The sets-in-use trend goes up considerably this month (an average of 3%), while ratings have increased only slightly (an average of only .5%). Percentage of listeners cause of this greater competition, has dropped an average of 2.1%.

National Hockey League takes top position among programs of Canadian origin with a rating of 33.3. "Green Hornet" is in second position with 15.3; and "Treasure Trail" gets third money with 15.1. The latter's low rating is attributable to the fact that Montreal broadcasts were taken off CFCF to accommodate Victory Loan programs, and also that the Toronto show was aired at a different time for the same reason.

Several Canadian programs make the national ratings list for the first time this season, "Cashmere Bou-

quet House Party" stands in 10th position with a rating of 9.9; Simpson's "Pop Concerts" appear 13th with a rating of 7.3. Among American originations, Campbell's "Request Performance" stands 6th with a Sunday night rating of 17.1.

If you compare the average ratings of the top ten shows of Canadian origination, with the top ten Americans, you find that the average rating of the latter is 62% higher than the former, the figure for the Canadian shows being 12.5 against 20.3. Elliott-Haynes statistician Myles Leckie points out that included in the U.S. is the bonus audience delivered in Toronto and Vancouver by American stations in Buffalo and Seattle. On the basis of their Canadian broadcasts only, the top ten Canadian shows average 12.7 with the American offerings only 39% higher with 17.7.

"Un Homme et son Peche" rates top for French language programs with a rating of 35.7 and still going up. This is the Pepsodent offering. Two new French programs appear on the National rating sheet this month—"Les Meuniers de la Farine" with 24.2, and "Taxi 13", which starts off with a healthy 23.1.

Shopping By Television

Gimbel's famous department store in Philadelphia recently instituted the first television shopping experiment ever attempted according to a story in TIDE by installing an intra-store video system. "A week later 250,000 people had seen these television shows", says the story, "and watched professional models and actors dramatize all manner of merchandize."

Programs originate in the store auditorium, which has been converted into a television studio. This studio transmits to twenty viewing centres, called "telesites", spotted advantageously throughout the store. The auditorium accommodates about 1000 people, and each of the telesites a further 25.

Voices From Home

Among programs relayed overseas via CBC International short-wave service, for the benefit of Canadian troops who are still overseas are "Don Messer & His Islanders", from Charlottetown, Vancouver's "Fiesta" and "Classics for Today", the "Western Five" from Ottawa, Quebec City's "Ma Chanson", "Prairie Schooner" from Winnipeg, Paul Scherman's "Latin-American Serenade" Kay Stevenson's "The Old Songs", and "Clary's Gazette", the latter three from Toronto.

ACA Board

The following were elected to the Board of the Association of Canadian Advertisers at their convention in Toronto early this month.

President, L. E. Phenner, Canadian Cellucotton Products Company Ltd.; Vice-Presidents, Neil B. Potter, Howard Smith Paper Mills Ltd.; H. J. G. Jackson, Chrysler Corporation of Canada Ltd.; George S. Bertram, Swift Canadian Company Ltd.; Lee Trenholm, Underwood Ltd.; Treasurer, J. P. Lyons, Manufacturers Life Insurance Company; Managing Director, Athol McQuarrie; Directors, R. E. Day, Bulova Watch Company Ltd. J. G. Hagey, B. F. Goodrich Rubber Company of Canada Ltd.; J. W. Lawrence, Borden Company Ltd.; Hedleigh T. Venning, Shirriff's Ltd.; C. H. Willis, Appleford Paper Products Ltd.; D. E. Bankart, Northern Electric Company Ltd.; R. Harold Smyth, Dominion Rubber Company Ltd.; A. Usher, RCA Victor Company Ltd.; Muriel Whitlock, Courtaulds (Canada) Ltd.

Attlee Televised

First pictures of Prime Minister Clement Attlee's address before a joint session of Congress Tuesday, November 13, filmed by NBC cameramen, were shown over television station WNBT at 7.30 p.m., Thursday, November 15.

HOW THEY STAND

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EVENING		
English:		
Lux Radio Theatre	31.8	
Charlie McCarthy	31.0	
Fibber McGee & Molly	29.7	
Album of Familiar Music	18.0	
Bob Hope	18.7	
Treasure Trail	18.4	
Kraft Music Hall	18.3	
Radio Reader's Digest	17.0	
Waltz Time	17.0	
Green Hornet	14.0	

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

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CKX BRANDON — 1,000 watts Toronto - Winnipeg - Montreal

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VIVACIOUS!

THAT'S

DOROTHY DEANE

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Day after day, for show after show, CFRB offers a skillful blending of audience-pleasing, sales-building local shows, and the best from the CBS network. This policy, continued over seventeen years of supplying the kind of radio entertainment that people want to hear, has made CFRB a best-seller from one end of the Province to the other. Throughout the week, CFRB delivers more listeners per dollar. According to BBM reports, a higher percentage of both daytime and night time audiences in Ontario listen to CFRB than to any other station.



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