

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 5, No. 23

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

December 7th, 1946



Hartley

AC-PD
BRINGS YOU

AMERICA'S TOP DETECTIVE!



S. S. VAN DINE'S

NOW
TRANSCRIBED
FOR LOCAL AND
REGIONAL
SPONSORSHIP

PHILO VANCE

AMAZING! ROMANTIC! EXCITING! AMUSING!

A
PROVED NETWORK
SUCCESS!



"THE GREATEST DETECTIVE DISCOVERED IN THIS CENTURY"

FAVORITE OF MILLIONS

IN BOOKS—Philo Vance books broke all publishing records.

IN POCKET-BOOKS—now read by new millions in 25c pocket-books.

IN MAGAZINES—read by millions in American-Scribners-Pictorial Review and more.

IN PICTURES—12 big budget motion pictures, top stars, top budgets, top audiences.

YOU GET:

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2. WITH A PROVED RECORD OF NETWORK SUCCESS
3. WITH A HUGE WAITING AUDIENCE
4. A TOP SHOW THAT YOU CAN SPONSOR WITH PRIDE
5. AT THE MEREST FRACTION OF ITS COST!

Based on S. S. Van Dine's famous character as depicted in "The Canary Murder Case", "The Benson Murder Case", "The Greene Murder Case" and many more, this thrilling new half hour detective show means more listeners per dollar. Currently sponsored by leading advertisers in the United States, this prize package is now available in Canada. Here's your chance to make a number-one radio buy!



WRITE,
WIRE OR
PHONE..

Produced by FREDERIC W. ZIV COMPANY
CANADIAN DISTRIBUTORS

ALL-CANADA PROGRAM DIVISION

AC-PD

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

SOUNDING BOARD

Chicago, Ill.

Sir: Are your columns open for rebuttal? On page 8 of your issue Nov. 16, you have an item headed: "Radio Writing Should be Dictated." Now I have no doubt that Aesop Glim (George Laflin Miller) is a most erudite and learned individual. His selection by the Women's Advertising Club of Toronto as speaker marks him unquestionably as a man of distinction, although personally I have never heard of him, withal articles appearing in "Printers Ink." But then, that's not too surprising, for there are undoubtedly a great many well known and famous men who have never heard of me. But that somewhat pedagogical dictum: Copy . . . for radio should be dictated and not written" left me just a wee bit on the algid side.

I have yet to hear a strong piece of selling radio copy ad libbed. And that, in effect, is what Mr. Glim, or Miller as the case may be, seems to expect of the radio copy writer. Even after your copy man has talked his credit, wouldn't the resultant piece have need of tightening, correction, etc., such as any piece of copy goes through in the process of becoming a finished piece?

However, I will agree with Mr. Glim-Miller in that in the preparation of radio sales copy the material must be 'heard'. This does not necessarily mean that it must be dictated. The professional radio commercial writer, through experience, learns automatically to listen to the words that come from his typewriter. His diction comes of necessity adaptable to oral expression. He knows, and avoids the use of uncomplimentary word sequences which may be overlooked in writing for visual consumption, but are glaringly unpleasant, or most thoroughly awkward, in aural reception. The professional radio commercial writer, the professional that is, learns to avoid the pedantic pitfalls of the prose writer, as such.

I will, on the other hand, grant that commercial copy for radio should be read aloud after it is written for the ultimate correction of errors that have crept in, regardless of the care of the writer in its origination. There are other things to be taken into consideration, The fal-



"The thing I dislike so intensely about Christmas, my dear Grigsby, is the way our friends persist in disregarding the acidity of our periodical observations."

lacy in dictating copy lies in the fact that no two people find expression of a thought in exactly the same way. In writing the copy, the author knows (or should know) the speech habits of the announcer. The copy, therefore, is written for his expression, and not spoken in individualistic form, thereafter to be copied by the announcer. I have never tried to compute the percentage of values of copy content as against expression, but undoubtedly the voicing of the material lends measurably to its sales value. Otherwise, all announcers with pleasing voices, correct in enunciation and pronunciation, would be of equal sales value in the reading of commercial credits. This most certainly is not true. Therefore, radio credits, to be successful in selling, must be prepared with the voice and manner of presentation in mind as well as the commercial substance.

As a professional writer for radio I have, in my experience, written several hundred thousand pieces of commercial copy, not one piece of which has gone on the air without first having been read aloud, rehearsed by the announcer and corrected in phrasing for his better presentation, and not one piece of which has been dictated. These announcements, or many of them, were successful in selling the

sponsors' products, or I should not have been able to write so many.

I will agree with Aesop Glim that "anything written for the eye should not be read out loud over the radio," but the professional radio commercial writer does not write for the eye. He writes for the voice. He hears his copy, he does not read it. Therein lies the difference, and the fallacy, in my opinion, in Mr. Aesop Miller's reasoning.

Yours etc., Richard Morenus

Complete
RECORDING
FACILITIES

for your
WESTERN
BROADCASTS

- Air Checks
- Delayeds
- Actualities



WRITE OR WIRE
Les Garside
INLAND
BROADCASTING
& RECORDING
SERVICE

171 McDERMOT AV. WINNIPEG

Greetings

Heap on more wood!
The wind is chill;
But let it whistle as it will,
We'll keep our Christmas
merry still.

DOMINION
BROADCASTING
C.O.
TORONTO

 *The Season's Greetings*

To all of you
from all of us

THE GEORGE TAGGART ORGANIZATION

165 Yonge Street, Toronto

AD. 8784

Welf Carpenter

Gerry Huntoon

Ralph A. Jordan

Jane Litten

CHRISTMAS - 1946
New Year - 1947

Mayma Thomas
Florence Wera

Greetings from all of us
to all of you
May your Christmas be merry
and the New Year bright

Pauline
Harris

Audrey Latimer

M. W. Munn

Bruce

Buckley Stuart

Betty Ogden

Phyllis Bramley

Marion Bramley

Ralph Judge

Wendy
F. J. J.

Audrey McDermott

Bill Ladd

Ted Rutter

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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

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Vol. 5, No. 23

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December 7th, 1946

CBC FREQUENCY SWIPES UNNECESSARY

Here Is The Plan

From your editor's address to the
Young Men's Canadian Club
of Toronto, November 18, 1946

The CBC is taking from the private stations the best wave-lengths. These are called clear channels because there are no other stations on them. It proposes to give the private stations, in exchange, wave-lengths which are shared by more than one station, in different parts of the continent. The reason for this is that you can

only have high-powered stations—the type of stations which the CBC specializes in—on a clear channel, whereas, on a shared channel, the powerful stations on that wave-length, if there were any, would blur each others' signals.

Interference develops on a shared channel because the two or more stations on that channel are transmitting different programs at the same time. But supposing the CBC stations in Sackville, Montreal, Ottawa and Toronto were all broadcasting the same program simultaneously, then there is absolutely no reason why those four stations should not all broadcast on the same spot on the dial. They would then be using one instead of four precious channels, and there would be no interference, because they would all be sending out the same sound.

There is no reason why our national broadcasting system should serve a different diet of programs to Halifax and Vancouver. In fact it is this pampering of the five segments of Canada with different programs—different history books even—that keeps the country divided.

Editor

Satisfactory broadcasting of the same program on any number of stations, all operating on the same wave-lengths instead of on separate frequencies, poses no new engineering problems.

Stations WBZ, Boston and WBZA, Springfield, have been doing just this for the past fifteen years or more. All through the war, the British Broadcasting Corporation used a very elaborate application of the same principle, in order that enemy aircraft, trying to determine their location by broadcast station "fixes," would not know whether they were listening to London, Daventry or any of the other BBC outlets.

Possible objections which could be raised to our plan of simultaneous broadcast of any number of CBC-owned stations on a single clear channel frequency fall into our main categories: (1) political; (2) international; (3) time differential; (4) technical.

To deal with political aspect first, adoption of our plan would lose for the government the complete domination of the airwaves as a propaganda weapon, a domination which is leaving no stone unturned to acquire and hold. Because, under our plan, it would be possible for the CBC to operate any number of stations, the government broadcasting system's position would be strengthened rather than weakened in the field of actual broadcasting. But the CBC would be able to maintain this without retarding the progress of the private stations by its present scheme of appropriating their wave-lengths and regulating them out of business. If the CBC is sincere in its claim that all it wants is to give Canada a better broadcasting service, our plan could meet with its complete approval.

Objection to our plan might be raised on the grounds that a limited number of channels is assigned to Canada by international agreement for use as "clear" channels, and that it would therefore be impossible to use them for more than one station. It seems most unlikely however that other American countries, co-signatories to the Havana Treaty, would object to a modification of the agreement to allow this simultaneous occupation of clear channels by several stations, as long as they cause no undue interference elsewhere. It seems reasonable to assume that frequencies assigned to Canada are assigned to her to use as she sees fit.

Unquestionably the CBC will object to our plan on the grounds that it has to observe time differ-

entials in its programming. Adoption of our plan would force it to act as the national broadcasting system it was created to be. It would transmit one (or possibly two) schedules of programs which would, at long last, give Canada one truly national voice on the air, leaving local broadcasting to local stations, which parliament has

often said is their rightful function. Technicalities associated with our plan are, we are assured, extremely simple, when compared with the many tremendous radionic problems which engineers solved during the past war.

There are three main technical problems: (1) synchronization of radio frequency signals—that is

complete synchronization of transmitters; (2) synchronization of audio signals—that is compensation for time lag due to varying lengths of land-lines used between stations; (3) overcoming the dead-spots which would occur somewhere between each pair of stations operating on the same wave-length.

Synchronization of radio frequencies presents no problem. With modern crystals, any transmitter can be arranged so that the frequency of oscillation will not vary by more than plus or minus ten cycles. As a matter of fact, this is the maximum amount of variation allowable by international law on any broadcast station. Variations as slight as this will not be discernible by listeners.

Synchronization of audio signals can be effected with minimum trouble. A program emanating from Winnipeg and broadcast simultaneously from Winnipeg and Watrous, would be fed by land-line to the Winnipeg transmitter, and, simultaneously by another land-line from Winnipeg to Watrous. The time difference during passage of this signal between the Winnipeg studio and transmitter, and between Winnipeg and Watrous would be a fraction of a second. This, if it were not compensated for, would create an echo effect to some listeners who were within the range of both stations. Compensation can be effected by a simple device which has been in use for certain applications of telephone work. This device would be adjusted in the above example to retard transmission of the program from the Winnipeg studio to its transmitter, to equalize its total land-line time lag with the longer lag from Winnipeg to Watrous.

Dead-spots would definitely occur somewhere between each two stations broadcasting on the same wave-length. These dead-spots which would rarely exceed 5% of the distance between each pair of stations, would necessitate supplementation in these areas. Location of these areas could be controlled to a considerable extent by adjustment of power output and possibly antenna pattern. It would therefore be possible for the CBC's extremely efficient engineers to overcome these dead-spots by the simple expedient of manipulating them so that they would occur where there is already a private station, with its own frequency, acting as a repeater station for the CBC already, in its capacity of CBC network affiliate.



RADIO ARTISTS
TELEPHONE
EXCHANGE
AND ALL
ITS
SUBSCRIBERS
INCLUDING

- Pat Barry
- Lloyd Bochner
- Roxana Bond
- Barbara Braden
- Bernie Braden
- Robert Burns
- Bernard Cowan
- Laddie Dennis
- Michael FitzGerald
- Russ Gerow
- Lorne Greene
- Beth Lockerbie
- Peggi Loder
- Howard Milsom
- Marjorie Mowbray
- Irene Mahon
- Mona O'Hearn
- Marjorie Purvey
- Maurice Rapkin
- Ruby Ramsay Rouse
- Sandra Scott
- Jack Thompson
- Barry Wood

WISH YOU
COMPLIMENTS
OF THE
SEASON

"NOTES" by Lucio Agostini

To add to the confusion already stirred by the 'Beaver' and 'LaFleche' awards in the world of radio entertainment, it has been suggested (forcibly), by our editor, that we resume our column with a review of what has happened in the Canadian Radio Year of 1946. This article will stir no commotion at all amongst our circles; however a review of 1946's exploded and unexploded firecrackers will at least produce a reminiscent sign from those who have considered radio entertainment their prime means of enjoyment or boredom, as the case may be.

Anno Domini MCMXLVI has been quite a year in Canada. It has seen the birth of many new entertainers and, unfortunately, the departure to greener pastures of many others who were and still are needed badly in this country. Fletcher Markle, Lou Applebaum, Hedley Rainnie, Murray Ross, Alys Robi, Alan Pierce and many others have had to find appreciation elsewhere. The fact that their earnings have or will quadruple is quite a secondary matter, believe me. Their respective talents will soon be recognized and commended. It will be their lot to know that whatever they offer to radio and its listeners will be beneficial; not just an accepted and expected fact. Their employers will not be the kindly Samaritans, so abundant in other parts of North America, who believe themselves such magnanimous gods because of their can-never-be-thanked-enough and charitable gesture in employing said artists. It would be a more sensible situation were these feelings reversed.

Now, as we say in Italy—"Torna a Sorrento," which, freely translated means "Back to the subject, Aggy," please stretch your hands out (one per person only) and grab the booby prizes we are about

to award.

To Ellis McLintock: A plush cushion for the best dance band of 1946. It's loud, but it's still good. In spite of the many unanalysable chords which your dad never has heard and never wants to hear again.

To the CBC: Happy birthday on your tenth anniversary and may all factions in power keep you healthy with plenty of Do Re Mi. We all love you. You have been the artists' Haven. (Ugh! Ed.)

To Tommy Tweed: A glass of Western-Canada-Canal-Water, for the funny quip: "To hell with Canada; I go back to Winnipeg."

To the Joyeux Troubadours: A hair-cut each for the most consistent program.

To Esse Ljungh: The complete works of Ibsen for your production of 'King Oedipus' in which you had the much envied task of directing another producer, Andrew Allan, in what turned out to be a masterful piece of acting.

To Frank Chamberlain: A one way passage to Corpus Christi, Texas, for the boner statement: "I thought it came from the States," when hearing a good Canadian voice.

To Dick Lewis: A desk job at the Canadian Broadcasting Corporation in recompense for all the kind words in that direction.

To Sir Ernest MacMillan: Ten more fiddlers in the T.S.O. violin section for having helped the Canadian composer and arranger in the many performances of their works.

To Ken McAdam: The management of a football team for your splendid work on "Light Up and Listen."

To Hilker and Allan: Another chance at the production of Van-



cover's Diamond Jubilee. With Canadian director this time.

To Campbell Carroll: An antidote (name it) for the venomous articles you have written in "Radio World." Watch you don't bite yourself some day!

To Jean Deslauriers: A hand-knitted bath towel for the precision of your orchestra. You richly deserved your newly acquired commercial. Molson's beer. Ontario government please copy.

To Andrew Allan: A paid-up summer holiday in West Vancouver for helping keep the 'Stage' series the most talked-of program in Canada. Pro or Con—whatever the difference as long as you're healthy.

To Bert Pearl: A new convertible for your untiring and successful efforts with your 'Happy Gang'.

To Northern Electric: A brand new Frigidaire for your pleasing program and all-Canadian array of guest artists.

To Giuseppe Verdi: An unnecessarily kind word for having come out 'Still the Winner' despite the one 1946 Canadian threat.

To Wayne & Shuster: A publication offer for your gags for being so funny on RCA Victor. Don't

CHNS BULLETIN BOARD

IN THE MARITIMES

C H N S

IS ON THE TOP

IN

COMMERCIAL BROADCASTING

NOW 1000 WATTS—SOON 5000 WATTS

MONTREAL ALL-CANADA MAN TORONTO

(Representative)

960 ON YOUR RADIO

ceived at Stan Francis for having turned down your offer to appear as guest artist because he said: "I don't work on mystery programs!" He's funny too, you know.

To Jean-Marie Beaudet: Another conducting assignment in Europe with the continued best wishes of all Canadian composers for being God-Father to them.

To Fletcher Markle: The movie direction of a 'Bernard Shaw' play or his repeat performance—in the states—of 'Life With Adam' with an almost all-Canadian cast. Orson Welles has made no mistake in his choice of you.

To George Murray: New fishing tackle for your versatility as actor and singer.

If you have read this far, I love you—both of you. In the next issue, if our editor has not accepted our well-meant offer, it will be our pleasure to return to normalcy by trying to be a good politician. It has been our sincere wish to vent our wrath with what we have loved the most and what has irritated us the most in this year of 1946. You know what they say about the 'Freedom Of The Press.' Well, kindly aim all libel suits at our editor.

Wide Promotion

CKWX, Vancouver, is using wide promotion on "Public Opinion," the radio-stage show sponsored by David Spencer Ltd., Vancouver departmental store. Following an outdoor poster showing, CKWX has placed 100 silk-screened display cards throughout the store and is leasing air promotion. A folder is being prepared telling of the success of the program and newspaper publicity given the series is being reprinted.

Travelling Engineer

CFRB's new jeep station wagon with engineer Bill Baker at the throttle, makes milestones fly by like telegraph poles. The other week, Bill left Toronto on the Friday afternoon for 90-mile-distant Jarvis to set up and engineer Willard's "Ontario Panorama" at 9:00 p.m. Immediately after the program, he was on his way back to Toronto where he stopped long enough to pick up Bill White, and some additional equipment, before setting off for a 400-mile drive to Montreal to broadcast the Alouettes vs. Argonauts football game Saturday afternoon. Back in Toronto on Monday, he was all ready to set out for a remote broadcast from Sarnia, but instead did a short drive—to the Supreme Court—where he had been called for jury duty.

Station Opens

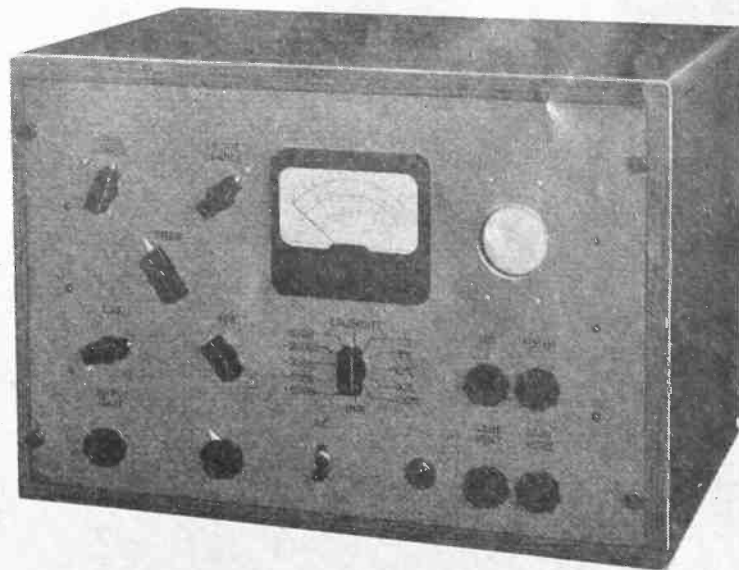
CJNB, North Battleford, Saskatchewan, commenced operation last month on 1240 kcs with 250 watts power. The new station is represented by All-Canada and is under the management of Jack H. Coalston. Musical library includes World Transcription Service. News is furnished by BUP.

Spots Get Preaction

The first application in response to the RCAF re-enlistment campaign which started last month by radio was made a day ahead of airing the first announcements.

Wes Armstrong of the CKEY, Toronto, recording department, upon completion of recording the Air Force spot, telephoned for an appointment for a medical.

P.S. There is no vacancy as a result of this enlistment. Wes enlisted in the non-permanent force.



Hayes
Distortion and Noise Meter

An improved instrument for measuring distortion and noise level of lines and amplifiers

ELECTRONIC ASSOCIATES LTD.

2498 Yonge St.

Toronto



By actual survey—

Dec. 25th is Xmas

So the best of all to all!
from the gang at...

TORONTO'S MOST LISTENED-TO STATION

CKEY
TORONTO



More Hobbies THAN CHARITIES
Ella Hewitt

When the wind whips the leaves across the lawns and down the streets, a great many people think about rugby games. When mercury begins flirting with freezing point, thousands of fans become hockey-conscious. Practically everybody gives serious thought to "N.H.L. Hockey" broadcasts and the work of Foster Hewitt.

Atop Maple Leaf Gardens, seated in the gondola with a slave-driving microphone, sits this magnificent sportscaster for an entire game. And some people think he has a soft job! Identifying players on two teams, describing every fast event, synthesizing the game at intervals beside keeping his audience on the edge of its chairs is no cinch.

With this kind of wear and tear on their vocal chords, it is no wonder that sports announcers prefer to keep their throats covered with woollens during inclement weather. Some of them place a lot of faith in hot coffee, but, doubtlessly, the majority in sprays before a game and a little smoking in order to ward off hoarseness. The Hewitt sports dynamo trusts to luck and is gifted with a strong throat. Like I see just identifying the players describing their plays must be a full-time job, since hockey games are played at such terrific tempo but Foster Hewitt has no assistants to aid him in spotting these plays or players.

Any time between periods taken up by meetings of the Stove League headed by McKnight. This League's game may cover Broda's goal-tending Apps' ability for shooting the puck. Or Howie Meeker may have the lead the fans with an extra goal for the "Blues and Whites."

Commercials are delivered by that able announcer, Court Benson. These never seem to become monotonous or just drudgery but have the right punch.

I've never seen anyone in a gondola with Foster Hewitt except his son, Billie, who announces a portion of the game on *You're in Canada Night*. Billie is now only seventeen and, apart from a very talented father, has only hockey experience at school to back up his knowledge of the game.

Canadians should bow very low to the sponsor of this show, Imperial Oil, and to Mr. Pasmac MacLaren Advertising Agency executive, for outstanding sports entertainment. They bring us the usual commentaries of Foster Hewitt, the exceptional announcements by Court Benson, plus entertainment visits with the Hot Stove League. With hundreds of thousands of Canadians and U.S. listeners, for the Hockey Broadcasts.

It's fast approaching the time when I want to wish everybody the Season's Greetings and thank you exactly what I'm wishing you.

Bye now.
ELDA



God

Bless Us

Everyone!

CFCF

Montreal

OWNED AND OPERATED BY CANADIAN MARCONI COMPANY • MONTREAL

CAB PRESIDENT'S GREETINGS



"I should like to extend my warmest and most sincere good wishes to every member of the Canadian Association of Broadcasters for a full measure of enjoyment and happiness in the festive season. And as Honorary President of the Association, I should like to offer our best wishes to our friends, associates and clients everywhere.

I am very deeply honored by the confidence placed in me when the Association invited me to assume the position of its Honorary President. You may be assured I shall do everything that lies in my power to justify your confidence, and to make the Canadian Association of Broadcasters an increasingly vital and aggressive force for the general advancement of the industry's best interests. I feel sure that all our Members share the confidence I possess in the Association's executive officers, and my belief that their endeavours will do much toward making 1947 a year of progress and increasing prestige for the independent broadcasting stations of Canada."

KEITH ROGERS,
Honorary President,
Canadian Association of Broadcasters.

Air Thug Capture

The first news of the capture of Earl William Lama, the object of a 71-day search in connection with the murder of his wife and daughter, was broadcast by CKSF, Cornwall, within one hour of his apprehension. Within one hour, a crowd of 2,000 persons had gathered around the Cornwall Township Police station in the hopes of a glimpse of the man. CKSF was the only medium carrying the news.

Dunton Denies Sellout

Emphatic denial of VARIETY's rumor that the CBC may dispose of its broadcasting stations was voiced last week by CBC chairman, Davidson Dunton. Interviewed in New York, Dunton said "the rumor story to the effect that the CBC may dispose of its broadcasting facilities is nonsense as far as the Corporation is concerned. Even when the story purports to mention fact," he continued, "it is wrong." He says, for instance, that "the government took a \$78,000 loss before appreciation during the past year in its CBC operation."

"The CBC is not operated by the government and it covered its last year's deficit," he stated, "from its own reserves."

Re-Employment Service

To assist in re-establishing men and women returning in 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 57. Junior advertising executive, age 26, married, seeks position with national advertiser or agency. 10½ years experience in England in sales and advertising departments of soap and food manufacturer includes media; billing and accounting; research; checking; budget planning and control; promotion; motion picture publicity; premium plans; dealer displays; demonstration units. Writes technical copy for booklets and instruction manuals and motion picture scripts for advertising films. Ex-RAF photographic instructor. **Box CB 57, Canadian Broadcaster, 371 Bay Street, Toronto.**

Sports Award

CKOC, Hamilton, has offered an annual award of the "CKOC Sportsmanship Trophy" to be awarded to a player of that city's interscholastic football league. The winner, who must combine the highest qualities of leadership, playing ability and good sportsmanship, will be selected by the league's players and coaches.



A real Christmas present for sponsors—that's what CFAR's new wave-length means.

590 kcs makes our 250-watt speaker as loud as a station with ten times the power—and it brings thousands of new listeners for us—thousands of new customers for you.

Ask Horace Stovin or Joe McGillivra.

CFAR
FLIN FLON MANITOBA
REPRESENTATIVES

CANADA
HORACE N. STOVIN • J. H. MCGILLIVRA



Where are you spending Xmas in 1948?

- A Speech in Paris
- A Murder in China
- An Election in Poland
- A Fight in Turkey
- A Strike in Detroit
- A Statement in London
- A Death in Prague

Any of these could decide what happens to Canadians in the next 2 Years

Listeners Want
FOREIGN NEWS
because it's
VITAL NEWS

Get It
FIRST
with

B. U. P.

HEAD OFFICE
231 St. James Street
MONTREAL



Merry Christmas to all
and to all a Good Year



Barry Wood

COREY THOMSON MGR. HORACE N. STOVIN REP.

A NEW
Progressive Station
Servicing Greater Montreal

CKVL

1000 WATTS
OF SUPER-SELLING POWER

990 KILOCYCLES VERDUN, QUEBEC

Pacific Prattle

by ROBERT FRANCIS

There is reported to be some interest, but so far no alarm or despondency among radio people, in recent stories that there is a nation-wide survey under way to find out whether or not there is any connection between radio programs and juvenile delinquency.

In Vancouver about 500 pupils in grades 4 to 11 were given a questionnaire, and the same has been done in other schools in various parts of the country.

At the same time, juvenile court workers have been studying delinquency through the same age range. When the two groups get through with their investigations they'll get together and try to decide whether there is a reasonable case to be made that certain types of programs lead to delinquency.

Which is all very interesting, and gives radio's usual critics another opening to peck away at until they find something better.

But why, in the name of Young Tom Edison, stop with radio? If there is blame to be laid at radio's transmitter for what it does to malleable young minds, then let's be consistent and have a look at the movies, the magazines, the comic strips and the theatre.

It's a lead pipe cinch, as my sergeant-major used to remark artfully, that with these other outlets going full blast dispensing crime and arson (with the Dirty Dicks looking like pretty good fellows, at that) that carping at the transgressions of radio alone is not the solution to the juvenile delinquency problem.

On the other hand, a CBC program from Hamilton, according to reports reaching the west, has made a positive approach to one aspect of this deal.

It's called "Youth Discusses" and is part way through a weekly series of six as this goes to press. John Carey, a Hamilton engineer who is active among youth groups, and its counterpart, across the Dominion, think of the other outlets of "entertainment" which we mentioned.

B.C. Briefs: manager George Chandler of CJOR Vancouver saw his desk for the first time in three months recently. He had 20 pounds less to put in his swivel chair but is on the beam again after a tough bout.

Bill Griffiths of CKMO left recently to take up an announcing job with KOL Seattle. There were the usual speeches and Bill left with a pair of gold cufflinks and a cylindrical brown paper parcel.

That noise like Donald Duck chipping in on Bill Rea of CKNW New Westminster the other Friday during a broadcast from the market place was not a bird being strangled for the Rea lunch. It was just the man himself winding back the wire recorder (which happens at twice normal speed) for the benefit of spectators, which gave listeners that interesting garbled effect.

Sport commentator Bill Teetzel and Murdoch McLachlan at CHWK

Chilliwack are handling the winter basketball sked of games at the Agricultural Hall, Another new remote program going out on the Fraser Valley station is the Sunday morning address by Rev. R. Rerman from Chilliwack United church.

Fan mail has been coming in from B.C. points as far north as Blue River commenting on L. Nicholson's hockey broadcasts in Home Gas over CKMO. Nicholson and hockey broadcasts have been bywords on the coast these many years and he has not lost any of his announcing dash in coping with a very rapid game.

The "Nickel Club," in its ten year over CJOR, is still pulling in the small change for Christmas cheer funds. Probably the first such program in B.C. radio, listeners are asked only for nickels which shouldn't be too tough. The idea is to give the guy without a wad of folding money a chance to give something to another who has even less. "Nickel Club" leaves the big donation appeals to the other funds.

Up the river at OKNW, another appeal, the Orphans' Christmas Fund, is already over the \$10 mark.

With city elections coming on CJOR has backed the Junior Board of Trade's "get out and vote" campaign with spots and special features.

Gordon Walberg, formerly with CKRC Winnipeg, has joined CKM as studio operator. Carson Pease has joined the announcing staff.

Power Boost

CJCH, Halifax, will shortly increase its power from 100 to 5,000 watts. A new Northern Electric transmitter is now being installed.

UK Sales Rep

CKEY has announced the appointment of Fremantle Overseas Limited, 18 Park Street, Park Lane, London, W.1, as their exclusive national sales representative in the British Isles.

Triple Anniversary

November 21 was a triple-treat day for Bruce Chick, announcer CKLW, Windsor, for on that day he celebrated his 45th birthday, his 24th wedding anniversary and the completion of his tenth year in the radio game.

CFPA

Serving The Lakehead



RADIO



MACLAREN ADVERTISING COMPANY LTD.
TORONTO • MONTREAL • WINNIPEG • CALGARY • VANCOUVER • LONDON, ENG.

Best wishes for the season
And special thanks to all
those who have been
associated with us in the
creation and production
of broadcast entertainment.

W. Rosenfeld *Ed. Varnor*
Ed. Thomson *Loombath*
Harry Johnson *Pierre Ranger*
Hugh Hoiles *V. D. L. Dyer*
Wm. Lead *Op. Falconer*

HE WARS WITH WHISTLERS

by JOHN FISHER

Radio Commentator for CBC and Purity Flour Mills

I asked my friend the time. He didn't have a watch either. Just at that moment a short old man with grey hair and sensitive face came along the corridor. My friend turned to me and said: "we don't need a watch—here comes Louis Waizman."

Louis Waizman, the oldest employee in the CBC, has been running on an almost split second schedule most of his 83 years. Every morning at 11.15 he leaves his Spartan like office and drops down to the CBC cafeteria for two cheese sandwiches and a raisin square. Raisins give him iron and Louis must have plenty of it, for he has never been sick a day in his life. He has never taken a holiday, and, although his job requires him to report at nine, he is sitting at his desk when the clock strikes eight. He leaves work at seven minutes to five. He has two smoke periods every afternoon, always at the identical time. There is no need of a clock when Louis Waizman is around.

Louis has devoted his life to music ever since his birth in Salzburg, Austria. He sits all day long



arranging music for CBC shows. His hands are as steady as ever. To a stranger he is just a quiet pleasant old man. To the musicians who know him, and name one who doesn't, Louis Waizman is one of the most fabulous characters in the land. There are no legends about him. He doesn't need legends. His own life is the story.

He was born in the great Mozart's house in Austria. His father was third successor to Mozart's father as cathedral organist in Salzburg. One of his fellow students at Munich was the composer Richard Strauss. Louis travelled with an Austrian Army band for 10 years. He covered a great deal of the globe. Once, when on a trip to South Africa, he met a native doctor who told him that the secret of longevity lay in eating peanuts every day. Louis has never missed.

Mr. Waizman has been associated with the Toronto Symphony Orchestra since it was first started nearly 25 years ago. He played the viola but in later years acted as TSO librarian. Last spring when he retired as librarian, Sir Ernest MacMillan referred to him as his "right hand man". He can also play the piano, cello, and violin. He has records of nearly 200 musical sketches which he composed in leisure moments.

In addition to peanuts and raisin squares Louis says a regulated life is the secret to health. He has never been known to be late or to break a promise. If he tells Geoff. Waddington that the arrangements will be completed at 4 o'clock, the last bar on the last line will be finished as the second hand sweeps to the top.

His personal life is regulated with this same clock-like perfectness. He rises every morning at six, that does not mean five past either. He has a special time for his pipe or "furnace" as he calls it. His wife, whom he married in 1897, is not very keen on that pipe in the house. Louis retires to his cellar, and, while his pot of tobacco is being prepared, he shuffles around taking great sucks on his "furnace". He is said to have a pipe given to him by the Czar of Russia. Louis puts the cat out at the same time every night. He never varies his diet. Louis goes to the show every week at exactly the same time. He sits in the same seat and has done so for years. The usual people know this and have it ready for him. He never knows what to expect showing. He doesn't care. His trip to the movies is his treat on Monday nights. Other evenings he reads detective stories, and is in bed when most of us are thinking of going out.

One of the best stories about this grand old man of music is his aversion to whistling. He can walk with radios or bulldozers around him, but, let someone whistle a color will rush to his cheeks and words will splutter from behind his ancient mustache. "Who's whistling?—Stop visting!" Despite 50 years in Canada he still has traces of a rich Austrian accent.

Louis has reason to attack whistlers. He has a very sensitive ear, and, while arranging, is liable unconsciously to incorporate a whistler's melody into the music. Once he was working on a score for the Toronto Symphony Orchestra. He turned in a magnificent

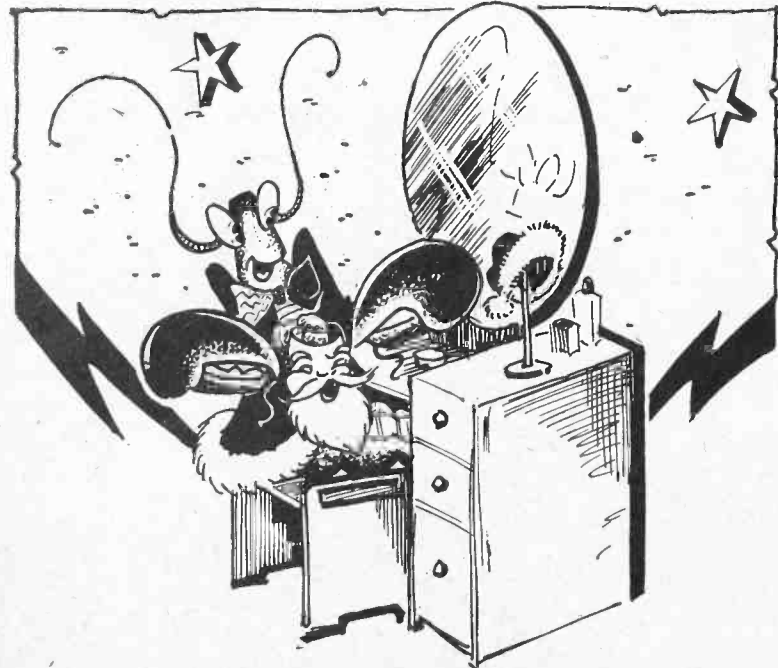


to
the industry
the agencies
the sponsors
from

Western Canada's
only French Language
Station

CKSB

ST. BONIFACE MAN.



Come, Come, Lionel . . .

Be yourself and simply wish
our many friends

MERRY CHRISTMAS and HAPPY NEW YEAR

CKCW

MONCTON

NEW BRUNSWICK

The Hub of the Maritimes

Representatives Stovin & Co., Toronto - Montreal ..

piece of work as always. Sir Ernest MacMillan was high on his podium. The rehearsal was in full swing. The orchestra was in the midst of a beautiful movement. All of a sudden the strings went: "Tum-tee-tum-tee-tum". Sir Ernest tapped the music stand with his baton. "What goes on here? Try that again, gentlemen, please". The melody was clearly that of the old ditty "Coming Through the Rye". Louis Waizman's face was red that day. He has been waging one man war against whistlers ever since.

Musicans will tell you that Louis is the only music teacher Percy Faith ever had. Sammy Hensoren studied with him, Paul Sherman took some lessons from him. And that very successful Canadian composer and arranger Bob Farnon studied with the kind gentleman who likes to bow when he meets a lady.

Louis' office at the CBC is as bare as a breadboard. The only ornamentation is a picture of Winston Churchill. But, at home, Louis keeps his souvenirs and treasures. And prized among these mementos is a post-card of the Mozart-Waizman birthplace sent to him from Austria by Sir Ernest MacMillan in 1933. Sir Ernest wrote on it in German: "Greetings from the birthplace of at least two noteworthy musicians."

If Louis' penchant for regularity has brought him notoriety, so too has his conscience. In all his years of work with Toronto's musical family, no one has ever heard him criticize another man's work. He is what one might call the "ideal" employee. He has never taken a day's leave. He has never used his holidays, in ten years with the CBC. And if his work is interrupted, he considers it his duty to work overtime. Last year he did some special work for the Toronto Symphony Orchestra which took him away from the CBC for an hour or two. This bothered him, but he came back and worked Saturday afternoons, just to square his conscience.

Louis has a soft spot for pretty girls and kids. He bows with old world charm to the former and likes to act as Grandpop to the latter. When he heard that Dick Darlingbull's little boy Jamie had Grandfather Louis offered to fill the bill. Now, "Grandpop" is working on a book to teach little music.

Apropos of his orderly life—Louis comes and goes always at the same hour and along the same streets. He never deviates. The time when he used to go to Massey Hall year after year. One day Geoffrey Waddington gave him a ride. They travelled down

Church Street, which runs along the East side of Massey Hall. After they had been on Church Street for several minutes Louis asked Geoff where they were. He was lost. In his 24 year attendance at Massey Hall, he had never left his routine circuit of down Yonge Street.

So completely has this man mastered himself that within ten minutes of completing an arrangement he cannot hum the tune. He has trained his mind to shut down completely. He must do this, for, over the years, he has worked on thousands of pages of music. Louis arranges in the classical style. He has a thorough knowledge of harmony. He has taught his whole family. Florence sings with the Mendelssohn Choir, Mary is a pianist and Louis Jr. plays flute.

He has no interest in Austria. Even if he took a holiday, he would not visit Austria. A few weeks ago the CBC International Short-wave Service asked him to speak to his native land. Louis consented, but his German was very rusty. He has visited many countries of the world, but, he thinks Canada is so far ahead of them that there is no point in discussing it.

Louis is a great believer in radio. He says it acquaints listeners with the best in music and is raising cultural standards. When asked what were the highlights of his career, he replied: "De past is de past—today is big enough for me".

Emcee Spot For Fuller

Jack Fuller, who took his 1944 Announcing Beaver to Chicago, has been chosen to emcee *Sach's Amateur Hour* on ABC Sundays, replacing Charles Lyon who has held the spot for several years. Fuller left Toronto for the Windy City last year.

Promotion Award

CKRM, Regina, has won the first prize in the 1,000 watt station class in the recent promotion contest conducted by the Longines-Wittnauer Watch Company, on the "World's Most Honored Flights," featuring Captain Eddie Rickenbacker. Grant Carson is CKRM's promotion manager.

Braille Broadcast

WCBM, Baltimore, Maryland, last month broadcast a program prepared and produced by six blind school children. Written in braille, the script covered embarrassing situations in which the blind find themselves and showed their sense of humor. Audience reaction was excellent.



RING OUT THE OLD!
(1000 Watts)

RING IN THE NEW!
(5000 Watts)



To Our Agency Friends
and Their Clients
To The Whole Industry
A Merry Christmas



ON JAN. 1st

Broadcasting Station CKOC
HAMILTON, ONT.

***INAUGURATES ITS NEW
5000 WATT SERVICE**

Every endeavor will be made to make 1947 an outstanding year for all those associated with us. Our service to the Community of Hamilton will be improved and our "best in broadcasting" will be the watchword for the New Year!



***Official Opening Date To Be Announced Soon**



Jean Baptiste says:-

*The narrowest thoroughfare in America
—Sous-Le-Cap Street—is in Lower Town,
Quebec.*

To broaden your sales horizons, use Radio to carry your sales message. Quebec Province, by established tests, listens to its radio sets more thoroughly than does any other part of Canada.

CHRC QUEBEC 1000 Watts (soon 5000)	CHLN TROIS RIVIERES 250 Watts (soon 1000)	CHLT SHERBROOKE 1000 Watts
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JOS. A. HARDY & CO. LTD.

1405, PEEL ST. MONTREAL Tel. HArbour 2515	39, ST. JOHN ST. QUEBEC Tel. 3-6693	80, RICHMOND ST. WEST TORONTO Tel. ADelaide 8482
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CBC Conscience

While listeners in Canada are paying their annual license fees, an American listener near Seattle, Washington, has forwarded a cheque for \$2.50 to the CBC Vancouver studios.

"This is our thanks and appreciation for your excellent programs," the accompanying letter reads, "especially the B.C. Farm Broadcast and the B.C. School Broadcast. Your CBC News reflects the impersonal balanced thinking which is so much needed today."

The cheque has been returned.

Radio Homefinder

Hugh Kent of Bromo-Seltzer Limited, Toronto, is convinced radio advertising brings results. Threatened with prospects of no place to live and apartment hunting by ordinary means proving fruitless, Hugh Kent appealed to his firm's advertising agency, The F. H. Hayhurst Co. Ltd., Toronto, for suggestions. The agency prepared a commercial which was broadcast three times over CKEY with the result Hugh Kent is now comfortably settled in a suitable apartment.

Music Festival

CKCW, Moncton, is planning revival of Moncton Musical Festival next spring. Shelved since 1942, it is hoped the Festival will again become an annual event to provide an outlet for local talent and give Moncton a yearly musical attraction. The Moncton Women's Musical Club has prepared a syllabus embracing solo, choral, band and instrumental classes for adults and students. Dr. Chas. Peaker, FRCO, Toronto, will be the adjudicator.

**ACCENTUATE
the NEGATIVE**
by R. C. L.

The Christmas bells will be jingling with a broad "A" for you correspondent this year as takes a (literally) flying trip spend Christmas with his family somewhere between Bow Bells at the White Cliffs of Dover. Incidentally, for the benefit of certain friends(?) in broadcasting allied industries, he will be back at his desk well before 1947.

It would be ungracious, or something, if mention were not made the fact that so eager is the Broadcaster staff to get rid of us that it has been turning hand-spring to get this issue into print in case of plans being changed.

Even the agencies seem filled with a desire to speed our parting. Frank Spear of JWT sent us the month's copy this month, and even Hughie Horler was only five days late with his apologies.

Before leaving we have put the next mess of Beavers on the stove brought them to a slow boil, and have now left them to simmer until after the holiday.

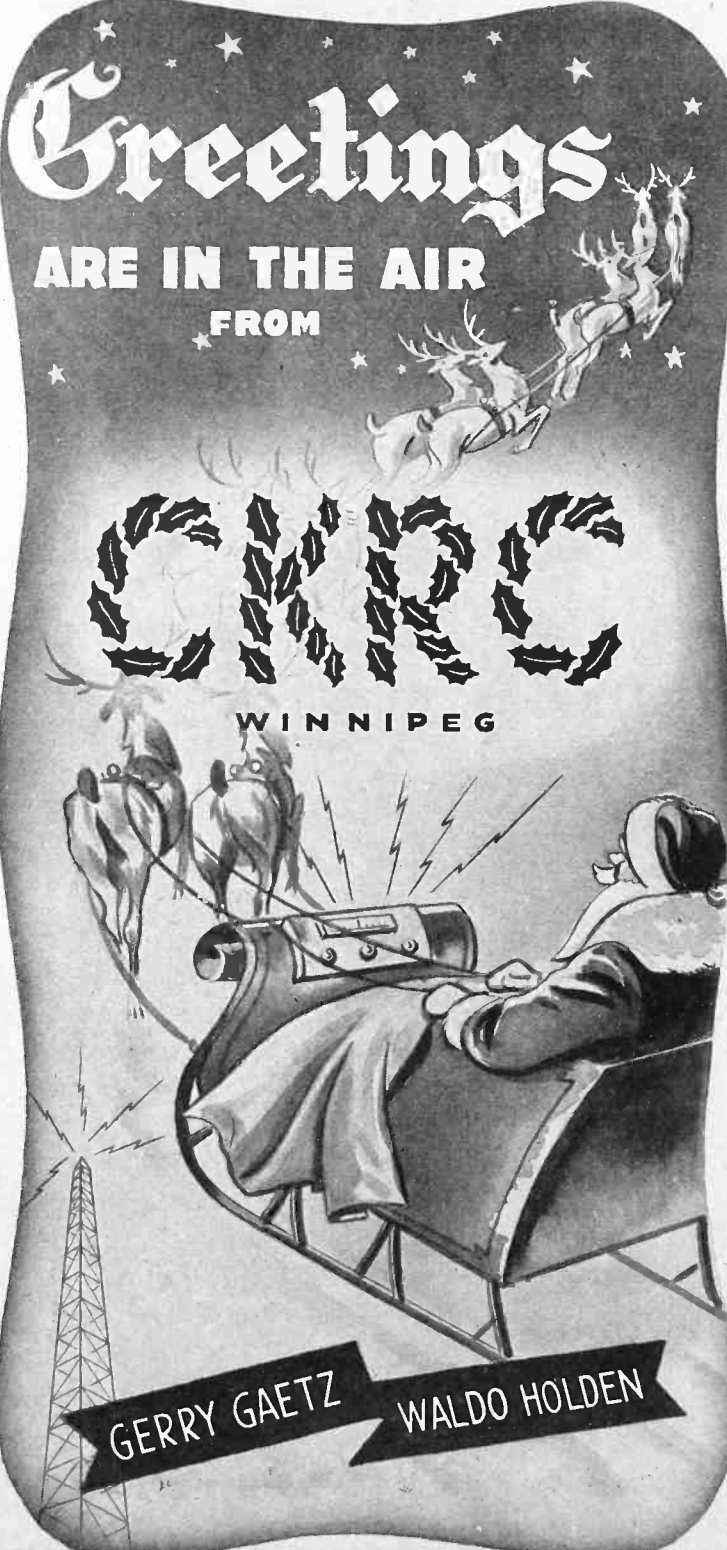
Prime subject of conversation on Radio Row is the news, which we have been asked to describe as confirmed rumor, that Jack Rafford is relinquishing his position as truand officer for the CBC to take over Jack Murray's controlling interest in station CFJL Brockville. It will be interesting to watch Jack as he reverts to type to the point where he becomes the same guy who used to do Sapp the Killer on CKNC, before the CBC walked in and took him over along with that station's other furniture and fixtures.

AFRA strike news is lurking around somewhere, and something more definite than "rumored postponement" may break before post time.

Sunday November 24 I caught Toronto's Mayor Bob Saunders delivering his 55th report to "the people I have the honor to serve" over station CHUM, and I was impressed, not with the might or eloquence of an eminent orator (nobody could call Bob that), but with the wonderful application of radio's "power-for-good" as evidenced in these straight from the shoulder talks delivered in John Blunt style by an officer of government who believes he has been elected to serve and not to rule and uses radio to prove it.

For nearly five years, the Broadcaster has carried news of the broadcast medium to national advertisers and their agencies across the country. Early in the New Year it will be our privilege to offer stations an opportunity to carry word of the power of radio as a medium of retail advertising to the merchants and retail businessmen in their trading area.

I can think of no better wish than that your Christmas will be as happy as mine.



**Greetings
ARE IN THE AIR
FROM**

CHRC

WINNIPEG

GERRY GAETZ **WALDO HOLDEN**

**To All Our Friends
In The Trade...**

**A VERY MERRY
CHRISTMAS**

and a
HAPPY NEW YEAR

from
**HAROLD WARREN
AND THE GANG**

at
*The Voice Of The
Alberni Valley*

C J A V
PORT ALBERNI, B.C.

exciting..

dramatic..

unusual..

MERCER McLEOD

..the man with the story

New NBC Recorded Production that poses the question: where does fantasy end and life begin?

The unique appeal of this NBC Recorded program . . . its hard-driving dramatic style that keeps listener interest . . . the unusual talent of Mercer McLeod . . . plus the assurance of audience acceptance, proved on the CBC coast-to-coast network . . . combine to make it one of the most commercially desirable syndicated features available to *local, regional and national spot* advertisers.

Mercer McLeod, world traveler, actor, writer has every qualification for being a great storyteller. His strange tales . . . many from his own pen . . . follow a time-tested pattern for entertainment . . . recreate experiences of adventure, suspense, mystery . . . bring to life a world of legendary fantasy. Portraying all male

characters in each program, his astounding voice changes and keen sense of pacing give his stories a reality that is inescapable. Reta McLeod, his talented wife, plays all feminine parts.

Audience acceptance for this unusual show is an established fact. Listeners to the coast-to-coast Canadian network voted Mercer McLeod . . . *The Man With The Story* one of their favorite dramatic programs.

NBC PRODUCED for better programming—NBC SYNDICATED for low cost—MERCER McLEOD . . . *THE MAN WITH THE STORY* is the ideal choice for any advertiser who wants one of the best syndicated shows his program-dollar will buy.

Audition records and complete pictorial presentation await your request.

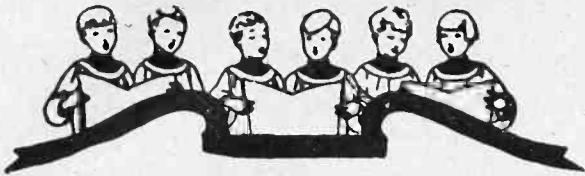


NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

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



"God Rest Ye Merry Gentlemen"

The
Season's Sincerest
from
The Wright Stations

- CKAC Montreal
- CKCO Ottawa
- CKCR Kitchener
- CKSB St. Boniface

**Urge Mayors
To Use Radio**

Asserting that radio and its resources are largely neglected by municipal authorities as a means of civic education, Robert Hudson, CBS Director of Education, has urged U.S. city governments and their officials to acquire radio skills to enable them to tell their stories on the air.

Speaking in Philadelphia before the National Conference on Government, Mr. Hudson proposed to the attendant mayors and "cabinet" members that municipal personnel be trained to make effective use of local stations and programs.

"Municipal officials and municipal governments as such have seldom availed themselves of radio as an instrument of civic education except at the behest of a radio station or of some citizens' group," he said. "They have to be dragged out of their offices by persuasion to get them before a microphone."

Air Talent At Fair

CKCW, Moncton, provided radio coverage during the 7-day Maritime Winter Fair held last month at Amherst, Nova Scotia, where they erected special studios in the Fair buildings. Live shows were broadcast two hours each afternoon and in the evening to hours of special events and Amherst talent were aired. Between air shows, the studio was used to present over the P.A. system, throughout the Fair grounds, programs by radio aspirants who received as souvenirs, recordings of their contributions to the Fair entertainment.

Set Sales Soar

Canadian Electrical and radio sales in September increased 80 per cent as compared with the same period of 1945, according to the Dominion Bureau of Statistics. The increase was 7.6 per cent over that of August, 1946. Sales of radios, musical instruments and supplies totalled \$778,347 in September while during the same period last year, value of sales was only \$232,861, showing an increase of 234.3 per cent.

WGR Gets 750 G's

The sale of WGR, Buffalo, by the Buffalo Broadcasting Corporation has been approved by the FCC. The \$750,000 sale of the 5 kw station has been made to Leo J. Fitzpatrick, former vice-president and general manager of WJR, Detroit, owner of 70%, and I. R. Lounsberry, former Buffalo Broadcasting executive, owner of 30%, in the purchasing company, WGR Broadcasting Corporation.

FX Next Year

The Hogan Facsimile System shows promise of becoming a regular service for printing by radio through FM broadcasting, according to Sidney Feldman of Radio Inventions, Inc. Inventor of the system is John V. L. Hogan, founder of high fidelity station WQXR New York.

Copy is reproduced at the rate of 28 square inches a minute, enabling a newscaster on a regular broadcast station to accompany his words with printed text, photographs, diagrams or maps. No photographic or other finishing process is required. The reproduced occupies space no greater than that now used by a phonograph or record-changer unit.

Produced in quantity, the home facsimile equipment will cost more than the record changer and turntable.

The Hogan recorder makes use of a 400-foot roll of paper which would last a conservative user facsimile one month, at a cost approximately \$4.00. Produced in quantity, the roll may be reduced in price to \$1.00.

Operation of the reproducer is simple. After loading the recorder and setting the volume control the finished copy unrolls to read when convenient. Broadcasting of facsimile newspapers and printed matter may start in a dozen cities next year, including Toronto. It is reported the TORONTO GLOBE AND MAIL has ordered facsimile broadcasting equipment.

Honor Sparks

In India, a radio serviceman who enters a home to make repairs first prays to his gods that his task won't be too difficult. When it leaves, he prays again, which is supposed to keep the receiver operation for several months.

In France, the repairman is welcomed with a glass of wine to put him in a proper frame of mind to solve circuit difficulties.

In Canada, all you have to do is buy a license and hope.

**REACHING A
\$100,000,000.00
MARKET**

940
ON THE DIAL

400 500 600 700 800 900
CHICAGO
TORONTO
MONTREAL
ALBERTA
940
CHICAGO
TORONTO
MONTREAL
ALBERTA

IN THE CENTRE OF
GOOD LISTENING

"MAY YOUR HOUSE HAVE
TWO CHIMNEYS AND
MAY SANTA CLAUS
COME DOWN BOTH"

*'Merry Christmas' and
'Happy New Year' to all
from*

**CJGX
YORKTON**

WESTERN CANADA'S FARM STATION
DOMINION NETWORK

Representatives
HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg
ADAM J. YOUNG Jr Inc., U.S.A.

**EVERYBODY'S
LISTENING**

to

RUSS TITUS

Canada's
Favourite Male Singer

Management
GEORGE TAGGART

ORGANIZATION
ADelaide 8784

OTTAWA Letter

by JIM ALLARD

Appropriate government officials and all party headquarters staffs are busy preparing for the next Session of Parliament, early in the New Year. Majority party position in the House still remains stronger than would appear from surface figures. Opposition rarely votes together on any single issue. With careful preparation, the majority party should be able to count on some of its legislation gaining Progressive-Conservative votes; other parts of it gaining CCF votes. By this method, the "yea" vote will always be substantially in excess of the "nay". Majority party also has this fact in its favor: a good many important political issues are still vague and confused, Opposition groups may be hesitant to take too strong a negative stand on some of these for time being. Chief danger to the Administration appears to lie, ironically, in completely minor issues. At last Session, Opposition parties stood together more frequently on matters like votes for production of papers, or motions to uphold Speaker's rulings, and similar matters of procedure. Moreover, there is more heat and motion in matters like redistribution, the new flag, and the "Canada Day" bill than in matters like controls, foreign policy, or ever-losing.

Radio will play its part in 1947's Session, probably early in the same. John Diefenbaker (Progressive-Conservative, Lake Centre Saskatchewan) has already indicated in a public address that he will seek amendment of the Broadcasting Act to remove CBC power to publish. There is no concern shown over house organs, program logs and similar material, but over possibility of net getting into weekly publications on the national scale. All three opposition groups have before now indicated desire to see Parliamentary special committee on radio get under weigh as early as possible in Session; probably in February or March.

Ottawa is a city of "Associations" and "organizations." Under the single heading "Associations," the Ottawa telephone directory lists sixty-seven major groups represented in the capital city. In many cases, these are head offices of the groups concerned. Such associations range all the way from the Canadian Ayrshire Breeders to the "Association for International Understanding." Among the better known groups with representation in the capital city: Canadian Congress of Labor, Canadian Federation of Agriculture, Canadian Manufacturers' Association, Fisheries Council of Canada.

Bank of Canada liaison officials did a first-class job during the current loan; feeding out brief, compact and fully newsworthy reports on loan's progress twice daily.

Emphasis on problem of "Controls" has shifted to external factors. Extent to which controls

remain effective in practice now depends more and more upon developments abroad, particularly in the United States. Rise of general price level there will have profound effect on the Canadian economy, and make it difficult or impossible to maintain certain subsidy arrangements. These factors will have their effect on whatever action is taken in relation to controls by the government, or Parliament. The Donald Gordon series of broadcasts indicates obvious desire on part of government to create the necessary mood amongst the public for continuation of controls as long as (a) necessary; (b) possible. It is more likely that (b) will be the shorter factor of the two, in point of time.

Newsroom To Plane

Passengers on all incoming and outgoing flights of American Airlines at Toronto are supplied with last minute sports scores. This service is provided by arrangement with CHUM, Toronto, direct from their newsroom.

Santa 1946 Style

Santa Claus arrived this year in Hamilton by helicopter, through the courtesy of the G. W. Robinson Department Store. CHML's Tom Darling did a description of his enthusiastic welcome at the Hamilton Athletic grounds, from the helicopter which hovered over the field. Transmission of the description was done by wire from the plane direct to the recording machine below.

The event marked the opening of the G. W. Robinson Santa Claus Campaign which they are sponsoring on CHML.

FM For FD

Montreal has become the first city in Canada to equip its fire department with three-way FM radio, according to Director R. E. Pare, the Department's Chief.

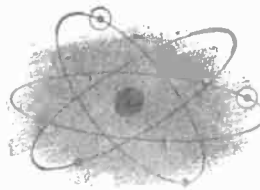
Engineered and installed by RCA, the system is now in regular use and has been found to be of value in speeding communications within the city's fire service.

The transmitter is operated by remote control from Central Fire Alarm Headquarters, and provides two-way communication between headquarters and cruising cars at all times. Car-to-car communication was made possible by rebroadcasting all calls from cars over the station transmitter, thus making it possible for two cars to converse with one another from as far as 40 miles apart.

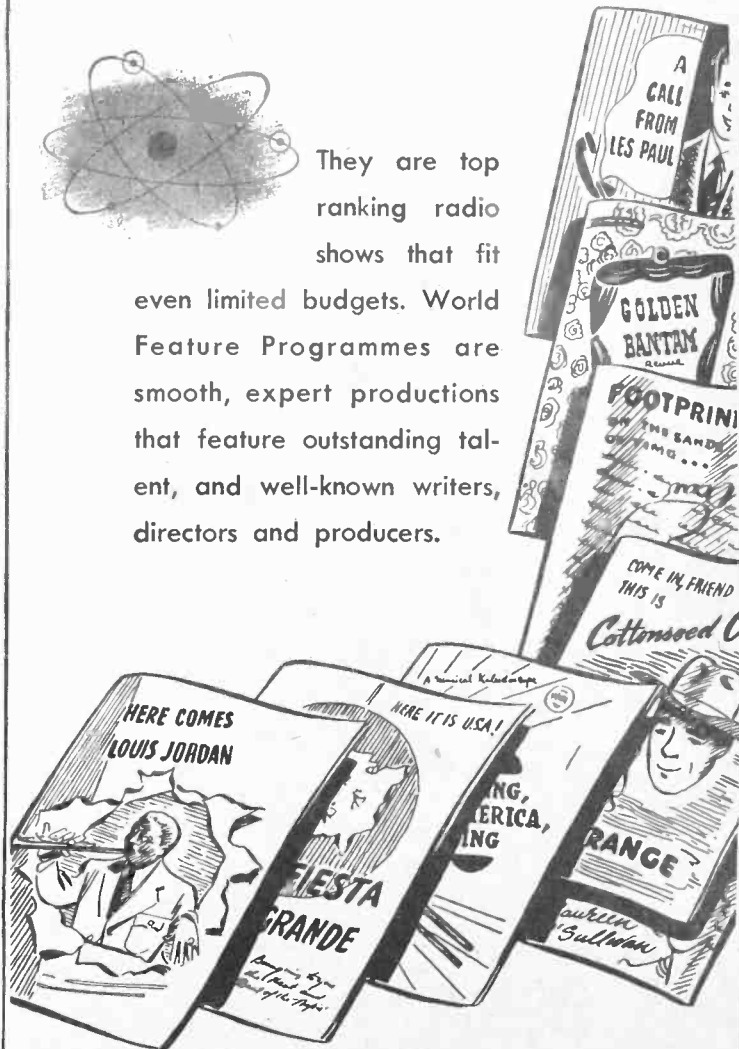
The three-way FM radio system is expected to decrease dependence on land lines which can easily be severed in case of a storm or emergency and is a guarantee of uninterrupted service at all times.

They're modern...
they're exclusive...
they're hits!

THE WORLD FEATURE PROGRAMMES



They are top ranking radio shows that fit even limited budgets. World Feature Programmes are smooth, expert productions that feature outstanding talent, and well-known writers, directors and producers.



Write today for full details on World Feature Programmes.

Northern Electric
COMPANY LIMITED

25 BRANCHES ACROSS CANADA

Dept. 918, 1261 Shearer St., Montreal, Que.



FOR WHOM THE KNELL TOL'

by ARTHUR F. WRENSHALL

Maybe I'm funny, but I'd like to work for the government. But why can't I just apply for a job and be accepted or refused on my merits?

So far I've learned a whole lot about baby bonuses, unemployment insurance and pensions. They have more things to offer a fellow which he doesn't have to work for. But I still want a job.

It seems to me that State paternalism is weaving its way into our lives as never before. Just cast your eyes over the benefits coming to the present-day Canadian who keeps his nose clean, and his initiative in his hip pocket.

From birth to the age of 16, he is worth from \$5 to \$8 a month to his parents, and if he should be fortunate enough to be a moron, this subsidy could probably be carried past the maximum age, as it would then be assumed that he was incapable of ever rising above the level of a Stenographer, Grade I.

Having graduated from a school of "recognized standing," he is eligible to enter the Civil Service, and settles down to slug it out with the rest of the boys in the East Block. At a suitable age, he retires

on his Civil Service pension, or he may select the option of an Old Age Pension, "whichever shall be the greater". Should this be frittered away in idle living during his remaining years, his relatives, or perhaps even some yet-to-be-formed Government agency, can be counted on to see that he gets a decent burial. And so ends a life dedicated to the State.

Dealers in statistics are fond of describing what would happen if all the red-haired Chinamen in the world, or eligible bachelors under 60, were laid end to end. Our guess is that if all the civil servants in Canada were laid end to end, there would be a noticeable decrease in the number of Canadians standing on both feet. Picture for yourself the seething, writhing mass of humanity as nearly 100,000 men and women are laid end to end. It is not unreasonable to assume that they would cover, many times over, the well-worn paths between the East Block, the Daly Building, to say nothing of the beverage rooms of the Chateau Laurier. And all this without any allowance for the coefficients of expansion of shoe leather and the human head.

Priding myself on being an observant individual, I had noticed the trend some months ago. Taking the hundred thousand civil servants, and making allowances for natural increases, I sensed right away that before another generation had passed, the population would be heavily dominated by those whose grocery bills were paid by Receiver-General cheques. If I could get in on the ground floor, think of the seniority I could build up!

So I started haunting the Post Offices, where the "Wanted—for public service of Canada" forms were on display. There was no lack of variety in jobs; apparently the Government of Canada was in the market for just about everything in the book. I passed hurriedly over the opportunities to become a Federal Chicken farmer, an inspector of inland water steamships, or keeper of the Government hives, as these looked too much like stone-wall jobs, and I lacked the necessary qualifications. Finally I found it—"Editor, Grade II, Dept. of . . ." Just my dish. I might not be sure which end of the chicken the egg came from; my knowledge of inland waters, and the ships might be strictly landlubberish; my acquaintance with bees might be only a stinging one, but, by gosh, I could be an editor!

There are several clearly defined

stages to be covered before a person takes the Civil Service shilling. In chronological order they read something like this (i) Filling out Form; (ii) Waiting; (iii) The Interview, (iv) Waiting. Let me say, however important, think that he can skate around Stages (i) and (iv). The only possible way of doing this is to be a life-long friend of at least a deputy-minister. To be possessed with some damaging knowledge of his private life would also be helpful. Those who were in either the Army, the Navy or the Air Force will probably feel that in the services the policy of "hurry up and wait" was exploited to the limit. Compared to the Civil Service the ponderous fumbblings of the forces were models of efficiency.

The Form itself, to employ a euphemism, was formidable. I carried it home that night, and studied it carefully. There were eighty questions to be answered, commencing with the type of work I was applying for, and ending with the declaration that I had told the whole truth, so help me God.

The first two or three questions were straightforward enough, but Nos. 4 (a) and 4 (b) required a little thought. Either one by itself would have been quite simple; (a) asked for my home address, and (b) for my place of residence. The distinction, I felt, was a fine one. After a moment of deep thought, I put down my home address as the answer to both.

Question 7 asked how long I had lived there, to which I answered "fifteen months", but felt that the answer was not really complete. I did not add "thanks to WPTI regulations," as a subtle compliment to the efficiency of Government controls. A little flatter never hurts.

Passing on, the list wrung from me the pertinent details that my French was not good; that my color was white; that I was 27 years of age; that I was enjoying excellent health; and that my charlie horse didn't affect my snooker handicap. Then came the \$64 question, No. 22—"Sex".

In the light of information already given, this question struck me as bordering on the unnecessary. As far back as Question 3, had stated that my full name was Arthur Fleetwood Wrenshall, and had refrained from answering Question 5, which required me to give my maiden name, "If Mrs. Surely, I felt, there was sufficient evidence to establish my claim to manhood. It seemed to me that there were only two possible answers: either "in moderation" or

Vancouver's
CKWX
has the
PROMOTION
YARDSTICK

...To guarantee continuous promotion, plan it and distribute it fairly among all CKWX program sponsors.



Ask the
ALL-CANADA MAN

CKCH
250 W. 1240 K. C.

211.246

THE FRENCH VOICE OF THE OTTAWA VALLEY

FRENCH PEOPLE
IN
CKCH COVERAGE AREA

TORONTO
4 ALBERT ST.

MONTREAL
DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD.
UNITED STATES. **HOWARD N. WILSON**

Stretch YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

COOPERATING WITH "LE DROIT"

never touch the stuff". Anything else would mark me as a wolf, and an undesirable character to be turned loose amongst stenographers, Grades I, II, and III.

From 22 to 44, the queries were apparently designed to find out whether or not I was an immigrant, a flaming revolutionary, a guy with a police record or anything but just another Joe looking for a job. They covered such things as port of entry, length of residence in Canada, willingness to serve in Ottawa or elsewhere, and number and types of offences I had been "called before a court of justice to answer." Question 53 was headed "Education", with several columns ruled for schools, subjects, dates and degrees. As a further aid to those whose minds could not fully grasp what was wanted, there was an explanatory note underneath which read, "This space should be used for 'Education' only". I couldn't help admiring the designer of this form—he was leaving nothing to the vagaries of either the intellectual or the bird brain.

And so, on it rolled through the rest of my private life, covering my employment history, my army career, and my post-war plans. Finally, after explaining that I was unable to pursue my pre-war education because the school would not take me back, I dotted the rest of "I", and took off for the office as a notary public.

The ceremony was brief. "Do you solemnly swear that this is the truth, the whole truth, and nothing but the truth, so help you?"

"So help me!" "Fifty cents, please!" And that was that.

Two weeks later I received a card through the mail, bearing the joyful tidings that my application had been received, that it would be given consideration and that I would be notified of the result as soon as possible. Being of the hopeful type, and as yet a stranger to

departmental dithering, I foolishly looked for further startling developments within a matter of a week or so.

Time passed.

The verdant green of the trees took on the first delicate hints of autumn's coming splendor. The Nazi big boys were given the long stretch. The Cardinals won the World Series. The Soviet foreign minister threw a party at which Molotov's cocktails were consumed in honor of the Revolution. Prime Minister King went abroad. I sent my winter coat to the cleaners. Prime Minister King came home. I got my coat back. The radio promised snow.

Then it came.

One of those official brown envelopes that contain anything from a gentle prod about the income tax returns, to a baby bonus cheque. It said that in reference to my recent application for employment in the public service I was to present myself, at my own expense, at 10.30 A.M., to appear before an examining board. To ensure that everyone had their cards on the table, it added: "This is merely a qualifying test to determine your fitness for employment of the above nature, and should not be interpreted as an offer of a position."

The day dawned wet and cold, promising a greasy gridiron. I parted with a nickel for bus fare, and a quarter for car tickets, at my own expense. On the dot 10.30 A.M., I strode into the official room, stepped over three pairs of legs, and presented myself at the counter. No reaction.

A door opened, and a civil servant of obvious long standing came over to the counter.

"Oh, yes," he said, "You're the one who wants to be an accountant." I produced documents to prove that I wasn't, and at this a frown dulled his face.

"Let me see—editor, editor—oh, yes. Say, I'm afraid we won't be able to see you to-day. Probably

next week sometime. Do you mind waiting for a while?"

I sat down and read the day-before-yesterday's newspaper, thoughtfully provided for the convenience of those waiting. At a quarter to eleven I lit a cigarette. At eight minutes to eleven I tucked the butt behind a convenient cabinet. At eleven o'clock I began to think. At ten after eleven I lit a cigarette. At seventeen minutes past, I stowed the butt behind the same cabinet. At twenty-seven minutes past I started to clear my throat, but got no further than the windup. The inner door opened again, and I was summoned before the Presence.

The board consisted of two men, a desk and my application form with the eighty questions answered in my own typewriting. Oh, yes, and a rubber stamp. All this I took in at a glance.

"And you," said one half of the board, "are Arthur Fleetwood Wrenshall". But he didn't say it in the way he might have said: "and you are Winston Spencer Churchill."

I admitted it.

"And you are applying for the position of editor?"

I refrained from pointing out that it was all down in the application form. Instead I said yes I was.

"The qualifications call for post-graduate experience in the economic or statistical field. Have you had any such experience?"

I said no I hadn't. Both halves exchanged glances.

"You write very well," said the up-to-now silent member of the board.

I blushed prettily, and hung my head with appropriate modesty.

"In fact, I enjoyed the specimen of your work you submitted. I read them all—if you can call that a compliment."

I smirked.

"BUT—it doesn't seem to be quite the thing required for the position. Are you any good at figures?"

I murmured something about: "took higher mathematics at College."

"No, that's not what I mean. What I refer to is—if you were writing a press release about something or other, and you went to the men who handled that particular thing, would you know what figures were important, and what were irrelevant?"

That sounded vague, but easy, so I said yes. At least one member of the board was on my team, because he made a noise that sounded as though he thought I would, too.

We looked at each other. I uncrossed my left leg from my right knee, and crossed my right leg over my left knee. Board member No. 1 coughed. Board member No. 2 blew his nose. I stood up. I smiled.

The interview was over.

You will now be expecting me to tell you how much I like my new position, and what my Stenographer, Grade I, looks like, and if, when I write a press release, I am able to separate the important from the irrelevant figures.

Well, I'm afraid I can't.

You see, I'm still waiting.

AIR CHECK

YOUR
**VANCOUVER
MARKET**

RECORDINGS GUARANTEED
COMPLETE FACILITIES

Write or Wire

DON WILSON STUDIOS
813 Birks Building, Vancouver



RCA Appointment

Harry C. Johnson has been appointed assistant to H. S. Walker, manager of Broadcast Equipment Sales in the Engineering Products Department of RCA Victor. He served nearly six years with the RCAF as a communications engineer, and in his new post, will be located in Montreal.

Overseas Emcee

George Monaghan, whose voice was familiar to thousands of Canadians who served in the European Theatre of Operations, having entertained over American Forces Radio in Europe, is now emceeing an early risers program over WO.

SCHOOL BROADCASTING

School broadcasting began in Britain in 1923. Today, there is an organized service of 39 transmissions a week. There are about 12,000 schools registered as listening schools, i.e., about 40 per cent of the schools for which the broadcasts are intended.

The School Broadcasting Department of the BBC works under the direction of an independent council known as the Central Council for School Broadcasting. Major representation on this body is given to teachers.

The first daily broadcast to schools is a news commentary, which runs from 10:05 to 10:10 a.m. The remaining broadcasts run between 11:00 a.m. and 12:00 noon, and between 1:40 and 3:00 p.m. These broadcasts are divided between the various age groups—infants, juniors and seniors, as well as a series suitable for general listening by all ages. One series is reserved for boys and girls between 16 and 18 years of age.

The subjects taught include History, English, Science, Music, Geography, French and Nature Study. Series of a more general appeal, such as "Current Affairs" and "How Things Began," are also included. In the syllabus for the Spring of 1945 a series for senior boys and

girls was given under the title, "If You Were American." The aim of these talks was to tell British children something of the lives and surroundings of children of their own age in the U.S.A.

It has been found that the best results are generally produced by what might be called a "teaching team." This consists of an educational expert to ensure that the scholarship of the broadcast is sound; a script writer to translate the knowledge of the expert into good broadcasting material, and a dramatic producer to take charge of production which may include narrative, dramatic interlude, sound effects and so on. The team also includes a program assistant, who is responsible for the general organization, and who receives weekly reports from a panel of listening schools, together with advice from a program sub-committee of the Central Council for School Broadcasting.

In order to help teachers obtain the fullest value from broadcast lessons, the British Broadcasting Corporation used to issue accompanying leaflets with each series. This enabled the radio speaker to refer the children to visual illustrations which he knew they would have in front of them. When the

war began, the School Broadcasting Department had to manage without leaflets, and the new technique necessitated by the shortage of paper have taught the department a great deal about school broadcasting which will be of permanent value.

Woman's World

Many women today hold responsible positions in British broadcasting as a result of the war. Regarded as vital to the war effort, the BBC opened new avenues of employment to women through loss of male employees called for military duty. One successful wartime change was admission of women to the Engineering Division. At one time, some 800 women were employed at studio and transmitting work for the BBC throughout Britain, taking over tasks such as engineering, program engineering and production, recording, maintenance, news editing, announcing and script writing. In London, alone, the average figure during the war period was between three and five hundred women employees. The war gave women the opportunity to take over essential duties at their work, which played an important part in maintenance of British wartime broadcasting services, important still in peacetime.

PN

*Season's Greetings
Good Luck*

PRESS NEWS*The Complete Radio News Service***HEAD OFFICE TORONTO**

Technicolumn by G. R. MOUNCE & E. W. LEAVER

A question and answer column conducted by two radio engineers who invite readers to submit their questions. The editor reserves the right to print any letters submitted, or to refrain from printing them. Personal replies will be sent if a stamped self-addressed envelope is enclosed. Anonymous letters are not acceptable either for publication or for reply. Address "Technicolumn" Canadian Broadcaster, 371 Bay St., Toronto.

One of the most interesting developments we have noted in some time is a new tube now under development at the Bell Telephone Laboratories. The novel principle utilized in this tube is that of interaction between free electrons emitted by the usual thermionic cathode and electro-magnetic waves travelling through a special structure built in the tube. While in many of the newer tubes, such as cavity magnetrons and clystrons, interaction may be considered to occur between electro-magnetic waves and an electron stream. The use of the travelling wave is novel. Its chief value lies in the fact that, due to the lack of resonant structures in the tube, the band width capability is much larger than that normally obtainable.

The model now under development consists of an elongated glass tube with an electron gun at one end and a collector at the other. Between these two is the guide electrode, consisting of a metallic helix running nearly the entire length of the intervening space. The helix is terminated at either end by a short antenna. The antennae are coupled into wave guides. The electro-magnetic waves are introduced into the wave guide at the electron gun end of the tube and energize the antenna projecting into it and an electro-magnetic wave travels down the helix. Although the speed of this electro-magnetic wave travelling around the helix is only slightly less than the speed of light, its velocity in the axial direction is much lower than the velocity of light—actually about 1/13th. The electrons from the electron gun enter the helix and pass down along its axis toward the collector. Their velocity, which is controlled by the electron gun and collector potentials, is arranged to be slightly greater than the velocity of the electro-magnetic wave along the axis of the helix. The magnetic lines of force of the wave are parallel to the direction of the electron stream and hence do not affect it substantially. The electro-static components of the wave serve to accelerate the electrons and, in so doing, some of the energy of the electrons is transferred to the wave. Actually, of course, some deceleration of the electrons occurs, so, but due to the greater speed of the electrons the energy given during the deceleration is greater than the other effect, so that the net result is that mentioned. The wave reaching the end of the helix is therefore of considerably greater amplitude than when entering it and, consequently, the amount of energy leaving the output wave guide is considerably greater than that entering the

input wave guide.

The experimental tube now undergoing tests at Bell Telephone Laboratories operates at a frequency of 4000 megacycles, has a band width of 800 megacycles and a gain of approximately 20 db. It is obvious that this principle can be utilized over a wide range of frequencies. Later models will provide greater gain and a considerable amount of power. It appears, however, as though the efficiency of this type of tube will be relatively poor.

It is anticipated that the travelling wave tube will find considerable application in radio relay work in the microwave region.

"What Do You Think"

The Edmonton Hudson's Bay Company is broadcasting "What Do You Think" over CJCA. This half-hour audience participation program uses press coupons; public opinion is sought on various topics such as ladies' hats, parking areas, milk prices and sweepstakes. The program, presented from the stage of the Garneau Theatre, features questions published in the press and if contestants' answers are identical to the thinking of the majority, cash prizes totalling \$35.00 are awarded.

New Newzie Stations

Sixteen new broadcasting stations are slated for construction in New Zealand, including one of 60,000 watts power. The construction contract has been awarded to an Australian firm, the Amalgamated Wireless of Australasia, Ltd.

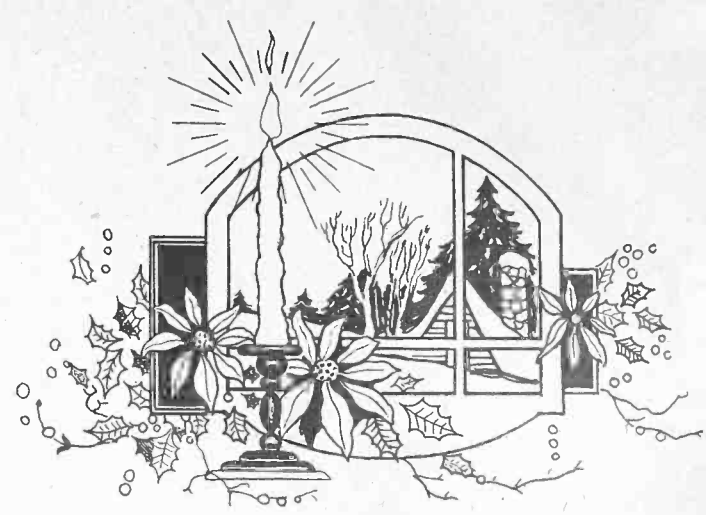
Check Juve Listeners

Vancouver school pupils from grades four to eleven are being checked on their radio listening habits to determine the relationship, if any, between radio listening habits and juvenile delinquency. The study was undertaken by the National Committee for Mental Hygiene at the request of the CBC. 3000 students and 1000 juvenile delinquents in other parts of Canada will also be surveyed.

Touche

CKAC, Montreal's 29-day "man-hunt" contest has ended.

The contest, during which radio listeners were given six clues daily as to the identity of a Quebec resident, drew Province-wide mail. Winner was George Letourneau, Montreal hardware dealer, who gave the correct answer. John Le Cavelier, president of the Modern Merchandising Company. 152 clues were broadcast before the correct answer was received. The winner will be awarded a new 1946 Nash on December 21, the presentation to be made in front of the CKAC building on St. Catherine Street West.



Wishing Everyone
The Sincerest of
Season's Greetings

●

Jack Dennett

●

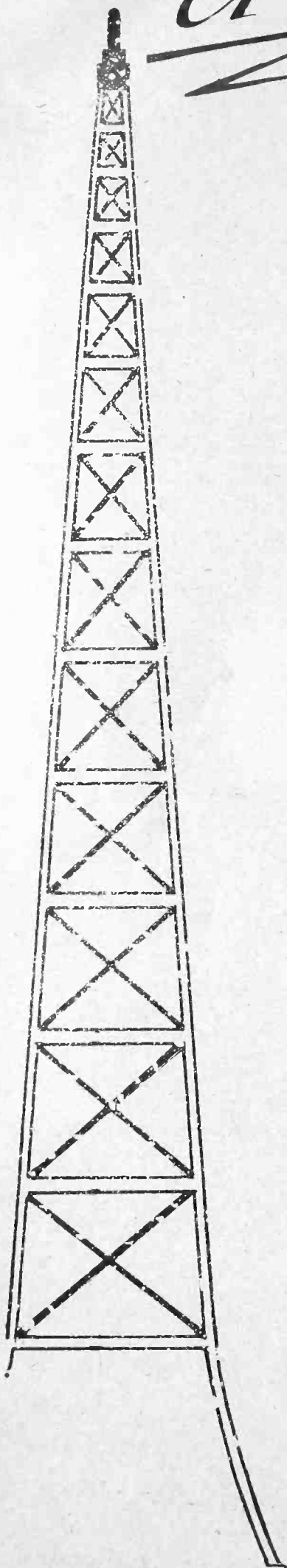
LISTENERS ARE MADE... NOT BORN!
CKNW's consistent promotion pulls listeners to CKNW
Over 14,000 lines paid space monthly.
DAILY IN THESE DAILIES • WEEKLY IN THESE WEEKLIES

The Vancouver Sun Vancouver News-Herald
THE BRITISH COLUMBIAN COVVER DAILY PROVINCIAL
NORTH SHORE PRESS
Fraser Valley Record The Whysen
WEST VANCOUVER NEWS SEMIAHMOO SUN
The Ladner Optimist POINT GREY NEWS-GAZETTE
Highland Echo AGASSIZ-HARRISON
THE ADVANCE
THE GAZETTE
* VICTORIA NEWS
* VICTORIA NEWS

BOUNDARY ADVEPTISHEN
Abbotsford Sumas and Matsqui News
THE BRITISH COLUMBIAN THE LANGLEY AD
WEEKLY EDITION LIONS GATE TIME
News-Courier THE ADVANCE
Surrey Leader NORSK NYTT
The B.C. FARMER North Shore Review
MARPOLE-RICHMOND REVIEW

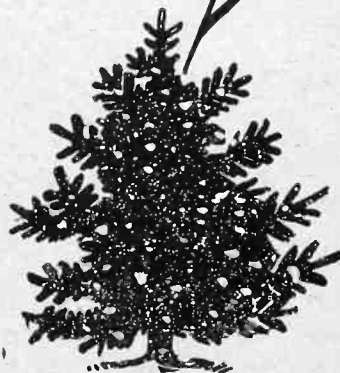
CAR CARDS... DISPLAYS... SCHOOL TIE-INS TOO
No other Western Canadian station can prove such consistent promotion to build audience for
CKNW
YOUR SALES MESSAGES
NEW WESTMINSTER, B.C.

A Merry Christmas



FROM
CANADA'S
LARGEST
EXCLUSIVE
RADIO

Agency



JACK MURRAY LIMITED
Radio Advertising
10 KING STREET EAST
T O R O N T O

GOOD RATINGS NEED GOOD WRITINGS

The main ingredients for a successful radio advertising campaign are a program with a substantial, not necessarily the highest, rating; well-written selling commercial; voice which has the persuasion, conviction and warmth of a first rate salesman.

Addressing a "Radio Night" meeting of the Toronto Women's Advertising Club last week, Jack Cooke, president of CKEY, Toronto, explored the fact that "the average advertiser will mortgage his wife and family to get a show with high rating," and then "destroy the efficiency of what he has bought by incorporating into his program a commercial message which wouldn't sell Stalin to the Russians."

He pointed out that having around a top-rated show, the average advertiser feels that his job is done, and so delegates writing of commercials to "someone down the line . . . in many instances some sweet young glorified stenographer . . . or Joe Jerk, who once got an A in composition third year high school, is given the chore. "One seldom hears of a client spending time to supervise copy or producing the money necessary to hire crackerjack copy-writers," he said.

Claiming that it is practically impossible for a man to be a good copy-writer if he isn't a salesman, Cooke continued: "the average announcer has no more conception of how to sell than I have to write under water with a Reynold's pen. The greatest copy-writers that ever lived not only were salesmen, and employed in their writing every selling technique they ever learned, but many of them, before ever writing that piece of copy, sold the product from door to door . . . until they had developed a pattern which sold it consistently.

Citing the late George Washington Hill, Lucky Strike Cigarette president, who sold more cigarettes than his competitors with smaller advertising budgets, by writing his own copy in long-hand, Cooke decried the practice of "sneaking in secondary claims and thus confusing the man or woman who listens or reads. It's a human trait to want to tell the 'whole story,'" he said, "but it doesn't pay off."

He urged management to ask the sales staff if the copy will sell the merchandise. "Even though the salesmen may be illiterates", he said, "I'll bet they could write better selling copy than the bulk of the copy which is heard on the air today.

Announcers often butcher commercials, he stated, because reading of commercials has not been properly rehearsed and supervised. He told how George Washington Hill nearly drove his announcers crazy, having them rehearse and re-rehearse his commercials "in exactly the style Hill knew would sell Lucky Strikes."

(Note: Jack Cooke's thoughts on the topic of research, as expressed by him in this talk, will be reported in an early issue.)

CBC Eyes TV

A. Davidson Dunton, chairman of the CBC board of governors, announced last month that the board had decided at a meeting at Ottawa that studies should be made of the possibilities of establishing publicly-owned television facilities in Montreal and Toronto.

Included in the study, Mr. Dunton said, would be the possibilities of participation in the operations, at such centres, by others interested in Canadian television development.



December 7, 1946

Dear Mr. Timebuyer:

**A Merry Christmas
and a Happy and
Prosperous New Year
to you from us**

Yours very truly,

Stau Chapman

CSC/JN

STATION MANAGER



*Heartiest Wishes to all
from*

**CHEF
GRANBY, QUE.**

The Radio "Chef" of the Eastern Townships

JACQUES A. THIVIERGE
General Manager

HELEN SAMARSKY
ED. NEUWELDT
CARL O'BRIEN
LEN HOSKINS
ARNOLD STILLING
JACK HAGERMAN
TONY KLEIN



JACK CENNON
DON McDONALD
HARRY DENKER
GEORGE DAWES
MILDRED FAHL
NUTH BODAKHEVSKY
KOBEL LLOYD
A.E. MARSHALL
GODFREY HUDSON
WILF GILBEY
MARGARET BARRON
BLAIR NELSON
VERNON DALLIN
A.A. MURPHY

FROM ALL OF US - TO ALL OF YOU

Greetings

The Best
of Everything
to you
is our wish for

Christmas 1946



CKCK 620 KC
REGINA

DEC. 1946
25 WED.

MEMORANDUM
Merry Christmas
Just 6 more days
to make those
New Year Resolutions
of Pittenden

CKCK
The FIRST STATION
IN SASK.

MANITOBA
Roundup
by ERITH SMITH

On a recent visit to CKRC, we found the staff pretty enthusiastic over a new program, interestingly titled "Occupational Therapy".

"Occupational Therapy" takes the view work is a disease and requires drastic treatment. Housewives are the patients. CKRC surveyors went direct to them to learn what antidote to dusting they preferred. Multiple answers demanded a complex formula.

Her entertainment wants were simple, said Mrs. Housewife: merely different music, news, labor-savers and home hints, drama, gay entertainment, thought-provoking entertainment, and shopping news, in that order. Nothing more.

Oh yes! Her pet hate: to be considered an unimaginative drudge living solely for dirty dishes. And she wanted no more preaching, teaching and verbal cudgeling. This treatment by radio must be a sugar-coated pill.

Two noted specialists at CKRC, from opposite fields, joined contrasting forces to find how to inject all this (and heaven too) into 55 minutes. There are Gene Charbonneau, personality Joe extraordinary; and Jack Scott, "The Voice," whose rich-toned drama stirs feminine listeners both locally and nationally.

The blending of these personalities provided the unusual. For music that's different, two network favorites, Mitch Parks and Perc Burdett, joined the party. Specialists in novelty music with pianos and organ, they complete a four-some loaded with imagination and whimsy.

On "Occupational Therapy," which now runs over CKRC from 10.35 to 11.30 a.m., Monday through Friday, information is not preachy, but fun. Allen Prescott's "Wife Saver" insert, three times weekly, helps see to that, and provides a third familiar voice.

News is not massive, but covers the highlights in two well-packed minutes.

Charbonneau's scintillating repartee on odd happenings and situations, contrasts effectively with Scott's brief dramatic recitations, backed by organ mood music.

Gene's fairy tale, special for the young fry, told with fun, gusto, and amazing vocal gymnastics, fascinates the older fry, too, while Mitch Parks embellishes with astonishing piano effects.

Mrs. Housewife gets her shopping news also, but in thoroughly tasty form, with no two commercials ever coming out alike.

"Occupational Therapy" fills the demands of Mrs. Housewife, made on CKRC's survey. It's pure fun from start to finish, the unusual treated in an unusual way—and she can learn and like it while she listens while, according to responses, for 55 minutes her dusting becomes a pleasure. Chief complaint: she forgets to DO the dusting.

Speaking of new programs, Win-

nipeg children are once more their annual after-dinner radi hugging, for Santa Claus is again being heard over CKY. The Eaton Company sponsors his remote broadcasts to that stud from the North Pole.

Perhaps it was the influence of the Sales and Advertising Club of Winnipeg, of which many sales and advertising staff members of the city's radio stations are leading active members; at any rate, newest women's organization in town is The Women's Advertising Club of Winnipeg, whose first, just elected president is Eve Henderson, women's editor of CKRC. The club's first activity was a dinner meeting, presided over by Eve Henderson with Les Garside, president of the Sales and Advertising Club as guest speaker.

Besides Eve, members of the executive are: 1st vice-president Mrs. Wilma Paterson, Countryside Guide; 2nd vice-president, Alice Smith, Cancer Research Institute treasurer, Velma Kane, T. Eaton Co., Ltd.; recording secretary, Kate Costello, CKRC; corresponding secretary, Mrs. Ada Sharman, Hudson's Bay Company; membership Lillian Worth, T. Eaton Co., Ltd.; social, Margaret Kennedy, Community Chest; fellowship, Miss Loucks, Great West Life Assurance Co.; publicity, Mrs. Dorothy Johnston, Civic Election Committee; programs, Mrs. Kay Doyle, CKRC and Florence Ward, CKY.

Station For Niagara

A license has been issued by the Department of Transport to Howard Bedford for the operation of a station in Niagara Falls, Ontario. Frequency of 1600 with a power output of 1,000 watts has been assigned. Bedford, who recently retired from the Signal Corps as a Captain, was latterly connected with station CKN Wingham. Now 29 years of age, he started in radio at the age of 16 on CFCO, Chatham, on an after-school basis. He has also been with CKLW, Windsor, CKCR, Kitchener, CRCW, Windsor, and CKSO, Sudbury. It is understood that his station, CKVC, will be represented in the national field by James Alexander.

PUT YOUR SALES MESSAGE
IN EVERY RURAL
AND URBAN HOME
in
SOUTHERN ALBERTA

CJOC
Lethbridge, Alberta
GOING TO 5000 WATTS



CHLP

L'ÉCHO FRANÇAIS DE MONTRÉAL

More facts about CHLP

For more than 14 years, Radio Station CHLP has been an outstanding member of the great Canadian Radio Station family. From a modest and unassuming début, CHLP has slowly but surely made an impressive name in the community which it serves. Today it is extending its activities more and more . . . and featuring top flight programs of high educative and amusement value. The market served is more than a million and a half. Besides Montreal and immediate surroundings, CHLP blankets such industrial centers as Valleyfield, Joliette, Farnham, St-Jean, St-Jerome, Longueuil, St-Lambert and numerous others. It is listened to by a large proportion of the vast metropolitan market.

Advertisers find in CHLP an outlet for natural produce such as vegetables, fruits, and dairy products, as well as manufactured goods. It reaches out from Montreal to all districts within a radius of 50 miles. From a commercial stand point, it has been proven that CHLP is not just a voice in the wilderness. Many successful firms owe their present solid position and leadership in their field to CHLP. Proof of this is evidenced by many commercial programmes of 5, 8 and even 10 years duration.

French is the predominant language, one factor which has largely contributed to CHLP's signal Success is the comprehensive library of French songs and music . . . always appreciated by the listening public. The sports minded consider CHLP as an authority and tune to it regularly for the latest results and events. There is also a generous proportion of popular music; and lovers of the classics find their tastes satisfied, not only by fine music, but also intelligent scripting and commentary. The daily programme schedule is generously interspersed with the latest news . . . local, Canadian, international and sport.

The management and staff are constantly on the alert to anticipate the listener's tastes with the kind of radio that he wants to hear.

This, in effect, is the secret of CHLP's unique position in Montreal radio today.



*The direction
and the personnel of C.H.L.P.
wish to extend the season's
heartiest greetings to their
friends and radio public*



- President* HON. P. R. DU TREMBLAY
- Business Manager* O. LOUIS BOURQUE
- Station Manager* CHS. ARTHUR BERTHIAUME
- Assistant Manager* ROMEO MOUSSEAU
- Sales Manager* SIMON GENDRON
- Production Technical Mgr.* FERNAND BERGEVIN
- Publicity Director* ARMAND GOULET
- Traffic Director* OCTAVE BOUTIN
- Chief Engineer* ALPHONSE CLOUTIER

Representatives:
CANADA: James L. Alexander
U.S.A.: J. H. McGillvra Inc.

OPERATED BY THE GREAT FRENCH NEWSPAPER "LA PATRIE"



to
all our friends everywhere
from

Jim Browne

and the staff of

C K O V
K E L O W N A

"The Voice of the Okanagan"

EXPERIENCE FOR SALE!

CJOR's top personalities are the leaders in their field in British Columbia, the radio people who top any listener's list of favorites in this area. They're experienced workers too—proud of a long record of first class production and sales promotion. You'll find experience and popularity—two valuable assets—when you buy CJOR radio personalities.

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)

OUR 20th YEAR
5000 Watts, 600 K.C.

*** CJOR**
VANCOUVER B.C.
CBC-DOMINION NETWORK

NEWS OR LITERARY GARBAGE?

Gerry Brown Talks "Press" To Radio Execs



Gerry Brown (at right) with Borden's "Canadian Cavalcade" scrapbook containing over 1,000 press clippings for the eight months 1945-6 season. At left, Eric McVeity and Bill Kinmond of the Bureau of Industrial Service and Bob Simpson, radio director of Young and Rubicam.

"When a newspaperman looks to producing a given number of words and not the story for what it's worth, it's time he went looking for other business, and the same applies to radio publicity." Gerry Brown, former city editor of the Toronto Star, now manager of Young and Rubicam, Toronto, urged members of the Radio Executives Club of Toronto to employ the same kind of experts in their publicity departments as they do in their other activities, in a recent address.

"There is no book formula that can be applied to material to determine if there is a story," he said, "but there is an old rule, taught to cub reporters. The apprentice writer is told he should ask himself—does the story tell 'how, when, where, what and why.'"

He pointed out that answering these queries does not make a story. "It must then stand the acid test—is it interesting?" he said. "If a story sets the curiosity inherent in all of us, about the doings of our neighbours, then it can be consider-

ed interesting," he stated, adding "Everybody likes to know what other man is doing or has done that is just a little out of the ordinary."

The speaker warned the meeting against "producing blurbs or what the press damns as free readers' puffs."

"Strive for news and nothing else," he urged. "See yourself in the place of the receiving editor. Be merciless in praising your own effort. Ask yourself if it is real news or whether it should go into your own wastepaper basket, leaving the editor's basket free for other literary garbage."

Mr. Brown suggested that the word 'publicity' should be outlawed both in what is offered to publications and also in the writer's own thinking. "The word is poison in newspaper offices," he said. "To a newspaperman, it conjures up a picture of a fast-talking, fawning individual, seeking to ingratiate himself with a disgusted and independently-minded editor, by slipping him a couple of tickets to t-

MERRY CHRISTMAS
From
★ **CJAT** ★

FLASH & SPOT
get Results

TRAIL
BRITISH COLUMBIA

...ous, in the hope that this petty
...ibe will buy the way into the
...ews columns for some blatant
...dly written, adjective-studded
...reed about 'the greatest show on
...rth' or 'the most sensational radio
...rogram ever to hit the Canadian
...waves."

"Don't make the defeatist mis-
...e of assuming that all the press
...d its offices are unfriendly to
...dio," he continued. "The average
...itor is open minded, fair, dispa-
...ionate, and objective in his search
...r news and his approach to news
...hich is offered him."

Brown concluded with a plea to
...e radio industry to "form a pub-
...relations committee, made up of
...n representative of the industry,
...speak for radio as a whole—to
...l radio to the Canadian public, to
...e listeners, to the sponsors, as I
...h't believe it has been sold ad-
...ately to date."

20 Dailies

Feature Radio

Dick Harcourt of Advertising
...earch Bureau, Toronto press
...aping service, has issued a list of
...adian dailies which feature
...o columns and program notes
...ollows:

*Daily Program Notes and
...umn:* Victoria Times; Montreal,
...Canada; Montreal, Le Devoir;
...ree Rivers, Le Nouvelliste.

Week-end Program Notes: Win-
...ing Tribune; Granby, La Voix
...Est; Montreal, La Presse.

Daily Radio Columns: Winni-
...Free Press; Brockville, Re-
...der and Times; London, Free
...ss; Ottawa, Le Droit; Owen
...ad, Sun-Times; Timmins, Press;
...odstock, Sentinel-Review.

Week-end Radio Column: Cal-
...Herald; Ottawa, Citizen;
...bury, Star; Montreal Gazette;
...t John, Telegraph-Journal and
...ing Times-Globe; St. Cathar-
...Standard; Halifax, Chronicle-
...; Halifax Herald & Mail.

*Monday, Wednesday and Friday
...adio Column:* Sarnia Canadian
...erver.

GOOD COMPANIONS...

You're in good
company when you
use CKMO.

150 Local and
Regional Sponsors
now sell over CKMO
in Vancouver.

CKMO 1000
Watts

Season's Greetings

Bringing in the Tree



*"... and they shall beat
their swords into plowshares"*

AT THE approach to the Yuletide season, we
thought this little picture of a veteran and his
family, together again and using an old Jeep to bring
home their Christmas Tree, might serve as a
happy illustration of the old biblical prophecy of
re-conversion and the hope of permanent peace.

The greeting from all of us, to all of you, is a
warm and sincere, "Merry Christmas".

Yours Sincerely

CHOV

"The Voice of the Ottawa Valley"
Pembroke, Ontario

Introducing—

"Saskatchewan's

FIRST

post-war station"

C J N B

NORTH BATTLEFORD, SASK.

- First post-war studios and equipment in Saskatchewan
- First post-war public service features in Saskatchewan
- First post-war coverage of the largest market in Saskatchewan
- First post-war association with World Wide Program Service in Saskatchewan.

ENTERTAINMENT!

INFORMATION!

PUBLIC SERVICE!

Primary coverage 77,000 people

1240 kc. - 250 watts



From the Maritimes' Pioneer Station

COME

JOYOUS GREETINGS

for

A MERRY CHRISTMAS

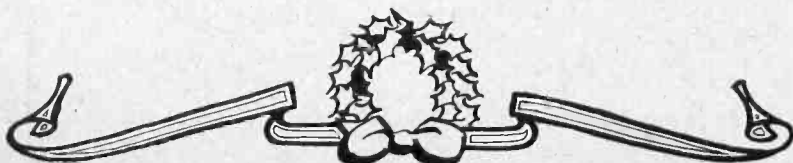
and

MOST PROSPEROUS NEW YEAR

C F C Y

The Friendly Voice of the Maritimes

THE STATION TIME BUYERS NEVER FORGET



Aid TB Fund

CJGX Yorkton's one hour broadcast of a recent weekly Associated Canadian Travellers' Amateur Hour resulted in \$2400 being donated to the ACT tuberculosis preventive fund by residents of Rama, Saskatchewan. The programs are broadcast by remote control from town halls in the Yorkton vicinity, from where local talent competes for weekly prizes. At the end of the series, a grand finale will be staged at the Roxy Theatre, Yorkton. Listeners to the broadcasts phone offers of contributions to the fund which are collected by the Travellers' Association. Donations are also received from the audiences witnessing the broadcasts. Broadcast time is donated by CJGX.

New Talent Managers

Talent management, press relations and attendant services are being offered by a new concern, Breckenridge and Armstrong, 106 Adelaide Street West, Toronto, and several Toronto artists have allied themselves with the new organization.

Maritime Cowboys

"Kid Baker's Radio Cowboys" featured for a number of years on CHSJ, Saint John, are recording a series of programs to be broadcast on that station this winter. The group is scheduled to leave the Maritimes for a winter in Florida.

Air U. of M. Prof.

Present day conditions in Europe are being revealed in a series of five talks over CBC on Tuesdays. The speaker, Albert Shea, lecturer at the University of Manitoba, toured Europe, visiting UNRRA camps and principal cities, contributing reports on his observations to CBC broadcasts and Canadian publications.

His article, "Radio Reporting in Europe," dealing with some of the problems of filing radio reports from Europe, appeared in the November 2 issue of CANADIAN BROADCASTER.

News Beat

Jim Van Kuren, CKLW, Windsor, newscaster, gave his midnight audience recently a first-hand report on local crime almost as soon as it happened.

An armed robber attempted to hold up a theatre box office, and failing this, bolted to a nearby automobile, the driver of which refused to co-operate in the escape. The resulting confusion led to the burglar's arrest. Van Kuren, meanwhile, was observing the activity from behind a parking meter beside the theatre, while en route to the studio for his news stint.

TRADE WINDS

Edited By Art Benson

McKim Advertising Ltd. tell us that Purity Flour has started a half hour variety show "La Soire au Vieux Moulin" over the French network for 26 weeks.

* * *

CKCW, Moncton report that the Moncton Hardware Company has contracted for 15 minutes 5 a week of "Children's Christmas Party" featuring local youngsters. Atlantic Motors has taken the PN transcribed "Sport Star Special" for 2 weeks.

* * *

Harold F. Stanfield's Toronto office tell us that Cities Service has weather reports going to CJBC Belleville until the end of December as a test campaign.

* * *

The commercial department at CKNW, New Westminster tell us that General Bakeries has renewed a year's spot series placed through Vancouver office of McKim Advertising Ltd.

* * *

CKEY, Toronto report that the London Fur House has a 5 minute Sunday newscast under way until February 2. Royal Brand Clothing has a flash campaign going until January 6 handled through the Montreal office of National Broadcast Sales.

Kenwood Auto Sales has started weekly sportcast until May, being placed through Frontenac Broadcasting Co. CKEY also has two other sponsored sportcasts under way. One follows the 8 a.m. news sponsored by William's Glid Shave Cream featuring Hal Kelly, while the other has been taken by Robertson Motors and features J. Crysedale.

* * *

Young & Rubicam report that the Metropolitan Life Insurance Company has two 13 week renewals under way. The 5 minute 6 a week "Melody Highlights" continues over 6 CBC stations between Vancouver and Quebec while the 1 minute 6 a week newscast extended over CHRC, Quebec.

* * *

Stewart-Lovick's Toronto office tells us that British American Co. Ltd. is starting the 1/2 hour transcribed "Wayne King Show" (All-Canada) December 8 over western stations for 52 weeks.



"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

CHATHAM *Serving*

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

Time for Public Service

YEARS ago, since we first received authority to transmit, CKLW has primarily been an instrument of the community... recognized by listeners and competing stations alike, as the PUBLIC SERVICE station. Our program building routine keeps PUBLIC SERVICE foremost... our alertness in countless emergencies of local and national scope have won for us two national honors... FIRST awards for PUBLIC SERVICE! We're proud that day in and day out, our staff of artists and announcers have helped make this station the great but still very 'personal' thing that it is to thousands and thousands of families. Our highly developed facility of influencing people through PUBLIC SERVICE makes us a mighty potent means of selling both progress and products in this important market.

2,062 hours...123,720 minutes...7,423,200 seconds during 1945 and thus far in 1946 is a lot of radio time. Time enough to put CKLW on the air nearly 86 solid 24-hour days. And that's what we did, in the interest of Public Service. Included, were broadcasts in the interest of Home Economics, Industry, Farming, News, Politics, Religion, Sports, Government and countless full length programs... all without cost or obligation. We deserve no thanks for serving our listening public, because that is our job and will continue to be throughout the New Year.

CKLW
THE GOOD NEIGHBOR STATION
WINDSOR, ONTARIO

L. Champagne

MANAGING DIRECTOR

TALKIES...OPEN SESAME TO TV

Montreal Producer Expands Into "Pictures" When Government Retards TV Development

Films will become the transcriptions of television. Their relative importance to the future industry of broadcasting "sight-with-sound" may well prove more important in Canada than in most territories.

These opinions, expressed by Paul L'Anglais, the Montreal radio producer, who now also heads Quebec Productions Corporation Limited, explain why he has added feature film production to his previous radio activities.



To these two Canadians, the outlook for radio and films, looks good. Paul L'Anglais, at left, and Walter Huston, right, discussed among other things, the relationship of films to radio in Canada at a recent Toronto meeting. They agreed that the pair of entertainment arts ought at the very least to be working allies.

Quebec Productions is now completing its first major production, "Whispering City", shooting English and French versions simultaneously. The casts are headed by Paul Lukas, Helmut Dantine, Paul Dupuis and Mary Anderson, but, in addition to Hollywood and London star names, many well-known Montreal radio names such as Nicole Germaine, Jacques Auger, Joy Lafleur and Mimi d'Estee, are making their film debuts.

More than two years ago, L'Anglais decided that it was necessary for top-ranking radio producers, if they wished to maintain their status as forward-thinking operatives, to start without delay on the job of learning television techniques, problems and program requirements. He was not satisfied to wait when he found that the Canadian Government attitude discouraged any private experimentation or preparation in the television field. He therefore made a preliminary study of the television outlook in the United States. From that it was quite clear that those already active in testing the new medium were virtually unanimous in their opinion that the film

would be even more important to television than the disc to radio. Some of them even went so far as to forecast greater future use of film by the television studios, stations or networks, than by the present motion picture industry. At any rate, every major film producing organization had already committed itself to large expenditures for research and investigation into television. Within the various J. Arthur Rank companies in Britain, there are already two which are solely concerned with this new field.

On the facts, Paul L'Anglais decided that, in Canada as elsewhere, television was shaping up as the connecting link between motion pictures and radio. Future developments would be marked by overlapping of the two industries. He had already determined to his own satisfaction that the talent requirements of the two industries were similar in many respects. The pool of French-speaking radio talent which he had developed over the years in Montreal was well-suited to films, given only the difference in direction needed for films and some experience in performing before a camera instead of

a mike. And if radio performers were to be ready for television when it did arrive, they could only expect to be so if they had had experience in the camera's requirements. For live as well as filmed television programs, the camera's potentialities set the program pattern and do so inflexibly.

There was also the secondary consideration with the Montreal producer that radio and radio tal-

ent would benefit greatly if the opportunity was provided for second income from a second medium and radio alone did not have to bear the entire economic load of creating and maintaining the people required to guarantee high entertainment standards.

On both counts, the circumstances pointed clearly to the logic of radio producers becoming film (Continued on next page Col.

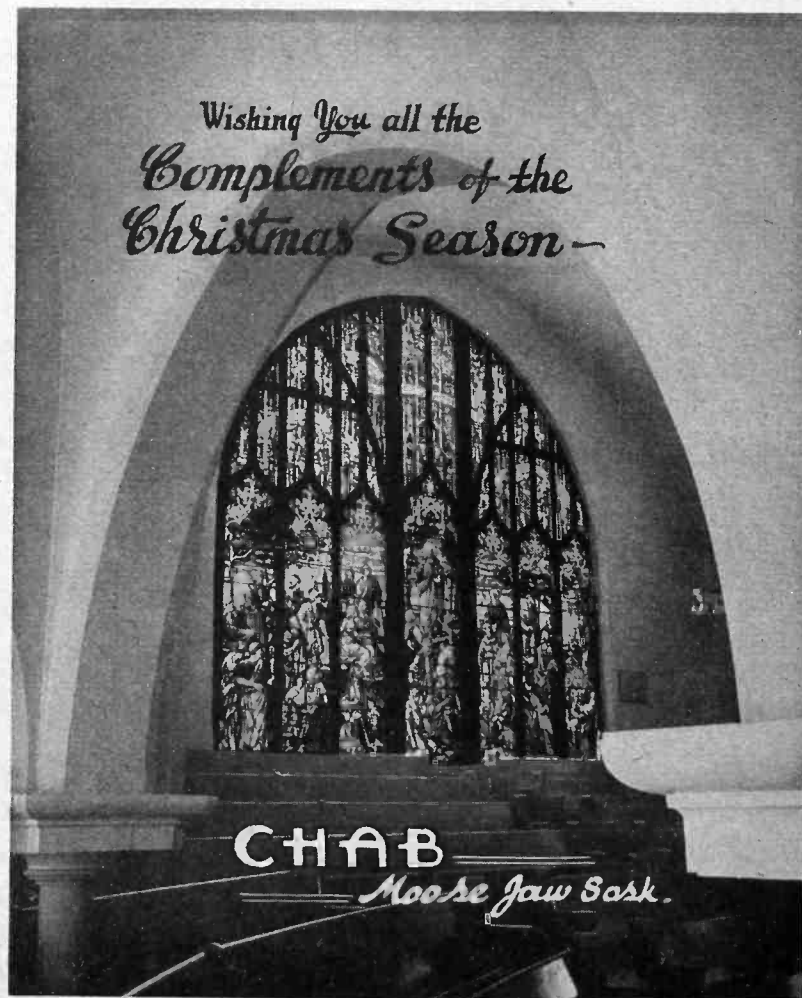
No one sends more greetings out,
Says "Merry Christmas" more
Than radio—for client friends,
And many a local store
But frequency* can never dim
This greeting, warm and true,
We mean it more than ever:
"Merry Christmas" all of you!

EDMONTON'S DOMINION NETWORK STATION



*1260 Kc.—Soon 5,000 Watts

Wishing You all the
Complements of the
Christmas Season—



Continued from previous page)
nded. Paul L'Anglais acted
th characteristic vigor once it was
ar to him that film-making team-
up naturally with radio produc-

He made arrangements for a
orking arrangement with the
nk Organization's Queensway
dios in Toronto which would
ure him of equipment, techni-
ns and production facilities
ailable in Canada. He went to
ollywood and hired additional
technical men there as well as
rs, director, art director, editor
d production supervisor. He
ed the former naval training
tre at St. Hyacinthe, Quebec,
l converted it in six weeks to a
dern, full-size studio. And when
roduction actually began, every
portant, imported key technician
a Canadian "stand-in" working
h him to get the training which
uld in due time result in the
ation of a complete and com-
tely Canadian group of techni-
as.

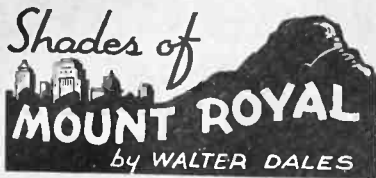
Now that rushes of most of the
t feature film have been screen-
the film trade opinion is that
L'Anglais approach is practical
that it works. Certainly, the
adian radio talent, in bit and
all part roles, is the equal of
ollywood casting in similar A
ures.

During recent months, the pro-
tion side of Canada's motion
ure industry has also been mark-
by sudden expansion. The new
n Producers Association of
ada, as it demonstrated in its
ent program for the ACA con-
tion, is a going concern, with a
nd a dozen active organizations
ts membership. Because of this
because of the pioneering done
Paul L'Anglais, there is a most
nite trend in the direction of
e working relationships be-
en the rising Canadian film in-
ry and the present radio in-
ry, with a strong probability
others, now in the radio field,
also follow L'Anglais' lead.

ANNOUNCER WANTED

Progressive 5000 watt Mari-
me Station has attractive
opening for capable man.
Must be thoroughly experi-
enced in all phases of an-
nouncing, writing and turn-
table operation. Single man
referred. Send transcription,
note and salary requirements
with first letter.

APPLY BOX 2008,
Canadian Broadcaster,
371 Bay Street,
Toronto.



Beth Paterson's "Liberty" Profile
of singing star Ken McAdam of
"Light Up & Listen" was so good
that when Ken was shown the
write-up his only comment was,
"Gee. . . I hope I sound as good as
I read." At any rate, Montreal
news dealers reported record sales
of "Liberty" for the week as
McAdam admirers picked up copies
for their scrap books. Ken probably
boasts more personal friends than
any other single Montreal per-
former, because of his wide inter-
ests—music, athletics, politics, and
McGill.

Visitors in town are Ted
Campeau, from CKLW, Windsor
and Norman Botterill, CFBC, Saint
John. Norm was busy lining up
business for his opening, November
21, and with considerable success.
CFBC's 5000 watt, RCA transmit-
ter will operate on 930 Kc.

Bob Leslie, of National Broad-
cast Sales, tells me he plans to
move his offices to the Medical
Arts Building about the first of
the year, moving into space vacated
by the Foundation Company. NBS
have outgrown their University
Tower location, and will have
much larger quarters in the
Medical Arts.

Hamilton Grant picked up a new
sponsor for his 8:00 a.m. news-
cast—the Gillette Company. Start-
ed November 18. Grant, given the
ballyhoo that Christopher Ellis and
Corey Thompson have had for
their spots, should sell plenty of
blades.

Actuality broadcasts are seldom
handed to you on a platter. But
last week, CJAD had only to lean a
microphone from a studio window
to give one of the most exciting
on-the-spot broadcasts Montrealers
have heard in years. Right across
from the station, just after their
last newscast of the night, Knox
Crescent Church, famous Montreal
landmark, caught fire. Soon an-
nouncers Cameron, Cauley, For-
tune, MacCurdy and Star were at
work, describing the fire which
caused some \$300,000 damage.

Several staff changes have taken
place at CJAD. Hollis MacCurdy
has become chief announcer replac-
ing Terence O'Dell, who resigned
recently to take a post at CKLW,
Windsor. George Bishop has joined
the announcing staff, along with
Lee Fortune, formerly of CKSF,
Cornwall. Hamilton Grant has been
made News Editor.

FLASH
The stork flew in with two items
at press time: It's a daughter for
Lorraine Swezey Houser and one
for Mrs. Frank Reynolds. The
Houser's now have a sample box
and the Reynolds a Cantor special,
two daughters. Date of arrivals:
Nov. 21st.

Advertisement for CHAT station. Features a large 'CHAT' logo, a cowboy hat, and the text: 'Covers the Southern Prairie with its signal and all of Canada with its warmest Christmas Wishes'. Includes 'ALBERTA' and 'SASK' labels.

A NEW STATION
IN
A NEW BUILDING
WITH
A NEW MARKET
AND
AN OLD WISH
HATS OFF
To '47!

MONARCH
BROADCASTING
CO. LTD.
MEDICINE HAT ALBERTA

J. H. YUILL AN ALL-CANADA STATION R. J. BUSS



IN New York, Hollywood and Chicago . . . Mexico City, Rio, and Buenos Aires . . . London, Paris, Rome and Stockholm . . . the men and women of the great "Southern Family" once again send forth the time hallowed greetings of the blessed Christmas season.

We of "Southern Canada" are proud of our small part in this mighty harmony of international good-will . . . proud to carry its message to our friends across the Dominion.



Joyeux Noel
and
Merry Christmas

Editions Sud
1117 ST. CATHERINE OUEST
MONTREAL
QUEBEC

**Southern Music
Publishing Co. (Canada) Ltd.**
83 BLOOR STREET W.,
TORONTO, ONT.

ACA STRESSES BETTER RELATION THROUGH BETTER ADVERTISING

Both public and employee relations were stressed at the 32nd annual convention of the Association of Canadian Advertisers held in Toronto November 13-15.

Presentation of awards for outstanding contributions to Canadian advertising and the election of officers featured the program the opening day of the convention (CANADIAN BROADCASTER Nov. 16)

Neil B. Powter, sales promotion manager of Howard Smith Paper Mills Ltd., Montreal, was elected president while George S. Bertram, Swift Canadian Company Ltd., H. J. G. Jackson, Chrysler Corporation of Canada Ltd., Lee Trenholm, Underwood Ltd., H. T. Venning, Sherriff's Ltd. and Miss Muriel Whitlock, Courtaulds (Canada) Ltd., were elected vice-presidents.

J. P. Lyons, Manufacturers Life Insurance Co., was named treasurer and Athol McQuarrie, whose responsibility the Convention was, general manager and secretary. The following directors were also chosen: L. E. Phenner, Canadian Cellucotton Products Co. Ltd., Robert E. Day, Bulova Watch Co. Ltd., John W. Doherty, Imperial Oil Ltd., J. W. Lawrence, the Borden Co. Ltd., C. H. Willis, Appleford Paper Products Ltd., J. G. Hagey, the B. F. Goodrich Rubber Co. of Canada Ltd., Don Bankart, Northern Electric Co. Ltd., R. Harold Smyth, Dominion Rubber Co. Ltd., A. Usher, RCA Victor Co. Ltd., and John O. Pitt, Canadian Fairbanks Morse Co. Ltd.

The presentation of the ACA annual advertising awards was filmed by the Film Producers Association of Canada and were later shown to the convention by Audio Pictures.

Addressing the first day luncheon meeting on the subject, "Statesmanship in Advertising", Vernon D. Beatty, advertising manager of Swift and Co., Chicago, said, "Advertising can be so conceived and

executed as to bring better understanding between employer and employee and, at the same time be prepared and exploited to the influence of business behind projects of community welfare.

B. W. Keightly, advertising manager of Canadian Industrial Ltd., Montreal, was guest speaker at the annual business dinner, which he spoke on his recent tour of the British Isles.

"In spite of innumerable obstacles, hindrances and deprivation he said, "Britain is succeeding in laying the foundations for a sound recovery. More than half of world's ship construction is now taking place in United Kingdom shipyards. To achieve greater ports, Britain has already well passed 1938 figures for motorcycles, rayon, cigarettes, crude iron, steel, paints and colors, machine tools, pedal cycles and wool."

The second morning was devoted to consumer education and search. Those participating were Miss Muriel Whitlock, chairman, Miss Byrne Sanders, director, Consumer Branch, Wartime Price and Trade Board, Ottawa; Mrs. Ruth Leigh, Educational Director, Cannon Mills Inc., New York; Henry E. Abt, managing director of Brand Names Foundation, New York; and Ian H. MacDonald, general manager of Canadian Daily Newspapers Association.

The Thursday afternoon session was devoted to public relations. Those participating included Charles S. Watson, director of public relations, Canadian Breweries Ltd., Moray Sinclair, supervisor of public relations, the T. Eaton Co. Ltd., and Dr. B. K. Sandwell, Editor of SATURDAY NIGHT. Ray W. Carney, vice-president of Coleman Co., Wichita, Kansas, was the guest speaker at the luncheon meeting while O. H. Coelln, editor of BUSINESS SCREEN MAGAZINE.

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 361

NE, Chicago, was the principal speaker at the dinner meeting. Here follow some excerpts from the various speeches.

Miss Sanders — "Women's organization in Canada represent an almost unplumbed depth in regard to consumer education. We have developed over the past 30 years a network of 30 nationally organized women's groups, second to none. Yet there is practically no distinction between Canadian business and these organizations."

Henry E. Abt — "Competition between brands and advertising are aspects of the private enterprise system absolutely essential in bringing the benefits of scientific and technological progress into broad public service. As advertising men and women, our responsibility is clear—to protect these advertising practices from discredit — whether through discredit results from the exercise of poor judgment by some within our own ranks, or from unfavorable and distorted outside propaganda."

Ralph W. Carney — "Selling has become a lost art and will likely continue to be such until the latter part of 1948 and even longer if the labor troubles ensue. Business is so simple. It's a matter of human relations, people with people—people persuading other people to change money for goods." Speakers during the final day of

the convention included E. H. Waldruff, president of L. K. Liggett Co. Ltd., Thomas H. Young, director of advertising United States Rubber Co.; Robert F. Chisholm, vice-president and general sales manager of Gordon Mackay and Co. Ltd., Dr. R. G. Bernreuter, professor of psychology, Pennsylvania State College, Leon Shelly, vice-president of Film Producers Association of Canada, H. Napier Moore, editorial director of the Maclean-Hunter Publishing Co. and L. E. Phenner, president of Canadian Cellucotton Products Co. Ltd.

E. H. Waldruff — "The small-town retail advertiser cannot do a good job for a manufacturer unless the manufacturer helps him. There are many retailers simply throwing money away today because they don't know how to create advertising copy that has appeal."

Robert F. Chisholm — "One of the lessons we have learned through wartime operations is a method of reducing the enormous waste in distribution."

H. Napier Moore — "Simple writing is essential to clear thinking and to the selling of industry as well as the selling of the system under which Canadian industry has achieved so much."

Thomas H. Young — "We must use the tools of our profession to sell those who would change our way of life. At the same time we must prove to the rest of the world what it means to live in peace on either side of a border more than 3,000 miles long that hasn't a single gun."

L. E. Phenner — "... you and I, who constitute business, must acquaint the people of Canada that the blessings, freedom, health and happiness which are theirs, are undeniably, beyond contradiction, a direct result of free enterprise."

Ousts Mrs's

CBC, in accordance with prewar regulations, is dismissing married women as soon as replacements can be found. The married women rule of the CBC applies only to the clerical staff.

Hall of Fame

Wishart Campbell, Musical director, CFRB, Toronto, was among guests of the Composers-Authors Guild at a reception and musicale held last month in New York at the Pennsylvania University Club. Composers such as Lily Strickland, Jacques Wolf, David Guion, Charles Cadman and others, interpreted their own compositions and presented a preview of new numbers soon to be released.

Mr. Campbell's latest song — "Dream Ranch"—is being released in January.



Happy New Year

WITH 5000 WATTS AT THE SAME OLD RATES

All through 1947, CKBI will be playing Santa to Canadian advertisers with more listeners for their sales messages for the same money!



PRINCE ALBERT SASKATCHEWAN

S. C. News

PLENTY OF CHERRIES

Chilliwack, B.C.: Although there is no snow on the ground here, (Chilliwack is noted for its balmy climate, its dairying industry, and cherries) the Christmas spirit is abroad, and all the boys and girls at CHWK are looking forward to a happy Christmas.

They told the SC (Santa Claus) reporter that they wish to take this opportunity of saying:

MERRY CHRISTMAS AND A HAPPY NEW YEAR

To all the other boys and girls in the Radio business throughout Canada.

And that goes for the staff of the CANADIAN BROADCASTER, too!

CHWK

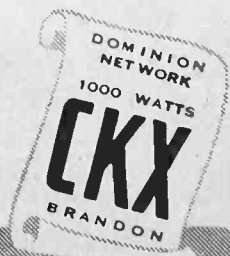
Voice of the Fraser Valley CHILLIWACK

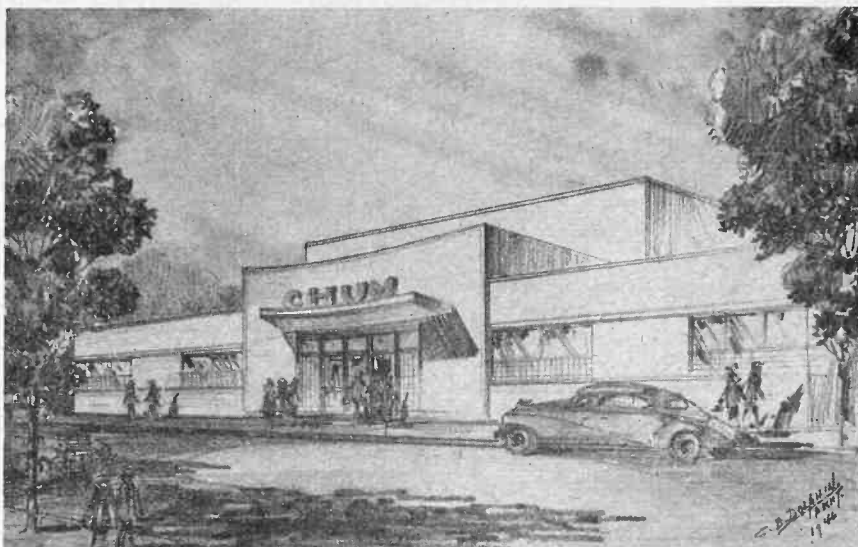


To all who are engaged in the radio industry, and to the listeners served, CKY Winnipeg, and CKX Brandon, offer sincere Christmas greetings and best wishes for the New year.



15,000 WATTS - WINNIPEG





An artist's impression of the new home of CHUM.

Public Service

THE TRUE VALUE of a radio station is measured by its ability to attract both listeners and local sponsors. For radio, after all, is a local medium—a part of the community throughout which its programs are heard. And a truly successful station can invariably attribute its greatness to the esteem with which it is regarded within its own community.

A definite asset to the Community is CHUM's ultra-modern new studio and administration building, which is rapidly nearing completion. Fine studios and a spacious auditorium will enable CHUM to better serve the Community.

PUBLIC SERVICE programming builds radio listener loyalty. A young station, with a refreshing outlook towards all affairs of community interest, CHUM has already become a potent force in the lives of the citizens of Toronto—and a welcome voice in the homes of more than 2,000,000, Ontario people!

CHUM

T O R O N T O

Representatives

CANADA
JAMES L. ALEXANDER

UNITED STATES
WEED & COMPANY



KNOCKOUT BLOW

It is understood that radio artists are attempting to get a ruling that the new radio brain is unfair to Canadian radio talent.

* * *

ONE TRACK MIND

There is always the thought that the CBC cannot see handwriting on the wall, because it is too busy reading its own pamphlets.

* * *

LEWIS-SIGHT

Sir: Now that you have your glasses fitted with focal lenses, I hope and trust that you will be able to see both sides of the broadcasting question.

—:A

* * *

SILENT PARTNERS

There must be some advantages in being a "stockholder" in the CBC, though these do not include voting privileges, voice in management or share in profits.

* * *

WILL POWER

Despite staff pressure, we have steadfastly resisted the urge to caption the front page, "Harkley Herald And Sing."

* * *

BON VOYAGE

Your editor acknowledges with thanks, Jack Radford, who earnestly expressed hope that the plane will have a safe passage—to England.

* * *

\$64 QUESTION

"How do programs get on the air?"
—:CBC Bulletin
You tell us, brother.

* * *

HELP WANTED

National advertiser requires services of advertising agents which can count buyers fifteen.

* * *

EDITOR'S NOTE

If any of the characters in this column bear any resemblance to any human being living or dead, it is definitely deliberate.

* * *

PAN MAIL

Sir: I am not quite sure Voltaire said it, but I certainly do.

—:A F

* * *

GREETINGS

Hoping that all our readers will get all that is coming to them this Christmas.



THE ANGELS . . .

AND THE ATOM

Long ago, on a wind-swept hillside, shepherds guarded their flocks by night. Huddled together for warmth, they watched the slow hours pass. Then instantly, magnificently, the sky blazed with light. Celestial choristers hymned their immortal challenge to the ages: “. . . on earth peace, good will toward men.”

We choose today between the Star's holy light and the ghastly radiance that lighted and levelled Hiroshima. Can we, while there is yet time, learn tolerance for our fellow men? Can governments and individuals alike learn respect for what others have built with labour of heart and hand? No issue that involves human rights can be brushed aside lightly . . . for it is later than we think. The Angels gave us a formula for survival; it is for us to use it.

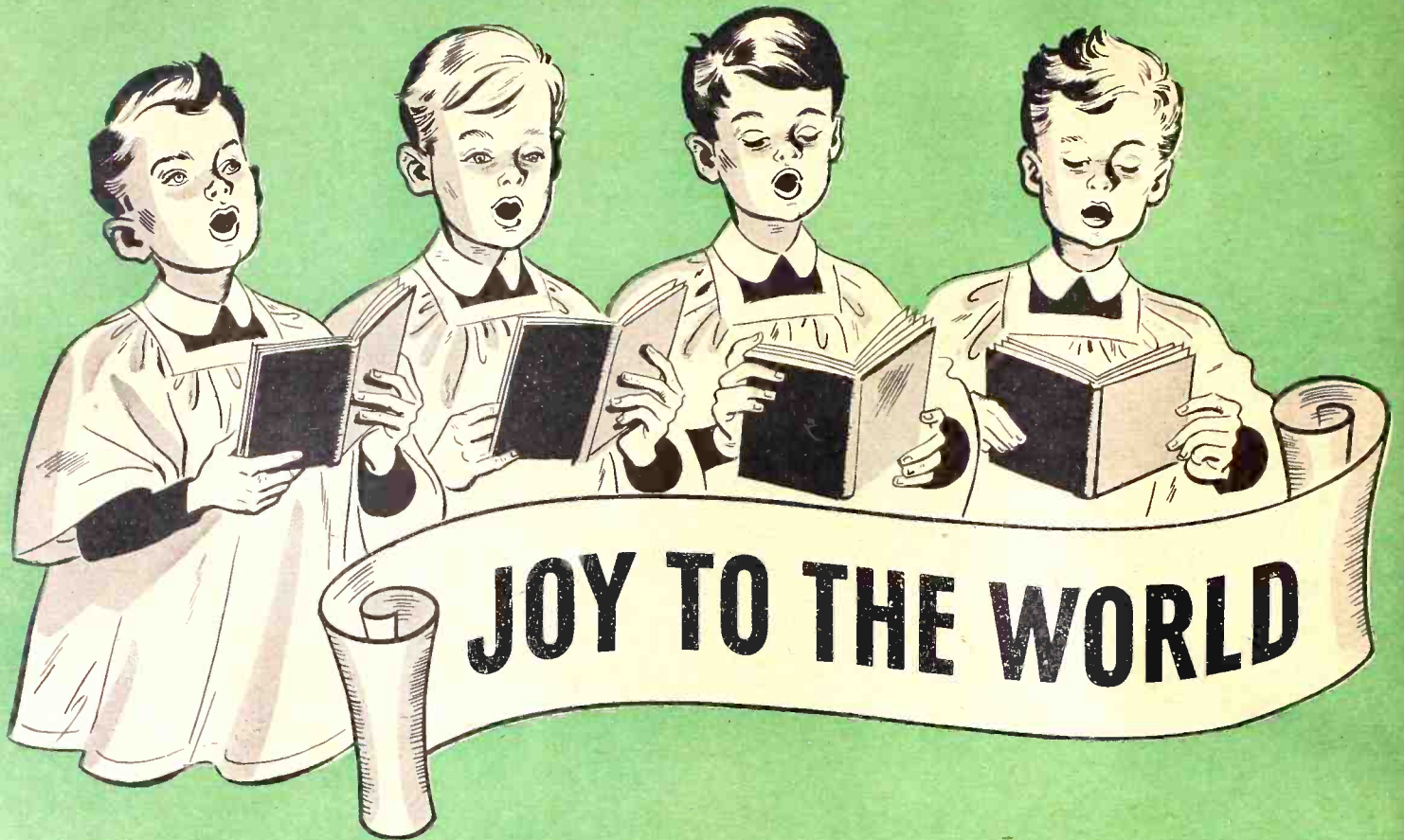
May this Christmas of 1946 mark a new milestone in mutual understanding. And it is our sincere hope that it may bring to you and yours a deep and abiding happiness.



CANADIAN ASSOCIATION OF BROADCASTERS

VICTORY BUILDING

TORONTO, CANADA



The age-old hymn rings out again . . . this year with fresh hope, new cheer, real meaning. And at this festive season, the staff of CFRB extends heartiest greetings and best wishes to all its listeners and friends.

CFRB

ONTARIO'S FAVOURITE RADIO STATION!