

CANADIAN BROADCASTER

VOL. 4, No. 13

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JULY 7th, 1945

You Can't Have
A FREE PRESS
Without
A FREE RADIO

BBM Purrs

Reports "Sweeping Endorsement of Objectives"

A review of the past twelve months' activities of the Bureau of Broadcast Measurement was presented by president L. E. Phenner at a joint meeting of directors of the BMB and the Canadian Association of Broadcasters in Toronto June 1st.

A year ago Mr. Phenner reported that the BMB had, as members, 100 broadcast stations, 10 advertisers, and 10 advertising agencies. He reported the present enrollment of 54 stations (60% of potential), 43 advertisers and 51 advertising agencies as "a sweeping endorsement of BMB objectives". The wide support from radio advertisers and the 100% line-up of advertising agencies were especially mentioned as satisfying evidence of faith in the Bureau of Broadcast Measurement. Mr. Phenner voiced optimism over the prospects of enrolling most of the remaining stations as members before the bureau's fiscal year ends next December.

Advantage was taken of the visit of Hugh Feltis, president of BMB, to the S. equivalent of BMB) and of Linnea Nelson of J. Walter Thompson Company, N.Y., chairman of BMB's Advertising Industry Relations committee, to exchange views on future plans of the two organizations. The ultimate exchange of statistical information concerning stations close to the border also received attention.

Newsmen Get Belleville License

A license to operate station CFBQ, Belleville, Ontario, has been issued to Group Captain McLean, a veteran on active service with the RCAF and who was a defeated liberal candidate in the last election. According to his partner, H. B. (Bert) Cowan, the station will go on the air as soon as equipment is available, who also says that the transmitter and equipment will be furnished by Northern Electric throughout.

Group Captain McLean is a former newspaper man having worked on the REGINA LEADER, the SASKATOON STAR, and the SASKATOON STAR. He is a graduate of Osbourne Hall, Toronto.

Mr. Cowan also enters radio from the newspaper business being currently with the PETERBOROUGH EXAMINER, one of the R. A. news papers. His present activities are concerned with circulation.

Stern Facts On Ostriches

In this paper, in addresses to clubs and recently in a debate broadcast over CKEY, we have said, and we repeat, that the government operated Canadian Broadcasting Corporation is all ready for the day when a Hitler or a Mussolini may sweep into power and use it against us as those tyrants used controlled radio against their own people.

We have been called "alarmist", "stupid", "sensation-seeking" and other less printable epithets. To this we would respectfully suggest there might be added such words as "obstinate" and "bull-headed", because we still maintain that it is all too true.

As if it were not obvious enough for anyone to see—and we sincerely believe that even the people who are exercising the control are not aware of the full significance of what they are doing — Herbert M. Clark, American Broadcasting Company correspondent in Madrid, gives tangible evidence of how muzzled microphones and fettered printing presses can be turned to work against democracy.

Speaking on his network's "Report from Abroad" in the first uncensored broadcast to come out of Spain under the Franco regime, Clark said: "There is little foreign news printed under Falangist domination of the press and radio that does not attempt to tell the Spanish people that all is utter confusion and chaos outside of Spain." A truck drivers' strike in Chicago, he pointed out, is given more space in Franco controlled newspapers than the "Big Three" meeting and London Food Conference.

Blissfully the CBC lays claim to the fact that the reason why they exercise a monopoly over all network broadcasting, thereby controlling what *may* be said on the networks and what *may not* be said, is because they are thus enabled to send entertainment and information to the farthest reaches of the Dominion, which would be hopelessly impractical under a system of private network broadcasting, they claim.

It is perhaps just possible that these radio men of the CBC do not appreciate the political expediency of giving the government facilities for releasing its propaganda simultaneously throughout the Dominion by word of mouth. Possibly they really do not appreciate the fact that when a minister of the party in power makes one of his reports to the nation, he is only giving *his own* version of what is taking place in Ottawa, and by precluding the opinions of his opponents (except for a limited number of broadcasts a year) is giving the public a one-sided view on its country's government.

Apparently those officers of the CBC who do most sincerely strive to keep the broadcast schedules politically impartial, do not appreciate the frightfulness of the fascistic control to which they are contributing. They sincerely believe that the operation of the CBC network monopoly is actuated by none but the most altruistic of motives. This being the case, and remembering that cleanliness is next to godliness, why would the government not get down to fundamentals and run water mains through the isolated prairies and the remote tracts of bushland so that the pioneer Canadians who choose to live in these places could lie luxuriously in modern bath-tubs, while listening to the programs the CBC so graciously sends them, at the expense of their fellow Canadians from the denser areas of population?

As long as the Canadian public chooses to bury its head in the sand as long as the press and radio of Canada make no effort to acquaint their readers and their listeners with what is happening, as long as people continue their age-old line of thinking to the tune of "It can't happen here", just so long will would-be dictators in philanthropists' clothing continue their subtle draining of our cup of freedom, until all that will be left will be the right to steal out into the night and, behind darkened windows say: "If only we'd done something about it before it was too late."

Socialism may have been defeated in the recent election, but, though dead, socialists we know have shown no inclination as yet to lie down.

CAB Board Meeting

Ways and means of co-operating more closely with the CBC were the subject of some discussion at the June 25-7 meeting of the Canadian Association of Broadcasters' Board meeting. This, according to the report of the meeting should not be interpreted as being an endorsement of the Broadcasting Act, but it aimed at "better co-operation for the good of the listener".

The Board will advise the Department of Transport that it is opposed to the extension of the North American Regional Broadcasting Agreement (Havana Treaty) without revision along the lines of the two-year extension which has been suggested, and will express the opinion that the Agreement should only be extended for sufficient time to permit licensees to order and install the necessary equipment to meet the requirements of the Havana Treaty. Agreement was expressed with the proposal to limit power of all standard band broadcasting stations to 50 Kw.

The public relations committee will make periodical polls on subjects relating to broadcasting generally and private broadcasting in particular. The Board has also approved the production of display presentation of the principles of the CAB Code of Ethics for display in station reception rooms.



J. E. "Joe" McDougall, formerly account executive and radio director of J. Walter Thompson Company Limited, Montreal, has joined the Montreal Office of Cockfield, Brown & Company Limited as an account executive.

Richard S. Lewis

Editor.

ALL-CANADA PROGRAM DIVISION



PRESENTS . . . *Twelve packaged shows ready for local, regional or national sponsorship*

★ **COME AND GET IT**

156 fifteen-minute quiz programs appealing to housewives

Every woman will enjoy this new, entertaining way of solving her food problems. Here's a sure-fire formula for housewives . . . a food quiz, directed by Bob Russell, Alma Kitchell and Gaynor Maddox. This series offers an unusual opportunity to buy a 'custom-built' show, produced by NBC, that has already proved a distinct favorite.

★ **PLEASURE PARADE**

78 fifteen-minute musical programs for the melody-minded

Kay Lorraine, Bob Kennedy and The Modernaires, in a professionally directed 'big little show' emceed by Jimmie Wallington and Milton Cross, are your guarantee of a top listening audience. The arrangements for this Ziv show are in the capable hands of Irving Miller and his orchestra. Whatever your market, this series fits your schedule.

★ **CALLING ALL GIRLS**

52 fifteen-minute programs designed for bobby-soxers

Want to reach the teen-agers, the 'soda-fountain crowd'? Then sponsor Linda Allen's brand new ether club! Department stores and others interested in the Hi-Crowd have already proved that this Ziv produced show of network stars will pack 'em in. This program is a 'natural' and it's *hot* . . . get your reservation in early.

★ **THE THEATRE OF FAMOUS RADIO PLAYERS**

26 half-hour dramatic programs for all from 16 to

Each member of the family will be enthralled by this series of outstanding plays. Every one features the most prominent names in Hollywood network radio. The shows are written by a proven staff of radio script writers and directed by Les Mitchell. Presented directly from Hollywood by Universal, they provide a sales program for any product.

★ **THE HAUNTING HOUR**

26 half-hour mystery programs to interest everyone

All the world loves a mystery . . . and here's 'mystery at its best.' These original, thrilling tales are written by a staff of experts. The cast includes such big name NBC radio players as Eddie Nugent and Elspeth Eric. This is an excellent vehicle for any advertiser interested in reaching a maximum night-time audience.

★ **THROUGH THE SPORT GLASS**

52 fifteen-minute sports programs of interest to men

For the boys, young or old, Sam Hayes' thrilling stories from the sport world, provide consistent entertainment. This NBC production is not just a commentary . . . it's a dramatic sports show with a proven record of results in listener appeal and sales effect. For advertisers seeking a male audience, this series really pays dividends.

★ **5 MINUTE MYSTERIES**

Plenty already produced for five minutes across the board

This NBC production offers the advertiser a small show with high frequency at low cost. Two hard-hitting commercials, one in a new 'delayed-solution' technique, pack a tremendous wallop. It's a tried and tested vehicle for high pressure selling, proved successful in a number of important markets. The plots and cast are really something!

★ **WAR CORRESPONDENT (Eye-Witness News)**

52 fifteen-minute programs reporting on world events

Everyone interested in current topics will be doubly interested in these dramatizations of historical events in the making. Every program is exciting, momentous and authentic . . . they form the most brilliant dramatic document ever released. It is produced by Ziv for individual advertisers to build a solid, consistent audience.

★ **THE IN-LAWS**

130 fifteen-minute comedy programs for the whole family

Young and old alike will delight in this hilarious series . . . every episode full of downright fun. It is written and produced in Hollywood by the same artists who made famous the original hit of the same name. Good, clean comedy is always in strong demand with any audience. Whatever your market, there's a place in your advertising schedule for this new series.

★ **THE OLD CORRAL**

104 fifteen-minute programs from the wide open spaces

Western music and real honest-to-goodness fun are packed into each episode. The emcee is "Pappy" Cheshire, of the Republic Pictures show, "Hi, Neighbour." The cast includes top-notch musicians, comedians, and entertainers. This package is made to order for any advertiser selling the rural and small town market.

★ **SONGS OF GOOD CHEER**

117 fifteen-minute musical programs with universal appeal

This type of show has proved its worth with such successes as "Waltz Time." In script, production, direction and musical quality, this Ziv program has the same professional touch. Gerald Sears is the Maestro and the world's treasury of familiar song the source. For prestige and audience, this is a wonderful buy.

★ **DESTINY TRAILS**

156 fifteen-minute programs for adventure-lovers of any age

Remember the thrill of the time you read "The Last of the Mohicans" and "The Deerslayer"? NBC has brought alive James Fenimore Cooper's epics of early North American adventure. In a spot where Junior, Dad and Mother, can listen, this educational series will build you as loyal and devoted an audience as any sponsor can hope to find.

For an Audition Program or any Information . . .

Ask the All-Canada Man

ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

LEADERS IN SYNDICATED PROGRAMS . . . BIGGER AUDIENCES . . . BETTER SERVICE

Sounding Board

REHABILITATION

The Rehabilitation Information Committee of the Wartime Information Board has prepared a Film Strip entitled "Message to Advertisers". This is a minute Silver Screen presentation of cartoons and a spoken commentary. It gives information about the problems of rehabilitation and how the advertiser can assist.

This Film Strip is available for show to advertising agencies and advertising clubs. We can arrange for a representative of the Armed Services to introduce the Film Strip if this is desired. Rehabilitation literature will be available for distribution in conjunction with the Film Strip.

Requests for the Film Strip should be addressed to The Rehabilitation Information Committee, Wartime Information Board, Ottawa.

Albert A. Shea,

Rehabilitation Information Committee.

PROGRAM RATING BREAK-DOWN

Would it be possible when you see the ratings of various daytime programs in your column "How They Stand" to indicate that the "Happy Gang" is a one-hour program broadcast five times a week, that Claire Wallace is a quarter-hour program broadcast three times a week and that all other daytime programs listed are quarter-hour programs broadcast five times a week. It does not seem reasonable to list the "Happy Gang" and Claire Wallace in the same column with other programs which are on the air five times a week.

We believe it might be interesting to include the evening programs which you list between those which originate in the United States and those which have a Canadian origin as well as your usual English-French breakdown.

Robert L. Simpson,

Radio Director.

Young & Rubicam Ltd. Toronto.

Miscellaneous Demonstration Of Home Talent

Something of a novelty presentation of a radio station set-up was shown to agency buyers and advertisers in Toronto and Montreal last week, when George Chandler, manager of CJOR, Vancouver, made an oral demonstration on recordings of his station's activities.

Highlights of various CJOR productions were heard, along with the voices of most of the staff, and guests expressed themselves pleasantly surprised at the quality and quantity of the station's own productions.

Off-the-air discs of several full programs were heard, including "Western Trail", a cowboy-musical program which, Chandler says, a number of sponsors have made overtures to which is not at present for sale.



"One side, fat boy, while I give the folks the dope on this junk!"

HOW THEY STAND

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

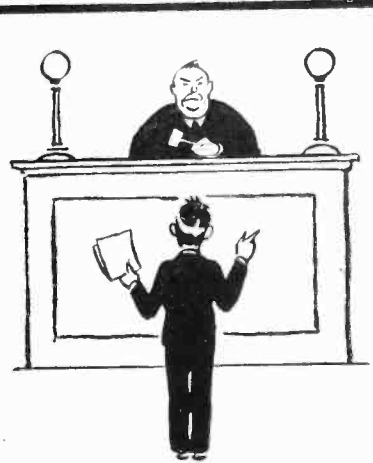
DAYTIME		
<i>English:</i>		
Soldier's Wife	17.3	-0.3
Happy Gang	16.1	-2.1
Big Sister	15.7	-1.2
Ma Perkins	12.1	-1.8
Road of Life	10.8	-1.0
Lucy Linton	10.6	-0.5
Pepper Young	10.1	-1.0
Woman of America	10.1	-0.4
Claire Wallace	10.1	-1.0
Right to Happiness	9.1	-0.7
<i>French:</i>		
Jeunesse Dorée	28.6	-1.3
Quelles Nouvelles	28.4	-3.3
La Rue Principale	24.1	-0.2
Joyeux Troubadours	22.3	same
Grande Soeur 12.30	22.1	+0.2
Tante Lucie	21.2	-0.8
Histoires d'Amour	19.8	-4.8
Grande Soeur 11 a.m.	19.6	same
Métairie Rancourt	19.0	+0.2
Pierre Guerin	16.2	+0.5

Western Trip

John Tregale, station time and statistical manager for All-Canada Radio Facilities Ltd., is on his way west to visit all All-Canada stations from Winnipeg to the coast. John says he is coming back with a library of market data which will be made permanently available to eastern time buyers.

Citation For CJKL Mgr.

Captain Brian Shellon, formerly manager of CJKL Kirkland Lake has been mentioned in dispatches for gallant and distinguished service. Capt. Shellon, a reserve army officer prior to the war went overseas with the Algonquin Regiment and participated in action in Holland and Germany. His wife and son, Bobby, reside in Kirkland Lake.



Our Evidence

- RUBY RAMSAY ROUSE
- MAURICE RAPKIN
- LORNE GREENE
- MONA O'HEARN
- BARRY WOOD
- MAURICE BODINGTON
- GRACE MATTHEWS
- JEAN CRUCHET
- GEORGE ROBERTSON

You Can Contact Them Thru

RADIO ARTISTS REGISTRY
WA. 1191
TORONTO

Personal Identification-

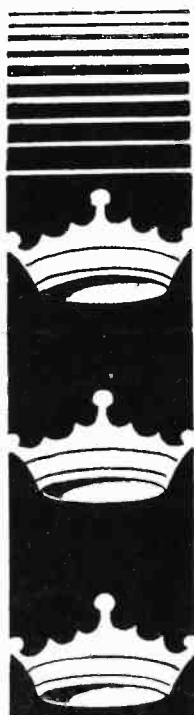
The message

The voice

The style

Identical on every radio station

Duophonic Recordings



DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CHML

CFRB COLUMBIA

WBEN N.B.C.

860

930

900

HAMILTON

TIME

FOR SALE

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

RADIO GETS YOUR MESSAGE HOME

*in Montreal Only

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

VOLUME 4, NUMBER 13

JULY 7th, 1945

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Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

RADIO BUREAU

by Jim Allard

Manager of the Radio Bureau, Ottawa

The CAB Board of Directors met midwife for a few minutes their meeting last week to facilitate at the re-birth of the "Radio Bureau" in Ottawa.

This first co-operative public service of the entire radio industry now under the direct control and operation of those stations participating. The Radio Bureau's board of directors is comprised of Perry Gaetz (CKRC, Winnipeg); Ken Soble, (CHML, Hamilton); Dick Rice (CFRN, Edmonton); Guy Herbert (All-Canada Radio Facilities Ltd.); Horace N. Stovin, Toronto; Jack Slatter (Radio Representatives Ltd., Toronto); Fred Lynds (CKCW, Moncton); A. Gauthier (CHLT, Sherbrooke).

From this board an operating committee has been set up, consisting of Ken Soble, chairman, with Gauthier, Guy Herbert, Horace Stovin and Jack Slatter.

The operating committee has invited the present management to continue at Ottawa under its supervision for the trial period of two years. It will meet again shortly to draw up a complete plan of operation and submit that plan to station management for approval.

To review the plan under which "Report from Parliament Hill" operates, during the time that the House of Commons is sitting, its members are invited on behalf of their home stations to prevent weekly quarter hour reports on House activities. When the station signal covers more than one constituency, a schedule is drawn up to give each member concerned an equal number of reports during the session. While the House is recessed, "Report from Parliament Hill" becomes a once a week feature-news-commentary prepared by the Ottawa office.

Plans are in hand now for the first session of Canada's twentieth Parliament, opening August 23rd. By letter, station managers have been invited to contact their local member, explain the idea to him, and find out if he is willing to participate. From the replies, the Ottawa office will be able to set up a tentative schedule. This has bearing on more than traffic problems, since the number of participating parliamentarians must be taken into account when the Bureau's directors set up the plan to

finance the operation. It is hoped that a plan can be devised to distribute this cost equitably between stations participating, with due regard for station size and revenue.

From one season's operations, a great deal of experience has been gained. So far as the Members of Parliament are concerned, there are two important factors affecting operation. First of all, some members do not wish to take advantage of this opportunity to provide direct and accurate Parliamentary news reporting to their constituents. In some cases indeed, stations were willing to take the reports, but found that their local members were unable or unwilling to take up the offer. In the case of constituencies located close to Ottawa, members frequently return home during sessions for private or business reasons. This has made it difficult in certain instances to maintain regularity of schedule. So it will take a long time to get across the value and necessity of regular schedules to people not particularly well acquainted with radio. To do this will require close co-operation between the Ottawa office and individual station management, since neither can do the job alone.

Second problem is that of the reports themselves. Radio speaking is relatively new to people trained as platform speakers. Learning it is a job that can't be done overnight, particularly by people on whose time there are many demands. The job can be done, but it will be neither easy or quick. In the long run, however, benefit will come by acquisition of proper technique to the station, the member, and the listener. Coupled with this is the question of material. It is clearly emphasized in Ottawa that these are 'reports' — a letter by voice to the people at home, telling them what is happening in Ottawa, how it will affect them, and the member's own part if any, in those events, in other words, a *factual, non-political report*.

Now it is difficult to arrive at a working definition of 'non-political'. A Member may say that a certain bill was proposed in the House — that he voted against it — and for these reasons. In giving these reasons, he may sound, particularly to the over-timid or over-critical ear, as being 'political' or

'partisan'. It would be impossible for him, however, to give his reasons without making reference to matter which has entered the arena of party policy. In talking to members before the session starts, station managers might be well-advised to stress this 'non-political report' angle — and talk the matter over very freely and frankly with their local members.

Management officials of the Parliament Buildings have provided the Bureau with office space in one block, a studio in another. Latter is equipped with three recording tables, two sound booths, two engineers. Remainder of staff comprises the manager and two stenographer - receptionist - traffic - shipping girls.

At last session's close the majority of participating members went out of their way to express their appreciation of the service, and indicated a high opinion of its value to themselves, their constituents and radio. The inter-session series of news commentaries has brought approving letters from department heads and from listeners, including several prominent Canadian organizations. Experience to date has been that the project was most successful in those areas where station management assisted by maintaining close contact with their members — by letter during sessions, personally while the member is at home.

During sessions, the scheduling problem is the most important — scheduling of members on stations,

routing of discs, arranging recording appointments in conformity with broadcast dates and local shipping facilities and inducing the speaker to keep them. Closely following this, is information requested by members — dealing largely, again, with broadcast times and dates, to some extent with public reaction. Here station management is of immeasurable help to its Ottawa representative when it answers mail promptly. This is directed to "the other 40%".

It is our experience that members are keenly interested in any sign of public response — a telephone-call to the station, comment to station staff in casual conversation, particularly letters. Some of the members have made arrangements with station management to inform their wives and families about the time and date of their broadcasts.

Introduction and signoff to members' discs is not provided at Ottawa. Partly this is because of lack of facilities; largely because of the value involved in the use of local announcers' voices. A suggested format for opening and closing talks was sent out from Ottawa at the opening of last session; it will be forwarded again shortly.

It is hoped that the news commentary service may this session be in part continued while the House sits. Some stations have indicated their desire to use these Ottawa commentaries in place of members' talks cancelled suddenly. Others intend to use them to round out a complete monthly 'Parliament Hill' schedule, supplementing the one or two talks a month received from their members. Whether the service can be provided or not depends upon developments in Ottawa during the session.

Look to

RCA VICTOR

FOR

OUTSTANDING STUDIO FACILITIES



RCA Victor TRANSCRIPTION STUDIOS

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



"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

Midnight Oil

Station CJCA, Edmonton, is acclaiming its own Bob Sharpe who recently was awarded a cancer research scholarship from the University of Alberta. For the past four years Sharpe went to university in the daytime and in the evenings took over an announcing shift on CJCA. During the summer months Bob was the regular daytime announcer. Sharpe graduated in honors chemistry which entitles him to one year at Queen's University, Kingston, and he plans on doing a little announcing on the side if studies permit.

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by ART BENSON

National

NORTHERN ELECTRIC CO. LTD.: start the "Northern Electric Show" on October 8 for 26 weeks from CJBC, Toronto to stations of the Dominion network. Harry E. Foster Agencies Ltd., Toronto.

TIP TOP TAILORS: resume "Music for Canadians" on October 7 for 26 weeks from CJBC to the Dominion network and supplementary stations. McConnell Eastman & Co. Ltd., Toronto.

B. C. TELEPHONE CO.: 104 transcribed spots under way over CJOR, Vancouver. Placed direct.

SOYBAKE PRODUCTS: daily spot announcements under way for one year over CJOR, Vancouver. J. J. Gibbons Ltd., Vancouver.

VICK CHEMICAL CO.: flash announcements over number of Canadian stations until December 29, 1945. Morse International Inc., New York City.

DON JUAN CANADA LTD.: spot announcements over number of Ontario stations under way for one

year. J. M. Korn and Company Philadelphia.

CURTIS PUBLISHING CO. (SA POST): transcribed spot announcements under way over number of Canadian stations through July 1946. MacFarland, Aveyar, Co., New York City.

COMMERCIAL ALCOHOLS (SUPER PYRO): 5 minutes a week for 8 weeks transcribed starting October 8, 1945, over number of Canadian stations. McConnell Eastman & Co. Ltd., Toronto.

HUNT'S LTD.: 624 spot announcements under way until June 1946 over CKEY, Toronto. Advertising Co., Toronto.

NONSUCH LIMITED: 15 minutes a week recorded show under way for indefinite period over CEY Toronto. Ellis Advertising Co., Toronto.

CARIBOU BRAND CLOTHES: 150 transcribed spots under way over CJOR, Vancouver. Placed direct.

INDUSTRIAL HEALTH ASSOCIATION: started "Over the Fence" 3 times a week for one year over CKWX, Vancouver.

Local

WILLARDS APPAREL SHOP: 15 minutes 1 a week under way over CJOR, Vancouver. Harry E. Foster Agencies Ltd., Vancouver.

FIRBANKS LTD.: spot announcements renewed for one year over CKWX, Vancouver.

L. J. APPELGATH & SON: 18 flash announcements until July 21, 1946 over CKEY, Toronto.

BUCKERFIELDS LTD.: spot announcements 3 a week for 3 months over CKWX, Vancouver.

STAR TRANSFER: spot announcements daily for 1 year over C Timmins.

CKCR KITCHENER A Bright STATION Outselling because we are excelling CKCR KITCHENER see WILLIAM WRIGHT Victory Bldg. AD. 8481

Butter Is Rationed! Sugar Is Rationed! Gasoline Is Rationed! (and so is Beer)

BUT IN SUNNY SOUTHERN ALBERTA RADIO COVERAGE IS UNRATIONED

on CFCN

Because CFCN has the facilities to give Central and Southern Alberta its best Radio Service, its coverage penetration is over *49,000 MORE radio homes than any THREE other Alberta radio stations. CFCN does it better.

*See B.B.M. report C.D. 1 to 9 Alberta, C.D. 1 B.C.

Unquestionably ALBERTA'S BEST RADIO BUY

10,000 WATTS CLEAR CHANNEL 1010 Kc.

CFCN

WANTED IMMEDIATELY

Feature newscaster: Metropolitan station: Good salary: Apply by letter and transcription only. Designated workers need not apply. Apply to your nearest Employment and Selective Service Office. Refer to H.O. 2283.

Government Bureaucracy Slated By Australian Ad-Man

J. Walter Thompson Australian Chief Sounds Strangely Familiar Warning

"From the beginning of time, governments have been trying to control and restrict and ration and direct", Lloyd Ring Coleman, manager of the J. Walter Thompson Australian operation, told the "Millions Club" in Sydney, New South Wales. "And I think I am correct in saying", he continued, "that the history is failure in 100 per cent of all cases."

He referred to the current belief at Government, by waving a magic wand, can do anything, that Government can control and restrict and ration and direct so that we don't need to worry. "Would you consider it unpleasant" he asked, "if I say that you do have to worry?"

"Supposing they make one mistake", he went on, "one important mistake. If you, as an individual, do it, you just go broke and that that, but supposing that a major government policy is wrong."

He referred to a talk given by an important Australian Government official on 'gigantic plans for post-war reconstruction with special reference to the building up of secondary industries'. "Afterwards", he said. "I told him how well planned I thought all his projects were, and then I asked him how he thought he was going to sell all the goods he could make. He laughed and said: 'Don't worry about that, the selling will take care of itself.'"

He told his audience that they need population. "If you don't have it, you can't possibly compete on many lines with populous countries", he said.

Taking broadcasting as an example, he pointed out that there are twenty-four hours in every day and seven days in every week in Australia as in America, but that Australia has only one twentieth of America's population. "On the law of averages", he continued, "you will have one twentieth of

America's population; on the law of averages you will have one twentieth of the number of radio artists to fill the same number of hours as in America.

"But an artist in America gets roughly twenty times the audience he does here," he said. "He may not get twenty times the money; although the top American artists will get twenty times the top Australian artists. The consequence of this is that the Errol Flynns and Merle Oberons of your (Australian) radio will probably leave for America after the war."

"At present", he said, "you keep radio shows out. That, I imagine, will last until after the war when some enterprising commercial interest will put a short-wave station in the Marianas or New Caledonia and beam it to Australia. There you will have a kind of importation that will jump tariff barriers and import restrictions. This was already done in England, via Continental radio stations. Then what will happen to your artists? They will probably go where they can get jobs."

(Editor's Note: It will be recalled that about three years ago there were rumors to the effect that certain liquor interests were planning to beam commercials towards Canada. The rumor died however.)

Coleman emphasized that "when governments start fooling around with controls and subsidies and direction, costs always go up and living standards down."

"Honestly", he said, "I can't understand the passion for security among Australians. And I know that if it is allowed to grow, Australia will cease developing even before she has attained her growth. People will come here for adventure, for risk, to make their fortunes, but they will not come merely for security and they will not bring nor send their money."

Personnally Speaking

Ed Borland formerly at CJRL, Kenora, has joined the announce staff of CKFI, Fort Frances. Bill Taylor has left the Radio Reps. Toronto Office to turn up in the radio department of Cockfield Brown's Montreal office. Gord Garrison formerly at CKX, Brandon, has come east to join the staff of CKCR, Kitchener. Geoff. Hogwood has been added to the announce staff at CKY, Winnipeg. Former P. O. W. and now enroute home are: Ft.-Lt. Brian Hodgkinson and Ft.-Lt. Calvin Pepler, both with CKY, Winnipeg. Alan Thompson has joined the announce staff at CBR, Vancouver, after service with the Canadian Navy.

Cooling Out

During a recent break in the water supply pipeline from the town of Watrous, Sask., to the transmitter of CBK Watrous, CBC 50 kw station, it was necessary to use the ice-pack method to keep the tubes cooled. Just as ice is given for a headache — or hangover — so the 50 kw power amplifier 898 type tube at CBK was treated with an ice-pack during the water shortage. CBK staff brought nearly a ton of ice into the transmitter to keep the tubes cooled so that it would not be necessary to change over to 20 kw operation.



SHOWMANSHIP PAYS OFF

WITHOUT showmanship no radio program can be a notable success... no matter how fine the talent may be. With it, even mediocrity can be lifted to heights of accomplishment. Showmanship is difficult to define, impossible to measure and totally formless. But whatever showmanship is or is not, the important thing to remember is that it demands breadth of vision and an open mind.

BEHIND all spectacular program successes, have been broad viewpoints, strong showmanship and eagerness to explore new avenues of appeal to the public. The outstanding triumphs of radio have not been won by penny-pinching restraint, rigid formulas, pussy-footing or narrow viewpoints.

WE believe in showmanship. We believe that a radio program should keep the human touch... for your appeal is to human beings.

THESE things we practice in the creation and production of our radio shows... shows which we are proud to say are getting unusual sales results for the agencies we serve.

166 Yonge Street, Toronto
ADelaide 8784

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

INCLUDED in CJEM's coverage area is the prosperous Saint John River Valley noted for its potato crop. In 1944 alone the New Brunswick potato crop totalled \$17 Millions. Lumber, too, plays an important part in the industrial life of the community. One lumbering company's mills have a combined annual capacity of 60 million board feet.

Reach this prosperous market through the facilities of

CJEM EDMUNDSTON

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

The Ottawa Valley Market is over 40% FRENCH

The sales dollar is bilingual in the Ottawa Valley. Tell about your product or service over CKCH and cover the French homes too through their favorite station.

CKCH

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

Serves the Ottawa Valley French Market
RADIO REPRESENTATIVES LIMITED
Montreal Toronto
HOWARD H. WILSON COMPANY
New York, Chicago, Etc.

COOPERATING WITH LE DROIT

stands
HIGH in all surveys



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

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

IN MANITOBA CKY IS A MUST!

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

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

CANADA'S PROUD OF KENNY



Leader of the "Mart Kenney And His Western Gentlemen" band who were winners of one of the 1944 Beaver Awards.

At the age of two, Herbert Martin Kenney moved from his native Toronto to Vancouver, in order that he might be the first Canadian band to do a Lochinvar and come out of the west to find musical fame and fortune in the east.

Slated as a fiddle player, Mart used to deliver for a Vancouver drugstore at two bucks a week because he hated following the score during his violin lessons and drove his teacher frantic when he insisted on playing by ear.

At twelve he was practically in the excess profits class, running a paper route that netted him \$20 a month, and at thirteen the violin was committed to the attic.

About this time (1922) he developed a passion for dance music in general and what his press agent calls the "flowing music of the saxophone" in particular. This was the natural outgrowth of a aptitude he developed as a radio ham. He built a radio set in his room and spent most of his revenue from the newspaper route on peanut butter and earphones, radio textbooks and all the newest gadgets of the day. At night he stayed "bring in" distant pioneering stations, listened to the dance bands and finally succeeded in putting a bite on his folks for a saxophone.

Outside of what he could afford
(Continued on Next Page)

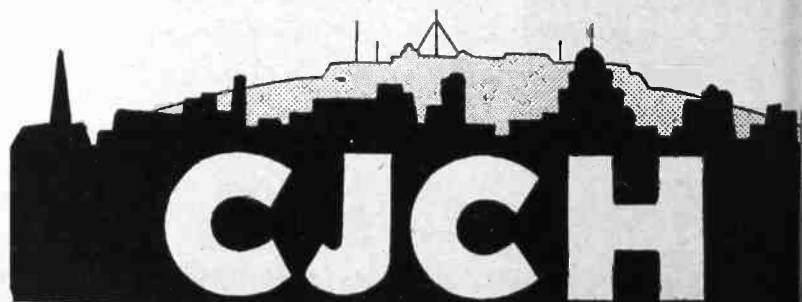
When Your Plans
call for . . .

**Radio
Advertising**

Ask
Radio
Reps.



IN TORONTO PHONE WA. 6151 IN MONTREAL IT'S HA. 7811



"The Friendly Voice of Halifax"

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

Continued from Previous Page)

from the book of instructions which he learned with the instrument and the first lesson he coaxed out of the trumpet player at the Capitol Theatre. Mart will admit he was practically self-taught.

At sixteen, Mart, who has been called the "business-man of music", went on a summer harvesting somewhere on the prairies. Flushed with success (he had cash in his hands) he talked the family into letting him leave school, with the result that he found himself apprenticed to the typewriter repair business at \$10 a week.

He bought a clarinet.

Now he was fixing typewriters by day and playing sax and clarinet in small bands by night.

Next came one of those happy chances when opportunity comes knocking at your door. That's Mart's version of it, but it is worthy of note that the "knock" will only be heard if you happen to be in the shot!

Revised immigration laws led the United States to send Canadian bands home. Canada retaliated by inviting U.S. band playing in Canada in like manner. The Hotel Vancouver found itself without a band. A local musician was called to form one and Mart was accepted for the sax section. This slot paid him \$50 a week, which he estimated about 50% giving lessons. He was then eighteen.

The next chapter was short. Mart got talked into becoming "sales-manager" of the new Regina branch of a Vancouver music store, accepted it, and then found out that his job really was to peddle instruments from door to door. In Carlyle, Sask., he heard of a summer resort looking for a band to play for the coming season, wired his pals back on the coast without success, and finally opened his first engagement as a leader with a bunch of lads he had lined up in Regina.

At the season's end he returned to Vancouver with his hopes bolstered by tangible success.

He got some of his musical friends together, and "Mart Kenney and His Western Gentlemen" came into being around his 21st birthday with an engagement at the Alexandra Ballroom, Vancouver, which lasted three winter seasons.

Between winters came long sessions of one-night-stands with all that is to be learned from them, as well as a theatre tour on the Capitol circuit back in the days bands came in pants instead of cans.

George Chandler of CJOR, Vancouver, gave Mart and the boys their first airing. Their broadcasts were heard by the manager of the summer resort at Waterton Lakes in the Alberta Rockies, and won them a summer engagement which lasted from 1932 through 1934.

Horace Stovin, then regional director for the old Canadian Radio Broadcasting Commission, now heading his own national representative office, put them on the network with "Sweet and Low", and from this time forth radio made Mart and his band a national institution.

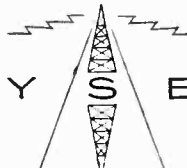
Success followed success with a monotony that makes the story scarcely worth telling.

From the Hotel Saskatchewan in Regina he went to the Banff Springs Hotel, where he wrote his only song "We're Proud of Canada". It sold over five thousand copies the first month. Back to the Hotel Vancouver, to the Royal York Hotel, Toronto, they continued their CBC broadcasts which carried their music into the farthest reaches of Canada, as well as into the United States through exchange programs with the three

American networks. Mart was signed to make recordings for RCA Victor, and his band was the first popular aggregation of its kind to gain that recognition.

Mart reached his peak to date when he signed with Coca-Cola for "Victory Parade", when he and the boys made four sweeps of the Dominion, playing an unbroken run of 200 performances to more than four hundred thousand servicemen and war workers besides the network audience, travelling over 50,000 miles or the equivalent of twice around the world.

Coca-Cola carried the show for 23 months, and "Mart Kenney and His Western Gentlemen" were among the easiest of the selections the staff of the CANADIAN BROADCASTER was called upon to make in connection with the awarding of its first "Beaver Awards to Canadian Radio in 1944".



SYDNEY S BROWN

PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue
Toronto
Oxford 1244

While Thousands SLEEP . . other Thousands LISTEN



LARRY GENTILE
Emcee

Every morning at precisely 12:30 to 5:00 a.m. a mellow fellow named Larry Gentile is invited into the homes of thousands of CKLW listeners. It's radio's *original* DAWN PATROL . . . the fast-moving 4 1/2-hour output of a master showman. Mixed in with comedy, recordings and guest-star attractions, our audience hears world news, the weather as it is and will be, and the intimate good nature of Larry and his entire staff.

What the DAWN PATROL formula has done for sponsors is written in very black ink on the ledgers of a host of repeat customers . . . the kind of alert programming that has a habit-forming vitality.

If you're now buying radio, or are seriously considering more radio, it would be wise to see the CKLW showmen. Their business is knowing what the public wants in the Windsor area, one of Canada's top industrial centres, and Southwestern Ontario, one of Canada's richest agricultural areas.

5000
WATTS
Day and
Night at
800 Kc

J. E. CAMPEAU, Managing Director
HORACE N. STOVIN, Representative



CANADIAN BROADCASTING CORPORATION
MUTUAL BROADCASTING SYSTEM
MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS

New Radio Possibilities For Wire-Recording

by Phil Glanzer



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

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

**News With
Largest
Commercial
Sponsorship**

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

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

HEAD OFFICE
231 St. James St.
MONTREAL

Sound recording, so far limited in use by the technical skill and equipment required for making wax records, may soon be made possible for any family, business or profession through the development of a new magnetic recording machine, simple in operation and capable of making a compact unbroken record of several hours on steel wire almost as fine as a human hair. Soon instead of hearing a radio announcer say: "This is an electrical transcription" or "This is a special recording", he will undoubtedly come up with — and now we bring you a wire-recording of . . . and let the magnetic recorder give you an hour of entertainment without his constant attention.

Parts for this new instrument, now widely used in the armed forces, are being produced in a small factory in Longueuil, Quebec, and plant officials hope eventually to be manufacturing the complete recorders here for radio studios, and the civilian market.

Magnetic recording, on steel wire and tape, is almost a half a century old, and yet very little application of its principle has found its way into popular use as yet. It is difficult to understand why there has not been more emphasis placed on the development and application of magnetic recording, especially in North America. Europe has adopted the principle far more extensively than we have, but the indications today are that we may also soon find wide application for this type of recording.

Principle of the machine, that of recording sound electromagnetically on steel wire, has many advantages — mainly in its simplicity. A child can learn to operate it and the wire on which the sound is recorded requires no processing. It can be played back immediately. Duration of the recording is limited, only by the length of wire used, and it is permanent: not deteriora-

ting with age or use so far as can be determined. The wire can be used repeatedly by electro-magnetically "wiping off" previous sounds. In fact, the record can be played over 100,000 times with only a 4.5 db loss of volume! The record is relatively indestructible. Being made of steel, it is less subject to damage in case of an airplane crash or other accident, and is also less subject to damage by the elements.

All of these advantages can be ascribed to either tape recording or wire recording. Wire recording has an additional advantage over tape recording in that a given length of record can be wound on a reel having a smaller volume and weight than an equivalent recording on tape. That is, the space factor is superior to that of the tape. In case of breakage, the wire can be easily and quickly spliced by tying a simple knot. Other than these reasons, the choice of wire or tape is largely dictated by mechanical problems in designing suitable recordings and reproducing heads and drives to obtain a given fidelity and quality. Both have been used with equivalent results.

Post-war possibilities for the instrument are unlimited. Wire recording will be made practical for taking down court testimony or parliamentary debate, could be used for a pilot's flying log where it would survive a crash with its record of events leading to the accident, and it would be invaluable in educational projects. Aside from studio recordings, home recording also will be made possible for most families. Present cost of the machine is high, but radio engineers estimate the price will fall rapidly when mass production starts. Cost of the wire is expected to be well below that of wax discs.

A new type of wire recorder being currently manufactured is in the form of a spool containing half a pound of specially heat-treated steel piano wire, .044 in-

ches in diameter. The length of the wire is 11,500 ft., or 2.2 miles. This record is for slightly more than an hour of recording of speech! The record passes from this spool through an erase coil, around a pulley through the recording head, another pulley, and then on to a take-up spool. During the recording or play-back, the take-up spool is driven at constant speed.

Those familiar with recording technique in radio studios, will once realize that this will have the same effect as in a disc recorder which the turntable rotates at constant speed. Just as in the disc recorder, wherein the record passes the needle with a gradually changing velocity from beginning to end of the record, so too in the wire recorder passes the recording and reproducing heads a gradually changing velocity of course, to the build-up of wire on the take-up spool.


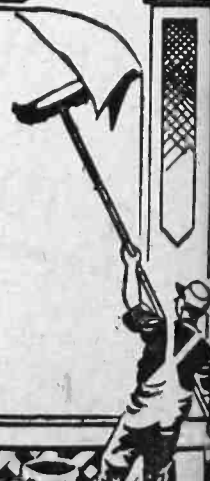
The wire sound recorder was developed by the Armour Research Foundation of Illinois Institute of Technology. It was used to record the famed South Pacific battle of Saipan and the D-Day landing on the Normandy coast, where the recordings would have been possible because of the constant running of the apparatus by explosion.

The U.S. Library of Congress has an experimental machine to explore the possibilities of recording on wire the library's disc recordings of American folklore music and wire recording was used at the Democratic and Republican national conventions last year.

In conclusion, it may be stated that this machine is entirely adequate for speech, even at the slow speed, and fairly satisfactory for music at the high speed. With more refinements there is no technical reason why this machine cannot be made equally as good as the best recorders available today.

CHNS BULLETIN BOARD

The man who insists that no two people are alike, always breaks down when someone mentions money, 'cause he knows that practically everybody is fond of dough! And there's plenty of it in the Maritimes! Tell us what you're selling—we'll do the rest.

• 960 ON YOUR RADIO •

quotes "

"WHO'S CALLING"

by

E. Wesley Hevner

Reprinted from Printers Ink

I recently had a unique experience. I phoned a friend of mine, and his telephone operator did not ask my name. She promptly put my friend's secretary on. And the secretary also failed to ask my name, my company, the business I had with her boss, when I was born, and was I a citizen. She just gave me the guy.

When I had recovered from this extraordinary proceeding, I asked him, "How come?" He said they do it that way, and that all their telephone operators and secretaries are instructed to pass on every call without interrogation.

Seems that one day their top man was subjected to the usual irritating catechism that is the order of the day on nearly every company telephone, and he blew his top. Now his company no longer subjects others to annoying heckling and time-consuming questioning.

We have come a long way in business courtesy. Not for nothing have public relations men been on the job. Some letters still may be "dictated but not read," but their authors no longer insult us by saying so. Fewer letters are signed by secretaries with their coy little initials under the counterfeited signature. Collection letters have exchanged brusqueness for friendliness. In many waiting rooms, salesmen are furnished with trade publications and other literature to read, and the more enlightened concerns supply them with an analysis of the business they are calling on, the names of executives and buyers and their functions.

Business has grown up to man's stature. The very top men never did cover behind the skirts of their secretaries or bury themselves away from phone calls. They were always accessible to anyone, but the little shots too often had to be wooed and won to spare a moment

of their precious time.

In the new spirit that pervades business there still remains, however, one last link to the discourteous past, and it's "Who's calling?"

Why, in all fairness to the two parties concerned in a business telephone conversation, should the caller be subjected to the necessity of furnishing an autobiography in order to be able to talk to the other man? There are not many really inconsequential calls, and the few that are can be easily terminated. In exchange for a small percentage of such calls, the man who will talk to anyone without first having a blueprint builds friendliness for his company and himself.

Seems strange — doesn't it? — that businesses spend thousands of dollars to develop a friendly personality through advertising, and then cancel its effectiveness in part by up-stage telephone manners. Ever have the experience of being told by some secretary calling you for her boss to "hold the line" while His Majesty takes his time to pick up his phone, and you fiddle? That custom also should be scrapped.

For myself, I have found ways to combat these twin evils. When

they ask me, "Who's calling?" I say, "Napoleon Bonaparte." That stymies the lassies so they put me on. Sometimes they tell their boss, and I tell him about my pet peeve. If the guy is regular, he agrees it is a hell of a custom.

On calling a man at his request, when he doesn't come on, I go off. He then calls up and apologizes, as, indeed, he should. If he wasn't ready to talk, he shouldn't have phoned. And he should drop whatever he is doing when I come on, and talk with me.

It is said that the best reformer is the one who begins on himself.

Holy mackerel, now it just strikes me that maybe our own operators ask, "Who's calling?" And they do. Let's all cut it out.

After writing the above, I had occasion to call a metropolitan city office of the OPA, and the government telephone operator said, "OPA — may I help?" Nice going, Chester Bowles!

Civvy Street

Grant Carson, who before he went into the army was with station CKRM, and has now returned to the Regina station to take over publicity and promotion duties was among last week's visitors. Before the war Grant worked under Bruce Pirie in the sales department and also was beginning to make himself a bit of a name as a hockey broadcaster.

Quebec not only is planning to create a chain of broadcasting stations but they are now being collected in that province for the establishment of French stations in the Prairie Provinces, notwithstanding that the Legislature of Alberta recently rejected a bill to authorize broadcasting of French programs in that Province.

When the Quebec bill was before the Legislative Council M. Charles Delagrave asked the question, "What voice of Quebec it desired should be heard more loudly? Was it the voice of the separationists, the isolationists or of the supernaturalists?" He maintained that the real voice of Quebec could be heard without a radio system.

—:Toronto Globe & Mail

"30"

Through the tense days recently in the British Isles, the BBC has demonstrated the value of broadcasting governed by the principle of public services. Without rigidly censoring unconfirmed reports and rumors from being mentioned, listeners to the British broadcasting service have been spared the repeated interruptions of so-called special announcements, with nothing substantial behind them.

—:Ottawa Citizen

"30"

We do not suppose that Premier Dupont contemplates complete disregard of national and international authority. On the other hand, as long as the power of the Provincial stations is so limited that they do not transmit to any great distance beyond the borders of Quebec, we do not suppose that the Dominion Government or the CBC will wish to interfere with them.

—:Quebec Chronicle-Telegraph

"30"

One of the difficulties in commenting on the CBC's report is that the period covered in the report is now more than a year away. Some other Government-owned enterprises compile their reports on a basis of the calendar year so that they are tabled in Parliament where they may be discussed only two or three months after the period has ended. In the case of the CBC very often a year goes by before the conclusion of its year and the presentation of its report to Parliament. If the report is to mean much as a basis of discussion in the House or in the country, there are good grounds for presenting it more quickly after the facts on which it is based have been brought into effect.

—:Saskatoon Star-Phoenix

6,000 TEENS

Young Edmonton has solved its own recreation problems. Six thousand teen age boys and girls have banded together and formed the "Edmonton-Teens" Club; hired halls, worked out programs, won nation-wide publicity. CFRN gave them their own radio show. It was so "Hot" three Edmonton firms competed for sponsorship. Another example of CFRN's alert programming and community interest. It's a CFRN quality that could be working for you.



EDMONTON

1260 Kc. 1000W

CFRN

WHAT A SPOT TO BE IN!

"YES, indeed" says Betty Tomlinson who hosts the "Community Hour" Monday through Friday on CHOV "and I'm right in it — what with getting community doings from surrounding towns—fitting in musical requests—interviewing local folks—doing remote pick-ups from special luncheons, etc.—BUT—I love it—and what's more, the boss says —'so do the listeners and sponsors'—S-o-o-o".

By the way, we've room for one 5-minute period and one 100 word announcement. Love to have you.

CHOV PEMBROKE

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Vancouver's
CKWX

First
IN CANADA'S
THIRD MARKET

1000 WATTS
going to
5000

Mutual Network

REPRESENTED BY
ALL-CANADA RADIO FACILITIES

Glimpses Of Industry

To inaugurate a series of programmes under the general title "Glimpses of Industry" CKOV, Kelowna, sent its special-events crew and equipment to Vernon, B.C., recently to record sound-and-word pictures of Bulman's Ltd., largest fruit and vegetable dehydrating plant in North America.

Bulman's also operate one of the largest fruit-packing, shipping, processing and canning plants in the far-famed Okanagan Valley.

Thirteen programmes have already been authorized for this summer series, during which CKOV will broadcast visits to a creamery, a modern newspaper plant, an egg hatchery (largest in B.C.), a radio beam-station, a lake ferry, a Dominion Experimental Farm, a chemical spray manufacturing plant, a metal-plating works, a cold-storage and quick-freezing plant and a winery. The work will involve trips to several communities in CKOV's listening-area including Vernon, Penticton, Summerland, Oliver and Armstrong.

Billboard Award

Radio Station CJCA has been voted top award among stations exclusively Canadian in coverage and operation, in the eighth annual Radio Station Promotion Survey sponsored by "BILLBOARD", prominent entertainment publication, according to word from New York.

Middle Aisle

Shirley Chivers, in charge of Traffic for CKY Winnipeg, was married June 23rd to Reg Beach, commercial manager of CJGX, Yorkton, Sask.

Book Review

"OFF MIKE" (Radio Writing by the Nation's top writers) edited by Jerome Lawrence, Collins, \$3.00).

You will find it hard to put this book down once you open it at page 1, and by the time you finish it you will wonder why it was written. Eighteen of the great names in radio writing contribute a chapter each about themselves — apparently with the determination to prove to all and sundry that the pen is mightier than the sordid sponsor. "Here", one feels them saying "is one script which no temperamental star can cut, which no sponsor can cramp. Let's go!" And they do. Pent-up brilliance is released in a sparkling stream that is entertainment de-luxe, but nothing else.

One is taken to the workshop in which Fibber McGee and Jack Benny are made — we hear the first tryouts in Duffy's Tavern — travel through Darkest Afra with Pun and Pencil. Each writer sets out to explain just how it is done. The effect is exactly the same as when the famous magician shows you, in slow motion, how *his* tricks are done!

"Off Mike" should be read by everyone behind the scenes in radio. It will give them a surfeit of rich entertainment — it will also keep them very humble, for these are the great who speak, and they prove it. And, because it seems to tell everything and actually tells nothing: it must — if radio is to survive — be kept strictly out of the hands of sponsors.

Farewell Rosy

Bernice Doane, secretary to Maurice Rosenfeld was married in Toronto, June 23rd to Major Bev. Howey, of London, Ontario.

RE-EMPLOYMENT SERVICE

FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE VETERANS

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business. This department is being run with the full knowledge and co-operation of National Selective Service. Advertising copy, which should be as brief as possible, should be written clearly — typewritten preferred — on one side of the paper only. Include your regimental number and date of discharge, and please bear in mind that this free service is available only to men and women who have been on active service. Address copy to "Rehabilitation", Canadian Broadcaster, 371 Bay street, Toronto 1, Ontario.



AMATEURS OUT

The CAB, who have been trying to engineer the ever since we met have now retained Dawson to do their engineering on a professional basis.

CENSORSHIP

It is with deep regret that we have to announce that Messner's comments on recent "Lewisitem" are not to print — even in this column.

DISCRETION

CBC's failure to accept invitation to champion public radio against Glen Norman and your editor CKEY'S "This is Democracy" could mean anyone of a number of unpleasant things.

PRINCE

"We could give this return man a good living under existing circumstances but we don't want to set the market."

FISH STORY

Fred Lynds' miracle in getting a shipment of Brunswick lobsters up to the Royal York Hotel in Moncton in less than a day was in no way minimized by Maurice Rosenfeld's insistence that they were salmon.

VOX POOP

Recently we urged Toronto Weekly News to introduce provocative opinions into their radio section, and Dick Holbrook writes in his paper "(the fact that) rich language as that used by Mr. Lewis (on the air) will be permitted is the best answer to all his accusations of dictatorship, fascism and gestapo in CBC regulations."

SOME PULL

In a recent broadcast on our talk we learned that the can pull 300 times its weight. The creature is even more effective when it goes into reverse.

—Saturday

We've heard radio which might be more effective in reverse too.

STERLING MARK

The easiest way to attract buyers of the quality program is to charge a lot of money for it. They say it must be good then.

VICE VERSA

Maybe it hasn't occurred to you that one reason for the summer listening decline may be the fact that many of the good shows are off the air.

USED CLOTHING

Wanted, one ten gallon for editor's use for purposes of disguise on occasional visit to WAB Conventio.

The Good Cheer LEADER
in N. E. SASKATCHEWAN

C

J

G

X

YORKTON!!

Western Canada's Farm Station
IT'S 1460 ON YOUR DIAL
A DOMINION NETWORK OUTLET
Represented by **H. N. STOVIN & CO.**

More Hope than Charity

A COLUMN OF CONSTRUCTIVE DESTRUCTION

by Elda Hope

When a man bites a dog, that's news; when a character actor does clever vocalizing, that's a discovery. Nevertheless, it's exactly what happened in the presentation of 'Apple Pie, Home and Mom' "Stage 45" when Joe Carr sang "Sadle Days" in a voice quite new to Joe. Joe is best known for his character parts — such as when he played 'Benito' the Hitler-Mussolini duo on "Carry Canada" with Alex McKee. This was never work, which work varies all the way to playing 'Santa Claus'. But when he sings it's a true tenor voice taking setto notes. Talent in disguise?

Evidently an "Observer" (and I use word advisedly) of this column objects to my judgment on Goodyer's "Parade of Songs". I still think the show carries merit and that same talent performs well. No, I didn't rate a new tire and not if I did—.

A contract for three half-hours weekly set the wheels of entertainment going strong. Raise that to five half-hours a week for a year and the result is probably mayhem. Multiply this by eight and the answer is Colgate's "Happy Gang" to me. Any show demanding such a vast audience and holding that audience for eight whole years must have something. The man who had the brain-storm regarding this type of entertainment was Bert Pearl, the Gang's originator. Bert came here from Winnipeg in 1936 where he did much successful radio work. Again, how to the West for a real artist. At least his programs were aired as a sponsor, three-a-week. Now, they're sponsored Mondays through Fridays. There must be a reason for this continuous popularity. I'd say it's the Gang's downright ability to please.

Recently I talked with a radio man from Quebec City who said: "Tell me, Elda, what do you really think of the "Happy Gang". My answer was that the Gang broadcast one of the most talented, breezy and enjoyable shows on the air. To substantiate this, I gave him seven good reasons — Kathleen Stokes, Blain Mathe, Jimmy Namaro, Cliff McKay, Eddie Allen, Hugh Bartlett and Bert Pearl. Just to prove my point I visited the Concert Studios. I wish that man had been there. My only correction would be fine good reasons". Most certainly I'd add to the above names those of George Temple and John Adaskin, director and producer.

Now I can speak both as a regular listener and as a member of the Gang's sizable audience. From the moment they step on stage and hit the air, informality reigns. They immediately become artists, do a job at playing, singing and having fun — and that's what they do. Rarely nobody will argue — people do, you know — about the ability of Blain Mathe and Kathleen Stokes on violin and organ respectively. Jimmy Namaro must keep slender dashing from xylophone to piano to marimba. Cliff McKay's clarinet, Eddie Allen's accordion and Bert Pearl's piano complete the Gang instrumentally. There is plenty of choice in vocalizing — Bert, Eddie, Cliff and Jimmy. To vary this set-up Hugh Bartlett tells a Joke Pot story. Sometimes they're loud, but always contain a laugh.

Nothing is sacred to these funsters — not even Blain's cat nor Eddie's sweaters nor Cliff's butcher. Probably no member of the Gang claims to be a comedian, yet collectively they're genuinely fun-makers. Summed up, I'd say it's thirty minutes well spent to listen.

Commencing their ninth year of broadcasting, I hope the "Happy Gang" keeps up the good work.

Bye now.

—ELDA.

Testimonial Copy Irks Some Listeners

The recent investigation by Jack Graydon (Canadian Facts) for the Joint Committee on Radio Research discloses that two out of three of the listening public likes its commercials to be explanatory of the goods or services of the sponsor while very few seem to like to hear these facts in advertising's oldest form, the testimonial.

Commenting on this rather startling revelation — for testimonials have been the advertising man's open sesame from time immemorial — there seems room for question as to whether the disfavor apparently felt towards this type of copy is attributable to the copy itself or the manner in which it is presented.

In making their comments — and general disfavor seems apparent in both English and French speaking Canada, and in both town and country — the unanimous complaint is that "testimonial announcements sound insincere." Four interpretations could be applied to this statement: (1) they aren't true and so, naturally they don't sound true, (2) they are not written in simple, convincing or natural language, (3) the elaborate production put behind their presentation — casts of actors — music — sound effects — may quite possibly detract from the plain, unvarnished "success stories" which they basically are, (4) possibly this type of advertising has been overdone in past years, and fami-

liarity has led into the inevitable valley of contempt.

The following are the results of a survey in which 1408 people, urban and rural, across Canada were asked if they liked testimonial advertising, due explanation being made of what the term meant.

Percentage liking testimonials:
(All groups) 29%; (English speaking) 23%; (French speaking) 47%.

Percentage disliking testimonials:
(All groups) 66%; (English speaking) 71%; (French speaking) 47%.

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