

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

Vol. 6, No. 1

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

January 11th, 1947



Pictured above, at left, Senator G. G. McGeer, K.C., veteran of numerous political campaigns, fought his latest from a bed in St. Paul's Hospital as successful candidate in Vancouver's mayoralty election. The senator was forced to undergo an appendectomy at the peak of his campaign. Charlie Smith, assistant chief engineer of CKWX, Vancouver, is shown recording one of the Senator's appeals to Vancouver citizens. At right: "Singing Stars of Tomorrow" featured last month the Morrison sisters of Winnipeg competing with each other for the \$1,000 scholarship. Here producer John Adaskin goes over the script with Mary (left) and Kay (right).

NEWS in BRIEF

The CBC Board of Governors will meet in Montreal January 14.

CFRA, Frank Ryan's new kilowatt station at Ottawa, Ontario, scheduled to commence operations May 1. The station will operate on 560 kcs, with studios in the Auditorium Building.

Stanley C. Smith, following service with the Canadian Armored Corps has joined the Winnipeg office of McKim Advertising Ltd. as an account executive.

Hallicrafters Co., Chicago will produce a two-way radio, weight 4 lbs, size 4" x 9" x 6", designed to be worn on shoulder strap like a camera. It is said that it will have a range of 7 miles and will cost for around \$75.00.

Canadian Broadcaster announces the appointment of Alex Gray as its official photographer. Alex is a freelance photographer with the use and equipment for news reports, and is available for publicity stills.

Rate increases go into effect on stations CJOR and CKWX Vancouver as of February 1st.

Clary Settell is back in Toronto after a spell in St. Joseph's Hospital, Guelph, and hopes to be back on the air shortly.

Your editor will be heard on CFB, Friday Jan. 10 at 10.45 pm when he will broadcast the article "To Britain—with Love" on page 6 of this issue.

Swipe Progresses

Notification of a new 50 Kw station on 1010 kcs has been made to signatory stations of the North American Regional Broadcasting Agreement by the Canadian government. This step is presumably being taken in preparation for the appropriation of the wave length of station CFCN, Calgary, which now occupies the frequency.

One source states that the clear-channel station is scheduled to commence operating January 12. This must however be an error, or else must mean January 12 1948, since CBC sources claim they have no information of the date.

1946 BEAVERS IN THE MILL

Third Annual Awards Event Set

Nominations for Beaver Awards which will be presented over "Canadian Cavalcade" on the Trans-Canada Network February 17, are almost ready for final selection by the staff and regular writers of the CANADIAN BROADCASTER.

Preliminary meetings dating back to the past summer indicate a dearth of award material from the talent field. However a list of "maybe's" has been compiled from which the final selections will be made.

This marks the third year the awards will have been made, and once again the established pattern is being followed. Winners are selected for their contributions to Canadian radio during 1946 beyond the performing fee or salary. There is no limit to the number of awards which can be given, neither do we undertake to give a minimum number of awards. Winners are selected on the basis of their contributions without consideration of category, and it would be possible for several awards to be given to people engaged in the same field or none at all.

In no way are the awards com-

petitive. That is to say that they are selected for individual contribution and not in comparison to the work of others.

Keen interest in this industry project is being expressed by the press, and it seems reasonable to anticipate good national coverage.

We have again been invited to present the awards at a dinner of the Radio Executives Club of Toronto, which it is planned to hold, as in previous years, at Simpson's Arcadian Court. "Canadian Cavalcade" will again be presented from the floor of the 'Court'.

Full details as to reservations for the dinner will be available in time for our next issue.

Script Contest

A \$500 prize is being offered for a radio script best promoting the interests of international peace. Sponsored by the YMCA, the contest is open to Canadian and US residents excepting YMCA employees and their families.

The contest closes January 31, 1947. The dramatized scripts must be 13 or 28 minutes long.

Station Owner



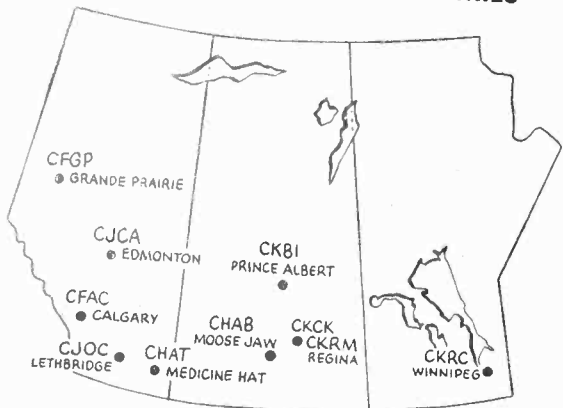
F. A. Lynds, for the past 8 years manager of Beaver station CKCW, Moncton, has recently acquired control of the Moncton Broadcasting Company Ltd, which operates the station. Fred will continue to manage the station, now operating on its new power of 5 kws.

"MOUNTAIN OF CENTRAL?"



In any planning for radio advertising, the All-Canada man can offer wide experience and personal service.

ALL-CANADA IN THE PRAIRIES



These three grain-growing provinces account for over half the agricultural production of Canada. And the population in this vast farming country totals well over two million. The wide-spread audience of Alberta, Saskatchewan and Manitoba can be reached best through these ten All-Canada stations.

THE HOUR'S DIFFERENCE in time between the two zones in the Prairie Provinces must be taken into account, when arranging radio coverage in this area. But this presents no difficulty, when your programme is spotted over the All-Canada stations. Your message can be timed to hit Winnipeg and Edmonton at the same hour.

Around the clock, across the country, All-Canada can serve you better, because of these specific features:

1. A strategic combination of any of thirty coast-wide stations can provide the best possible coverage pattern over the areas in which your market lies.
2. A carefully planned time-table makes possible your show being broadcast at a desirable time in each of the five time zones across the continent, at the peak listening time in all regions, in a favourable position on each station's programme schedule.
3. Broadcast originates on local, independent stations, each serving its own community, each commanding a ready-made, sympathetic and loyal audience.

Whatever your problem, call the All-Canada man. He can help you plan a campaign to fit your market and your budget.

ALL-CANADA RADIO FACILITIES

Limited

VANCOUVER

CALGARY

WINNIPEG

TORONTO

MONTREAL

DVA Fire Coverage

The Peterborough DVA Hospital Fire last month received wide coverage by CHEX. The hospital staff were given instructions as to where to report and nurses were directed as required. Relatives and friends of patients were assured of their safety. Not one of the 228 was injured. On the morning following the fire, the medical officer in charge of the hospital addressed the public over CHEX and appeals for various forms of assistance and reports on welfare of the patients were released throughout the day.

Men Only

A Vancouver ladies' wear store had two spots on the air one morning announcing that only men would be allowed in the store from 11 a.m. to 1 p.m.—and the clerks were nearly killed in the rush.

City newspapers gave the story a good play, in spite of the fact that the store uses radio as its main advertising medium.

The company had the announcement on its regular spot on CJOR's early "G.G. Man" broadcast, and used one extra spot at 8.30.

By 11 o'clock the ladies' wear place was jammed with slightly embarrassed men getting advice on how to buy lingerie for the little woman. However, their blushes were saved by one clerk who stood at the door and sternly turned away any woman who tried to burst into the strictly male atmosphere.

Daily Women's Feature

A five minute newscast devoted exclusively to women is broadcast daily over CKEY, Toronto. Sponsored by Consumers' Gas Company, Larry Martin gives a thirty second survey of world affairs and the remainder of the five minute period is allotted to women in the news. The program is being promoted by billboards, newspaper, car card, window display, magazine and direct mail advertising.



"The trouble with television, my dear Hampstead, is that so many people will have to rush out and get their hair out."

Anti-TB Drive

More than \$3,100 was subscribed last month to a single broadcast of the Associated Travellers' Anti-Tuberculosis Fund presented over CKRM, Regina, from Indian Head, Saskatchewan.

The amateur night contest attracted many visitors to Indian Head and was one of the biggest shows in the history of the town. Some 25 artists from the district competed in a pre-broadcast show from 8 to 10.30 p.m. and participated in the broadcast aired from 10.30 to midnight.

The series of broadcasts, handled by Bill Walker of CKRM, will continue throughout the winter months. Last spring, \$20,858 was raised for the fund and to date, this winter's campaign has brought in a grand total for the year of \$36,925.

Joins Hardy

Marc Legault, formerly at CKAC, Montreal, has been added to the sales staff of the Montreal office of Joseph A. Hardy and Co. Ltd., station representatives.

Varsity Broadcast

The first in a series of broadcasts from the University of Toronto, Ajax Division, was aired last month by CKDO, Oshawa. A male choir of 50 voices directed by C. E. Olive, Engineering Professor at Ajax, presented a half hour of carols and hymns. Early this year, CKDO plans airing of dramatic programs by the Ajax engineering students.

No wonder they're listening!

- ★ DUFFY'S TAVERN
- ★ FRED ALLEN
- ★ MAYOR OF THE TOWN
- ★ BOB HOPE
- ★ PHIL BAKER
- ★ JACK CARSON
- ★ GILLETTE SPORTS
- ★ ALAN YOUNG
- ★ DICK HAYMES
- ★ MEL BLANC
- ★ HILDEGARDE
- ★ ROY ROGERS
- ★ EDDIE BRACKEN

EDMONTON'S
DOMINION NETWORK
STATION



Week after Week—

MONTH AFTER MONTH,
SEASON AFTER SEASON,
YEAR AFTER YEAR.

The continued use of DOMINION'S recording facilities by Canada's major advertisers, is complete evidence of the outstanding quality of

Duophonic Transcriptions



DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CKSB
ST. BONIFACE MAN.

A *Wright* STATION

YOU CAN'T BE WRONG
when you pipe your sales message to
40,000 Frenchmen
over
CKSB
St. Boniface

See
WILLIAM WRIGHT
Victory Bldg.

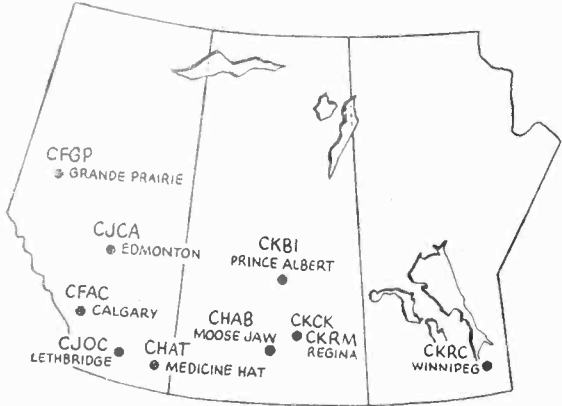
AD. 8481

"MOUNTAIN OF CENTRAL?"



In any planning for radio advertising, the All-Canada man can offer wide experience and personal service.

ALL-CANADA IN THE PRAIRIES



These three grain-growing provinces account for over half the agricultural production of Canada. And the population in this vast farming country totals well over two million. The widespread audience of Alberta, Saskatchewan and Manitoba can be reached best through these ten All-Canada stations.

THE HOUR'S DIFFERENCE in time between the two zones in the Prairie Provinces must be taken into account, when arranging radio coverage in this area. But this presents no difficulty, when your programme is spotted over the All-Canada stations. Your message can be timed to hit Winnipeg and Edmonton at the same hour.

Around the clock, across the country, All-Canada can serve you better, because of these specific features:

1. A strategic combination of any of thirty coast-wide stations can provide the best possible coverage pattern over the areas in which your market lies.
2. A carefully planned time-table makes possible your show being broadcast at a desirable time in each of the five time zones across the continent, at the peak listening time in all regions, in a favourable position on each station's programme schedule.
3. Broadcast originates on local, independent stations, each serving its own community, each commanding a ready-made, sympathetic and loyal audience.

Whatever your problem, call the All-Canada man. He can help you plan a campaign to fit your market and your budget.

ALL-CANADA RADIO FACILITIES

Limited

VANCOUVER

CALGARY

WINNIPEG

TORONTO

MONTREAL

DVA Fire Coverage

The Peterborough DVA Hospital Fire last month received wide coverage by CHEX. The hospital staff were given instructions as to where to report and nurses were directed as required. Relatives and friends of patients were assured of their safety. Not one of the 120 was injured. On the morning following the fire, the medical officer in charge of the hospital addressed the public over CHEX and appeals for various forms of assistance and reports on welfare of the patients were released throughout the day.

Men Only

A Vancouver ladies' wear store had two spots on the air one announcing that only men would be allowed in the store from 11 a.m. to 1 p.m.—and the clerks were nearly killed in the rush.

City newspapers gave the store a good play, in spite of the fact that the store uses radio as its main advertising medium.

The company had the announcement on its regular spot on the early "G.G. Man" broadcast. It used one extra spot at 8:30.

By 11 o'clock the ladies' wear place was packed with men. Many were embarrassed to be there. A woman who had been waiting for her bus was saved by one clerk who stood at the door and sternly told every woman who tried to burst into the strictly male atmosphere.

Daily Women's Feature

A five minute newscast devoted exclusively to women is broadcast daily over CKEY, Toronto. Sponsored by Consumers' Gas Company, Larry Martin gives a thirty second survey of world affairs and the remainder of the five minutes is allotted to women in the news. The program is being promoted by billboards, newspaper, car call, window display, magazine and direct mail advertising.



"The trouble with television, my dear Hampstead, is that so many people will have to rush out and get their hair out."

Anti-TB Drive

More than \$3,100 was subscribed last month to a single broadcast of the Associated Travellers' Anti-Tuberculosis Fund presented over CKRM, Regina, from Indian Head, Saskatchewan.

The amateur night contest attracted many visitors to Indian Head and was one of the biggest shows in the history of the town. Some 25 artists from the district competed in a pre-broadcast show from 8 to 10:30 p.m. and participated in the broadcast aired from 10:30 to midnight.

The series of broadcasts, handled by Bill Walker of CKRM, will continue throughout the winter months. Last spring, \$20,858 was raised for the fund and to date, this winter's campaign has brought in a grand total for the year of \$36,925.

Joins Hardy

Marc Legault, formerly at CKAC, Montreal, has been added to the sales staff of the Montreal office of Joseph A. Hardy and Co. Ltd., station representatives.

Varsity Broadcast

The first in a series of broadcasts from the University of Toronto, Ajax Division, was aired last month by CKDO, Oshawa. A male choir of 50 voices directed by C. E. Olive, Engineering Professor at Ajax, presented a half hour of carols and hymns. Early this year, CKDO plans airing of dramatic programs by the Ajax engineering students.

No wonder they're listening!

- ★ DUFFY'S TAVERN
- ★ FRED ALLEN
- ★ MAYOR OF THE TOWN
- ★ BOB HOPE
- ★ PHIL BAKER
- ★ JACK CARSON
- ★ GILLETTE SPORTS
- ★ ALAN YOUNG
- ★ DICK HAYMES
- ★ MEL BLANC
- ★ HILDEGARDE
- ★ ROY ROGERS
- ★ EDDIE BRACKEN

EDMONTON'S
DOMINION NETWORK
STATION



Week after Week—

MONTH AFTER MONTH,
SEASON AFTER SEASON,
YEAR AFTER YEAR.

The continued use of DOMINION'S recording facilities by Canada's major advertisers, is complete evidence of the outstanding quality of

Duophonic Transcriptions



DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CKSB
ST. BONIFACE MAN.

A *Bright* STATION

YOU CAN'T BE WRONG
when you pipe your sales message to
40,000 Frenchmen
over
CKSB
St. Boniface

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

Our Guest Speaker Is:

C. H. LANDER
President and General Manager
NATIONAL DRUG & CHEMICAL CO.
OF CANADA LTD.



"We have consistently used spot radio to merchandise a large variety of "National" Products. Probably every druggist in the country is aware of the quality guaranteed by the National Drug name. However, we have found that many druggists are more aggressive in the promotion and sale of our lines when we ourselves support their individual efforts. Accordingly we carry extensive nation wide spot campaigns on such well known products as Gin Pills, Pasmore's Two Minute Aid Bronchial Mixture, Dominion C.B.Q. Cold Tablets and others.

"We have directly traced so many over-the-counter sales in drug stores to our intensive spot campaigns, that we are convinced of radio's great value in developing not only dealer cooperation but also public acceptance for our products."

Handwritten signature of C. H. Lander.

C. H. LANDER
President and General Manager
National Drug & Chemical Co.
of Canada Ltd.



HORACE N. STOVIN & COMPANY
Radio Station Representatives

for these Live Independent Stations

- List of radio stations: CJCH Halifax, CHSJ Saint John, CKCW Moncton, CJEM Edmundston, CJBR Rimouski, CKVL Verdun, CKSF Cornwall, CJBO Belleville, CHOY Pembroke, *CHML Hamilton, CFOS Owen Sound, CFOR Orillia, *CFPL London, CKLW Windsor, CKY Winnipeg, CJRL Kenora, CKX Brandon, CFAR Flin Flon, CJGX Yorkton, CKLN Nelson, CFPR Prince Rupert, CJOR Vancouver, ZBM Bermuda.

* Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Christmas Adventure

An experience in a Labrador blizzard which nearly cost the lives of Jim Murphy, CBC Engineer, and himself has been related by Michael Barkway, Canadian representative of the BBC, located in Toronto.

The two radio men left Goose Bay, Labrador, last month, for Northwest River, 27 miles distant, to record a pre-Christmas party. Their transport, two dog teams with soldiers as drivers, broke down when the tow line of one of the sleighs broke and the dog team raced homeward, leaving the sleigh stalled. It was impossible to move on, so the four men bedded down during the blizzard. Next day, the storm continued unabated and a second unsuccessful attempt was made to move on to get back to Goose Bay.

Four of the six cartoons of K-rations they carried had been used by this time and consuming the remainder, the soldiers returned to Goose Bay for help. Barkway and Murphy remained, bedding down in their sleeping bags, to await rescue. After spending two nights in the cold without food, a snowmobile driven by the soldiers arrived on the third day and rescued the pair.

Train Fatality

Struck by a passenger train near Deux Rivieres, Ontario, Doreen Brown, 19-year-old continuity writer of CKSO, Sudbury, was instantly killed on December 26. Miss Brown had spent Christmas with her parents at Deux Rivieres, east of North Bay, and was on her way to board a westbound train for Sudbury when the accident occurred.

Burial took place in Park Lawn Cemetery, Sudbury, on December 30.

Life With Father

One radio fan has deserted the sportcasting of Berk Brean, CKCW, Moncton. Speaking sharply to his 3-year-old son, when he refused to eat his food, Brean was taken aback by Junior's reply, "I'm never going to listen to you again. Only gonna listen to Earl now!" Earl is Earl McCarron, CKCW's program director.

ATTENTION STATIONS AND AGENCIES

Young man, 26, with 10 years broadcasting background including, announcing, publicity, scripting, sports and production seeks opening with station or agency. Veteran. Top references. Married. Available immediately.

Box 575 Canadian Broadcaster, 371 Bay St., Toronto



The majority of greetings at this Season stress that we "Ring out the Old, ring in the New." This is excellent philosophy but doesn't necessarily apply to radio programs. There are some shows that have been on the air quite some time that we would not wish to eliminate and some newer ones we could cheerfully wring.

Who would want to miss Maurice Bodington's broadcast every morning Monday through Friday on CJBC? If you are not a fan of Bodington's readings, surely you will go for the organ selections of Ernest Dainty. I think he's one organist who does an exceptional job in choosing very acceptable numbers for backgrounds. Listen and see if you like it too.

Two quarter hours per week can be very different from one half hour in that time, especially if the sponsor does an about face, as in the case of the Toronto Telegram's "Songs for You" on CFRB. The instrumentalists are changed and George Murray is holding forth alone as soloist. I favor the Quentin McLean-John Duncan duo as against the present set-up, and could like Murray much better if there were more color in his numbers. They do tell me, however, that George has had a bit of tonsil trouble and is right now recovering from an operation for that malady.

There's forevermore a case of a good artist leaving us. This time it's Morris Surdin who is going to CBS in New York, to do the music for "Once Upon a Time." Surdin is a noted conductor and arranger, who, at one time, I believe, was on the CBC staff. Apparently, he is a bit loathe to leave Canada, and by the same token, we are loathe to have him go.

One program that graced our schedules and made mighty good listening was "Jolly Miller Time" sponsored by Maple Leaf Milling Company. Most of the featured artists are still around town. Is there any law against their coming back to the listening public en masse? I listened to this snow every week and would be one of the first to fall in again amongst its audience.

What will the New Year hold for us in radio? Wouldn't it be a terrific surprise if "Happy Gang's" Bert Pearl showed up to conduct the Toronto Symphony Orchestra in place of Sir Ernest MacMillan? I can't but half wonder whether Bert would sidle across stage to the podium in front of his musicians. Wouldn't it be colossal if some shy, quiet emcee tried to replace Stan Francis on "Share the Wealth"? This should make us fully appreciate these shows as they are. What do you think?

TO BRITAIN — WITH LOVE

by Richard G. Lewis

(Here are a few reflections on current food problems in the British Isles, resulting from my stay in England over Christmas. The information contained in this article is free for use by anyone who would like to help acquaint the public with the true state of affairs. It may be broadcast or reprinted in full or part without permission or credit.)

This is not a plea to send food parcels to starving Britons because Britons are far from starving. It is, rather, a suggestion to people who are sending or propose sending gifts that they first study the true situation and then select the contents of their parcels accordingly.

Great Britain has just been through a seven year long holocaust. Even those who lived through those days of death cannot tell about it; those who, like me, have had a fleeting glimpse at the ruins and the wreckage, not only of buildings but of human frames as well, cannot find the words.

A winning prize fighter who has been down two or three times for the count of nine is not aware that he is suffering a natural reaction to the tension when he drags his mauled body into bed with a distinct feeling of frustration.

Just the same, John Bull is in a state of nervous exhaustion but he does not realize it, any more than during the darkest days of war he knew that he was licked. It was this characteristic of his which carried him through from 1939 to 1945. It is the same mulish quality which will see him through his present problems, though these are the harder to solve because they are harder to define.

It has been said that Britain only has herself to thank for her shortages, because she persists in sending the food she needs so badly herself to even hungrier Europe. If you ask John Bull about this, he gets a little embarrassed and mutters something about European morale being essential to permanent peace. And he says it with the conviction of a man who has known want himself. Actually though it goes deeper than this. Charity comes not so much from the rich who have never known want, but from those whose own memories are stirred by the sight of drawn cheeks and glassy eyes. But John Bull will not thank you if your gifts to him are sent in a spirit of charity.

Easily the most acceptable part of the parcel you send over will be your hand-writing on the outside label. There is no disguising the



They had never seen a banana.

glow of far more than just pleasure when a parcel arrives. "A parcel . . . for me? Who can it be from? . . . Why it's from Mary Smith . . . Can you imagine her thinking of us after all these years?" The package is fondled and caressed until some cynic on a visit from Canada or somewhere says: "Aren't you going to open the darn thing?" Then they look a trifle self-conscious because they have displayed a little of the emotion they are feeling, and war has taught them that human feelings must be hidden, at all cost. They start fumbling with the wrapping. Your offer of a pocket knife is waved aside. Long years fighting waste make them save even a piece of string. Finally it is opened. And there, before their eyes, is an array of delicacies they have not seen for years.

I saw a parcel opened during my visit, and watched carefully. As the covering was removed I saw canned fruit, marmalade, lemon extract, a fruit cake and a tin of cooking oil. Cries of delight emerged from the feminine members of the family, but nothing was touched. Then, suddenly, one of them made a dive into the treasure and came up with—what do you think? Your guess will be wrong. It was a five cent bar of plain milk chocolate!

Following through with the story of this particular parcel, two items shared second place. These were a can of peaches, and, believe it or not, little bundles of face tissue which had been used to fill in the cracks in the box. Cake flour, pudding mix in various styles received passing attention, and I got one clue when someone said: "Maybe they are short of rice too."

It is almost impossible to believe

it, but there are children in England, children who are old enough to read and write, who have never tasted canned peaches, dates or dried figs, and who, up to a year ago, had never seen, much less eaten a banana. The current cheese and butter rations are something like two ounces a week. Eggs come one a month. Even dried eggs, which people assure you unconvincingly are "just like real scrambled ones" are scarce and cost precious "points" when they are obtainable at all.

One of the most stringent phases of rationing is clothing. The plain fact is that you just don't get a new suit or a new dress, because either of these items uses up just about all the coupons you have, and you are going to need them for garments designed to promote warmth rather than glamor. Britons were never adept at heating their homes, and shortage of coal, gas, wood and electric power make "woolies" an essential for the ruggedest frame. Such articles, with accent on the wool content, should probably rank Number 1 on your Gift Parade.

There is a popular idea that when we send over articles which are rationed, the recipient has to surrender coupons. This is completely false, and this applies not only to clothes but to all commodities. Another misconception which should be exploded is the tendency to refrain from sending articles on which duty is likely to be charged. Generally speaking, Britons are not broke. Most shortages are lack of goods, not money. It is an odds on bet that your relatives or friends will cheerfully pay the duty or purchase tax on a piece of material to make a new dress or some table delicacy to brighten a dull menu,

than go without them. Cigarettes are probably the only exception, and, although they are dreadfully scarce and iniquitously expensive, we should advise against sending them without asking first.

Summing up the food situation, remember first that sugar is in very short supply and pudding mixes and other preparations which need sugar are really not useful unless you are able to send the sugar along with them. There may be exceptions, but it was our observation that tea and coffee rations are adequate. Chocolate on the other hand would be a popular beverage if it were obtainable, and stands high on the gift list provided you send the sweetened variety. Ordinary cocoa as far as I could gather can be taken or left alone.

A surprisingly vital commodity is candy, especially chocolates, plain or fancy. My surprise at the importance of "sweets" was heightened when I learned that the ration is 16 ounces a month. I had not been there a week, though, when I found myself munching whatever was available along with the rest of them, and realized that they contain alimentary qualities which are missing from regular diets. So do not be discouraged from enclosing candy in your parcels. The ration seems higher than it really is.

Canned meats are most welcome, while fish is in reasonably good supply. Cheese is always acceptable and so is powdered milk. Vegetables seem obtainable, but soups, packaged or canned are both popular and nourishing. Candy peel, glace cherries, raisins, currents, apricots and other fruits, whether canned or dried, will be eagerly received. Rice, semolina and tapioca are also on the wanted list. As regards clothing emphasis is on warmth for underclothes and bright colors for outer ones. Women will rave over frills, and a new tie costs one precious coupon. Don't send electric heaters, toasters or other such articles, as their voltages are different from ours. Don't send vitamin pills. Send luxuries.

Even if he was really hungry, our British friend would resent it if we appeared sorry for him. But he is not hungry, and as to sympathy, my reflection would be that while he enjoys indulging in his traditional right to grumble, he is really rather proud to be contributing in some way he does not quite understand to helping his country regain her lost trade by concentrating on exports.



GISELE

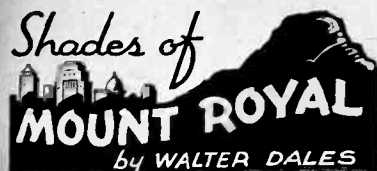
Chanteuse

Trans-Canada — 7 P. M. EST Tuesdays
Trans-Canada — 9.30 P. M. EST Wednesdays
Dominion — 8.15 P. M. EST Sundays

Management

THE BOB SHUTTLEWORTH

Artists' Bureau
83 Bloor St. West
Toronto
Telephone Mldway 2437



Unkind cuts at radio, private and public, have abounded in 1946 and perhaps this verbal surgery has done some good; but 1947 might be a good year to accentuate the positive. Perhaps the CBC, by proving that it could pat its own back without breaking its arm, has started a trend. There is no doubt that even though CBC's blatant self-adulation offended the more sophisticated listeners, it would be only sour grapes to deny that it effectively sold itself to many.

Certainly the broadcasting stations in Montreal, on their 1946 record, have much to be proud of in the way of public service. Perhaps much of this has gone unrecorded; and no doubt much of it would be difficult to report to the public without seeming immodest. Nevertheless, it should be somewhere in the records of the private radio industry. There is little doubt that Jim Allard, in his capacity as Public Service Director of CAB, will see that 1947 virtues are on the scroll. Montreal radio stations will have plenty of material to give him.

Of course, there is wide variety in the meaning taken from the term, "Public Service." It would be a fine thing if everyone had a clear conception of what it does and does not mean from the viewpoint of the radio listener.

Certainly, Montrealers to whom I have talked do not share the views of certain politicians, who believe that public service in radio means operating at a loss. The average citizen has seldom, if ever, had a good word for bankruptcy. Let us, then, decide definitely that losing money in station operation is no indication that a good public service job is being done.

Actually, a station which is in the commercial field, but not operating at a profit, is more than likely ineffective as a public service medium. The annual billings of a station, related to the potential of its market, might be a fair index of how well it is operating in the public interest; or, at least, an excellent index of its ability to do public service if it so desired—because it has gained an audience large enough to encourage advertisers to use it.

If we are agreed that public service can be done best by stations operating along sound, commercial lines, at a profit, then let us defend that principle. There need not be any shaking at the knees and timidity when critics shout, "Boo, you're making too much money!" Making money by efficient operation is no crime. I think it was a famous religious leader who instructed, "Gain all you can, save all you can, give all you can."

In Montreal, radio stations in the private field have been giving, without exception, remarkable community service of a high calibre. I think it is a truism that across Canada if you can point

your finger at any station and say, "That's a profitable operation," you can also rate it high on the public service list. Conversely, if it is a relatively unprofitable station, the people of its community will tell you that it is not up to much and gives little in the way of public service.

Re-Employment Service FOR SERVICE MEN

To assist in re-establishing men and women returning in civilian life from the armed forces over seas, 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 58 Television—Young man possessing extensive knowledge of television broadcasting available as of first of year. Thorough acquaintance with every non-technical aspect of the video medium including production, economics, administration, department store and industrial tele. Excellent industry contacts. Extensive library of reference material. Television editor of radio publication. Member: American Television Society. Journalistic, editorial and publicity ability. Finest personal references. Ex-serviceman.

Apply Box CB 58, Canadian Broadcaster, 371 Bay St., Toronto.

Lumber Camp FM

Fort Frances, Kenora and logging camps of the Ontario-Minnesota Pulp and Paper Company are now linked by FM radio. In addition to handling communications on woods operations, the system will serve during emergencies, such as fire, accidents or shortage of supplies.

Youthful Scriptor

A 17-year-old Chilliwack, B.C., girl who already has three years of radio experience behind her made another firm step in what she has decided will be her profession by selling a half hour radio play, "I Miss Joey," to the C.B.C.

Rae McAlpine, who at the age of 14 started writing and directing a 15-minute weekly program on CHWK, Chilliwack, went to Vancouver to attend final rehearsals of her play and listen to the broadcast.

526,059
PEOPLE LIVE WITHIN
15 MILES of
OUR TOWER

Reach This Rich Market
through **CKNW**
NEW WESTMINSTER, B.C.

Beamcasting

Westinghouse Lamp Division, Bloomfield, N. J., has announced a "talking lamp" which emits infra-red radiations enabling secret two-way conversations over invisible searchlight beams.

Developed for the U.S. Navy as an aid to convoy duty and issuance of troop landing instructions but not in time for combat use, the lamp may be employed in confidential ship-to-shore communications; short range formation or plane-to-ground flying during radio 'blackouts'; or disaster areas. Static does not affect infra-red beamcasting. Heavy fog or smoke would be the only deterrent.



CJAD
MONTREAL

COVERS THE QUEBEC ENGLISH MARKET

Represented in Montreal and Toronto by National Broadcast Sales; in U.S.A. by Adam J. Young, Jr., Inc.

Staffed and Experienced
To Serve Your Every
Entertainment Need.

RECREATION—MERCHANDISING—EDUCATION
THE GEORGE TAGGART ORGANIZATION

165 Yonge Street, Toronto

AD. 8784



Advertisers are invited to utilize our facilities for radio coverage . . . coast to coast.

We represent a group of important stations across Canada . . . complete, accurate information supplied on request.

ASK YOUR AGENCY

TORONTO
WA. 6151

MONTREAL
HA. 7811



**A HAPPY
NEWS YEAR**

from
**BRITISH
UNITED PRESS**

Flashing to you
day by day
the foreign and
domestic doings
of your neighbors
in every spot
of the globe

**Packaged Radio
News Shows
To Meet Your
Station Needs**

**GET IT FIRST
with
BRITISH
UNITED PRESS**

HEAD OFFICE
231 St. James Street
MONTREAL

**17th Anniversary
For Pacific Radioman**

Fred Bass, who has been through just about every job in show business, marked his 17th year with CKWX Vancouver last month.

As announcer, pianist, singer or sound effects man, he has become one of the best known personalities in western radio. During the last war he handled all the station's programs for service men and women, and as an extra-curricular activity joined ARP and instructed downtown wardens.

He learned about soldiers in the war before last, when he served in the 47th battalion, won a DCM, was wounded and in hospital in England until 1919.

He came to Canada first in 1911 and started out as a pianist. At the age of 15 he had an orchestra of his own and stuck with that until somebody persuaded him into the legit theatre. Later he shifted to movies and became a feature player for Columbia.

In 1929 Bass took his talents to radio and has kept them there since. His current activities include announcing several CKWX shows and keeping tab on the station's recording library.

Broadcast For Baskets

Radio recently helped Walker's Fruit Store of Owen Sound, Ontario, to obtain a much needed supply of six quart baskets, unobtainable from usual supplies. Offering free theatre tickets to children for baskets, announcements were aired daily on CFOS for one week. As a result, some 6,000 baskets were received to eliminate the shortage.

Public Service Conference

A world conference on public service broadcasting will be held in New York in April, under the auspices of the National Broadcasting Company, to develop worldwide use of radio as a prime agency for international peace and understanding.

The agenda for the conference includes plans for establishment of a system of international program and script exchange, a worldwide music contest and music festival and an international radio-recording library. Discussion of how the broadcasting industry in other countries can best use radio facilities to be established by the United Nations, also is contemplated.

Joins Agency

Vic Nielson, former manager of CFCF, Montreal, CKRC, Winnipeg and CKRM, Regina, has joined Associated Broadcasting Co., Montreal.

TV and AM License

Television manufacturers in Britain have been given the green light for production of 100,000 television sets by June, 1947. The most serious bottleneck, shortage of parts, particularly cathode ray tubes, is expected to be overcome in achievement of this goal. Retail prices, including taxation of 33 1/3%, range from \$161 to \$545.

Transmission range from London is 40 or 50 miles with clear programs. License fee of \$8.00 covers operation of both radio receiver and television set.

HOLDEN TO CKEY



Waldo J. Holden, a native of Toronto and well known in Queen City entertainment circles, becomes Director of Sales for CKEY, Toronto, effective January 18.

Holden moved to Winnipeg in 1939 as manager of the Holden Stock Company and in 1940, joined CKRC, Winnipeg, where he became, in 1942, Sales Manager. He organized the Sales and Advertising Club of Winnipeg, and was active during the war years as Director of the Winnipeg Salvage Corps, General Chairman of Public Relations and Publicity of the Winnipeg Community Chest and worked with the National War Finance Committee, Red Cross and Salvation Army.

Set Figures

66,000,000 AM receivers are used in the United States, according to figures released last month by the Federal Communications Commission. 7,000 television sets and 500,000 FM receivers are also in operation. Only 100,000 of the FM sets have been purchased since the war ended. FCC estimates that FM sets are being produced at the rate of 17,000 per month.

School TV

Four television receivers will be installed in each of the 72 new schools being planned for construction within the next five years in New York City, according to E. Steasheff, of the Television Activities Department of the New York Board of Education. Speaking at a recent meeting of the American Television Society in New York, he declared the education board should not miss the boat in television as it did in radio. Radio was adopted eight years ago by city schools, he said, and same out of the stepchild stage only two years ago.

'Thank You' LETTERS

THAT SPELL
Popularity and Prestige

CJCA'S consistent COMMUNITY SERVICE results in appreciative letter's from - - -

SCOUTS AND GUIDES	CIVIC BETTERMENT COMMITTEE
RED CROSS	VETERANS' REHABILITATION
TUBERCULOSIS SEALS	SERVICE CLUBS
HUMANE SOCIETY	I.O.E.
CANADIAN LEGION	SALVATION ARMY

and hundreds of Community Welfare Organizations in the cities, towns, villages, hamlets and rural areas of Alberta.

Edmonton's CJCA



Pacific Prattle

by ROBERT FRANCIS

Dispatches from the land of the open face salt shaker report that the BBC was so shaken by the success of its private experiments in hypnotism by television that it has been decided not to risk trying it on the public. Someone might be hypnotized who had no one at hand to wake them, the reports explained.

Which makes the average bystander here wonder what all the panic is about. In this country radio has been putting people to sleep for years past without the aid of television.

* * *

In Vancouver, CKWX aired a teaser program of Wayne King records one Tuesday night at 9.30 to build up interest for the "Wayne King Show" starting the following week.

When reports from all precincts were in, the buildup program had a rating of nine and some decimal points, which was larger than the station had expected even for the show itself. Three guesses how it rated.

* * *

A minor technical hitch put the CBC off the air momentarily during the national news bulletin one night recently. In the flood of calls which immediately hit the switchboard, one male listener reportedly asked, "Why are you off the air?"

The operator explained that the trouble was a small mechanical matter which would be right in a moment.

"Oh," the character said sadly, "I thought perhaps you'd finally died permanently."

* * *

Discovering a Voice which does things to people is nearly as much trouble as it's worth, CJOR switchboard operators have found.

During a "Nickel Club" jamboree announcer Harry Truesdale changed roles for a moment and did a song, at his own request. Within five minutes the calls were coming in: "Who was the guy with The Voice?"

Since then Harry has been taking special care of his larynx during these damp winter mornings.

* * *

The entire structure of our society could be altered by the proposal of the NAB and the Radio Manufacturers Association in the States to start a drive to put a radio in every room of every home, which is something like Henry Wallace's quart of milk for every Hottentot: fine if you like it, but some people just can't take that much nourishment.

Here's the kind of thing you would be up against. The old man would have no way of asserting his authority around the house if he couldn't steer Junior off Superham and Momma away from The Blodgett Family in order to get the program he wanted himself.

These jerkwater give-away programs would never have more than a buck in the kitty because every household would be tuned to practically everything all the time.

A person might go to sleep, alone in his room listening to a midweek comic program, fall off the chair and break a leg, and not a soul within sight to help. You just can't be too careful about this sort of thing.

On the other hand, there would be certain advantages to having a wireless in every room.

You could turn off the belly pill boys without submitting to the scorn of the rest of the family, and climb into bed with Junior's copy of Zippy Stories.

And some year soon, if your friends didn't discover you had a set of your own and came in to hear their own favorites, you could hear right through a single program, start to finish, without one damn interruption.

Begin to see the idea in perspective? It's all worked out for your pleasure and has nothing to do with selling radios, naturally.

* * *

B.C. Briefs: In Victoria, somebody hit sharply to centre field last week on a CJVI give-away pitch. In fact, there were five winning phone calls in five days, netting \$160 cash and \$120 in merchandise to the winners.

While Mayor elect Senator G.G. McGeer lay in hospital with the stitches freshly out of an appendicitis operation, CJOR did a continuous three and a half hour broadcast on election night from the News-Herald offices. Dorwin Baird and Vic Waters handled the job.

Jean Beaudet, supervisor of music for the CBC, visited the west coast and was guest conductor of the Vancouver Symphony Orchestra.

Two days after Christmas, CKNW New Westminster carried a remote broadcast from the Commodore Cabaret in Vancouver of the annual banquet and dance of the Swedish Club. A half hour of recording in Swedish followed the broadcast, and the program transferred from wire recorder to disc to be flown to Sweden. It was broadcast there on New Year's Day by the State Broadcasting Company.

Several new musical programs hit the air in Vancouver recently on CKMO and CJOR and another, "Junior Talent Parade," is in the making at the former.

Jim Stovin has won himself a flock of regular listeners on CJOR with a Saturday morning Western roundup, "Rodeo Rhythm." The sustainer has been drawing more mail than any other sustainer on the station. Other new shows on CJOR are "Take It Easy," an hour's music each afternoon with Ross Mortimer and an hour's variety music in the morning with Vic Waters and Larry McCance.

At CKMO the new talent show is "Four Musical Notes," featuring Frank Lynn, Sonny Richardson, Vic Centro and Gordy Brant. The piece goes Wednesday through Friday at 8.15 p.m. The other new one is "Not So Very Long Ago," a sponsored program going at 9.30 p.m. Sunday with music of other years.

ARE YOU READING THE BROADCASTER



"HOW'S ABOUT IT, MISTER?"

There must have been many a time when you would have liked to blow your top about something we've written and printed in the paper, but you've had to forego this pleasure so far, because people who come in on free passes are prohibited from throwing eggs.

This is the paper which, twice a month, brings you a Canada-wide picture of the explosive business of broadcasting, which seems to perch eternally on the edge of a keg of dynamite, because radio is the guinea-pig on which the socializers are experimenting before they tackle your business, too.

\$2.00 a year—\$5.00 for 3 years

Circulation Department

CANADIAN BROADCASTER

371 Bay Street

Toronto 1

Mart Kenney
Royal York Hotel

Art Hallman
Casa Loma

Stan Patton
Brant Inn

Bobby Gimby
College and Club Dances

BROADCAST TIMES
(Eastern Standard)
MART KENNEY
MON. 10.30 p.m. Trans Can. Net.
WED. 11.00 p.m. Trans Can. Net.
SAT. 10.00 p.m. Dominion Net.
ART HALLMAN
SAT. 11.30 p.m. Trans Can. Net.
STAN PATTON
SAT. 10.30 p.m. Dominion Net.

The finest orchestras, acts and entertainment available through
THE OFFICE OF MART KENNEY
125 Bloor Street, Toronto
KL 3147

Strip Of Metal Picks Up Broadcasts

A new method of radio reception without the use of tubes, electric current, antenna or condensers, was accidentally discovered last month by the Johns Hopkins University of Baltimore.

The "find" was made during experiments upon the infra-red ray bolometer, a device developed at the University for "seeing" objects in the dark, using a strip of super-conducting metal. The two wire leads of the device were connected to a loudspeaker to observe effects by audible rather than visible means, when a program broadcast by a local station was heard.

Further experiments showed a strip of metal known as columbium, smaller in size than a common pin, became sensitive to radio waves when the temperature was reduced to 435 degrees below zero and that programs on other wavelengths were picked up.

While the university makes no claim for the device as a revolutionary discovery which will change all accepted methods of reception, it may open the way to better trans-ocean and long distance reception because of the metal's great potentialities for sensitivity to wave impulses.

IN THIS CORNER

A Reply to Walter Dales' "Index Programming." (issue Dec. 21)
by David M. Adams

There's one week in the year when the song that's number one on the Hit Parade is not the song most heard on the air.

That week is Christmas week. And that statement is backed by a purely personal survey conducted in our home during the ten days up to and including Christmas Day, 1946.

A box score kept during this period showed that "Silent Night" was heard 38 times; "Jingle Bells" took second place with 28 hearings; and "White Christmas" finished a close third with a score of 27. These totals were reached by listening no more than we usually do—an average of somewhere between two and three hours an evening.

No one would deny that each of these tunes has its own special place in our Christmas celebrations. But 38 times in a week or so might seem like bringing familiarity rather close to contempt. Particularly since there are dozens of other Christmas songs scarcely less beautiful, which we hear perhaps once a year, or even not at all.

Even the best pair of pants is liable to develop a shiny seat if it's worn too often or too long. In their eagerness to cater to popular tastes, broadcasters for the most part stick to techniques, tunes, stories and even jokes that have already been proved popular. Originality, particularly among the costlier variety shows, is comparatively rare.

Grinding out a completely new and original program every week is no cinch, and in fact, few of the big-time broadcasters even attempt it. Most of them build their shows round a more or less permanent framework—the vocalist or singing group, the band, the guest artist, and so forth.

Sometimes the listener wonders whether all the writers of comedy shows meet together once a week and pool their gags and gag topics—because the same joke in slightly different form often makes the rounds, cropping up on four or five different shows in a single week. California pedestrians, Pet-rillo, Mad Man Muntz, California weather, Truman's piano playing,—these are some of the favorite butts for uninspired gag-writers. Unquestionably the number one victim of these same writers during recent weeks—even months—has been that Hollywood star, Lassie.

The "Index Programming" idea propounded by Mr. Walter Dales in these columns recently, while aiming at attracting regular listeners to its constant and unchanging daily schedule, would certainly make originality and variety harder to achieve.

Newspaper readers, Mr. Dales pointed out, know on what page they'll find the market reports, sports, comics and other features, whereas the average listener does not know what program is on his local station at any particular time. This comparison is not altogether valid, because the average

radio listener is not a regular listener. Anyone who listens regularly to a certain program is fairly sure to know at what time on what day that program can be heard, and whereabouts on his radio dial he has to tune it in.

"Looking for one's tastes in radio" says Mr. Dales, "is like looking for a needle in a haystack." He complains that schedules are constantly being altered, and features being kicked about. Yet many top-flight programs have been on the air for years at the same time; "John and Judy," "Hockey Night in Canada," "Canadian Cavalcade," and many others. It is true enough that most newspaper listings of radio programs are woefully inadequate, yet it is not such a difficult task for a listener who likes suspenseful drama, or Wayne and Schuster's comedy, or hillbilly music, to find what he wants on his radio. And if he is interested enough to want to listen again, it is simple enough for him to make a note to tune in next week, "same time, same station"—or if it should be the Jack Smith program "the same time, the same place, to-morrow night."

There are two specific faults that can be found in this "Indexed Programming" concept.

First, supposing the sports news is at 7 p.m. every night; you are particularly interested in sport—but because you are always having supper at that time you are unable to hear it. Or supposing you're a fan of Bernie Braden or Tommy Tweed. Instead of the 5 or 6 chances the CBC now affords you to hear them at assorted times through the week, your dramatic programs would always be on at the same hour—an hour at which you are busy four nights a week, what with the bowling league, your Club night, and what have you.

A second objection is this. You know that you can hear a comedy show every night between 8 and 9 p.m. So you listen. You enjoy Charlie McCarthy and Duffy's Tavern; Alan Young you find quite amusing; but you can't stand Eddie Bracken or Bob Hope. Index Programming still cannot make you a regular listener. The fact that you like comedy shows does not mean that you like all comedy shows on the air, and you will still pick and choose until you find the particular ones that you like.

If you tune in simply knowing that it's drama time on your station, you are not as interested in what you hear as if you had tuned in knowing that you were going to hear some Hollywood stars in a Lux Radio Theatre production.

The surest way to attract regular listeners to your programs is to provide programs that interest people so much that they take pains to tune in on them week after week or day after day—even perhaps to the extent of arranging their leisure time in such a way as to make sure that they hear their favorite broadcasts.

REACHING A \$100,000,000.00 MARKET

940 ON THE DIAL

SEVEN BOARDS OF TRADE
find it profitable to broadcast regular daily ¼ hr. programs from this station on behalf of their communities and business firms—
YORKTON

MELVILLE (30)	STURGIS (50)
CANORA (30)	RUSSELL (60)
KAMSACK (40)	SWAN RIVER (75)

Figures indicate distance in air-line miles from Yorkton
Here is first-hand evidence of the complete, intimate coverage of



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.

OTTAWA
Letter
by
JIM ALLARD



Passing reference to the independent stations was made in CBC Board Chairman A. Davidson Dunton's speech of December 17th to the Ottawa Canadian Club. In the last two or three minutes of his half hour address, the CBC chief said: "I believe radio is serving Canada well, but could serve it better. Private community stations are doing much useful work for listeners in different districts. I believe that, with a fuller sense of their responsibility as trustees of air-channels, many could be of greater real service to the public."

Immediately following, Mr. Dunton made a brief reference to the sponsor. He said: "Advertising has made great contributions to radio. But I think both advertisers and broadcasters must realize it is not in the public interest or in their interest that advertising considerations rule the air to excess."

The Board Chairman's speech received the unexpected and hitherto unattainable honor of front-page reporting (with headlines) in both Ottawa dailies. Moreover, the Ottawa Citizen went so far as to run an editorial, gist of which was that radio isn't so bad after all, perhaps. The Citizen's mellow mood was rather cautious, and inclined to bank heavily on CBC's regulatory powers—but it was by far the kindest thing this influential daily has ever said about radio.

Fact of the matter is that some sources in Ottawa (and some newspapers) hitherto inclined to encourage or even stimulate criticism of radio, are getting a trifle alarmed. Some of this carefully promoted criticism slopped over into related fields; and became a little disturbing. Some other forms of criticism become so shrill and absurd that those with a legitimate sense of constructive criticism grow alarmed lest the hysteria make all forms of suggestion sound ridiculous.

Same day (December 17th) as delivering his speech to the Canadian Club, Board Chairman Dunton had headed up an informal meeting of vitally interested parties to talk about FM. Key officials of CBC were present at the meeting, together with a committee from CAB and representatives of the Radio Manufacturers Association. Information released afterwards indicated that meeting had dealt largely with preliminaries, and on a fairly sketchy scale. The formal press release spoke in terms of "Trading ideas"; indicated that all parties concerned desired to seek the best possible means of developing FM for the general good of the public. General tone of the release would appear to indicate satisfactory atmosphere at meeting.

Editorial in Montreal "Star" of December 18th has gone into quite a few "future reference" files in Ottawa. Key point of editorial reads as follows: "... to develop and maintain its present services,

the CBC must have more money than can now be obtained from license fees and the present scale of commercial revenues. To keep up with developments in these new fields would require substantial capital sums. Doubtless commercial revenues can be expanded, but they cannot be expanded without additional commercialization of Canadian radio. Does the public want this? It may be doubted. Whether these additional amounts of money are to be forthcoming is a question the Canadian people must decide soon."

At the last Parliamentary committee on radio, representatives of CAB warned that present policies would require more money than CBC apparently has at its disposal. CAB brief pointed out that such money could come only from a few sources: public subsidy (which would destroy CBC's cherished status as a "crown company" rather than a government agency) more commercials (repugnant to the more vigorous supporters of CBC) or an increase in license fees.

Fourth possibility was suggested: that CBC might enter publications field. It is indicated that a bill will be introduced at the forthcoming session of Parliament to prevent network from doing that. Should bill pass (and it is coming from the opposition side) only the first three alternatives would remain.

Air Drew From School

Premier George A. Drew of Ontario delivered the address at the commencement exercises at the Whitby High School last month in a 35 minute speech, which was broadcast by CKDO, Oshawa. He pointed out the fact that the engineer, Syd Townsend, and the announcer, Jim Marsh, who handled the remote, were both graduates of the Whitby High School. Townsend and Marsh also graduated in their respective duties from the School of Electronics at the Training and Re-Establishment Institute, Toronto.

Junior Radio Theatre

Dramatically inclined children of Toronto receive an opportunity to break into radio on CKEY's "Children's Theatre of the Air," Sundays, 12.30 to 1 p.m.

Directed by Marjorie Purvey, the programs are designed for public school age listeners for which new talent is found by personal contact with Toronto's public schools.

Since her entry into radio in 1932, Marjorie Purvey has started numerous people on a successful career; Marie Alden is to play a feature role in the motion picture "Forever Amber," Marilyn Plottel, heard on CBC dramas and Alene Kamins, the 12-year-old girl who is appearing in the new Canadian movie, "Bush Pilot."

Toronto Star Ascends

Gail Meridith, Toronto singer, was introduced to NBC listeners on the "Supper Club's" second anniversary last month by Perry Como. Gail has appeared at the Chez Paris in Chicago, the Embassy in New York and the Copacabana in Rio de Janeiro.

CFBC To Dominion

CFBC, Saint John, N.B., has been added as a supplementary station to the Dominion network. Eight Dominion network commercial programs are being carried by the new 5 kw station: Fred Allen, Eddie Bracken, Take It Or Leave It, Light Up and Listen, Championship Fights, Bing Crosby, Curtain Time and Contented Hour.

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

CJOC
Lethbridge, Alberta
GOING TO 5000 WATTS

● *The opening date for CKOC's increase to 5,000 watts of power, announced for January 1st, 1947, has been temporarily delayed until Engineers in charge of testing are fully satisfied with all phases of the installation, and especially the design and operation of the new four masted directional antenna array.*

CKOC's increase to 5,000 watts will be announced in the very near future.

By actual survey—

TORONTO'S MOST LISTENED-TO STATION

DIAL 580

CKEY
TORONTO

BROADCASTERS

Going to higher power?

Going to F. M. ?

- *A.M. Briefs prepared.
- *F.M. Briefs prepared.
- *Sites selected.
- *Advice on Equipment.
- *Proof of Performance Measurements.

Contact:

G. R. Mounce
Eric Leaver

ELECTRONIC ASSOCIATES

LIMITED

2498 Yonge Street
Toronto 12

Consulting Engineers Unaffiliated with
any Broadcast Equipment Manufacturers.

CAMPUS RADIO CENTRE

The Radio Society at University of British Columbia, in Vancouver, marked the ninth year of its existence in 1946 by the construction of a small but completely modern studio on the campus.

From there, several miles from the downtown section of the city where commercial studios are located, programs produced by the student society are piped to the big stations for broadcast.

Students now have a weekly program on each city station and negotiations are under way through which the university may get a license to operate a broadcasting station on the campus.

Meanwhile city stations have given the society a great deal of encouragement, believing that they will thereby foster increased interest in radio as a cultural and commercial factor. Speakers have frequently gone from city stations to U.B.C. Radio Society meetings, carrying the message of the radio industry to the student body.

Although a majority of the society's membership are not interested in future radio employment, some definitely are, and in any event the existence of the group on the campus does no harm to the industry as a whole.

One obstacle in the way of more polished productions than the society is able to manage is the fact that only a limited time from studies can be given to the job. On top of that, by the time a member begins to get really proficient in some branch of radio work he is ready to leave the university.

However, several society members have gone on to professional jobs in radio, among them Dorwin Baird of CJOR, who was a co-founder of the group in 1937.

Those in the current crop of society members who do aim for permanent work in radio were encouraged recently by the good report which city station managers gave the society's efforts on behalf of the U.B.C. gymnasium fund.

Recently the society took over each of the three local independent stations on successive days. They handled announcing, acting and production and according to professionals did a near professional job. The gym fund got immeasurable free publicity as a result.

The society numbers 80 to 100 members, headed by president Ray Perrault, who formerly did special events work with CKMO Vancouver. His brother Ernest, who has done plays on CBC, is dramatic director. Al Goldsmith, who worked on and off for six years for CKWX, is the society's recording man. Other officers are Cal Whitehead, publicity; Ray Kelsberg, chief operator; Phil Ashton, news editor and Elaine Leiterman, secretary.

The university's 1945 graduating class donated a broadcasting booth to the society which is used for football broadcasts and may be adapted for basketball this winter. A recorder was given by the Alma Mater society, and with the aid of this machine the society plans to record programs to be sent up-country for use on smaller stations. University president Norman MacKenzie is right behind this scheme as a means of promoting better understanding between the university and the B.C. hinterland, a subject very close to his heart.

On local stations the society has three programs, "Thunderbird Theatre," "Music from Varsity," on which the university symphony orchestra occasionally appears, and a round table discussion of current events by students. The station time is free and society members handle every part of the program.

At the university itself, on the P.A. system, the society airs daily news and musical programs, which reach into the cafe, stadium and lounge.

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.

The Department of Transport has opened a way for present AM station operators to enter the field of FM broadcasting. The problem of where to place the new FM transmitter with its attendant antenna immediately faces the prospective FM broadcaster. In most cases it is wished to spend as little as possible in the initial stages of setting up an FM station, consistent with meeting the requirements of Department of Transport. Most broadcasters would prefer, if such an arrangement is technically possible, to have the site of the FM transmitter at the same spot as their present AM transmitter, with the new FM antenna mounted on top of the present AM tower. With the desirability of this arrangement in mind, let us consider a few of the technical problems involved.

A good AM antenna site is not necessarily a good FM antenna site. The manner of propagation of radio waves in the two bands is very different for, on the FM frequencies, the ground conductivity plays practically no part. The top of the AM tower makes a good FM site if an observer at that point can see the major portion of the area it is wished to cover with the FM transmitter. Special attention should be paid, when making observations of this nature, to the shielding effect of hills and other large objects which might shield the listener from the FM antenna.

The next point to consider is the modification necessary to the AM tower in order to mount an FM antenna on top of it. To determine if such an arrangement is at all possible and, if so, what type of FM antenna can be used, the manufacturer of the AM tower should be consulted. From the point of view of FM coverage, with the least investment in equipment and later maintenance costs, the FM antenna should have as many bays as possible. The effect of adding bays is to concentrate the radiated energy more and more in a horizontal direction, hence reducing the energy wasted by radiation directly upwards or at high vertical angles. Most AM towers will stand the addition at their top of a single FM bay. The gain of such an antenna, however, is relatively low and if this is the maximum permissible loading which can be added to the AM tower, in most cases it will be to the advantage of the FM broadcaster to erect a separate tower for his FM transmitting antenna. It should be noted that the FM antenna, mounted at the top of the AM radiator, acts as an additional length of AM radiator. If the over-

ANOTHER GREAT YEAR!

1946 was a pretty good year for CJOR. New 5000 watts of power, a 20th Anniversary celebration, extended Dominion Network facilities . . . those were some of our 1946 highlights. '47 is going to be even better for the station with the audience influence in Canada's Third Market.

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

all electrical height is kept constant, a section at the top of the AM tower may be removed approximately equal in height to the FM antenna. Removal of this top section allows the addition of a structure having a weight and wind-load at least equal to that of the section removed.

An additional problem attending the use of the AM tower as a support for the FM antenna arises in feeding the FM antenna. A transmission line must be supported by the AM tower and a special coupler used at the base of the AM radiator. This coupler must present a high impedance to the frequency of the AM transmitter while passing without appreciable loss the energy from the FM transmitter to the FM array. Such couplers are commercially available.

To Use Car Phones

An ABC application for vehicular telephone service has been filed with the New York Telephone Company. Plans have been made to install this equipment on the station wagon used by network reporters for covering special events. The service is expected to assist network newsmen in getting prompt on-the-scene descriptions of special news events to listeners within minutes after they occur.

ABC, Chicago, is already using a similar high frequency mobile phone unit.

CAPAC Awards

The names of four Canadian composers chosen for the 1946 Awards in the annual competition sponsored by the Composers, Authors and Publishers Association of Canada, for Canadian composers of serious music, have been announced by Sir Ernest MacMillan, Chairman of the Board of Judges. A maximum of five awards of \$100.00 are awarded annually.

The winners, not graded according to merit of their works, but listed alphabetically, are as follows: Jean Coulthard Adams, Vancouver, for "Sonata For Cello And Piano;" Minuetta Borek, of Calgary, for a piano composition, "Ballet Sonatina"; Alexander Brott, Montreal, for "Symphonic Poem" for full orchestra; and Sister Paul du Crucifix, Outermont, Quebec, for "Symphonie Pour Grand-Organ."

Judges were unable to agree on a fifth award.

No Commercials

The ideal sponsor has been found. Smart Brothers, Cannery of Collingwood, who sponsor a daily half hour of music over CFOS, Owen Sound, Ontario, use no commercial announcements. Brief sponsor identification is given three times during the program.

Station Aids Needy

A variety of requests and gifts for the needy are received by Hal Yerxa of Byers Flour Mills "Kiddies' Program" on CJCA, Edmonton. A young couple recently wrote seeking assistance in locating a child for adoption. Shortage of receivers in a veterans' hospital was brought to the attention of Hal who aired a request on the program. Within 24 hours, two sets, in good working order, were received at CJCA and despatched to hospital. Children have written in for gift suggestions for parents. Magazines, books, clothing, sunflower seeds and money orders have been received from listeners with the stipulation they be placed where they will do the most good to those less fortunate.


ABC Extends TV

Last month, the American Broadcasting Company increased its television air time to nine and one-half hours a week. The weekly schedule is divided into two half-hour studio programs over WABD in New York, a half-hour over WPTZ in Philadelphia and a half-hour show over WBKB in Chicago. The remaining seven and one-half hours are devoted to remote pickups of hockey games in Philadelphia and Chicago.

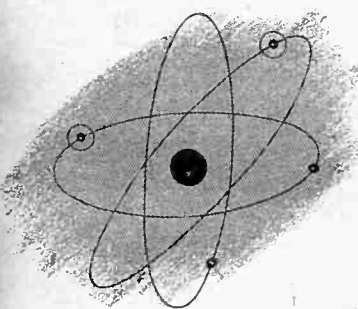
Complete
RECORDING FACILITIES

for your
WESTERN BROADCASTS

- Air Checks
- Delayeds
- Actualities



WRITE OR WIRE
Les Garside
INLAND BROADCASTING & RECORDING SERVICE
171 McDERMOT AV. WINNIPEG

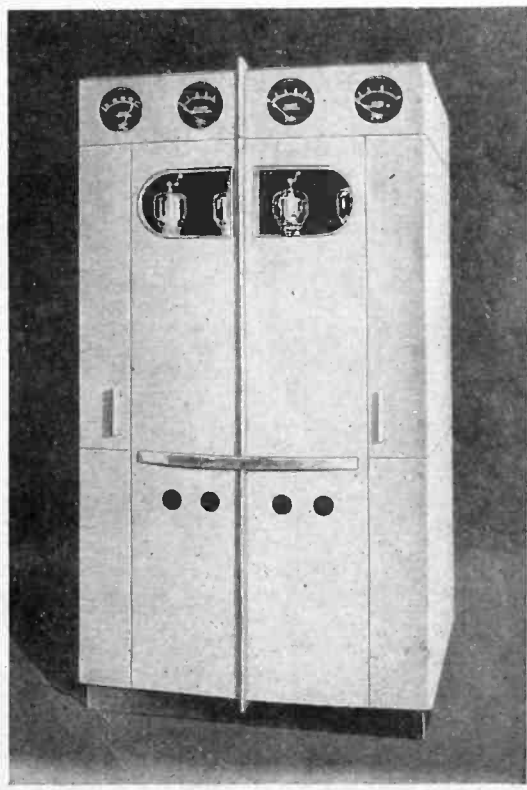


EVERYTHING for your broad- casting station

FROM MICROPHONE TO ANTENNA

- Broadcast Transmitters
- Speech Input Equipment
- Microphones
- Microphone Booms
- Reproducers
- Vacuum Tubes
- Antennae
- Transmission Lines
- Antenna Phase Units
- Antenna Coupling Units

- Ground Systems
- Test and R.F. Monitoring Equipment
- Monitoring Loudspeakers
- "World" Library Service
- "World" Feature Transcriptions
- Engineering and Installation Service
- Consulting Service



A NATIONAL ELECTRICAL SERVICE

Northern Electric
COMPANY LIMITED



25 BRANCHES ACROSS CANADA

EVERYBODY'S LISTENING

to
RUSS TITUS

Canada's
Favourite Male Singer

Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784



AIR CHECK

YOUR
VANCOUVER MARKET

RECORDINGS GUARANTEED
COMPLETE FACILITIES

Write or Wire

DON WILSON STUDIOS

813 Birks Building, Vancouver



PEAK-LIMITING AMPLIFIER

Making it impossible for any broadcast program peak to exceed the predetermined maximum output level, a new type of peak-limiting amplifier has been developed by E. E. Schroeder, of the WBBM, Chicago, technical staff, according to an announcement by A. B. Chamberlain, CBS Chief Engineer. In operation at WBBM for nearly a year, its performance has proved so superior that it is planned to make the amplifier standard equipment at all CBS owned stations. The General Electric Company is manufacturing the new limiter, known as the GE type BA-5-A Auto Gain, which will be made available to the broadcasting trade.

While similar in its nominal dynamic functions to many peak-limiting amplifiers in current use, the new amplifier performs the functions in a superior manner. The outstanding feature is an effectively zero attack time, which means not a single program peak can exceed the predetermined maximum output level. Momentary overmodulation of an associated transmitter is impossible, within the range of peak levels accepted by this amplifier. The new development affords extremely low tran-

sient waveform distortion, high compression ratio above the threshold of grain-reducing action, and an automatically-variable recovery time which minimizes objectionable "pumping" of program level when gain-reducing action takes place.

Schroeder, inventor of the new amplifier, is 34 years old and has operated amateur station W9TB for many years. Since 1933, he has served in Chicago on WBBM's technical staff.

FM For Far East

Roy Dunlop, formerly with CBC, sailed from San Francisco last month en route to China where he will hold a post in English broadcasts for the Chinese Broadcasting Administration. Dunlop stated a chain of FM stations along the China coast is planned with which to reach English speaking audiences in the Far East.

Too Many Phone Calls

An ultimatum has been served to CFOR, Orillia. An audience participation - by - telephone program has been disrupting telephone communication in Orillia to such an extent that the local Bell Telephone manager has found it necessary to ask CFOR to effect a decrease in the telephone response to the program. Gordon Smith, CFOR's manager, is faced with the dilemma of finding a suitable solution to the problem of satisfying both the telephone company and the sponsors.

Composer Cable

Howard Cable's new suite based on eight 20th Century "folk tunes," entitled "Jingles All the Way, No. 2," will be broadcast soon by Arthur Fiedler, conductor of the Boston "Pops" Orchestra, according to "TIME."

Cable's original composition, "Jingles No. 1," has not been broadcast due to advertisers involved raising objections.

"quotes"

"The Government radio has issued a very attractive booklet, in celebration of its first ten year in existence. Unfortunately, says "The Letter-Review," the little pamphlet contains repeated statements that the CBC is not in any sense Government owned, which is a most untruthful remark. CBC is of course, as directly Government owned and Government controlled as is CNR or the Post Office. The statement that it is under control of Parliament, and not of the Government, is a meaningless attempt to deceive the people of Canada. The policy of CBC is laid down by the Government, as in the case of any other Crown Company, subject to the will of Parliament. Plain untruths of this sort should not be circulated by any Government undertaking."

—:Charlottetown Guardian

"30"

"A move is on foot in Ottawa where the big shots of the Government's CBC are in need of more funds to waste on piffling programs, to up the price of radio licences another 50 cents a year, thus bringing this obnoxious tax to \$3.

If this raise is made there is a possibility that the CBC will come in for a hail of public condemnation which will shake the federal project to its very foundations.

It is definitely established that Canadian listeners are opposed to any increase of form of extortion, for doubtful benefits of such service as being given by the CBC."

—:Winchester Press

"30"

"Independent radio stations have two important functions: to offset the tendency to dull uniformity which radio monopoly is bound to create, and to guarantee that state radio will not one day be used undisguisedly for the purpose to which it is so ideally suited—a government propaganda machine."

—:Vancouver Sun

"30"

"The radio committee in its report to parliament agreed that there was a definite need for privately owned community radio stations supplementary to the CBC national networks. There is no quarrel in that regard. But the privately owned stations would like to have some body other than the CBC to which they could appeal if there was disagreement over a decision handed down by the CBC or the enforcing of a regulation made by the CBC.

Under the present setup the CBC writes the regulations. It sets policy, and enforces and interprets the regulations. It issues directives under the power of its own regulations and has the authority to punish what it considers to be a violation of the regulations. The punished party has no appeal."

—:Regina Leader Post

Jean Baptiste says:-



Quebec—Canada's only walled city—is still a fortress, originally garrisoned by British soldiery, but now by Canada's own troops. It is aptly called "The Gibraltar of America."

Progressive in business, quaint old Quebec City serves to emphasize the thriving prosperity of French-Speaking Canada. Explore this receptive market by RADIO and you will get results..

CHRC
QUEBEC
1000 Watts (soon 5000)

CHLN
TROIS RIVIERES
250 Watts (soon 1000)

CHLT
SHERBROOKE
1000 Watts

Jos. A. Hardy & Co. LTD.

1405, PEEL ST.
MONTREAL
Tel. H.Arbour 2515

39, ST. JOHN ST.
QUEBEC
Tel. 3-6693

80, RICHMOND ST. WEST
TORONTO
Tel. Adelaide 8482

CHNS BULLETIN BOARD

CHNS REPRESENTS SPONSORS IN THE BEST MANNER—THE PREFERRED MARITIME OUTLET FOR NATIONAL ADVERTISERS

5000 WATTS SOON!

REPRESENTATIVE:
THE ALL-CANADA MAN
TORONTO MONTREAL

960 ON YOUR RADIO

**ACCENTUATE
the NEGATIVE**

One thing about spending Christmas in England is that you don't have to listen to "I'm Dreaming of a White Christmas." That alone is almost worth the cost of air transportation, even if the air line does bait you with promises of two cocktails en route and only one cracker through with one. False pretences, that's what I call it, but Jack Robinson of American Air Lines is going to come across with the one they missed on the way over, and the couple that failed to materialize on the way back too.

There is one great disadvantage to travelling by air. That is that you can work yourself into a veritable fury over some vital point like those cocktails. You're going to sue them, shoot them or what have you. Then one of the stewardesses comes up to you and asks if you're "sure you're quite comfortable, Mr. Lewis," and what can you do? There is my main complaint about this trip, and something really has to be done about it. Maybe more stewardesses. (cc to Jack Robinson).

Lunch in New York, dinner in Gander, breakfast in Shannon and lunch in London. That's how we went over. Maybe they didn't have time to serve us that second cocktail. But coming back, head winds slowed us down somewhat. Under the circumstances, maybe the cocktails wouldn't have gone so well.

One thing about air lines, they use a lot of savvy. In the wee small hours of a drizzling cold Irish morning, you climb into your seat at Shannon air port ready to face twelve solid hours of sitting. As the 4-motor DC4 begins to climb you experience an intimate contact between your tummy and your adam's apple. You open a magazine and imagine you are impressing your fellow-passengers by your nonchalance. You think about the horrible things you have done to your fellow-man. Then you turn the magazine the right way up, glancing sheepishly at the man across the aisle, just as he looks in your direction. You both start to speak, stop, and then blurt out simultaneously, and oh so dispassionately: "Bit bumpy, eh?"

Then you turn over three pages of your magazine in rapid succession while he does the same thing. Number 4 motor ejaculates a terrific burp. You glance over the entrance to the cockpit, just to make sure the pilot hasn't lit up the "tighten your belt" sign. He hasn't. You wonder if the damn fool has forgotten it. The colored lad in front of you is fumbling in the seat pocket for a paper bag thoughtfully provided by the same air line that missed out on the cocktails. You glance out of the window, porthole or whatever you call the damn thing. Your heart thumps. The plane seems to drop a couple of miles. There is a mountain peak just outside. Good Gravy we must have turned back. By this time there should be nothing but sea under us. You look around the plane. Nobody looks more than normally uncomfortable. The plane seems to be losing altitude. You feel secretly

for the ends of your seat belt so that you can be ready to tighten it if the light comes on. You glance outside to see where that mountain is. You look harder. It wasn't land. It was the end of the wing. You are very glad you didn't mention it to the guy across the aisle. You pull the seat lever so that it is in reclining position, and really read. Soon a gentle voice coos enquiringly over your shoulder, asking if you will require transportation from LaGuardia Field when we get in. You're only half an hour, a hundred miles at the most, out from Shannon. You've still eleven and a half hours of sitting to do. 1800 miles to fly. Yet that query about your transportation requirements seems so reassuring though distant that you begin to breathe easily again and even hand the colored lad ahead of you the paper bag from your own seat pocket in case he's going to need that too. The rest of the voyage is divided between talking to the stewardess, playing gin rummy with the man across the aisle, talking to the stewardess, reading your magazine, talking to the stewardess, writing letters, talking to the stewardess, eating delightfully prepared meals that scarcely needed a cocktail, talking to the stewardess, dozing, talking to the . . .

Only once in the whole journey home—and we did indulge in a 24 hour side trip from Shannon—did radio rear its head. That was in the lounge of a charming little hotel in Adare, not far from Shannon, with all modern conveniences including a roller towel on every floor. Suddenly the loud-speaker came out with a very British—

"And now a program from Canada." Believe it or not it was "The Four Gentlemen," Bill Morton, Jack Reid, Ernest Berry and John Harcourt. I realized with a jolt that the world was still revolving after all.

One thing about travelling on a private enterprise line on this, to me, momentous trip, instead of a government-owned one, I missed a helluva good item for Lewisite. This would have been it. One advantage of travelling on a government air line, if the plane crashes, you have the satisfaction of being able to say: "I always told you government operated business was no good." Oh well, one can't have everything.

Complaints to the effect that this article has no place in a radio trade paper should be addressed to "Complaint Editor (that's me), Canadian Broadcaster, 371 Bay Street, Toronto, and should be accompanied by a three year subscription. Who do I think I am? Frank Chamberlain?"

C J A V

Voice of the Alberni Valley

CJAV, on 1240 KC serves the rich industrial northern half of Vancouver Island, tapping an area of ever increasing population and development, in timber, fishing, canning and mining.

Within its listening radius are great lumber mills and logging camps with their allied settlements — an area of unbounded wealth. CJAV is the only radio medium in this territory.

250 WATTS 1240 KC

PORT ALBERNI, B.C.

See Radio Representatives

Since 1937—

this brilliant young radio actress has been turning out roles that really click. She's MISS RADIO OF 1947— better known as

PEGGI LODER

AND CAN BE REACHED THROUGH

Radio Artists Telephone Exchange

WA. 1191

TORONTO

630 Kc.

CKRC WINNIPEG

DOMINION NETWORK

- and Here's Why!

CKRC is steadily gaining in listener preference and Dollar for Dollar is— CANADA'S BEST RADIO BUY

Representatives

CANADA: ALL-CANADA RADIO FACILITIES U.S.A.: WEED & Co.

SURVEYING THE SURVEYS

The following article is based on an interview with Mr. R. G. Silvey, BBC Director of Research, through whose kind co-operation the information was made available.

BBC listeners research is divided into two main operations: (i) finding out how many people listen to each program and (ii) ascertaining listeners' opinions of the broadcasts they hear.

Listening Barometer

Trained interviewers are employed by the BBC throughout Great Britain to ask, by personal interview, 3,000 people a day what programs they listened to the previous day. Two hundred of these interviewers are kept at work all the time and in this way a cross-section of each region supplies the yardstick used continuously for measurement of the listening habits of the ten million set-owners served by the system.

Interviewers are supplied with a copy of the previous day's schedule which is shown to the interviewee, and questions take the form of: 'Did you listen to A Program, B Program, C Program, etc?'

Results of the interviews are tabulated in London and combined into a daily statement, for internal BBC use only, called the "Listening Barometer." The "barometer" shows the percentage of interviewees who admit hearing each program, and the figures, which are comparable to the Canadian or U.S. "ratings," give an estimate of listening for each region.

Listening Panel

Ratings produced by the "Barometer," are further analyzed by the use of a volunteer "Listening Panel." This consists of 3,600 listeners who are willing to be questioned. These are unpaid advisers, recruited from all parts of the country, and from every age, social and occupational group. Twice a week,

each panel member receives an envelope containing questionnaires relating to a selection of forthcoming broadcasts. He is asked to pick out those which relate to broadcasts which he would listen to in any case, and, after listening, to answer the questions and post them back to the BBC.

Members of the panel are emphatically asked not to "duty-listen." It is pointed out that a listener who normally avoids "thrillers" because they make him or her nervous, would be "duty listening" should he or she tune in the program simply to turn in a report, and that report would be worthless.

A specific questionnaire is prepared, in printed form for each program.

The following were the questions asked in connection with an Oxford and Cambridge Rugby Match:

(i) Did Rex Alston give you a clear picture of the match? (Very/Fairly/Not at all.)

(ii) What did you think of Rex Alston's voice and delivery? (Excellent/Very good/Quite good/Poor/Very Poor.)

In the case of the light program, "Stand Easy," panel members were asked for one word comments on (1) the way the broadcast was performed, with comments on individual performances; (ii) the music; (iii) the script.

Comments are asked for in each case besides the "excellent/very good/quite good/poor/very poor" from which they are invited to choose.

In the case of what appears to have been a forum, called "Midland Parliament", panel members were asked to state whether each of the four participants put over their points of view "very well/fairly well/not well." They were also asked if they thought the chairman was "very good/quite good/poor." Finally they were asked if they found the discussion (a) easy to follow—(perfectly easy/rather difficult/very difficult) (b) informative (very/fairly/not at all) (c) lively (very/fairly/not at all).

Simplification of these questionnaires from the panel member's stand-point is further evidenced by the request at the foot of each to "sum up your feelings about this broadcast by ringing one of the following: A+, A, B, C, C—."

To facilitate "grading" of programs, each panel member receives

a chart with five phrases for each of the five categories. Member simply choose the phrase which most nearly fits their opinion of the program, and grade it accordingly.

These are the phrases with their classifications.

A+ (i) Wouldn't have missed this for anything.

(ii) Can't remember when I have enjoyed (liked) a program so much.

(iii) One of the most interesting broadcasts I have ever heard.

(iv) One of the most amusing broadcasts I have ever heard.

(v) One of the most moving (impressive) broadcasts I have ever heard.

A (i) Very glad, indeed, I didn't miss this.

(ii) Enjoyed (liked) it very much indeed.

(iii) Very interesting indeed.

(iv) Very amusing indeed.

(v) Most moving (impressive) broadcast.

B (i) Pleasant, satisfactory broadcast.

(ii) Enjoyed (liked) it.

(iii) Interesting broadcast.

(iv) Amusing broadcast.

(v) Rather amusing (impressive).

C (i) Felt listening was rather a waste of time.

(ii) Didn't care for it much.

(iii) Rather dull (boring).

(iv) Rather feeble.

(v) Not very impressive.

C— (1) Felt listening was a complete waste of time.

(ii) Disliked it very much.

(iii) Very dull (boring).

(iv) Very feeble.

(v) Not at all impressed.

Programs score as follows. for an A+, 4 points; for A, 3 points; for B, 2 points; for C, 1 point; for C—, zero.

Since panel members are urged not to comment on programs they would not normally have listened to, and since the 3,600 members are scattered throughout the BBC's regions, a relatively small number of reports is received on each program. But these are tabulated, their scores added and averaged. Thus the quantitative listening analysis of what North American radio terms ratings is amplified with this qualitative examination into the reactions of those who listen.



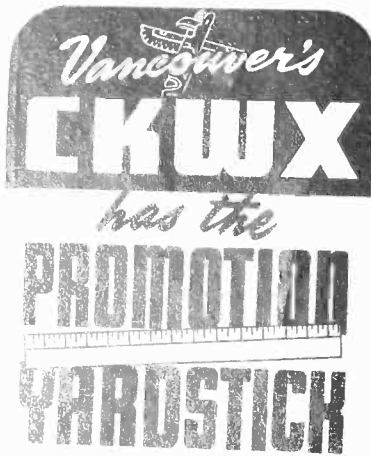
"DOMINION"
OUTLET FOR
SOUTH-
WESTERN
ONTARIO

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



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



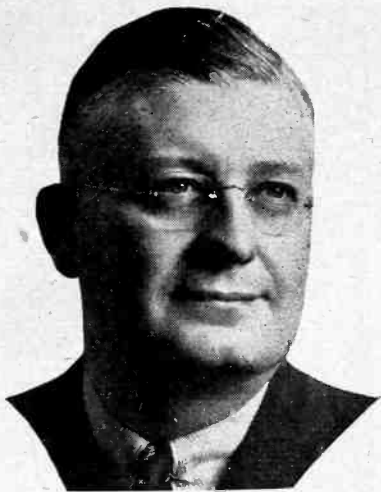
Ask the ALL-CANADA MAN

Covers THE RICH FRUIT BELT of BRITISH COLUMBIA
CBC BASIC ★ 1000 WATTS
CKOV
KELOWNA ★ Okanagan BROADCASTERS LTD.

RADIOMEN BUY LIBERTY



JACK COOKE



ROY THOMSON

The purchase of Liberty Magazine of Canada from Liberty, USA, by Jack Cooke, president of CKEY, Toronto, and Roy H. Thomson, newspaper publisher and owner of CFCH, North Bay, CKGB, Timmins and CJKL, Kirkland Lake, was announced last month.

Commencing with the issue of January 4, 1947, Liberty Magazine will be entirely Canadian owned and operated for the first time in

fourteen years.

Mr. Cooke has announced the magazine will be expanded and improved under direction of its present Canadian staff. Additional Canadian feature material is to be added and the number of pages increased.

Mr. Cooke will be president and publisher and Mr. Thomson chairman of the board of Liberty of Canada.

SCORES BEAT ON VANCOUVER FIRE

CJOR Vancouver scored a clean news beat on a downtown hotel fire when public relations man Dorwin Baird, a fire engine chaser from away back, arrived at the fire a few moments after the hook and ladder boys and dashed into the smoke filled lobby.

Getting together some information on the fire, which was in the basement of the York Hotel, Baird grabbed a phone in the lobby and dialed CJOR.

Quick work on the other end of the line by Dave Hill enabled Baird to broadcast his fire story direct from the lobby phone. He was able to tell listeners that the fire was under control and that everybody was safe.

Coming on the heels of the disastrous hotel fires in Atlanta, Ga., and Saskatoon, the unusual broadcast drew a good deal of attention locally.

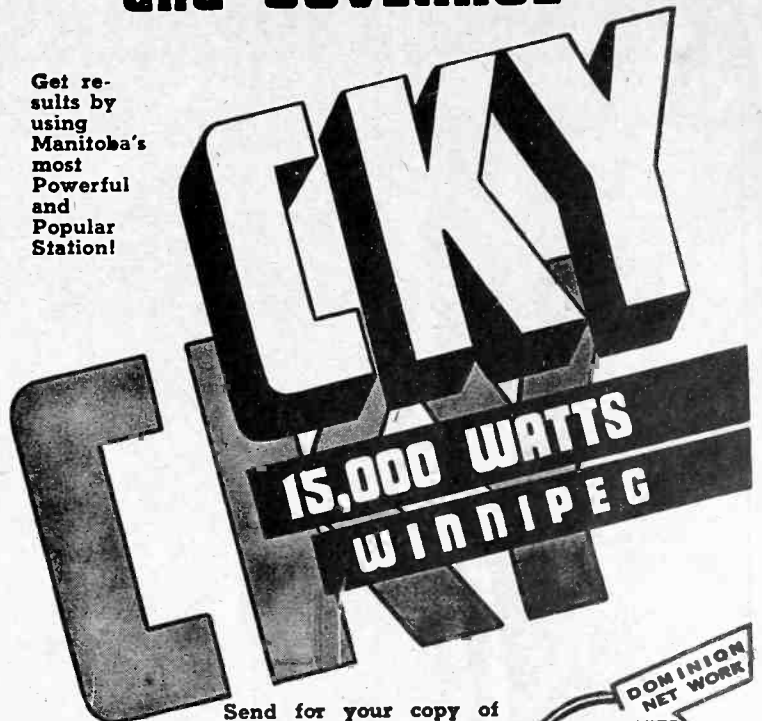
While Baird was making his telephonic broadcast, CJOR news boss Vic Waters was in the basement of the hotel checking up on the facts. His report put the finishing touches to the picture and Baird was able to report the fire "struck out."

Teenage Newscast

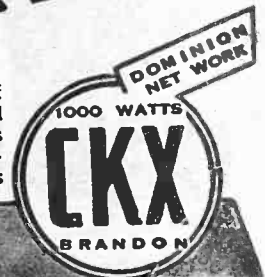
CKEY, Toronto, is broadcasting a daily newscast of Canada-wide teen-agers' activities in conjunction with a one-hour after-school dance session.

For POWER and COVERAGE

Get results by using Manitoba's most Powerful and Popular Station!



Send for your copy of "Manitoba Calling," and learn interesting facts and highlights of Manitoba's two popular stations



EXCLUSIVE SALES REP.: HORACE N. STOVIN TORONTO, WINNIPEG, MONTREAL

2



SPIRIT OF '47

Maritime radio in 1947 will be a more potent advertising medium than ever. CKCW led the way by jumping to 5kw (day and night), last June, and 1947 will see practically every station moving out of the diaper stage and becoming "big boys".

And right in the centre of this rapidly growing Maritime picture is Lionel, ready to serve you in 1947 by offering greater coverage and more listeners than ever before.

"Kid" Stovin can give complete details.



MONCTON NEW BRUNSWICK
The Hub of the Maritimes
Representatives Stovin & Co., Toronto - Montreal..

CKCR
KITCHENER

A *Wright* STATION

Mr. Advertiser
YOU CAN'T COVER THE \$21,000,000
KITCHENER - WATERLOO MARKET
WITHOUT
CKCR

see
WILLIAM WRIGHT
Victory Bldg.

AD. 8481



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

CHATHAM

Serving

The richest farming area in Canada with increased operating hours 7.15 a.m.-11.15 p.m.

(16 hours daily).

JOHN BEARDALL

Mgr.-Owner

SURVEYING THE SURVEYS

The following article is based on an interview with Mr. R. G. Silvey, BBC Director of Research, through whose kind co-operation the information was made available.

BBC listeners research is divided into two main operations: (i) finding out how many people listen to each program and (ii) ascertaining listeners' opinions of the broadcasts they hear.

Listening Barometer

Trained interviewers are employed by the BBC throughout Great Britain to ask, by personal interview, 3,000 people a day what programs they listened to the previous day. Two hundred of these interviewers are kept at work all the time and in this way a cross-section of each region supplies the yardstick used continuously for measurement of the listening habits of the ten million set-owners served by the system.

Interviewers are supplied with a copy of the previous day's schedule which is shown to the interviewee, and questions take the form of: 'Did you listen to A Program, B Program, C Program, etc?'

Results of the interviews are tabulated in London and combined into a daily statement, for internal BBC use only, called the "Listening Barometer." The "barometer" shows the percentage of interviewees who admit hearing each program, and the figures, which are comparable to the Canadian or U.S. "ratings," give an estimate of listening for each region.

Listening Panel

Ratings produced by the "Barometer," are further analyzed by the use of a volunteer "Listening Panel." This consists of 3,600 listeners who are willing to be questioned. These are unpaid advisers, recruited from all parts of the country, and from every age, social and occupational group. Twice a week,

each panel member receives an envelope containing questionnaires relating to a selection of forthcoming broadcasts. He is asked to pick out those which relate to broadcasts *which he would listen to in any case*, and, after listening, to answer the questions and post them back to the BBC.

Members of the panel are emphatically asked not to "duty-listen." It is pointed out that a listener who normally avoids "thrillers" because they make him or her nervous, would be "duty listening" should he or she tune in the program simply to turn in a report, and that report would be worthless.

A specific questionnaire is prepared, in printed form for each program.

The following were the questions asked in connection with an Oxford and Cambridge Rugby Match:

(i) Did Rex Alston give you a clear picture of the match? (Very/Fairly/Not at all.)

(ii) What did you think of Rex Alston's voice and delivery? (Excellent/Very good/Quite good/Poor/Very Poor.)

In the case of the light program, "Stand Easy," panel members were asked for one word comments on (1) the way the broadcast was performed, with comments on individual performances; (ii) the music; (iii) the script.

Comments are asked for in each case besides the "excellent/very good/quite good/poor/very poor" from which they are invited to choose.

In the case of what appears to have been a forum, called "Midland Parliament", panel members were asked to state whether each of the four participants put over their points of view "very well/fairly well/not well." They were also asked if they thought the chairman was "very good/quite good/poor." Finally they were asked if they found the discussion ((a) easy to follow—(perfectly easy/rather difficult/very difficult) (b) informative (very/fairly/not at all) (c) lively (very/fairly/not at all).

Simplification of these questionnaires from the panel member's stand-point is further evidenced by the request at the foot of each to "sum up your feelings about this broadcast by ringing one of the following: A+, A, B, C, C—."

To facilitate "grading" of programs, each panel member receives

a chart with five phrases for each of the five categories. Members simply choose the phrase which most nearly fits their opinion of the program, and grade it accordingly.

These are the phrases with their classifications.

A+ (i) Wouldn't have missed this for anything.

(ii) Can't remember when I have enjoyed (liked) a program so much.

(iii) One of the most interesting broadcasts I have ever heard.

(iv) One of the most amusing broadcasts I have ever heard.

(v) One of the most moving (impressive) broadcasts I have ever heard.

A (i) Very glad, indeed, I didn't miss this.

(ii) Enjoyed (liked) it very much indeed.

(iii) Very interesting indeed.

(iv) Very amusing indeed.

(v) Most moving (impressive) broadcast.

B (i) Pleasant, satisfactory broadcast.

(ii) Enjoyed (liked) it.

(iii) Interesting broadcast.

(iv) Amusing broadcast.

(v) Rather amusing (impressive).

C (i) Felt listening was rather a waste of time.

(ii) Didn't care for it much.

(iii) Rather dull (boring).

(iv) Rather feeble.

(v) Not very impressive.

C— (1) Felt listening was a complete waste of time.

(ii) Disliked it very much.

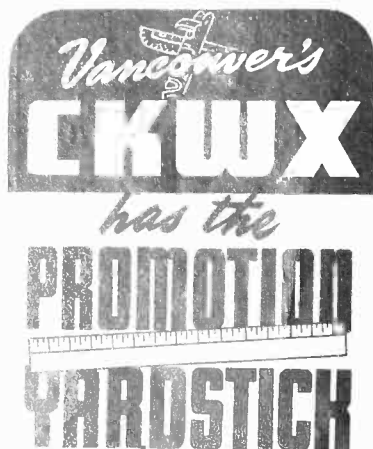
(iii) Very dull (boring).

(iv) Very feeble.

(v) Not at all impressed.

Programs score as follows. for an A+, 4 points; for A, 3 points; for B, 2 points; for C, 1 point; for C—, zero.

Since panel members are urged *not* to comment on programs they would not normally have listened to, and since the 3,600 members are scattered throughout the BBC's regions, a relatively small number of reports is received on each program. But these are tabulated, their scores added and averaged. Thus the *quantitative* listening analysis of what North American radio terms ratings is amplified with this *qualitative* examination into the reactions of those who listen.



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



*Ask the
ALL-CANADA MAN*

Covers
**THE RICH
FRUIT BELT
of
BRITISH COLUMBIA**
CBC BASIC ★ 1000 WATTS

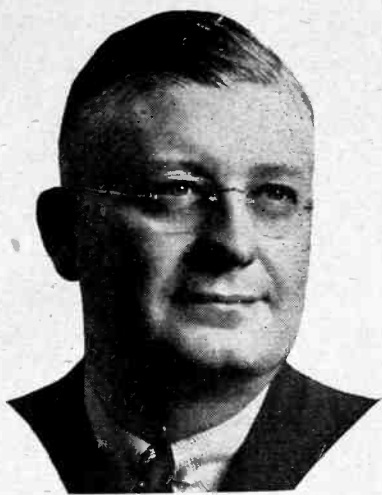
CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

RADIOMEN BUY LIBERTY



JACK COOKE



ROY THOMSON

The purchase of Liberty Magazine of Canada from Liberty, USA, by Jack Cooke, president of CKY, Toronto, and Roy H. Thomson, newspaper publisher and owner of CFCH, North Bay, CKGB, Timmins and CJKL, Kirkland Lake, was announced last month.

Commencing with the issue of January 4, 1947, Liberty Magazine will be entirely Canadian owned and operated for the first time in

fourteen years.

Mr. Cooke has announced the magazine will be expanded and improved under direction of its present Canadian staff. Additional Canadian feature material is to be added and the number of pages increased.

Mr. Cooke will be president and publisher and Mr. Thomson chairman of the board of Liberty of Canada.

SCORES BEAT ON VANCOUVER FIRE

CJOR Vancouver scored a clean news beat on a downtown hotel fire when public relations man Dorwin Baird, a fire engine chaser from away back, arrived at the fire a few moments after the hook and ladder boys and dashed into the smoke filled lobby.

Getting together some information on the fire, which was in the basement of the York Hotel, Baird grabbed a phone in the lobby and dialed CJOR.

Quick work on the other end of the line by Dave Hill enabled Baird to broadcast his fire story direct from the lobby phone. He was able to tell listeners that the fire was under control and that everybody was safe.

Coming on the heels of the disastrous hotel fires in Atlanta, Ga., and Saskatoon, the unusual broadcast drew a good deal of attention locally.

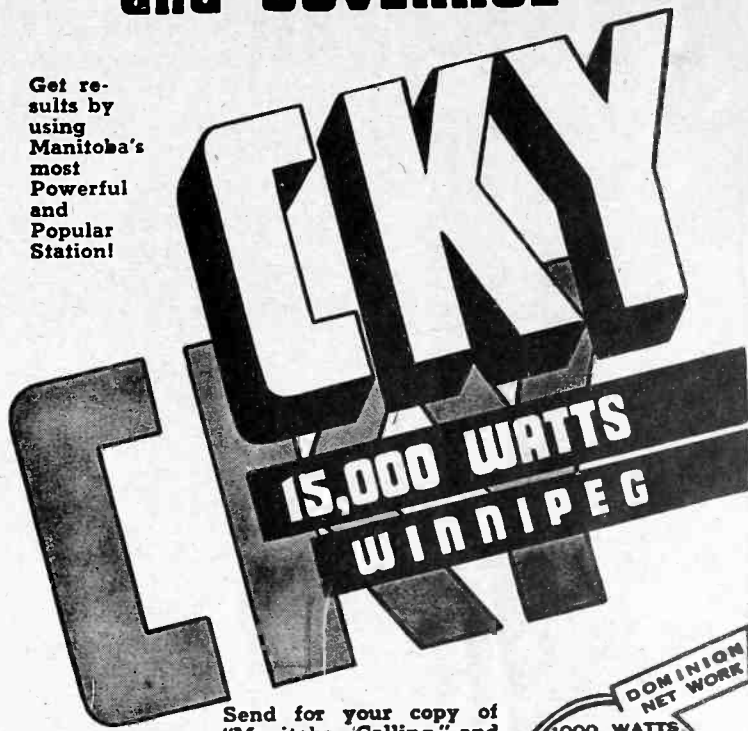
While Baird was making his telephonic broadcast, CJOR news boss Vic Waters was in the basement of the hotel checking up on the facts. His report put the finishing touches to the picture and Baird was able to report the fire "struck out."

Teenage Newscast

CKEY, Toronto, is broadcasting a daily newscast of Canada-wide teen-agers' activities in conjunction with a one-hour after-school dance session.

For POWER and COVERAGE

Get results by using Manitoba's most Powerful and Popular Station!



Send for your copy of "Manitoba Calling," and learn interesting facts and highlights of Manitoba's two popular stations



EXCLUSIVE SALES REP.: HORACE N. STOVIN TORONTO, WINNIPEG, MONTREAL



SPIRIT OF '47

Maritime radio in 1947 will be a more potent advertising medium than ever. CKCW led the way by jumping to 5kw (day and night), last June, and 1947 will see practically every station moving out of the diaper stage and becoming "big boys".

And right in the centre of this rapidly growing Maritime picture is Lionel, ready to serve you in 1947 by offering greater coverage and more listeners than ever before.

"Kid" Stovin can give complete details.

CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
Representatives Stovin & Co., Toronto - Montreal..

CKCR
KITCHENER

A *Bright* STATION

Mr. Advertiser
YOU CAN'T COVER THE \$21,000,000
KITCHENER-WATERLOO MARKET
WITHOUT
CKCR

see
WILLIAM WRIGHT Victory Bldg.

AD. 8481

CKGB Timmins

now

5000 WATTS ON 680 KCS.



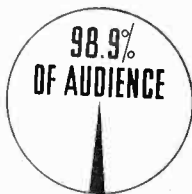
The Northern Ontario market is rich and profitable for advertisers! Exceptionally high incomes from the famous Porcupine gold

mining area and the numerous pulp and lumbering operations, give the people of the Timmins area the highest per capita purchasing power in Canada.



CKGB — now 5,000 watts — blankets this fertile market. An unusual mineral formation makes outside radio reception almost impossible. Elliott-Haynes latest

surveys show that CKGB earns 98.9% of the audience—almost exclusive coverage of the 83,845 listeners.



CKGB TIMMINS

5000 WATTS

680 Kcs.

For further information and market data, 'phone, wire or write:

NATIONAL BROADCAST SALES

TORONTO:	2320 Bank of Commerce Bldg.	AD. 8895
MONTREAL:	1010 University Tower Bldg.	HA. 3051
U.S.A.	Donald Cooke, Inc.	

CONVALESCING



Grace Webster, Toronto's "first lady of radio," and 1945 Beaver winner, will be in St. Joseph's Hospital, Toronto, for the next few weeks suffering from a compound fracture of her leg, as a result of a fall.

Station Service Dept.

CKOC, Hamilton, has inaugurated a service department for its accounts. All contact work, general calls, copy checking and the like, is carried on by one man acquainted with all phases of broadcasting. Freedom from individual leg work and consequent loss of time to individual members of department servicing accounts, has already showed a marked improvement in overall production.

Get Out And Vote

CKPG, Prince George, B.C., assisted the Junior Chamber of Commerce of that city with a "Get Out And Vote" campaign last month which resulted in the greatest number of voters turning out on election day in Prince George. For the first time, listeners heard returns aired directly from the office of the Returning Officer, followed by brief addresses by successful candidates.

Drinking—Pro & Con

The use of alcoholic drinks will be discussed in a series of talks over the CBC Dominion network, Thursdays. The first broadcast on January 2, given by Bob Kesten, commentator, outlined the nature of the series and subjects to be covered in subsequent weeks.

Included among the speakers will be Rod Phelan, Toronto lawyer; Rev. John Coburn, secretary of the Canadian Temperance Federation; and Dr. Jacob Markowitz, associate professor of psychology at the University of Toronto, who intends to dispel common misconceptions about the effect of alcohol on the human body.



GRACIAS

Thanks a million for all the Christmas greetings which were wired to us in England—prepaid.

* * *

THEY SHOULD LIVE SO LONG

After many weeks, the Canadian Broadcasting Corporation has ceased to celebrate its tenth birthday. It is understood it will not begin to celebrate its silver jubilee until about 1958.

—:Printed Word

* * *

MILLENNIUM

One of these days our printer will lose a piece of ad copy for an advertiser who lives less than \$5 away by telephone.

* * *

LAUGH CLOWN

One suggestion for improving radio comedy is that the networks might put on that other show—the one which apparently panics the studio audience.

—:Edmonton Journal

* * *

CAN'T HAPPEN HERE

The British Socialist government's edict that the pantomimes should make no jokes against the government this year can't happen in Canada because the Canadian government just isn't funny.

* * *

MISSION ACCOMPLISHED

Dear Everybody: I'm back—safely—so what are you going to do about it?

—:Dick Lewis

* * *

PRODUCTION LINE

Canada's hens produce two hundred eggs a second—putting them on a par with our radio funsters.

—:London Free Press

* * *

UK HOSPITALITY

Our gracious reception by Beecheroff, Brenard, Silvey, McAlpine, Pelletier and Thompson at the BBC makes our customary pursuit of nationalized radio a little awkward this issue.

006 ★ 900 ON YOUR DIAL ★ 900 ON YOUR DIAL ★ 710

CHML TOPS IN CANADA'S MAJOR TEST MARKET!



Market Data
 Within our primary coverage area are
 19.35% of the Total Population of Canada
 25.28% of the Total Retail Sales in Canada
 23.55% of the Total Food Sales in Canada
 32.57% of the Total Drug Sales in Canada
 based on the latest Dominion Bureau of statistics figures. Coverage according to preliminary measurements of R.C.A.

Represented By
 Metropolitan Broadcasting Service,
 Toronto, Ont.
 Horace Stovin Co., Montreal,
 Winnipeg.
 Adam J. Young Jr. Inc., New York,
 Chicago, Los Angeles.

5000 WATTS

HAMILTON - ONTARIO

ON YOUR DIAL ★ 900 ON YOUR DIAL ★ 900 ON YOUR DIAL ★ 900 ON YOUR DIAL ★ 900 ON YOUR DIAL

ON YOUR DIAL ★ 900 ON YOUR DIAL ★ 900 ON YOUR DIAL ★ 900 ON YOUR DIAL ★ 900 ON YOUR DIAL

CFRB LEADS

ALL Toronto Stations!

MOST OF THE TOP SHOWS ARE HEARD ON CFRB

11 of the first 15 in October

SHOWS	CFRB	OTHER
Lux Radio Theatre.....	34.1	
Charlie McCarthy.....		30.9
Fibber McGee.....		25.1
Corliss Archer.....	20.7	
Ozzie and Harriett.....	20.2	
Green Hornet.....	19.2	
Phil Harris Show.....		18.3
Fun Parade.....	16.2	
Inner Sanctum.....	15.6	
Record Shop.....		15.3
Eddy Bracken Show.....	14.9	
Big Town.....	14.6	
Double or Nothing.....	14.6	
Boston Blackie.....	14.6	
Treasure Trail.....	14.5	

and in November

SHOWS	CFRB	OTHER
Lux Radio Theatre.....	37.6	
Charlie McCarthy.....		30.0
Fibber McGee.....		28.5
Ozzie and Harriett.....	24.2	
Green Hornet.....	23.1	
Album of Familiar Music.....		20.9
Wes McKnight.....	20.4	
Double or Nothing.....	19.7	
Amos and Andy.....		19.0
Treasure Trail.....	18.6	
Big Town.....	18.2	
Inner Sanctum.....	17.9	
Eddy Bracken.....	17.9	
N.H.L. Hockey.....	17.7	
Jack Carson Show.....	17.4	

Regular independent surveys prove that CFRB broadcasts the largest share of the highest-rated programs...

CFRB

ONTARIO'S FAVOURITE STATION!