As Ye Saw . . .

The tentative agenda for the 1945 Annual Meeting of the Canadian Association of Broadcasters (page 9 this issue) displays a significant absence of the customary luncheon oratory, and there is a definite indication that this convention will be noteworthy for hard work, on the part of the delegates themselves.

While at first thought the past year has been significant for the growth of the network side of the broadcasting business, and the apparent exclusion of private business from this sphere of activity, there have been major advances in many fields. Goaded perhaps by the barbs of unfair government competition, it is safe to say that private broadcasters will be able to meet at the conference table in Quebec next month with a great deal of satisfaction for what has been accomplished since February 1944.

Predominant among these developments are, we believe, the establishment of the joint committee on radio research, and the Bureau of Broadcast Measurement, now operating, both in Canada and, in very similar form, in the United States.

Already past the initial stages of submitting questionnaires to station managers to determine a method of attack as far as the public is concerned, this committee bids fair to chalk up creditable achievement in the exploration of public opinion it is about to undertake, in a true spirit of private enterprise at its best, offering radio a pattern of operation in keeping with public desire. To R. E. "Bob" Jones, chairman of this committee, is due the deep appreciation of the industry for his leadership in this work.

Through the Bureau of Broadcast Measurement, under the capable presidency of L. E. "Lew" Pfeffer, there has been established, as even its worst enemies must admit, at least the basis for a system of coverage measurement comparable to that employed by the newspaper publishers. Unquestionably there are stumbles in the first tottering attempts of this infant to walk. But just as unquestionably the only possible way of overcoming these falterings is to bring them to light by the simple process of putting them into actual practice. In the past year, the BBM has advanced from nothing more than an idea to a working machine. With the positive co-operation of the industry, another year will see this priceless baby casting off its swaddling clothes and holding its head high among its brothers and sisters in the Research family.

At the three previous CAB annual meetings we have been privileged to attend, we have been struck by the surprising lack of discussion, as various measures were placed before the assembled delegates. There seemed to be an unprecedented unanimity at these meetings, until after they were all over; and then the critics of whatever questions had been placed before the membership for consideration would complain loudly and bitterly at the measures they had allowed to go through unopposed.

It is to be hoped that at the 1945 conference broadcasters will be frank in voicing their views before the various measures are put to the vote. Only by this means can the entire association benefit from the opinions and the experiences of its individual members. The CAB, or any other trade association for that matter, like the proverbial chain, can never be stronger than its weakest link, and in this case that weak link (or member) should definitely not be you sir, or you, or you.
DON'T GAMBLE

On Radio Coverage ... Work with All-Canada's up-to-date Facts!

DOZENS OF CANADIAN advertisers and agencies make use of the dependable, up-to-date market data and station information which the All-Canada man has at his finger-tips.

This information is carefully compiled from regular reports supplied by each of All-Canada's 29 key stations across Canada. It takes the gamble out of radio scheduling!

Talk to the All-Canada man. Get up-to-the-minute facts about each station and the market it serves. A consultation involving no obligation, and which can make your radio budget more productive ... put you in touch with special opportunities in profitable markets.
**Sounding Board**

**REHABILITATION**

Sir: Having just been ground through the R.C.A.F. release mill, I have heard a lot of talk about refresher courses, rehabilitation, readjustment, but very little about what the boys are really interested in—jobs.

A big word like rehabilitation shouldn't mean smoke screen around the simple fact that the end and object of all our efforts must be to enable every man to find work that will pay him a decent, living wage, that will make the best possible use of his natural and acquired abilities, and will permit him to make the greatest possible contribution to Canada's productivity.

The responsibility is a divided one. Business, trade unions and government must each play its part in preparing working space for the vital 25% of our manpower now engaged in military service.

The coming CAB convention would be the ideal time for the radio industry to make plans for discharging its duty to our returning fighters. Among the head-

1. Under the last heading should come new press releases ideas and suggestions of how radio can help to publicize (a) The men and women available.
   (b) The jobs available.
   (c) Methods of getting these two together.
   (d) Making jobs where they do not exist
   (e) Re-employment of radio people now on active service.

2. Training and absorption of new people into radio from the armed services.

3. How radio can serve in putting the men in touch with the job.

Under the last heading should come new press releases ideas and suggestions of how radio can help to publicize:

(a) The men and women available.
(b) The jobs available.
(c) Methods of getting these two together.
(d) Making jobs where they do not exist
(e) Re-employment of radio people now on active service.

Radio is a new industry. It must demonstrate its vitality by placing itself in the vanguard of rehabilitation planning.

---Ex-R.C.A.F.

**CANDOR**

Sir: In your last issue you announced your Beaver Awards for Distinguished Canadian Radio." It is beyond my belief that you, the editor of a trade paper, can possibly make these awards important. Obviously, if the CBC used as much advertising space as the private stations, your editorial policy would certainly assume a different tone, so isn't it as plain as the nose on your face that the artists and others who will be the recipients of your so-called "Beaver Awards" will be selected from your advertisers. I suppose you think you're another William Lyon Mackenzie, giving your all (whatever that amounts to) for the freedom of speech and radio, but as far as I'm concerned you can keep it. I dare you to print this.

---Jane Eagle

**FROM THE SHOULDER**

Sir: Just to visualize your squirming between your antipathy for the CBC and your well-demonstrated belief in the democratic freedom of speech. I should like to see you print this opinion that the CBC has been an outstanding factor in raising the level of broadcasting for Canadian listeners. I do not like everything they do—not by a bushel—all can still be fair! Wield your editorial cudgel on some other phase of radio which is crying aloud for correction, such as spot announcements—of which the CBC by the way is guiltless. Why not campaign for accuracy, brevity, good taste, skilled writing and quality production of spot announcements? Require specimens of both good and bad ones. Run an article or two giving suggestions on how to turn out good spots. Radio needs criticism, so long as it is unbiased and constructive. Be the one to supply it, and you may even rate a stained window glass in the new CBC building.

---Fifteen Two

**MAIL BOX**

"Sounding Board" will appreciate hearing from you. Letters should be brief. We regret that we cannot print anonymous communications unless the sender's correct name is sent us, if necessary in confidence. Used or unused letters cannot be returned.

---

**Dons Cap and Gown**

Maurice "Bod" Bodington, veteran announcer who left CFRB some months ago to free-lance, is conducting a course in Radio Speaking at the Reilly Institute, Toronto, intended for business men, politicians and others who want to learn the technique for speaking over the radio. "Bod" reports that besides this new assignment, his commercial broadcasting commitments are progressing encouragingly.

---

**Interested in Victory?**

OF COURSE you are.

Then just remind your wife to take her change in War Savings Stamps during February— at all Food Stores across Canada.

Duophonic Recordings

---

**WSOO**

SAULT STE. MARIE, MICH.

Something NEW for Canadian Advertisers

EXCELLENT CHAIN BREAKS AVAILABLE

Canadian Funds

Canadian Rates

WILLIAM WRIGHT

Victory Blog.

AD. 481

---

**DOMINION BROADCASTING COMPANY**

4 ALBERT ST., TORONTO
When Radio-advertising

IN

Call us...

For up-to-date Market Data, Available Times, Program Information and Intelligent Service on all or any of these live Independent Stations.

The power to choose the work we do
To grow and have the larger view,
To know and feel that we are free,
To stand erect, not bow the knee.
To be no chattel of the State,
To be the master of our fate,
To dare, to risk, to lose, to win,
To make our own career begin.
To serve the world in our own way,
To gain in wisdom, day by day,
With hope and zest to climb, to rise;
That is PRIVATE ENTERPRISE.

HORACE N. STOVIN
& COMPANY
Radio Station Representatives
MONTREAL  TORONTO  WINNIPEG
Muzzled Microphones

Charging that the CBC, through its general manager, Dr. Augustin Frigon, enjoys "a fictitious restriction" which prevented him speaking over more than one Ontario station at a time when the Canadian Broadcasting Corporation did not approve of his manuscript, Hon. Charles A. Drew, Premier of Ontario delivered an address over CFRB January 11th in which he described his experience with respect to what he deemed that corporation's "arbitrary attitude" towards the democratic right to freedom of speech.

A condensation of the premier's talk follows:

A request was made on behalf of the Progressive Conservative Party for permission to arrange a provincial hook-up once a week for a fifteen-minute discussion of matters of public interest.

We were told that it was not possible to have wire connections between stations for broadcasts of a political nature. It was then arranged that speech in advance of the actual time the broadcast was to be made and that transcriptions would be sent to each of 27 stations, to be broadcast simultaneously each week or twice a week. That was done or two weeks with the approval of the Canadian Broadcasting Corporation.

Last week, however, we were informed that the broadcast was to be made and that transcriptions would be sent to each of 27 stations, to be broadcast simultaneously each week or twice a week. That was done or two weeks with the approval of the Canadian Broadcasting Corporation.

As soon as word of this strange decision was received, a telegram was sent to Dr. Augustin Frigon, explaining the ruling of the Canadian Broadcasting Corporation. He supported the ruling in a telegram of May 3 from which I quote the following words: "Because of your restrictive attitude towards me, I cannot agree..."

I then say: "You may use my stations as you please to long you maintain required lag be-

sueen broadcasts on individual sta-
tions."

I for one would like to know when a broadcast assumes a political nature the opinion of the Dr. Frigon. The time for broadcasts had been engaged in advance by a political party. It clearly stated that I was to speak as the leader of that party and on behalf of that party. The manuscript was taken over examination of the manuscript by representatives of the CBC, and with their approval.

Why didn't the CBC invoke these absurd regulations against the speech which was to have been made last week? As those of you who heard it over this station last week will remember, it was an argument in reply to a Dominion Provincial Conference at the earliest possible date, to lay the foundations for joint action between the Dominion and Provincial Governments so that what was done might be prepared as soon as possible for meeting the problems of peace.

I pointed out some of the events which had occurred in which I was involved emphasizing the interrelation of the cause. That was the more reason why the speech should have been allow-
ed to go out in the same way as the earlier speeches had gone.

No matter what explanation may be given by the CBC, the result is perfectly clear. As Leader of the Progressive Conservative Party in this province, I can speak to the whole province at the same time under arrangements made by a political party so long as my manuscripts meet with the approval of the Canadian Broadcasting Corporation, but the moment they do not approve, then these idiotic restrictions are applied.

Nnor is it in the field of political broadcasting alone that this arbitrary attitude is adopted. This is not only the first time the head of the CBC has made it clear that he will say what is political and what is not. Some of you may remember that after I returned from France and England last September I spoke at a meeting in Toronto which was carried over one of the CBC stations. A number of you heard what I said at the splendid hospital care of our young men, both in England and in France, and asked that I should talk to families and friends of men overseas by telling the same story over the radio to the whole province.

For that reason, the following message was sent to Dr. Frigon on September 26th: "Numerous request have been made that I speak to the people of Ontario about what I saw of the magnificent care given to our troops in France and Eng-

land, and if it can be arranged I would like to speak for fifteen minutes on an Ontario network on Thursday night, merely reporting on the extremely satisfactory conditions, and doing what I can to reassure those who have people in the hospitals over there of the excellent treatment they are receiving.

Now the CBC gives half an hour free time to political parties in this such an explanation for two months until the time for one political broadcast. I had seen hundreds of our boys overseas. I had seen how wonderful the treat-

ment was that they were receiving in hospitals. As Premier of Ontario I had told Dr. Frigon that my remarks were to be nothing but a report on those conditions. In spite of that, he did not tell me that he could interpret my remarks as having a political significance, then fifteen minutes would be deducted from the political time al-

lotted to us on November 22nd.

We have been informed over and over again that the CBC is not a political agency of the Dominion Government but an independent corporation providing public service. I think the best test of the independence of this corporation can be given by asking a simple question. On September 8th the Prime Minister of Canada, Prime Minister, gave half an hour over a national network to give his interpretation of the reinforcement situation. The National being first, we had a half hour hook-up across Canada, an hour allotted for January 3rd, under the same arrangements as those to which I have referred.

Do you think that when Mr. Lewis was asked for time in November to discuss reinforcements, he received a message from Dr. Frigon saying that he would prefer that Mr. King and Dr. Lewis had a talk? I think for one second that Dr. Frigion told Mr. King, that if, in his (Dr. Frigon's) opinion, there could be any political interpretation put upon what Mr. King had said there would be a deduction of the time used on November 8th from the next regular free time allotted to the Liberal Party on January 3rd.

Your answer to that question is the answer to whether Dr. Frigon and the Canadian Broadcasting Corporation are impartial and independent in their direction of the af-

fairs of the Canadian Broadcasting Corporation.

Freedom of speech cannot be had by fiat of political leaders. Either we have freedom of speech or we do not. This is something which affects every newspaper in this country. It affects every business organization in this country which advertises. It affects every indi-

vidual who has the right to express his opinion and should express it on every possible occasion in re-

gard to our public affairs.
Leaves CKCK

After nine years of doing practically everything around CKCK from copywriting and announcing to traffic, Marjorie Walsh is leaving the Regina Station. At one time with the old CHWC station in Regina, Miss Walsh also worked as publicity director for CKCK.

Principles Of Private Enterprise

Governments were urged to recognize and to adhere to ten principles of private enterprise by the Private Enterprise Section of the International Business Conference held in Rye, N.Y., and reported in Industrial Canada for December. The ten points are as follows:

1. Equality of opportunity.
2. Equality under law.
3. Reward for initiative.
4. Privilege for thrift.
5. A tax structure that encourages incentive and risk.
6. Restriction of monopoly.
7. Abstinence of government from competition with private business.
9. Equitable distribution of profits with consumers’ and labor’s interest safeguarded to the end that more and more things may be supplied to more and more people, thereby producing maximum employment, at the highest possible level of wages.
10. Government — under law — that will provide encouragement to business through provision of an economic atmosphere in accord with the above principles.

"quotes"

Perhaps the proportion is about right; but those who judge music lovers by the precious crumbs that fall from the rich man’s table are selfish indeed to complain when the radio carries for a short time on Sunday to the type of person who likes to attend concerts at Massey Hall in Toronto, and its Ottawa equivalent.

The fact is that for that kind of listener the radio offers mighty little, or was it not for the Sunday evening when a radio would be of little use to them all. For six months a week they get none to nothing. Multitudes of week-night listeners turn on the radio to the kind of music they enjoy; but there do not listen to it with the intensity of concentration that the music lover gives to the favored hours he gets per week, yet the Niagara of noise they like is slowed down by Sundays, they feel the radio is echoing them.

--- St. Thomas Times-Journal

"30"

The CBC, or at any rate the Common Radio Committee, think eerie, spooky or gruesome dramatization is no fit fare for younger or more excitable listeners. Doubtless there is a school of psychology which will affirm that has training pipes are bad for the mind, if not the heart. A school of psychology can be found to argue for or against anything.

But myriads of listeners, who may turn down the lights and hearing below laughter, howl, howl, house walls, dying moans, crookneck stairs, blood-curdling shrieks and shrieking thuds emanating from their receiving sets, will be a tripe provoke the super-sensitivity of the Committee and the corporation. After all, many of normal people have only to switch to another program in order to escape any possible nerve-racking by reason of radio broadcast. Why then, should horror-seekers, who take abnormal delight in horrors, be deprived of their entertainment? After all, they pay their EBC radio license fee, don’t they?

--- Bradford Expositor

"30"

It would appear that the CBC has no considerably out of its death. Detective stories and "soap operas" have no appeal for many people, but they do no harm and their persistence, year after year, indicates that they must give pleasure to many Canadians. These people pay license fees which maintain the CBC and pay the generous salaries and expenses accounts of its governors and officials. They have a right to listen to the kind of entertainment they prefer, without interference by a handful of overbearing "highbrows" bent on "improving" the public. If Canadian listeners can’t get their favorites on Canadian stations it is a simple matter to twist a dial and listen to U.S. stations.

--- Calgary Albertan
TRADE WINDS
A COLUMN OF COMMERCIAL NEWS
Edited by ART BENSON

LAVOLINE CLEANSER LTD.: start daily spot announcement campaign on January 15 for one year over CHML, Hamilton and CKEY, Toronto. F. H. Hayhurst Co. Ltd., Toronto.

LEVER BROS. LTD. (Lifebuoy) begin spot announcement campaign on February 12 for seven weeks over CHML, Hamilton, Ruthrauff & Ryan Inc., Toronto.

STARKMAN CHEMISTS: daily early morning newscasts over CKEY, Toronto, R. C. Smith & Son Ltd., Toronto.

UNION OIL CO.: renews "Grand Old Songs" over 5 CBC west coast stations. Stewart-Lock Ltd., Vancouver.

LAMONT CORLIS & CO.: renewed "Judy & Judy" over CBC Trans-Canada network Tuesdays at 9:00 p.m. (E) Also renew "Geaux qui amie" over CKAC, Montreal and CHRC, Quebec City. J. Walter Thompson Co. Ltd., Toronto.

VITROPHANE: 15 minutes 2 a week started January 9, recorded program over CFBR, Toronto. Rubin & Tesler, New York.

MacDonald's TOBACCOs: 5 minutes 3 a week started January 9 for 36 weeks "Big Moments in Sports" over CFBR, Toronto, and CHML, Hamilton and 8 other Canadian stations. Harold F. Stanfield Ltd., Montreal.


DON JUAN PRODUCTS: 3 spots a week for one year starting in February over CHML, Hamilton. J. M. Kom & Co., New York.


WHITEHALL PHARMACAL (CANADA) LTD.: beginning January 24, "Ellery Queen" piped in from the Columbia to station CFBR, Toronto, CHML, Hamilton and the Dominion Network. Young & Rubicam Ltd., Toronto.

Canadian Industries Limited (Paints): 5 mins 3 a week starting early in February, "C.I.L. Musical Paints!" for 13 weeks over CKEY, Toronto; CHML, Hamilton and number of stations coast to coast. Ronalds Advertising Agency Ltd., Toronto.

LYMAN AGENCIES (FELLOW'S SYRUP): started campaign of spot announcements over number of Canadian stations for Ronalds Advertising Agency Ltd., Toronto.

O'CEDAR OF CANADA LTD.: started sponsorship January 15 "Bulldog Drummond" piped in from Mutual over station CJBC, Toronto Mondays at 7:30 p.m. (E) MacLaren Advertising Co. Ltd., Toronto.

PLSPORTEN: renew for 39 weeks the "Bob Hope Hour" from NBC to Station CJBC, Toronto and the Dominion Network. Ruthrauff & Ryan Inc., Toronto.

HUNTS LTD.: 15 minutes 3 a week for one year beginning February 3, musical program over CFBR, Toronto. Ellis Advertising Co., Toronto.

Auto-Life Battery Company: extended "Everything for the Boys!" for 52 weeks from January 16 over CHML, Hamilton.

BBM Board
C. R. Vint, President of Colgate-Palmolive-Percol Limited, Toronto, has been named by the Association of Canadian Advertisers as a director of the Bureau of Broadcast Measurement. Mr. Vint replaces R. L. Speer of Sterling Products Limited, Windsor, who resigned upon his recent removal to New York.

Printed maps and reports on most of the BBM member stations will be ready for release at the end of January. To date 49 Canadian radio stations (including 11 CBC stations), representing 52% of the potential, have applied for membership.

Cornwall To Open New Radio Station
Station CKSF, Cornwall, Ont., is scheduled to begin its broadcasting activities about Feb. 1st. It is owned and operated by Cornwall's daily newspaper, The Standard Freeholder. H. D. Wightman, manager of the newspaper will also act as General Manager of the new station. H. Harrison Flint has resigned from CKGB Timmins to accept the post as CKSF Station Manager, and the Chief Engineer is Mahlon Clark, a local resident who has had much radio technical experience. CKSF will operate its 250 watt transmitter on a wavelength of 1230 kcs.

You can't pick up a paper or listen to a broadcast these days that doesn't deal with some phase of post-war expansion. You've been promised everything from plastic airplanes to circular refrigerators and two handfuls on every roof. A lot of these post-war dreams will never materialize, but there is one which must come true. Full employment must be maintained.

Retailers and manufacturers have a plenty at stake here. For return to the depression doleums of 1933 would give them a big share of the national catastrophe. A million unemployed in this country means a million consumers—people who are now buying taken out of the market. The lowered standard of living which such conditions bring further reduces the consumer market.

Producers must have markets for they are the keys to sales. Sales mean production to meet demand—and happy, employed people. The more goods we sell, the more we produce. This rosy future can be assured if all sections of the country realize their responsibilities. This is an age of broadcasters as it is of manufacturers, retailers or labourers. We have a mass market to sell and radio, the mass medium which offers more circulation to ideas at a lower cost per thousand than any other medium, must emerge as an even greater force in advertising. It has earned the right and obligation of becoming our new standards in the days of pentiment expansion by the glorious role it has played in war's dark days.

The Ottawa Valley Market is over 40% French

A sales story is most effective when couched in language that is easily understood. Stil in French to the Ottawa Valley French. CKCH is the favourite station of French homes as proved by continuing surveys and will ensure your story of preferred hearing in this responsive market.

CKCH
85 Chalmain Ave., Hull, Quebec
Promotion—D. L. Boulford, 12 Yonge St., Toronto
Radio Representatives Limited
Montreal Toronto
How and H. Wilson Company
New York, Chicago, Etc.

COOPERATING WITH CH DROIT

We extend to

RADIO STATION

CJBR RIMOWSKI

a welcome to our representation

in Montreal

HORACE N. STOVIN & CO.
RADIO STATION REPRESENTATIVES
TORONTO MONTREAL WINNIPEG
French Paper Sounds Monopoly Warning

A warning against state monopolies was expressed editorially recently by the MONTELL MATIN, Franch language morning paper.

LE MATIN was discussing criticism of the BBC by the London ECONOMIST, and resulting editorials about the CBC in the WINNIPEG FREE PRESS and the MONTREAL GAZETTE.

LE MATIN said:

"What is true of radio is also true of other domains where the State, exceeding the role which devolves upon it in a real democratic regime, launches into enterprises that are costly to the taxpayers and, furthermore, unjust toward similar enterprises already established.

The fiasco of State radio in England and in Canada is what awaits all other state monopolies. Under a democratic regime, happily, it is possible to protest, to demand and obtain changes, but, alas, under a socialist and totalitarian regime, it is very probable that we would not even have the right to express an opinion contrary to the views of (established) authority.

"Let us beware of present State monopolies and of those in prospect. Let us beware especially of persons who advocate all-over State monopoly. It is these especially who are the most to be feared."

CKY knows MANITOBA!

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

MANITOBA knows CKY!

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

CKY
WINNIPEG
15,000 WATTS

Kris Kringle In The Kootenays

The jingle bells were tinkling on a 1944 jeep when Santa Claus, laden with bags of gifts, descended on Trail B.C. to lavish his munificence on more than two thousand children who were in the huge throng that greeted him on his arrival. The ceremony was staged by station CJAT for their "Kootenay Family Almanac" as a timely Christmas program, well imbued with local interest. Pictured above is only part of the crowd which turned out to greet "Old Whiskers"; and in the inset is Eric Aylen, CJAT manager, who mixed with the mob and came through with a non-stop commentary, just contriving to escape with his life and most of his clothing, singing "Eric Isn't Aylen Any More".

ACA Board

The Association of Canadian Advertisers has named new directors to replace two who resigned by reason of their removal from Canada.

R. L. Sperber of Sterling Products Limited, Windsor, immediate Past President of the ACA, who moved to New York at the end of the year, has been succeeded by J. G. Hagey of the B. F. Goodrich Rubber Co. of Canada Limited, Kitchener, Ontario.

George Stoneback of Bayer & Black Limited, who resigned upon his transfer to Chicago, is replaced by G. Russell Hogg of Lambert Pharmacal Co. (Canada) Limited, Toronto.

In addition to confirming these appointments, the directors at their last meeting approved of six new applications for ACA membership which is now at an all-time high of 128 members.

Lest You Forget

May we once again remind advertisers and their agencies that our forms close January 24th for advertising for the CAB Convention issue, additional copies of which will be distributed in Quebec.

WANTED

Franchised Radio Advertising Agency wants aggressive Account Executive, previous radio experience not essential but must have national connections. Good proposition for the right man. Replies strictly confidential. Apply giving age and experience to nearest Employment and Selective Service Office. Those employed in war work need not apply. Refer to H.O. 1628.
CAB CONVENTION
Tentative Agenda

MONDAY, FEBRUARY 12th
8:00 a.m. to 9:30 a.m. Registration — The Library
9:30 a.m. Open Session — Jacques Cartier Room
Address of Welcome — Chairman of the Board
Motion appointing Secretary of Meeting
Appointment of Committees
(a) Credentials Committee
(b) Finance Committee
(c) Members Committee
(d) Attendance Committee
(e) Press Committee
Introduction of Members and Associate Members.
The President’s Annual Address.
The Legal Counsel’s Annual Report.
Report of Joint Committee on Commercial Continuities presented by Mr. Robert Jones, Chairman.
Announcements.
Adjournment for Luncheon.
2:30 p.m. Open Session — Jacques Cartier Room.
Meeting turned over to the President of the Bureau of Broadcast Measurement for holding of Annual Meeting.
4:00 p.m. Closed Sessions — Jacques Cartier Room (BBM Members)
Electio of Directors (BBM) and Official Business.
Adjournment — 4:00 p.m.
TUESDAY, FEBRUARY 13th
9:30 a.m. Open Session — Jacques Cartier Room.
Mr. R. B. Murphy, President, reports on the Canadian Radio Technical Planning Board.
The CAB Code of Ethics.
Report of Programme Committee.
Report of Public Relations Committee — Public Service Activities.
Adjournment for Luncheon.
2:30 p.m. Closed Session — Jacques Cartier Room.
Business from Previous Annual Meeting.

Financial Report by Secretary-Treasurer.
Trial Final Report of Nominating Committee.
Election of Director.
Report of Resolutions Committee.
Adjournment at 5:00 p.m.
7:00 p.m. Annual Dinner — Ball Room.
Guest Speaker — Peter Stevens.
CAB Overas correspondent.

WEDNESDAY, FEBRUARY 14th
9:30 a.m. Open Session — Jacques Cartier Room.
Performing Right Fees.
Report of Committee on Standardization of Rate Structures.
Review of Parliamentary Committee of Inquiry.
Report of Music Committee.
Adjournment for Luncheon.
1:30 p.m. Open Session — Jacques Cartier Room.
Appointment of Standing Committees.
(a) Code Committees
(b) Programme Committee.
(c) Standardization Committee.
(d) Public Relations Committee.
General Business.
ADJOURNMENT OF ANNUAL MEETING.

Station News

Donald Wilson, announcer and commentator and formerly of CBM, Montreal and CJOR, Vancouver has joined CKNW, New Westminster. Mrs. Kay Kriwizer and Mrs. Melville-Ness former newspaper women have been added to the community staff at CKCK, Regina. Val Clare, news editor for CKLW, Windsor has left England for Greece to gather war news for the Windsor station.

Research Committee
To Approach Public
Based on information gleaned from the second questionnaire sent to station managers, the Joint Committee on Radio Research has appointed a sub-committee consisting of Lloyd Moore (CFRBB), Jack Slatter (Radio Representatives Ltd.) and Edgar Stone (CBC) to re-word the questionnaire in preparation for a door-to-door survey from coast to coast.

For the purpose of making this survey, the country will be divided into seven areas, consisting of (1) The Maritimes, (2) French Quebec, (3) French-speaking Montreal, (4) English-speaking Montreal, (5) Ontario, (6) The Prairies, and (7) British Columbia.

A special committee for adapting the questions for French Canada has been proposed, and the following names have been suggested: J. Arthur Dupont, Phil Lalonde and James Shaw.

This project has been based on data collected by Jack Graydon (Canadian Farts Ltd.), who has spent considerable time in New York collecting information from Columbia Broadcasting System and other American concerns who have had experience in the field of surveys on the subject of listener preferences.

A test campaign has been conducted in Toronto, and the committee reports that it is ready to start operating across the country immediately.

"What we are trying to do," Robert Jones, committee chairman, told the CANADIAN BROADCASTER, "is to corroborate what station managers have said by going to the consumer, using as a basis for the new survey, the points that have been brought to light by the managers."

There will be a meeting of the Joint Committee early in February, and it will be read in a preliminary report and budget recommendation at the CAB Meeting in Quebec City.

Sports News from Home

Jack Wells, whose "Round the Cracker Barrel" sports chat is a CKRC feature every night at 11:10 is going to write a weekly column of Canadian sport news for "The Red Patch", Canadian Army newspaper published in Italy. Jack's brother, Eric, is a member of the editorial staff of the paper.

Doing a Great Job
On the Pacific Coast!

- News! EVERY HOUR ON THE HOUR.
- Music!
THE WORLD’S BEST RECORDS AND WORLD TRANSCRIPTIONS.
- Coverage!
YOU PAY ONLY FOR NEW WESTMINSTER, GET VICTORIA AND VANCOUVER AS A BONUS!

CKNW
NEW WESTMINSTER, B.C.

HOLD THOSE PRESSES, DICK!

Bill Edington's back with us, after some years of doing a swell job for "Isley & Co." We've created 2 or 3 more, top-notch, NEW, merchandise-SELLING, high-rating IDEA shows, that Bill will be around to discuss!

DICKSON & EDINGTON LTD. • RA. 1488
(PRODUCERS — OF RESULTS) • Formerly Dickson & Ford Ltd
"SHERIFFS "FUN PARADE" • NIAL'S "TAKE A CHANCE" • Lyons Tea "WORLD AT YOUR TABLE"
**Weekly Newspaper**

"TORONTO WEEKLY NEWS", which has just appeared on the news stands in tabloid form, is featuring exhaustive schedules, including names of sponsors, in its columns for Toronto and Hamilton stations.

The schedules are interspersed with news items on the radio scene, and already stations and sponsors are beginning to utilize its columns to promote their shows.

While these schedules are very complete, we presume to offer the suggestion that they might be embellished with "Selected Listening" highlighting the best programs offered each day. Considerable interest would be stimulated by such a feature, we believe, because of the provocative note it would introduce.

**Servicemen's Forum**

"Servicemen's Forum" will hold the second of its fortnightly broadcast meetings in Barriefield, Kingston, on Thursday, January 25, at 8:30 p.m., EDT, 9:30 p.m., ADT, when the discussion will be heard over the Dominion network of the CBC.

The subject before the forum is "What Do You Mean — Social Security?"

Presented in co-operation with the Wartime Information Board, the series attempts to answer questions that soldiers, sailors and airmen are asking now about their future.

When Dorothy Deane was just a youngster back in 1933, her voice and her pretty face were the subject of the first Canadian Television demonstration. At Banff Springs Hotel, she was singing with Horace Lapp's orchestra and helped entertain the King and Queen when they visited Canada in 1939. Now she is heard trilling into the CJBC mike singing from the Casa Loma, Toronto, with Ellis McInlack's orchestra, and she has also appeared on "Pay Parade" and "Swing for the Services.

Interviewed recently on a "Borden's Canadian Cavalcade" program, it was learned that her pet hobby is weight-lifting.

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**CKOC**

HAMILTON

1150 on your dial

An All-Canada Station

---

**SHE HOB-NOBS WITH ROYALTY**

Photo by Sylvia Schwartz

To All Our Friends!

Many thanks for giving CKOC the biggest year in its history

We are ready to give you . . .

- BETTER BROADCASTING
- BIGGER AUDIENCES
- EVEN BETTER SERVICE

in 1945

CKOC

HAMILTON

1150 on your dial

An All-Canada Station

---

**CAB Convention Issue, February 10th**

A "top-flight" programme— for "top-flight" advertisers

THE FARM FOLKS HOUR

1:00 — 1:30 p.m. Monday through Saturday

Mail response from October 31st to December 31st, 1944 totalled approximately 4,000 letters.

WILLIAM WRIGHT

Victory Bldg.

AD. 8481

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**CKCR**

KITCHENER

A "Wright" STATION

A "top-flight" programme— for "top-flight" advertisers

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**CBC Correspondent To Address CAB Dinner**

Guest speaker at the annual dinner of the Canadian Association of Broadcasters, February 19th, will be Peter Stursberg, CBC war correspondent who was one of the first two Canadian correspondents to land in Sicily, going in with the assault troops July 16th, 1943.

He has carried the CBC mike to Algiers, to Italy, to Morocco, to Gibraltar, and he covered the “Little Blitz” and the first exchange of repatriated prisoners.

He was in on the fall of Rome and secured rights to have the Pope broadcast for the CBC, this being the first time the Pope had broadcast over anything but Vatican microphones.

Stursberg arrived back in Canada on the first Canadian leave ship on December 14th, 1944. His book "Journey into Victory" was published in Britain by Harrap, April 1944.

**Program Aids Red Cross**

The Northern Alberta Branch of the Red Cross is benefiting to the extent of nearly $400 a month as a result of the broadcast activities by CJCA’s "Jo-Jo".

Jo-Jo is a mechanical creation that was brought into prominence by Hal Yenta, the "Uncle Hal" of the Byers Flour Mills Kiddies’ Program ten months ago. Today, Jo-Jo’s total fan mail is in the tens of thousands, and his Red Cross contributions are nearing the $4,000 mark.

Requests for a Jo-Jo visit to town and rural communities were so numerous that the station decided to broadcast the Kiddies’ Program each Saturday from a different town.

In the entertainment received, the audience contributes to the Red Cross.

Almost without exception, overflow crowds have filled the hall for one or two extra programs later in the evening.

---

**You’ll Want to See…**

**the presentation of**

**The Canadian Broadcaster’s First Annual BEAVER AWARDS**

For Distinguished Service TO CANADIAN RADIO to be broadcast on

**BORDEN’S “Canadian Cavalcade”**

from a dinner of THE TORONTO RADIO EXECUTIVES CLUB THURSDAY, FEBRUARY 1st at Simpson’s Arcadian Court 7 P.M.

**TICKETS $1.50** May be obtained from C. W. Wright, President, or any other Club executive, or from The Canadian Broadcaster.

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**News With Largest Commercial Sponsorship**

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

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

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**Headline News Not News After It’s Headlines**
GOOD SENSE TO GUIDE CBC ON HORROR POLICY

The Canadian Broadcasting Corporation has no intention of banning so-called "horror or thriller" broadcasts, Dr. Augustin Frigon, CBC general manager, stated in a recent interview.

"We have never intended to prohibit these broadcasts as a group," Dr. Frigon declared. "We are only concerned about particular cases in which stations go too far. These individual cases will be dealt with," he said.

The question of horror broadcasts has been in the forefront in recent weeks as the result of representations made to the CBC by the Canadian Medical Association and the Toronto Board of Education.

In a resolution forwarded to the CBC some time ago, the Canadian Medical Association stated: "It is resolved that the sections of pediatrics of the Canadian Medical Association ask the Canadian Broadcasting Corporation to prohibit the broadcasting of 'thiller' stories, as it is the unanimous opinion of this section that it is decidedly detrimental to the mental and physical health of our Canadian children."

The resolution from the Toronto Board of Education read as follows:

"Whereas the increase in juvenile delinquency ranging from petty indiscretions to armed holdup, even to the taking of life, it cause for grave concern;

"And whereas during out-of-school hours many children, now deprived of normal parental supervision because of parental employment, are available to radio programs which dramatize crime and other unwholesome activities, exciting their imaginations, emotions and desire to imitate;

"And whereas such programs, even though based on the premise that crime does not pay, are prejudicial to the health education, moral and welfare of juveniles;

"Therefore be it resolved that the Canadian Broadcasting Corporation be urgently requested to take effective action to prevent radio stations from broadcasting dramas of murder and other criminal activities."

Discussing the resolutions, Dr. Frigon said he agreed that certain types of programs are definitely harmful to young minds. Some of the programs also have a disturbing effect on the nerves of adults, he declared.

But the CBC manager pointed out that it would be difficult to define just what constituted a "horror or thriller" broadcast. Good sense would have to guide the CBC policy on the matter, he said.

Some weeks ago the CBC sent a note to privately-owned stations reminding them that "under the corporation policy, it has been the practice to refuse gangster and criminal type of children's programs and to use extreme care in the choice of juvenile listening."

In general, radio stations across Canada have fallen in line with the CBC policy. A few stations however have remained indifferent to overtures from the corporation and are still carrying questionable programs.

Legally the CBC has the right to prohibit private stations from carrying any "objectionable" programs. In the past however, corporation heads have felt it advisable to use "moral suasion" rather than prohibitive action to curtail such broadcasts.

At the present time the CBC is continuing this policy in an effort to keep all programs on a high level. However if co-operation is not forthcoming from private stations it is implied that more drastic action may be taken following corporation meetings this month.

**Red Cross Campaign**

Stories of successful programs and promotions used in past Red Cross campaigns would be appreciated for use in an early issue preparatory to the annual drive for funds in the spring.
"More Hope than Charity"

A COLUMN OF CONSTRUCTIVE DESTRUCTION

by Elda Hope

No doubt all columnists sometimes find themselves wishing they could publish a book containing bits from the stuff they haven't been able to use. I do. Some of these omissions are made deliberately, and others from lack of space. Occasionally I have overstepped the mark; other times the editor's blue pencil has worked over them. However, all this has made me regard script writers with awe and respect. They have regulations to contend with, too, and they do enforce this matching of free speech. After-over a year I am convinced this paper has no regulations.

But let's assume the green light is on and we're on the air now. Since we have contemplated resolutions, what big and important job this is. Tennessee Williams has made an interesting choice of "March of the Wooden Soldiers" for his TV play. The phrase "I have no use for war" introduced it as a war protest. Big, eh, to have war involve big music? Ignoring the fact that the show is a war protest, I would have used "The Man and the City." The war is just about going on and on and on, and... I'm digressing. On June 1, if radio was ever appreciable before, there is no doubt it made top stories that day. Commentators from all parts of the globe did an amazing job — and with such rapidity after our troops got their feet-hold in Europe.

The recent snow storm in Southern Ontario proved the medium of radio invaluable. What hurts me is how the engineers and announcers made their way to the studios through such snow drifts. But the show must go on — and on it did. "Soldier's Wife" went on the air as usual. "Happy Gaze" turned out to be a two-man Gang — Bert Pearl and John Ahearn. "The Liptonaires" for Thomas J. Lipton Ltd. bravely braved the elements and did their usual variety show. Radio coast to coast, comfortably entertaining — it was highly informative, once again coming into its own.

In looking over last year's columns I find no mention of "Stage 45" or "Stage 44" as it was then. In my estimation this is Canada's outstanding dramatic performance. It is produced by Andrew Allen, mod music by Lucia Agostini, stars variously7 told of Dr. Ross and, this Sunday evening, Fletcher Markle did an exceptional job on a recent presentation and I'm here to his leading role under new eyes.

"The Man with the Story" is another show I always anticipate. The "Man" is Henry McLeod who does all the male parts skillfully. The story is told so well that I've never mused a single word. Musical background is played by Murray Ross. This is another Sunday night feature on CIBC.

People who enjoy opera music — and who doesn't? — are currently praising Quentin MacLean in "Monday Time" from CBC's Theatres, Toronto. This British organism gives his listeners the very best in opera melodies. This is another GIBC feature as in "Latin American Serenade." Music for this show is supplied by Don Magrez and the vocals are by Aby Rohi and Ricardo Barroso. The music in this show is enjoyable and well played. La Rohi always has been one of my long suits and, on this program, she is her usual colorful and vivacious self.

There must be a script for every broadcast and thoughts of script writers still haunt me. Perhaps my all-time favorite dramatic show is "John & Judy" for Poole's. Scripts for which are written by Baba Hitchman. Announced by Edmond Glover, this is a story of happenings in an average Canadian family, even to the point of John's recent three-monthed absence.

There are some of the things that for one reason or another didn't get into my column. But here are some still small pieces — yes, I think I'll write that book after the war.

"Bye now"

Elda Hope

There is only one Time Zone when you use SPOT BROADCASTING

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

You may want Flashes . . . Spots or Program Time . . . this is Spot Broadcasting and can be placed on the stations you desire . . . in the markets you want . . .

You can concentrate in areas where sales are good . . . or in districts that need that extra push.

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

Call us for Spot Times on

CKMO CKNW CFCH CFRN CFQC CKPR CKCH CHLN CHLT CKCV CHGS
Technical Planning Board Names Panels

The Canadian Radio Technical Planning Board has been formed by groups interested in radio frequencies and will study a wide range of problems relating to the field of electronics. R. M. Brophy, of Montreal, has been elected President; offices are located at 159 Bay St., Toronto.

The function of the Planning Board is to gather technical data and frequency requirements of all the various interests in Canada; and to make recommendations to the Radio Division of the Department of Transport at Ottawa designed to provide the most efficient service to the public in the future. One of the first tasks of the Board will be to try and arrange that advances in electronics will be fully enjoyed by the Canadian public with minimum dislocation of existing home equipment.

The Board has constituted six functional panels, each with its specific engineering objective. Serving without charge on those panels, as well as on the Board, will be the best brains in the field of electronics in Canada. Findings of the panels will be reported to the Board through co-ordinators and the Board will then formulate its recommendations to the Canadian Government.

The panels with their officers are as follows:

Panel A — Spectrum Utilization and Frequency Allocation — Chairman, J. S. Payne; Vice-Chairman, K. S. McKinnon.

Panel B — Standard Broadcasting (A.M.) and International Short Wave Broadcasting — Chairman, J. B. Knox; Vice-Chairman, E. Farmer.

Panel C — Radio Communication including Point to Point, Portable, Mobile and Emergency Service Communications (other than Broadcasting) — Chairman, S. Sillicote; Vice-Chairman, Dr. F. S. Howes.

Panel D — F.M. Broadcasting.

C Factory, Relay Systems and Television — Chairman, A. B. Oxley; Vice-Chairman, J. R. Bain.


Panel F — Industrial, Scientific and Medical — Chairman, Dr. A. Frigon; Vice-Chairman, Dr. J. M. Thomson.

Sponsors of the Board are: Inst. of Radio Engineers; The Telephone Association of Canada; The Railway Association of Canada; Canadian Electrical Manufacturers Association; Canadian Broadcasting Corporation; Radio Manufacturers Association of Canada; Canadian Association of Broadcasters; American Radio Relay League (Canadian Section). Several other organizations are considering affiliation with the Board.

Officers have been elected as follows: President — R. M. Brophy; Vice-President, R. A. Hackbusch; Secretary-Treasurer, W. W. Richardson; A. B. Oxley has been named General Co-ordinator with G. W. Olive and G. J. Irwin as co-ordinators.

CKEY Goes 5 Kcs

Last Sunday, CKEY, Toronto, went on the air with its new power of five thousand watts. Awaiting itself of the recent authorization extended by the Dept. of Transport to 61 Canadian stations, CKEY had hoped to go 5,000 watts on Christmas Day, but some delay was occasioned by the December blizzard. Jack Cooke, CKEY president, pays great tribute to Ernie Swan and his staff of engineers for battling the elements to the point where they have finished the job.

The combination of 5,000 watts and our 580 kc frequency”, Cooke says, “will enable us to serve western and eastern Ontario like a church bell in a telephone booth.”

CFOS Share

Of Audience
All-Day-All-Week
in the Grey and Bruce

Markets

49.0%

Here's the box-score (of which we are justly proud):

SETs-IN-USE: 45.5%

CFOS PROGRAM RATING: 22.3

CFOS% of L.I.S: 49.0

Our fellow radio listeners were asked to place their cards in our mailboxes and we are proud to announce that 49% of all listeners have chosen CFOS for their listening pleasure.

During the week of October 9th to 14th, Elliott-Haynes Limited carried 2,502 Grey and Bruce homes on their radio listening habits. Calls were evenly distributed between the hours of 6-7:30, in the 8:15-9:30, in the evening throughout the days of the week.

A copy of the complete Elliott-Haynes survey is available on request.

CFOS

OWEN SOUND

Affiliated with the Owen Sound Daily Sun-Times.

Hawes-N. Bacon & Co. Representative

Toronto and Montreal
Copoland out of Danger

Don Copeland, well known Toronto radio man associated with Dominion Broadcasting Company, who suffered a heart attack December 28th after shovelling snow will be confined to his bed for several months, but doctors are now confident of his recovery.

So severe was the attack that at first his condition was deemed too serious for him to be moved. Then it was decided that he should be taken to hospital, but just before they moved him, it was found that he had made such an amazing swift rally that hospitalization was not necessary after all. He will be in bed for a number of months, but the doctors are confident that after a long period of rest he will be restored to health.

CBC Conference

CBC divisional heads and their assistants are gathering in Ottawa, Jan. 17, 18 and 19 for a Canadian Broadcasting Corporation general administrative conference.

According to Dr. Augustin Frigon, CBC general manager, the purpose of the conference is to coordinate the activities of the CBC across Canada.

"We like to hold these conferences three or four times a year," Dr. Frigon said, "so as to familiarize our personnel with what is going on within the corporation. Without such conferences, it is an easy matter for our divisional heads to lose touch with overall plans and objectives," he said.

Among the features planned for the coming meeting are two talks, one dealing with CBC regulations and the other with the general topic of "coverage". In addition, corporation expenditures for the coming year will be discussed.

Later this month, on Jan. 27, 28 and 29, the CBC Board of Governors will get together for an important meeting. One of the matters to be considered will be the question of "horror or thriller" broadcasts.

IDEA-A-DAY

Every day is an anniversary of something or other, and anniversaries make good copy ideas, or suggest possible plays or other programs. Here is an anniversary idea for every day in the month of February:

1. 1918—Canadian Soldier Settlement Board appointed.
2. 1925—None, Alaska diptheria epidemic broken by anti-toxin brought 660 miles by dog-sled.
3. 1389—John of Gaunt, protector of Wycliffe, died.
4. 1901—Carrie Nation of Kansas arrested for demolishing liquor shop.
5. 1709—Louis Galvani, Italian scientist, discoverer of animal electricity (polarization) died.
6. 1912—Combined Staff organization set up in Washington.
8. 1587—Mary, Queen of Scots, beheaded at Fotheringhay Castle.
9. 1768—General rule of chivalry in England first described in literature.
10. 1904—Japanese Emperor declared war on Russia.
11. 1922—Treaty signed between U.S. and Japan granting equal rights in former German islands in Pacific.
12. 1912—China became republic.
13. 1902—Marconi granted $80,000 by Canadian Parliament to build wireless telegraph station on N.S. coast.
14. 1911—First Canadian troops arrived in France.
15. 1744—John Hody, inventor of the reflecting telescope, observed, died.
16. 1744—Alarms at threatened invasion of England by French; invasion warded off by storm, returned to Dunkirk.
17. 1819—Sir Wilfrid Laurier, great Canadian statesman, died.
18. 1861—Rally established in Kansas.
19. 1848—Adelina Patti, great soprano, born.
21. 1546—First work on telling fortunes by cards published in Venice.
22. 1788—Arthur Schopenhauer (Stoics in Pessimism), philosopher, born.
23. 1916—British blockade ministry created.
24. 1915—Canadian troops first went into action at Armentieres.
25. 1720—Sir Christopher Wren, great British architect, died.
26. 1919—Parliament petitioned His Majesty that no more titles of nobility be conferred on residents of Canada.
27. 1900—Canadians distinguished themselves in Battle of Parowvurg, South Africa.

Mr. Time Buyer . . .
study these facts!

A Recent Mail Popularity Survey Throughout Southern Sask. by Elliott-Haynes Limited asked the question

"What Station Do You Listen To Most?"

Here are the resulting coverage penetration figures so far as Privately Owned Stations are concerned.

<table>
<thead>
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<th>Dominion</th>
<th>Census Division</th>
<th>CHAB</th>
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(Note: A station must have a 10% penetration before it is listed).

Get the Benefits of this Coverage by

MOOSE JAW
"Southern Saskatchewan's Most Popular Station"
Ask The All-Canada Man

Thé Canadian Broadcast  Page Fifteen  January 20th, 1945
4. The Most Stubborn Things in the World

Speaker: C. R. Vint

(President, Colgate-Palmtive-Peet Co. Ltd.)

Are you as good an advertising man as you think you are? That may be a difficult question to answer, but we find from experience that no advertising man is as good as he should be — he may be more minded, and radio and research minded and all the rest — but is he a good enough advertising individual to advertise himself?

If you cannot advertise yourself, how do you expect to give the maximum of your advertising abilities to someone else? What do I mean by advertising one’s self? I mean, in effect, selling one’s self, because anybody can do it, and difficult because of a lack of knowledge, or an ignorance of that particular subject.

Being personally able to sell yourself and advertise yourself is a very important matter. It runs right through your job, and I will tell you why. The whole matter depends upon your attitude towards your job, your attitude towards ideas and people. It is of extreme value to the advertising man to know people.

How are you going to know people unless your attitude towards people is right and you have a sympathetic viewpoint of people, all kinds of people, not particularly Democrats or Republicans or any other particular class, but people. Your attitude towards people will make all the difference in the world in your work, because your skill, is it what it may, has not half or one-quarter of the value you have to offer your company.

It sounds ridiculous, doesn’t it? But I know people with practically no skill at all, or very little, in the accepted sense, and yet those people are holding important jobs, and getting big money.

Do you doubt the statement? Whether you do or not, it is true, and I will tell you why. If you are a carpenter you enter the carpenter classification and you have had to meet the competition of, shall we say, a million other carpenters. You are in the competitive field if you are a barber, a baker or anything else. No matter what you happen to sell, you compete with the people in your own trade.

Now, when you exercise your skill as an advertising man, you immediately find out that your job is to collect information, and to pass it along to someone else, because if you don’t pass it along your job will suffer. And if you pass it along and it is not accepted, what then? You might just as well have saved your time and breath and temper. I know men in the advertising business and outside who have exactly the same problem. They find that when they get material and present it to someone else the other man invariably says no, and sometimes he says it in a way that is not nice. Now, if you are on the receiving end of such an answer as that, how are you going to take it? Are you going to be thin-skinned, touchy? Are you going to argue with yourself and say “What a rotten lowdown so-and-so this guy is?” Does that pay dividends? Not in the slightest degree. The man who is touchy and thin-skinned should be in some other line of business where there is no competitive factor at all. He washes himself out of this business by his attitude.

“Now”, you say, “what can I do about it?” You can do a lot. I will use my own case as an example. I endeavor to be a good advertiser of myself to everybody I meet. It doesn’t always work out one hundred per cent, but that is not because I don’t try. If I meet you in a business way or a social way, I do a selling job to the best of my ability. Of course, I do it in a nice way, because if I oversell myself, that is not good. On the other hand, if I undersell, it is just as bad. So I try to sell myself and advertise myself everywhere I go.

In my own department of the business, when I go to branch offices or factories, wherever it may be, I am selling myself all the time. What do I have to do in order to sell myself? Well, I say, I cannot sell myself if I don’t know the answers. If I don’t know the answer to research, I am going to be out of luck, I haven’t anything to sell; therefore I am interested in research. I get the latest information I can read and try it out myself. I knock on doors and talk to consumers. I don’t leave it to someone else to do that; I do it personally. Why? Because I want to know what this research thing is all about. If the consumer can give me the answer to my problem, should I go to him or should I not? The usual thing is to “let George do it,” to have some research company do it. But that is not me, and I have to know. When I do know I usually talk to people who know a little less about (Continued on next page)
Commenting on a series of articles which have been appearing in the (London) Economist, the Winnipeg Free Press printed a long editorial entitled "Critique of Broadcasting" in its issue of January 5th in which it points out that the CBC, both originally, as the CRBC, and in 1944, in its present form, was fashioned on the British model. Mr. Dales goes on to say: "Most if not all of the weaknesses attributable to the BBC have been reproduced in this country, although the most serious failure is the CBC's inefficiency in government supervision and in the management of the Corporation, appears not to be so marked in the United Kingdom."

Referring to government interference in broadcasting, the writer of this editorial points out that while it has been much less marked than it was prior to 1936, few will suggest that it has been wholly absent. 'Certainly', he continues, "it has not been so under the administration of Mr. LaFleche as minister, and Dr. Frigon as the administrative head of the corporation."

"Absence of interference, it is suggested, "has been the result not of the will of the CBC to resist, but of the present government to abstain."

"In its present form," he says, "neither the board, with its full knowledge of the environment, and if the government supervision and the management of the Corporation, appears not to be so marked in the United Kingdom."

Public Relations

(Continued from previous page)

"than I do, because if the other fellow knows you and does not think you are smart. Then what happens? He wants your advice; he wants to know the things he doesn't know. He is not dumb. He has all the answers; I, have never seen anybody that lacked ability, and if there are failures it is not because of lack of ability. So I keep up to date; I do things and I have been doing this and I know why: they don’t, I know why too. Therefore, I sell people on myself.

Then if I have an advertising budget or any other problem at all, I have pre-sold myself, and the individual who looks at my proposition and at me says to himself, "Well, this guy is usually right."

When the editorial goes on to say, "O.K., if you think you are right, go ahead and do this," and the "no" disappears from the picture.

In the intermediate stage there have been times when I have not been able, through lack of time or because of circumstances or conditions, to pre-sell myself on the proposition. What do I do then? I go and get information which no one can contradict. If I say that so and so is the fact, I do not expect to be believed just because I say so. I get out the facts and I say, "Here are the facts," and Mr. A. says, "Well, I don’t think that is so good."

"But what difference does it make whether you think it is so good or not? There are the facts. What do you think of the facts? What do you say? Why shouldn’t you do this? There are the facts? What other facts have you got to show me?" What is the answer? He is sold, because facts are the most stubborn things in the world. You cannot get around them and neither can I, so I say, let us use them.

Increased emphasis on production of programs and service to listeners and sponsors was stressed by sales and production managers of the All-Canada mutually-operated stations in their first general sales-production conference in Calgary January 8, 9 and 10, which H. R. Clark, president of All-Canada Network, announced would be repeated each year.

Principles and details adopted by the separate and joint meetings will be taken back to individual stations from Hamilton to Victoria and put into effect without delay.

The general sessions were held under the chairmanship of Waldo Holden, commercial manager of CKRC, Winnipeg. Sessions of the program and production departments were held under the chairmanship of Stuart MacKay, program manager, CKWX, Vancouver. Meetings of the sales representatives were held under the chairmanship of R. J. Buss, commercial manager, CKCK, Regina.

The joint sessions opened with a general discussion of a production survey conducted by A. R. MacKenzie, of All-Canada Radio Facilities Limited. The report and discussions placed emphasis on co-operation between sales and program departments in meeting the tastes of listeners and obtaining results for sponsors, as well as more closely-knit organization and departmental co-operation.

Built on information supplied by the various stations, the report outlined the establishment of principles of better programming, as well as defining clearly specific steps in the organizational procedure in the production departments. The steps were adopted with a view to giving the listener more and better entertainment and information, and generally improving programs. Special attention was paid to development of live talent productions from a musical standpoint. Plans were made for encouragement of the development of musical talent in each community.

At the program and production sessions, discussions on continuity were led by Frank Laught, CKRM, Regina; announcer responsibilities, Jack Keal, CKRC, Winnipeg; announcers' guild, Don Hamilton; Mrs. Bertha Biggs, from the All-Canada transcription libraries; Lynn Potts, CJKC, Hamilton; live talent, Geoff Waddington, CFCA, Calgary; operators and program engineers, Wiff Collier, CKCK, Regina; production and program staff meetings, Stuart MacKay, CKWX, Vancouver.

At the meeting of sales managers, a discussion on development of industrial and wholesale accounts was led by Bruce Pine, CKRM, Regina; local, national spot and network business, John D. Hunt CKWX, Vancouver; current attitude of merchants on post-war plans for local business, R. J. Buss, CKCK, Regina; sales conferences, presentation and hearings, Waldo Holden, CKRC, Winnipeg; seasonal revenue, Fred Shaw, CFAC, Calgary, and representatives and agencies, Bill Goud, CKCA, Hamilton.

Other discussions at the sales meetings were national business from a local viewpoint, by Rip Carson, CKWX, Vancouver; rate structures and rate changes, Waldo Holden; sales department organization, Orin Botsford, CKRC, Winnipeg; production as it applies to sales, Mr. MacKenzie; and selling services by Rolfebarnes, CJCA, Edmonton.

Discussion at the joint sessions included the value of surveys by Bert Cairns, CFAC, Calgary; news, by Sam Ross, CKWX, Vancouver, and finalization of production survey as applied to sales and programming by A. R. MacKenzie.

**"The Richest Man Cannot Buy For Himself What The Poorest Man Gets Free From His Radio"**

- The Finest of all Types of Music!
- The Latest in News!
- Facts!
- Figures!
- Information!
- Community Service!

Brought to half-a-million listeners by

CJCA

EDMONTON

and

Short Wave VE9AI

If everything is right except the script, try this new service.

Walter A. Dals

Radioscripts

420 Medical Arts Bldg.,

Montreal, Que.
TOP-FLIGHT SHOWS

Radio Hall of Fame
"L" for Lanky
Music for Canadians
Radio Reader’s Digest
Texaco Star Theatre
Soldier’s Wife
Blind Date
Information Please
Carnation Contested Hour
Alan Young
Bob Hope
Treasure Trail
Jack Carson
Breakfast Club
Frank Morgan
Canadian Cavalcade
Light Up and Listen
The Aldrich Family
The Thin Man
That Brewster Boy
Championship Fights
National Barn Dance
Ellery Queen

All heard in the Kenora—
Rainy River District
through North-Western Ontario’s
only Dominion Network
Outlet.

ICI
OTHER

Page Eighteen

KITCHENER

"Did I Say That?" At Broadcaster Party

Printers, from the Sovereign Press Ltd., engravers from Rapid Grip and Batten Ltd., and others who contribute to the production of this paper were entertained at a recent get together, staged by the Broadcaster office, when Harvey Dobbs and Don Wright brought their measuring equipment and dubbed one of their Alka-Seltzer quiz shows "Did I say that" at the party. The boys were able to tune themselves in a few days later. Others who contributed entertainment were Alpy Rob, Harry Gibbs, Bert Lloyd, Walter Devine and Ernest Dainty. Pictured from left are right Dan Wright and Harvey Dobbs, cutting the ice; (standing) Jimmie Easter, Walter Devine, Howard Steen, Bob Russell, Ted MacDonald, Ken Braithwaite and Fred Wills; (seated) Roger Crocker, Bud MacDougall, Bob Campbell, Bill Crawford and Bob Allworth.

Army Of Occupation

Fore-runner of the army of "invaders" who will be coming east for the CAB Convention next month is Hal Crittenden, manager of CKCK Regina, who arrived in Toronto January 15th.

"Information Please"

No sooner did the H. J. Heinz Company announce that they were relinquishing sponsorship of "Information Please" at the beginning of next month, than Dan Golen-paul, owner-owner of the program had five bidders for the show.

Succeeding the Heinz Co. as sponsors will be the Socony-Vacu-

In oil Company Inc., and under their sponsorship this remarkable program which started as a $400 a week NBC sustaining feature, and will now, it is said, pay Gol-
coulant something in the neighborhood of $11,000 a week, or $1,

in, more than it earned him as a Heinz feature.

Man Bites Dog

"How Smart We Are!" is the name of a CJAT, Trail quiz pro-

gram in reverse, for which listeners send in questions for the an-

nouncer to answer. Each day two announcers open letters containing questions and throw then at each other. When either fails to give the correct answer, the listener gets a dollar bill and a pair of theatre tickets. If the announcer gives the right reply, the sender just gets two ducats.

J. Reg.

BEATTIE
representing
CHML

HAMILTON

217 Bay Street
TORONTO
ELgin 6555

REHABILITATION

Isn’t it about time the post war reconstruction commit-

tees adjourned for long en-
ough to find some of the re-
turned men jobs.

IRRESISTIBLE

In one of his Radio columns in the Robert Simpson Co.-

ads in the “Globe and Mail” Frank Chamberlain writes—

"Mrs. Buddy Rogers (Mars Pickford) is talking about adopting another baby, her husband will soon be placed on the retired list and may head a U. S. O. unit overseas."

OUT WITH THEIR NECKS

The pandemonium that has existed at the Broadcaster office during the final selec-

tion of the “Beaver Awards” has inspired the dooful re-

fection — "What if nobody cares?"

THE LAST WORD

We told him if he continued interfering we’d resign the account. He asked us not to, so we didn’t, and now he isn’t going to interfere any more — pretty soon.

RADIO I. Q.

Recently, the lines broke down between Saskatoon and Edmonton during a Farm Radio Program broad-
est. After listening care-

fully to a hurried explana-

tion by a flustered announc-

er, one listener wrote in and said, "Farmers now realize they should educate their cleverest son to be a farmer and let the slower ones become stock brokers or radio announcers."

TWOULD SMELL AS SWEET

There is actually a station
called C.O.R.N according to a lad who was overseas. It means Canadian Overseas Radio Network.

WHICH CAME FIRST?

A farm journal recommends a portable radio in the pos-

ty house to encourage egg laying. Just as if radio needed any encouragement to lay eggs.

ATTENTION ADVERTISERS

Isn’t it peculiar that people who live off an industry which deals in split second timing are unable to get their minds to terms of day and weeks?

QUIZ PRO QUO

Will give three slightly worn bow ties for a car which will complete this column.
January 20th, 1945

The Canadian Broadcaster

Page Nineteen

We were certainly most appreciative of the splendid job you did in this regard.

As a matter of fact, many agencies had a sales meeting in Montreal last week, and your presentation was held up as a shining example of what really good co-operation some stations can give. I might say, that it received the most favourable commendations from the entire sales organization.

Ronalds Advertising Agency
Limited

Toronto, Dec. 26th, 1944

The thanks and appreciation of the Management of The Canadian Broadcaster

of the report on promotion done on "Music for Canadians." You certainly have done a bang-up job, and, believe me, it certainly is very much appreciated by us and by our client, whose attention we are drawing to your co-operation.

McConnell, Eastman & Company

Thanks very much for your two copies of the report on promotion done on "Music for Canadians." You certainly have done a bang-up job, and, believe me, it certainly is very much appreciated by us and by our client, whose attention we are drawing to your co-operation.

Many thanks for sending along the brochure showing promotion work CBRL has been doing on the Gillette Safety Razor Company's boxing bout broadcasts.

It is the most outstanding promotion effort rendered by any Canadian station, and we want you to know that both Gillette and we appreciate it very much.

Again, thanks for your mighty swell help.

J. J. Gibbons Limited

Advertising

We have for acknowledgment two copies of a presentation folder showing the programme promotion carried out by your station in connection with the Drug Trading Company Ltd. programme "Medical Mylronomes".

This generous measure of co-operation on your part is an earnest endeavour to assist in promoting an audience for this programme, and we are very much appreciate and we will see to it that a copy of this folder is placed before the advertiser.

Edward S. Stock
Audience Promotion Director

CHML
Hamilton Ontario
BUREAU OF BROADCAST MEASUREMENT
for Potential Coverage

ELLIOTT-HAYNES PROGRAM SURVEYS
for Actual Listenership

They tell the Complete Story

CFRB
860 KC
10,000 WATTS OF SELLING POWER!

REPRESENTATIVES
ADAM J. YOUNG JR., INCORPORATED
New York Chicago
ALL-CANADA RADIO FACILITIES LTD.
Montreal
For Distinguished Service
TO CANADIAN RADIO
1944
Leader Award
February 1945

Introducing
THE WINNERS

1.—York Knitting Mills Ltd. (Sponsorship). Left to right, Rex Battle, J. D. Wood, Claire Gagnier Jane Harkness, Evelyn Gould, Hugh H. Lawson, John Adaskin.
2.—Alys Robi (Singing)
3.—Alex McKee (Acting)
4.—C. M. Pasmore (Agency Production)
5.—Ernie and Kay Edge (Writing)
6.—Andrew Allan, producer of “Stage 44”, now “Stage 45” (Talent Opportunities)
7.—Paul L’Anglais (Production)
8.—Marl Kenney & His Western Gentlemen (Popular Music)
9.—Grass Matthews (Acting)
10.—Foster Hewitt (Sports Broadcasting)
11.—Stan Francis (Master of Ceremonies)
12.—W. T. Cruikshank, station CKNN, Toronto (Community Service)
13.—Jack Fuller (Announcing)
14.—Wells Ritchie (Public Relations)
15.—Jean Penny and Ralph Kovls (Initiative)
16.—“The Happy Gang” (Programs)

Full Citations on Page Five
SO! You Know Your Radio Terms?

Alright—What's A Delayed Broadcast?
A program recorded at the time during actual broadcast and played at a later hour when station schedule permits.

A Transcribed Program?
An original program recorded for broadcast at some later date.

A Wax Network?
A group of stations carrying the same transmitted material simultaneously.

A Recorded Feature?
A series of radio programs prepared in advance, recorded, and sold as a unit in various markets for

All-Canada RECORDED FEATURES deliver your message...sell your product in any market...at any time

For over nine years All-Canada Recorded Features have been giving service to National, Regional and Local Advertisers. Here are just a few of our most successful programs:

| The Green Hornet  | House of Dreams                  |
| The Lone Ranger   | Modern Romances                  |
| Superman          | Academy Award                    |
| In His Steps      | Liberty Short Stories            |
|                   | It Takes a Woman                 |
|                   | The Cavalcade of Drama           |

Blackstone The Magician  Sam Adams  Songs of Good Cheer  Calling All Cars

Get in touch with All-Canada! No matter what your product our All-Canada repertoire of Recorded Features will provide a suitable tie-up—designed to send your sales soaring. Our Dominion-wide experience in producing successful sales campaigns is at your service.
EDITORIAL

"We Stand On Guard For Thee"

There are many people in Canada who earnestly believe that our country should have its own flag. Personally we subscribe whole-heartedly to this view, but suggest that the first requisite is the establishment of a national Canadian identity and individuality over which this flag could be unfurled.

We can hear the shouts of rage against this Englishman which these words will inspire. But we respectfully submit that a person born in the British Isles, who has established Canadian citizenship, may easily be as great a Canadian patriot as a "native son" who is a Canadian because of the fact that he was born here, a circumstance over which he will surely admit he had no control.

Culture is measured in terms of the arts, and native Canadian art — at least in the English language — is conspicuous by its absence. While generally speaking we defy you to name any one truly Canadian thing which we can look at, listen to, or read, it is a fact that Canadian radio has produced over the past decade or two a generally handful of "artists" in various fields who have created something Canadian. Unfortunately Canada lacked the discernment or the enterprise to recognize what she had, until these "artists", feeling they had reached the ultimate in their own country, sought new fields to conquer south of the friendly border.

Repetition is monotonous, but at times effective. We have pointed out before that there are several radio people who one Friday were received in Canada with mediocre enthusiasm, and the next Tuesday were headliners in the United States.

No argument can be presented which can convince anyone that the act of crossing the border improved these "artists' talents. It is apparent beyond dispute that these people needed only the power of publicity to put them over the top, and they would have been foolish had they passed up the opportunities that were presented to them.

With Canadian radio operating partly under a government system, which makes it evident that it is contrary to its policy to risk having a performer eclipse the broadcasting system in importance, and the other half so ham-strung by the government system that it scarcely dare open its mouth, there seems little hope that Canadian radio will ever contribute any more to the establishment of a Canadian identity on the air than it has done in the past, unless these same "artists' shake themselves out of their current state of manpower-shortage-inspired lethargy.

Talent is not going to find a CBC eager to encourage them in their efforts to publicize themselves. An enormous amount of energy and ingenuity will have to be expended by the artists, before they can force talent employers to use their services in response to genuine public demand. But when they have attained that enviable position, they will have in their hands a weapon to insure their future earnings which will be so much more effective than the current "gun-at-your-head" tactics of the talent unions, that they will wonder what wakened them.

By the establishment of its annual "Beaver Awards for Distinguished Service to Canadian Radio", this paper has demonstrated its eagerness to help Canadian talent develop itself for the good of Canadian radio and Canada in general. That's all ladies and gentlemen. Paites vos yeux!.

---

Sounding Board

Frank Chamberlain's Radio Column in the Robert Simpson Company's advertisement in the Globe & Mail for February 14th had this to say about the Canadian Broadcasters Beaver Awards:

"Dick Lewis may have gone away on a limb in taking personal responsibility for naming 17 radio personalities deserving of a "Beaver Award" for 1944 services to radio, but none will disagree that Lewis deserves credit for attempting to bring recognition to Canadian radio artists.

There are many better methods of making awards, however. In the first place, the only people really qualified to judge the performance of radio artists are the listeners. But if awards are to be given sponsors and others behind the scenes of radio, a panel ofzellallators would be better qualified to judge.

"Without detracting from the merits of those winners of the Beaver Awards for 1944, we don't see how those talented artists and many others can be ignored: Bert Nis, Horace Lapp, Elwood Glover, Louie Green, Gabrielle, Nancy Douglas, J. Frank Willis, Grace Webster, Balf Hache, Budd Knapp, John Drainie, Fitcher Marshall, Bernhard Bradley, Frank Peddle, Allen Savage, Cecelia Long (for publicity on the Victory Loan) Samuel Harethorne, Ernest Selts, Howard Cable, Claire Wallace, Joan Baird, Earl Comer, Paul Sherman, Jack Bennett — where are you going to stop?"

"How can you ignore the fact that "Treasure Trail" has held the highest audience rating for several years and how can you ignore Kate Askem, one of the most popular broadcasters in Toronto? Certainly "Music for Canadians" has been one of the outstanding programs of 1944."

Greetings

To all who attend the CAB Convention at Quebec City.

C J I C

Sault Ste. Marie Ontario

Representative

J. L. ALEXANDER

Toronto Montreal

Recognition!

"The best evidence of merit is a cordial recognition of it, whenever and wherever it may be found"

THANKS A MILLION

Duophonic Recordings

DOMINION BROADCASTING COMPANY

4 ALBERT ST. TORONTO
Ever hear of Jean Lalonde?

French radio—like French Canada—is a world unto itself. In Quebec it's the golden voice of JEAN LALONDE, CKAC star, that unlocks the hearts of sentimental gals and grown-ups . . .

And just as surely does CKAC unlock this great $600,000,000 market for advertisers.

Radio is the French-Canadian national recreation. All-time listenership records have been hung up by CKAC evening programs. Here's where you really get family coverage!

Plan your approach to the highly individualistic French-Canadian market through CKAC. There's a mine of native talent to build a program tailored to your needs and budget. Latest information gladly supplied.

CKAC COLUMBIA BROADCASTING SYSTEM MONTREAL

Representatives
Canada: C. W. Wright, Victory Building, Toronto, Ontario.
United States: Adam J. Young Jr., Inc.

Post War Television Provides New Employment

With a prediction that television may offer more employment in the post-war period than sound broadcasting did after the last war, Niles Trammell, president of NBC, says that it is the most significant means of mass communication ever created.

Mr. Trammell asserted in a recent talk that the new medium is the most significant of the new industries that will be ready to be launched after the war.

"Once it is introduced in the United States on a national scale, television will provide employment for many thousands of men and women and for many millions of dollars of capital," he said. "Both as a service to the public and as an avenue of employment, the significance of television is enhanced by the fact that it does not displace or replace older services or jobs. It is unique and different from anything else in existence.

"The victory of the Allied nations and the return of peace will not find radio broadcasters settling back into the comfortable position of picking up their old pre-war routine and carrying on right where they left off when the war began," Mr. Trammell said. "There are on the horizon for broadcasters in the post-war period new and revolutionary tasks and opportunities, created by the continuous forward progress of radio science."

Bienvenue

A greeting to
The people who
Are here on work or pleasure bent,
To hear of rates
And open dates,
And also Broadcast Measurement!

That every one
Have lots of fun,
And wake up like a daisy,
And when you're tired
Return inspired,
Is wished by CKAC.

CKAC COLUMBIA BROADCASTING SYSTEM MONTREAL

Spoil me! What's happened to the score for: Frederic March picture which Len Appelman, of the National Film Board, went to Hollywood to write? Is it true the musical director of that new radio station owned by Arthur Dupont, formerly head of commercial departments of CBM in Montreal, will be Andre Du- rieux?

Marriage: John Wayne, Frank Sinatra, Jimmy ShIELDS, Jim Cooke, Vie Du凤ro of the Canadian Army Show, Overseas unit, are hope. We'll bet they're happy.

Suite: Don Miguel, maestro of CBC's Latin-American' Serenade fuses all his musicians for the first time of the program. (If any) — except for all. Our all people. Bert Nino was the first of- fender — Roy Lockey, ex-musical di- rector of CFRB, is now conducting the Winnipeg over CKY. — Stan Wilson, great guitarist, is badly hit by the flu. Howard Higgins, comics-music-citationist on The Little Revue, 18.50 — Wednes- days — GIBC is also made no unofficial five-a-week quintet from Montreal.

Code: We're still blushing at Andrew Allan's introductory remarks on the new Purity Flour Show (This Is Our Can- ada) when he said: "The music will be composed and conducted by Lucio Amet- tino, which is the same as marking 'Steel- ing on silver.'"

Note to Dick Lewis: "You'd better cut this.—L. A."

Note to Lucia Apostoli: "We have to fill out the column somehow.—D. L."