



Ernest MacMillan stands by on the Massey Hall, Toronto, stage, as Gladys Swarthout, visiting star on a recent "Pop Concert" broadcast coast-to-coast by the Robert Simpson Company Ltd., receives a bouquet from her admirers. At right, East York Township's first "Radio Class" brings a group of young thespians to the microphone, all pupils of Secord Public School, for the presentation of "Cinderella."

(Photo of Miss Swarthout by Roseborough & Rice. Children by the Evening Telegram)

CANADIAN BROADCASTER

TWICE A MONTH

5, No. 7

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

April 6th, 1946

U.S. HOUSE CUFFS PETRILLO 186-16

Lea Bill Prohibits Stand-By and Recording Tolls

A bill imposing stiff curbs on the demands of James Caesar Petrillo, president of the American Federation of Musicians, was approved by the U.S. House of Representatives in Washington March 29 by 186 yeas to 16. Final approval by the Senate is now all that remains to send the bill to the President.

Because the AF of M functions in Canada as well as in the United States, with its restrictions on recording and the employment of musicians, this new "Lea Bill", should, when it finally goes into the Statute Books, have a far-reaching effect on Canadian Broadcasting.

Under the provisions of the Lea Bill as it now stands, it will no longer be possible to compel broadcasters or others to employ more musicians than they actually need, or to pay money in lieu of carrying on such conditions.

Another clause says that radio people cannot be compelled to refrain from broadcasting or allow their stations to be broadcast non-commercial, educational or cultural programs in which the participants perform free of charge, neither can they be forced to refrain from broadcasting programs originating outside of the United States.

The bill also makes it unlawful to "coerce, compel or constrain any licensee or any other person to (a) refrain, or agree to pay, any exaction

for the privilege of producing, manufacturing, selling or buying, using or maintaining recordings, transcriptions, or reproductions or any device used or intended to be used in broadcasting or in the production and presentation of broadcasting programs; (b) accede to or impose any restrictions on such production, manufacture, sale, purchase or use, if the restriction is designed to prevent or limit the use of articles or materials in broadcasting or in the production or presentation of a program; (c) pay or agree to pay exaction on account of the broadcasting, by the use of recordings or transcriptions of a program previously broadcast, for which payment has already been made or agreed upon for the services actually rendered."

According to a B.U.P. release dated Washington, March 29, "violators of the bill would be liable to a \$1,000 fine and a year in prison."

It should be borne in mind that while it seems reasonable to assume that the restrictions on music will also be relaxed in Canada, it is a matter of conjecture whether the Canadian government will introduce similar legislation after the Lea Bill gets President Truman's signature, or whether the Union will automatically release its hold in Canada when it does so in the United States.

BEERCASTS BANNED

CBC Won't Amend Regulations

The CBC Board has refused to modify Regulation 10 (f) which prohibits the advertising over the radio of wine or beer, and has ruled that the Labatt program, "Ontario Holiday", cannot continue. Representation was made to the CBC after they had ordered CFRB to discontinue these broadcasts, on the grounds that since no mention of the sponsor's product was made on the program, it could not be interpreted as advertising. CBC Chairman A. Davidson Dunton undertook to bring up the matter before the Board, and the text of his statement after the meeting follows.

"The board of governors of the Canadian Broadcasting Corporation has ruled that sponsorship by John Labatt Limited of the program "Ontario Holiday" contravened CBC regulation 10(f) relating to

the advertising of beer and wine. The station had challenged the suspension of the sponsorship.

"The board heard representations made on behalf of Station CFRB and John Labatt Limited, and also by a delegation representing the Christian Social Council of Canada, the Ontario Temperance Federation and the Canadian Temperance Federation.

"After considering the regulation and the representations concerning it, the board decided not to amend the regulation to permit this sponsorship."

The program is continuing on CFRB on a sustaining basis, and the display ads and streetcar cards published over the Labatt signature are being continued, augmented by tune-in ads in the Toronto Star and Telegram.

MART KENNEY GETS SUMMMER SLOT

Summer replacement program for the Northern Electric Hour, which closed its first season on the Dominion Network last Monday, will be the "Northern Electric Show" featuring Mart Kenney and his Western Gentlemen.

Kenney and his band will tour Canada coast-to coast, originating

their broadcasts from halls in thirteen Canadian cities.

Arrangements have been made for the band to play at the Annual Dinner of the Canadian Association of Broadcasters May 28. This performance will be given through the courtesy of the sponsors, Northern Electric Company Ltd.



Mercer McLeod

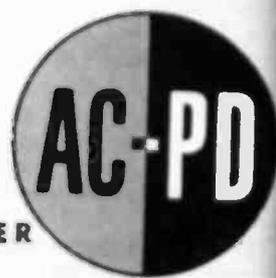
THE MAN
WITH THE STORY!

The man of many voices with Reta, his "star supporting cast"

A NEW, UNUSUAL SERIES . . . dramatic tales of whimsy, romance and mystery, full of a reality that fires the imagination. These are stories that grip and thrill, portrayed with the deft touch of the master story-teller. This series is destined to be a favourite among sponsors, radio and agency men and listeners everywhere. 52 fifteen-minute enthralling episodes now in production . . . available for national, regional or local broadcast. Ask the All-Canada Program Man for audition show and brochure.

Mercer McLeod was recently presented with a Canadian Broadcaster Beaver Award, "for a contribution of which the whole industry is proud." His citation read:—"For distinguished service with a distinguished program." This show is now being produced jointly by RCA Victor, Toronto, and NBC, New York . . . the first in the history of Canadian radio to be purchased in its entirety by a U.S. transcription service . . . distributed by All-Canada Program Division.

ALL-CANADA PROGRAM DIVISION



MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

Sounding Board

CORRECTION PLEASE

Dearlemen:
A brief news item from CKSF, Cornwall in your March 9 issue has been taken to task in no uncertain terms by various members of our staff.

The item lays claim to a mail total of 1,415 in response to the "O-Pep Farm Quiz" in one week as having shattered records in response to a single station program in Canada.

Although the phrase "single station program in Canada" is somewhat ambiguous, we take it to mean a program which is carried on one station only. If that is the case, we at CJCA have exceeded CKSF's total weekly figure on numerous occasions in the past year, and in some cases have exceeded it four-fold.

At the present time we are receiving 3,400 letters per week regarding a War Diary which is not publicized on a program. Last week's response was 3,376—this week's 3,483.

Last fall and winter we ran a training program for 22 successive weeks entitled "Radio Race". Mail response for seven weeks exceeded the Cornwall figure ranging from 1,479 to 5,701 per week, and out of the 22 weeks the program operated, on only two occasions did the mail response fall below 1,000.

The Kiddies Program in the past year has had 13 weekly totals well in excess of the 1,415 figure, reaching a record of 5,873 letters the week that the pictures of Joe were offered.

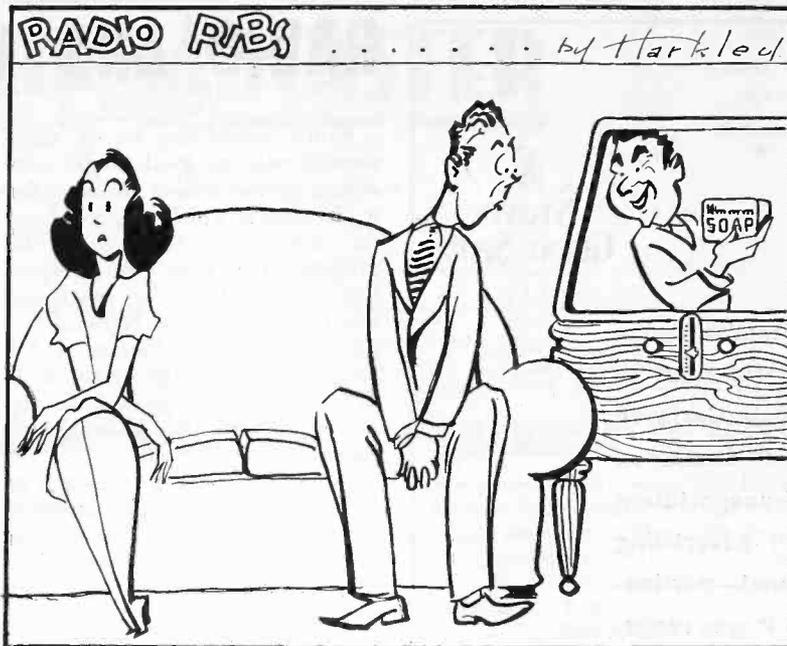
These are not by any means all weekly figures in excess of the total claimed by CKSF to be an all-time Canadian record. In 1945 for example, "Musical Telequiz" drew 2,010 letters on February 3; 2,008 on February 10 and 2,006 on March 17.

Excuse ours for bigger and better mail response!!

Sincerely,

Broadcasting Station CJCA,
T. A. Shandro,

Public Relations Director.



"Don't say I didn't tell you brother!"

Religious Feature

A two-hour inter-denominational religious service is a regular Sunday feature of Winnipeg's new station CJOB. Time for the broadcasts has been donated by the station. Programs include a five-minute newscast of religious news, as well as music, prayers and short readings. Chairman of the committee in charge of arranging the broadcasts is Rev. Dillwyn Evans, president of the local ministerial association.

FM Far Reaching

Belying the limited range of FM transmissions, contact was established between Winnipeg and a point in the Caribbean Sea over 2500 miles away. R. M. Simister of the Winnipeg Electric Company was operating the company's FM radio used for communicating with power plants outside the city, when he picked up signals from a small Landing Craft of the United States Navy. Ensign G. D. Melville, aboard the LCI, said that he was talking over a regulation navy walkie-talkie set, whose maximum range is supposed to be 15 miles; he gave his position as 200 miles southwest of Jamaica Melville's conversation was also clearly heard over the small FM set in a cruiser car of the Winnipeg Electric Company.

Boost City Schools

Three programs a week are being aired by Edmonton's three radio stations, CFRN, CJCA and CKUA, in a campaign to acquaint residents with developments in the city school system. The programs, arranged by the Edmonton public school board, will deal with health, technical education, finances school plants and school associations.

SUNWAPT A BULLETIN

WEDNESDAY AT SEVEN-THIRTY IT'S "SMALL FRY PARADE"

It's an all kids' show—featuring unrehearsed stunts, gags, interscholastic sports topics and novelty music.

The program is emceed'd by teenagers Keith Rich and Mills Parker.

The sponsor — Sunland Biscuit Company—is also publishing a miniature newspaper in conjunction with the show—called "The Small Fry Sizzler" and its circulation is increasing week to week.

For Juvenile Entertainment IN EDMONTON — IT'S



Best of the BBC



The best of Britain's music and drama NOW available transcribed for radio!

Station managers say:

"If you have any more 'Inspector French' programs we will continue using them indefinitely."

"The sponsors were so pleased they have renewed for a second 13 weeks of BBC dance music."

"'Appointment with Fear' is about the finest mystery program that has ever been broadcast."

"We are very pleased and will be using several of your BBC features each week."

WRITE ABOUT THESE FOR YOUR STATION!

and—
Read "Broadcasting" March 4th, Page 73!

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CHML
↓
860 900 930
HAMILTON

RADIO AND THE RETAILER

A STOVIN GUEST-SPOT



1 Radio—only two decades ago a toy—has grown to be as important in our daily life as our Railroads. Carrying news, entertainment and education Radio often goes where Transportation may not. Its growth as an advertising medium has been phenomenal—particularly in recent years when it was realized that Radio must PROVE its value to advertisers and take the guesswork out of its coverage. The Bureau of Broadcast Measurement—co-operated in by Stations, Advertisers and Agencies—is doing valuable work which must be continuous and can never be complete, and has already done much to establish Radio as a senior advertising medium.



This "Guest Spot" contributed by

L. E. Phemmer

President
Canadian Cellucotton Products Co. Ltd.

HORACE N. STOVIN & COMPANY

Radio Station Representatives

for these Live Independent Stations

CJCH Halifax	*CHML Hamilton	CKY Winnipeg
CHSJ Saint John	CFOS Owen Sound	CKX Brandon
CKCW Moncton	CFOR Orillia	CFAR Flin Flon
CJEM Edmundston	*CFPL London	CJGX Yorkton
CJBR Rimouski	CKLW Windsor	CKLN Nelson
CJBQ Belleville		CFPR Prince Rupert
CKSF Cornwall	*Represented by us	CJOR Vancouver
CHOV Pembroke	in Montreal only.	ZBM Bermuda

MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Radio advertising for a retail store is only as good as the suitability of the station selected for it, the time at which it is broadcast, the merchandise featured on the program, the talent, and the promotion behind it. This conclusion was reached after the National Association of Broadcasters (US) completed a thorough survey made in San Antonio, Texas, with the co-operation of the Joske department store in that city.

Preliminary studies were made of the city, which has a population of 350,000, including 70,000 military people and about 35 per cent Mexican and negro. "It is not an industrial city in any sense of the word. In religion it is largely Baptist and Methodist, with a definite Catholic population, both Mexican and American", said the then NAB director of radio advertising, Lewis Avery, who conducted the survey with his assistant Helen Cornelius. Questionnaires and tests were made to find out everything possible about the habits and tastes of the city's population. Then Joske's store itself was made the subject of a thorough study.

Joske's was found to be a large, architecturally beautiful store in a fine location. "The general character of the store" reported Miss Cornelius "is young, progressive, 'going places'." Conclusion drawn from the study was that "Joske's complete identity must be expressed and presented to as many different types of radio audiences as there are types of customers who patronize the different departments." Accordingly, these recommendations were made: (1) Programs that will give greater identity and further individuality to "the largest store in the largest state". (2) Programs that will establish Joske's as a leader in the civic and educational accomplishments of Texas women. (3) Programs to appeal to young married Texans, and programs for and about boys and girls. (4) Programs to establish Joske's as a source of "news about the newest". (5) Programs that will help to sell Joske's as a fashion store, as well as a home furnishing store—a store for all the people of Texas.

After a careful scrutiny of San Antonio's five radio stations, their audiences, availabilities, and program structures, Avery and Miss Cornelius proposed a number of programs for sponsorship by the store.

The first was "Beauty Time", a 6-a-week quarter hour of music and beauty hints aired at 7.45 a.m.—to publicize Joske's cosmetic department, one of the finest in the city, and to promote the sale of cosmetics including several lines exclusive with the store.

The second recommendation was a newscast aired 6 times weekly from 9 to 9.15 a.m., aimed at "married and single women, young and not so young, American and

Mexican" who want news about new merchandise at popular prices. Suitable items for sponsorship would be ready-to-wear clothing, infants' goods, kitchen merchandise, etc.

The third program suggested was "Texas Today", 5-a-week quarter hour series heard at 9.30 a.m., designed to reach the "thousands of intelligent women leaders in social, civic, educational and cultural activities in Texas." This program would feature quality goods, and help to build Joske's reputation as a quality store.

Recommendation number four was the transcribed serial "Ben and Bob", aired at 10 a.m. Monday through Fridays, to appeal to "the thousands of young army and civilian wives with money to spend and an increasing need for spending it wisely". Infants' and children's wear, household appliances, would be plugged on this show.

A well-established popular request program "For Memories Only" was suggested to appeal to the young audience, and to promote Joske's low price department store. "Living Fashions" fashion promotion show aired 1.45 p.m., designed for housewives and women unable to visit the store and see for themselves, would set out to build up the standing of Joske's as a fashion centre. Full Lewis' 6 p.m. news commentaries could be sponsored to draw attention of business men and women to the clothing, haberdashery and household appliances, books, etc., at Joske's. A dinner music program, "Aloha from the Islands" would feature goods to appeal to the whole family. A 5-minute newscast at 11 p.m. could be used to build up different departments of the store.

The entire plan was submitted to the management of the store, along with a recommendation that a radio director be appointed to co-ordinate all programs, produce commercial copy, and arrange for promotional tie-ups to draw attention to the programs and the store they advertised. Joske's accepted the recommendations in full.

It was also agreed to carry out surveys every three months to test the effectiveness and success of the radio advertising program.

BBM shows that CKNW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.

CKNW

NEW WESTMINSTER, B.C.

CANADIAN BROADCASTER

TWICE A MONTH

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

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Montreal - Walter Dales

VOLUME 5, NUMBER 7

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APRIL 6TH, 1946

Sheep In Wolves' Clothing

For the better part of the past decade "business" has been very definitely "under the gun". Yet instead of adopting the principal that going on the offensive is the best means of defence, business in almost all its aspects and sizes has adopted the general policy of keeping on its own feet, treating each adversary with the scorn of silence, until suddenly the enemy is right at the gate. Then, and then only, do they "run out the guard", and proceed to do battle as best they can with their backs to the wall.

Was this not very much the same procedure as that which preceded the First World War? Did we not start off sneering scornfully and going about our business while Hitler and Mussolini were getting geared to infect the whole continent of Europe with the fascistic germ? Certainly when the realization of what was happening came to us—after it had happened—the whole decent world united to remove the monsters that had crept up to destroy it. But supposing counter-steps had been commenced long ago as the Mussolinis and the Hitlers started to go . . . supposing the speeches of Churchill and those of his persuasion had been heard and heeded as they raised their cry in the wilderness, then would not the ghastly war the world has ever known have gone down in history as a "minor incident", bitter while it lasted, but short and very decisive?

In the field of business, enemies exist in plenty. From without, it is assailed first by the continued intrusions of government into its own prerogatives. It is assailed by labor's demands for increased wages on the one hand and continued government control of prices on the other. It is assailed by the socialist-born view that most of the money a manufacturer or dealer receives for the merchandise or service he sells is unearned profit, which he must, in some mysterious way, keep concealed from his creditors, thereby avoiding paying it all back to the government in taxes.

But business can be and often is assailed from within. Companies are quite prone to spread stories about one another. Even the members of one single industry have been known to harbor invidious thoughts about their fellows, and when such thoughts are allowed to remain hidden from the healthy light of day, their virus grows and spreads until it is likely to flow out of control.

The Labor Press of Canada and the United States is filled with material which cannot but convince some of its readers that businessmen as a class are just plain unadulterated crooks. Yet to what extent does this class set out to correct this wrong thinking?

On the other hand, the war has done a great deal to widen the gap between the counter, so that retail buyers are threatening what they are doing to those impolite store clerks when the time is ripe. Definite steps are being taken in this regard however, both by tightening of discipline and through the medium of advertising, so that when business is being done back to a buyer's market, which it is rapidly doing, most of the black books will be lost and forgotten.

Medical science says that the best healer of a wound or sore is exposure to the fresh air. In differences of opinion, the same treatment applies, and perhaps even more so. Exposure of a provocative opinion affords "the party of the second part" a marvellous opportunity to air his views and there never were two divergent opinions between which there is not a half-way point of accord and agreement.

Editor

VARIETY IS MORE THAN A PAPER

BY DAVID ADAMS

Anyone who spends a great deal of time listening to the radio may take a particular liking to a new tune; the first few times he hears it he may grow to like it even better; but by then it'll probably be well on its way to becoming a hit, and soon he'll find it coming at him from all over the dial; and unless it's got the makings of a "classic", before long he'll be pretty sick of it. This sort of thing is particularly noticeable at Christmas, Easter and other festival times. Christmas carols include many songs whose beauty and simplicity makes them some of the richest treasures in our musical heritage. But "Silent Night" and other perennial favorites are aired so many times during the two or three weeks leading up to Christmas that anyone who spends much time listening to the radio is liable to weary even of them. This trend of "plugging" seasonal music on the air seems to be on the increase—taking its cue perhaps from the greeting card industry, which makes the most out of every occasion for celebration. For two weeks last month the air was filled with the sound of Irish melody and song. The Londonderry Air, Kathleen Mavourneen and many another beautiful air from the Emerald Isle, were featured on almost every program. "Mother Machree" led the field in the number of times it was repeated. Hardly had another St. Patrick's Day receded into the past before broadcasters took up a new theme—the coming of Spring. Johann Strauss' beautiful waltz "Voices of Spring" was a well-established favorite selection for the occasion. No need to ask these days "Where are the songs of Spring?"; from classic, like Mendelssohn's "Spring Song" to popular, like "Spring Will be a Little Late This Year", they're right here with us whenever we switch our radio on. Any day now though, we'll be hearing the strains of Irving Berlin's "Easter Parade" and the other Eastertide songs. The number of times all of these seasonal favorites are broadcast is evidence of the broadcasters' desire to give the listening public what it likes and wants in the way of radio entertainment. But unless stations and networks serving a given area could somehow arrange to dovetail their musical programs in such a way that listeners in that area would not hear the same pieces over and over again, it's possible that instead of pleasing the public they may even verge on "killing them with too

much kindness". Instead of falling over one another to present the proven "most popular" songs for any particular occasion, some stations and some commercial programs manage to maintain the freshness of the occasion by presenting some lesser known song or melody inspired by it. The rest prefer to stick to the tried and true.

This tendency to keep to a pattern or format that has proved successful is noticeable in the case of almost all the major radio variety and comedy shows. Originality and freshness are recognized by many to be necessary to maintain listener interest; or, to put it in the language of a Lucky Strike commercial "Quality of product is essential to continuing success". But the challenge of having to produce a new and entirely different show every week is a mighty one. This is one reason why almost every major comedy show on the air keeps to the same pattern for each broadcast; it provides a ready made, proven reliable foundation on which to build each succeeding show. Familiar routines and easily recognizable characters that have been popular with listeners for a number of broadcasts, they argue, must have what it takes to make them a success; so they work these routines, these formulas, to the bone, and drain them of the last drop of freshness and spontaneity. Examine some of to-day's top rating shows, and in many of them you will find this is being done. A few months ago, when one of Bob Hope's gags misfired, he kept repeating it every few minutes during the rest of the program. This sort of ad-lib went over with a bang. But by doing the same thing almost every week now, the novelty of this treatment has worn thin. Fibber McGee's cluttered hall closet provided many a good laugh, until they found some excuse to open it nearly every Tuesday evening. Abbott & Costello repeat the same old routines word for word. (Who's on first base; Watt's on second, etc").

Commercial radio men tend to fight shy of new techniques and methods and untried approaches. The sponsor's money, they feel, is an investment which should not be used on programs that deviate from accepted patterns that have an established popularity on the air. Experiment is for the sustaining program. It is perhaps worthy of thought though that box office is never diminished by the quality of surprise.

MILESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

May bring flowers but in this month the American Revolution started and Canada was invaded . . . an exciting month for Canadians . . .

- 1, 1775 The Quebec Act came into force. The American Revolution started. Montgomery and Arnold invaded Canada.
- 1, 1806 Carnegie public library opened in Ottawa.
- 3, 1877 Hundred and fifty coal miners killed in an explosion at Ammono.
- 3, 1890 An asylum near Montreal burned and 70 lives were lost.
- 7, 1763 Pontiac's war started.
- 8, 1810 Explosion at Hull Quebec killed 10.
- 8, 1853 The "Genova", the first transatlantic steamer, arrived at Quebec.
- 9, 1844 Kingston ceased to be capital of the Province of Canada and Montreal became the Capital.
- 1, 1901 Trail, British Columbia, incorporated.
- 1, 1942 Axis submarines sunk off freighters in St. Lawrence.
- 2, 1870 Act to establish the Province of Manitoba passed.
- 3, 1860 Political riots in St. John's Newfoundland.
- 6, 1885 Riel surrendered, and the Northwest rebellion was over.
- 6, 1871 British Columbia admitted into the union.
- 7, 1842 Ville-Marie, better known today as Montreal, was founded by Maisonneuve.
- 7, 1841 At Cape Diamond, Quebec a rock fell and killed 25 people.
- 8, 1765 Fire destroyed a quarter

- of the city of Montreal.
- 18, 1785 Saint John, New Brunswick, incorporated.
- 18, 1846 Kingston, Ontario, incorporated.
- 19, 1776 Americans driven from Canada by Carleton.
- 21, 1832 Election riots broke out in Montreal.
- 23, 1873 Act passed to establish the famous North West Mounted Police.
- 24, 1881 The ship "Victoria" sank with 181 lives lost.
- 25, 1763 Fort St. Joseph taken by the Indians.
- 25, 1882 Royal Society of Canada held its first meeting at Ottawa.
- 25, 1905 Peterborough, Ontario incorporated.
- 27, 1914 Montreal Daily News first published.
- 28, 1845 Fire in Quebec, in suburb of St. Roch, destroyed 1,638 houses.
- 29, 1914 The ship the "Empress of Ireland" sank and 900 lives were lost.
- 30, 1838 Hudson Bay Company received a new trading charter.
- 30, 1876 Fire in Quebec, in the Montcalm suburb, destroyed 411 houses.
- 31, 1721 The ship "Whalebone" with John Scroggs as the Captain attempted the Northwest passage and was forced to winter at Fort Prince of Wales.
- 31, 1902 South African war over.



Major H. R. Varcoe, M.B.E., B.Sc. E.E., recently appointed sales manager in the Electronics division of the Northern Electric Company. He has been with the Company since 1929, when he started in as an installation engineer for motion picture equipment. He joined the army in 1939, and served overseas for 5 years.

Station Goes to Fair

A special studio was set up at the Middlesex Seed Fair by station CFPL, London, last month, to bring listeners full coverage of this annual event held in the London Armouries. Interviews with prominent visitors at the Fair and other features were picked up by CFPL's mobile recording unit, and played back during the station's daily noon farm broadcasts.

SHOW BUSINESS

by Geo. A. Taggart

Profile---With Liberties
GUY HERBERT

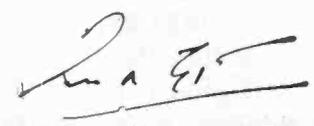
THIS BOY knows more movie stars by their first names than Louella Parsons, Jimmie Fidler, Donald Duck and Samuel Goldwyn combined, for the very good reason that he was the kid who corralled the biggest names in show business and brought them to Canada to do their stuff on our Victory Loan radio shows.

HE LEARNED quite a bit about corraling when he was Director of Attractions for the Calgary Stampede, during which time he arranged many of their greatest shows and brought extravaganzas to the City of Chinooks from here, there and everywhere.

YOU ALL know, of course, that he is the chief mogul of All Canada Radio Facilities office in Toronto. He supervises their transcribed services and the sale of time to their lengthy list of stations across the Dominion.

GUY HERBERT is a big six-footer with a heart to match. He is a natural-born contact man. He has a fetching southern drawl which doesn't do him any harm either. You see, he came originally from Virginia—the south that is. Current rumours persist in Canadian radio circles that Fred Allen is considering him as a summer replacement for Senator Claghorn . . . and I'll bet you a used spot announcement he'd do a job on that, too!

ALL in all, quite a Guy - Herbert!



165 Yonge St. Toronto
Adelaide 8784.

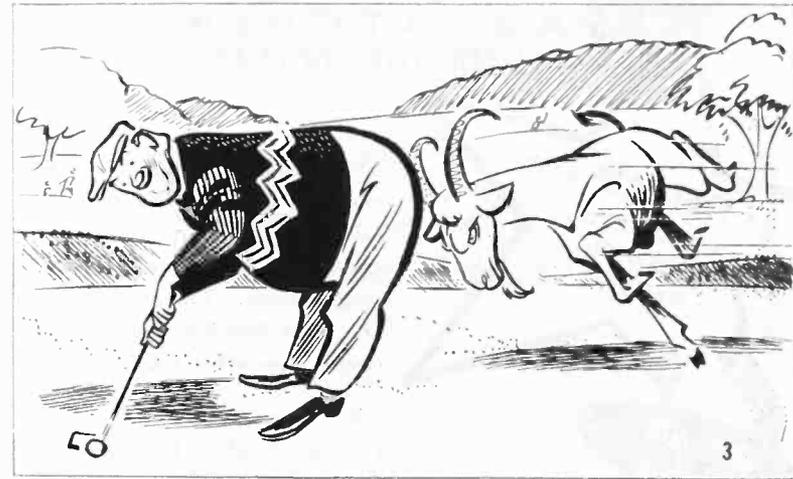
One World

A program "to promote greater understanding of the problems of world amity" will be aired by the CBC network for 15 weeks this summer, beginning June 29. Titled "The Around the World" the series will try "to show the basic underlying characteristics, traditions and customs which we have in common with other nations". Fifteen of the United Nations will be highlighted on the broadcasts, in alphabetical order from Australia to the USSR. Canada is not included in the series.

Prairie Talent

There is a lot of talent in Saskatchewan which could be put to good use in local radio productions, thinks Mrs. Lillian Giverogo, British war bride now living in Regina. "We could even have our own soap operas", declared Mrs. Giverogo, who used to broadcast over the BBC and Radio Luxembourg. She is now working for CKCK Regina, giving instruction in diction, dramatics and enunciation.

WHAT A SPOT TO BE IN!



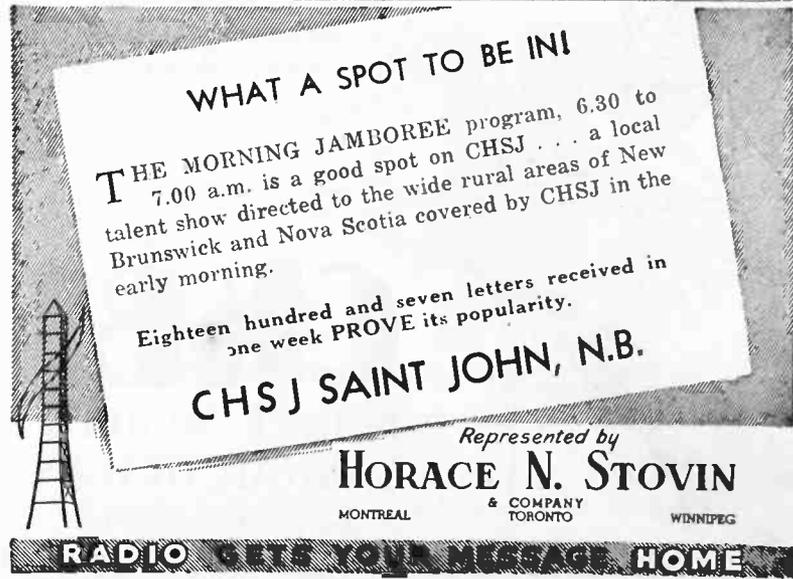
WHAT A SPOT TO BE IN!

THE MORNING JAMBOREE program, 6.30 to 7.00 a.m. is a good spot on CHSJ . . . a local talent show directed to the wide rural areas of New Brunswick and Nova Scotia covered by CHSJ in the early morning.

Eighteen hundred and seven letters received in one week PROVE its popularity.

CHSJ SAINT JOHN, N.B.

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG



RADIO GETS YOUR MESSAGE HOME

Look to
RCA VICTOR
for Custom-Built
TRANSCRIPTION PROGRAMS



RCA Victor TRANSCRIPTION STUDIOS
TORONTO - Royal York Hotel - AD 3091 - MONTREAL - Lacasse St. WE 3671

FCC SLURS RADIO PROGRAMS

Complete
RECORDING
FACILITIES

for your
WESTERN
BROADCASTS

- Air Checks
- Delayeds
- Actualities



WRITE OR WIRE
Les Garside

INLAND
BROADCASTING
& RECORDING
SERVICE

171 McDERMOT AV. WINNIPEG

The FCC, the American Commission charged with regulation of radio, will pay particular attention to station program structures and policies before granting them license renewals, it is revealed in a report on "Public Service Responsibility of Broadcast Licensees" issued recently by the Commission.

Four aspects of program service over which the report showed concern were (1) Sustaining programs (2) Local live programs (3) Discussions of public affairs, and (4) Advertising excesses.

Referring to sustaining programs, the FCC said "there is evidence that such programs are disappearing from the program service of some stations, especially during the best listening hours." It advanced five important functions of sustaining programs: to provide programs for minority tastes and groups; to provide programs devoted to the needs and purposes of non-profit organizations to provide a field for experiment in new types of programs to air programs whose nature makes them unsuitable for sponsorship; and to achieve a well balanced program structure.

On the matter of radio advertising, the FCC report said that "advertising represents the only source of revenue for most American broadcasting stations, and is therefore an indispensable part of our system of broadcasting. In return

for spending some 397 million dollars per year on American broadcasting, the advertiser can expect that his name and wares will be effectively made known to the public. However, the fact that advertisers have a legitimate interest and place in the American system of broadcasting does not mean that broadcasting should be run solely in the interest of the advertisers rather than that of the listeners. Throughout the history of broadcasting, a limitation on the amount and character of advertising has been one element of public interest."

"There are no economic considerations", the FCC contends, "to prevent the rendering of a considerably broader program service than the public is currently afforded."

Making a general comparison between radio and newspapers, the report pointed out that the programs between 6 and 11 p.m. are a station's "front page"; and the statistics of local programming between these hours are not impressive.

Discussing ways of correcting the faults and shortcomings to which it was drawing attention, the FCC stated that it, as the official licensing agency, had a responsibility to guard the public interest but emphasized that affirmative improvement of program services must be the result primarily of other forces. It called for professional radio critics "who will play in this field the role which literally and dramatic critics have long assumed in the older forms of artistic expression. Responsible criticism can do much more than mere promotion; it can raise the standards of public appreciation and stimulate the free and unfettered development of radio." Radio listener councils, affording a liaison between broadcasters and listeners could also do much to define tastes and program needs.

Reaction to the publication to this report by the FCC by broadcasters was swift and sharp. NAB president, Justin Miller issued a statement saying "The report overlooks completely freedom of speech in broadcasting. Considered from every angle it reveals a lack of faith in the American system of free radio and a desire to impose artificial and arbitrary controls over what the people shall hear.

U.S. Public Favor Radio Advertising

A majority of radio set owners in the United States either favor "do not mind" advertising on radio, according to the results of a poll conducted by the National Opinion Research Centre of University of Denver in co-operation with the NAB.

More than eight out of ten people polled believed that radio advertising in the United States is doing either an excellent or a good job in the community. 82 percent gave an excellent or a good job; 11 percent gave a fair or poor job; and 7 percent were undecided.

Interviewers questioned 1000 adults in all walks of life in various parts of the U.S. Asked to choose which of four statements came closest to their views, the people polled answered as follows: 23 percent said "I'm in favor of advertising on the radio, because it tells me about the things I want to buy"; 41 percent subscribed to the statement "I don't particularly mind advertising on the radio. It doesn't interfere too much with my enjoyment of the programs." 26 percent declared "I don't like advertising on the air, but I'll put up with it."

Faced with the definite choice, 64 percent still said they would prefer advertising. 35 percent said they would prefer no advertising and 3 percent were undecided.

To other questions asked in the survey, the radio set owners answered in these proportions:

81 percent said they were willing to get the kind of program they wanted when they wanted to. 84 percent said they would rather do without movies than without radio. 13 percent said they would pay \$5 a week to get programs without advertising.

AVAILABLE

Versatile writer seeks position in Toronto. Keenly interested in radio broadcasting field. 3 1/2 years experience in news editing, feature writing, research and rewrite work. Ex-RCAP navigator, aged 29, married, with one child.

Box 103

CANADIAN BROADCASTER
371 BAY ST. TORONTO

Right in the **CENTRE** of
SASKATCHEWAN'S
MULTI-MILLION DOLLAR MARKET

- FARMING •
- FORESTS
- FISHING
- FURS



Agriculture is KING in this diversified market. The overall excellence of the land PLUS a generous average rainfall eliminates crop failures. The preponderance of mixed farming assures a year round income for the farmer.

The farm income for 1945 is still over the \$300,000,000.00 mark. To round out this 4 in 1 market we are the gateway to the furs, fishing and forest industries.

Saskatchewan's No. 1 market is dominated by the station dedicated to community service.

CKBI
PRINCE ALBERT
SASKATCHEWAN

...SOON 5000 WATTS...

See THE ALL-CANADA MAN . . .

SYDNEY S BROWN

PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue
Toronto
Oxford 1244

Vets' Ad Course Ends First Year



In foreground, a typical student at left and Roydon M. Barbour, Standing (l. to r.) Alec Phare, Jack Lawrence, C. W. Wright, Colonel Picking and Hall Linton.

The 20th marked the final of the first course in advertising returned personnel under the auspices of Toronto Extension, organized by the Advertising and Sales Club of Toronto.

During the twenty-weeks' course which was conducted by Alec Phare, Director in Charge of Radio for R. C. Smith Ltd., assisted by James Stovin, of H. N. Stovin and Company. During the twenty-weeks' course, representatives of nearly every branch of advertising acted as lecturers.

The closing session of the course was held on the 20th.

diplomas by Roydon M. Barbour, president of the Advertising and Sales Club of Toronto, Alec Phare received a water-color painting by R. W. F. Capel. This presentation was made by Jim Knox, representing the students whose gift it was.

A number of guests attended the closing session, including Dr. W. J. Dunlop, head of the University Extension; Roydon Barbour; J. W. Lawrence, chairman of Ad Club Careers Program; Hall Linton, assistant chairman; Lieutenant Colonel F. J. Picking publisher of CANADIAN VETERAN and C. W. Wright, guest lecturer for the evening.

Commercials Breed Familiarity

Twenty-Third Psalm carries a message that has impressed the mind, yet it may be repeated, word distinct, in 35 seconds, said Frank Mann Harris, in SATURDAY NIGHT for 1946.

An article pointing out some "sins" committed in writing commercials for radio, Harris states that many sponsors believe that taking six pages to make a statement, that statement repeated twelve times as convincing as were said in half a page.

The radio sin of over-frequent use of a single name or

phrase", he writes, "is all too common to require any lengthy comment. The basic idea behind all this ceaseless reiteration is that of driving home the name of the advertised article so deeply and firmly that it will automatically bob its pretty little head up from your sub-conscious at the proper moment. Having just heard the name of *Pinkly Baked Beans* repeated a full score of times, it stands to reason you're just bound to specify them and none other. Or are you?" Familiarity in such cases, sometimes breeds a vast contempt and dislike of that particular brand.

2 BIG EVENTS

IN CANADIAN BROADCASTING

* NOW 5000 watts

C J O R is the FIRST to announce NEW POSTWAR POWER completely installed and on the air full time!

* OUR 20th YEAR

C J O R marks 20 years of service with an anniversary celebration designed for top promotion!

5000 WATTS

600 K.C.

CJOR VANCOUVER

CBC—Dominion Network

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

CR
GENERAL STATION

Wright

LOOKING FOR LISTENERS?

The most consistently listened-to station in Kitchener - Waterloo - Galt - Guelph - Preston - Listowel - Elmira and other communities.

SEE WILLIAM WRIGHT
Victory Bldg.

AD. 8481

STATION MANAGERS

How To Make More Money With BUP Features

One of the many practical examples

CFRN EDMONTON WRITES AS FOLLOWS:

"Regarding your survey questionnaire . .

- WOMEN IN THE NEWS - (5 mins.)
- IN THE WOMEN'S WORLD (5 mins.)
- NAMES IN THE NEWS - (5 mins.)
- GOOD EATING - - - (5 mins.)
- IN MOVIELAND - - - (5 mins.)
- IN YOUR NEIGHBOURHOOD (5 mins.)

Used in the main by a daily women's commentary show we have, which is sponsored by one of Edmonton's leading department stores and incidentally, the title of this show is "IN THE WOMEN'S WORLD."

ON THE FARM FRONT (5 mins.) is used on a sponsored show "FARM SERVICE BROADCAST".

HIGHLIGHTS OF THE WEEK'S NEWS (5 mins.) is also sponsored on a one-a-week basis, sponsor being Edmonton's foremost plumbing and contracting establishment.

THIS WEEK IN OTTAWA (5 mins.) is used on a sustaining basis during the commentary show "YOUR OTTAWA CORRESPONDENT".

WORLD OF TOMORROW (15 mins.); BEHIND THE HEADLINES (5 mins.) and PLACES IN THE NEWS (5 mins.) are used occasionally on a straight sustaining basis.

BRITISH UNITED PRESS

231 St. James Street

Montreal

Radio Summer School

For the second year a Summer Radio Institute will be convened at Queen's University in Kingston, Ontario, this season. The session will run from July 3 to August 16.

Purpose of the Institute is outlined as follows: (1) To give training in the arts of speech, writing and production for radio broadcasting; (2) to be of special value to those already in radio work who want additional training, and to others who wish to prepare themselves for active radio work; (3) to help teachers in planning school broadcasts, preparing material, writing scripts and making use of broadcasts in the the classroom.

Students whose work reaches the standard required will receive certificates, but it will be made clear that possession of these certificates will not necessarily lead to employment in radio. Staff for this year's course includes: Institute Director William Angus, director of drama at Queen's University; Aurèle Seguin, director of CBC's Montreal Radio College; W. Bruce Adams, instructor in radio at Central Technical School, Toronto; Elspeth Chisholm, formerly of CBC's department of Talks and Public Affairs; W. H. Brodie, CBC supervisor of Broadcast Language; and R. S. Lambert, CBC supervisor of Educational Broadcasts.

Tuition fee for the 6-week session is \$55. Applications should be sent to the Department of University Extension, Queen's University.

The New Canada

American school students heard a special broadcast about Canada in the CBS American School of the Air series, "This Living World", on March 7. The program, titled "The New Canada", was produced by Andrew Allan, and was written by Lister Sinclair with musical score by Lucio Agostini.

Aim of "The New Canada" was to highlight Canada's key position in the world today, and to straighten out some of the not-so-accurate impressions of Canada that are to be found abroad.

A special committee was set up to plan the program, including Captain R. G. Cavell, chairman, Canadian Institute of International Affairs; Walter Herbert, director, Canada Foundation; Dr. C. E. Phillips, secretary, Canada and Newfoundland Educational Association; R. S. Lambert, CBC supervisor of educational broadcasts; and Arthur L. Phelps of CBC International Service.

Celebrate Centenary

1946 is Hamilton's Centennial Year. In honor of this event, CKOC Hamilton is airing a new program built around the Mountain City's history, called "Hamilton's One Hundred Years".



In Kitchener, our most port of call, we found Gib and Mitch Mitchell (purring well they might) over their choral studio, where choir and other choral groups will appear before the CKCR microphone, specially constructed platform mounting behind each other huge stairs. This device has found to give fine acoustic enabling them to accommodate many of the large musical groups for which Kitchener is famous, turn out broadcasts of high quality. As we left we were presented with a package of Schneiders roasted pig-tails which sulted in your humble servant gracing himself at the Benstoner table by consuming a dozen.

A visit to Montreal resulted largely in Walter Dales protesting to justify his name on the head as Broadcaster correspondent by corresponding a little more frequently, and, as soon as he get himself organized, supply regular Montreal letter. Speaking, dinner at Chez Ernest co-guest of Jim Alexander, Marcel Lefebvre has left mouth watering, and on our soon we hope) return to Montreal we hope we may be blessed bedroom with a bed and a bath is this asking too much?

Recent visitor to the Broad office is E. G. "Curly" Archibald manager of CHOV, Pembroke town to pipe his play by play description of the Allan Cup semi-final hockey play-off from Maple Leaf Gardens back to Home Town. Archibald and CHOV crew have covered three thousand miles between broke and Ottawa, Cornwall, and Toronto, in order that the watter back home may keep teners of the Upper Ottawa posted on the triumphs of the ber Kings.

Too good to waste in our "Fresh Heir Department", the following bulletin has reached from Syd Brown, Toronto lance writer-producer:

Title: Svdney Summers Brov
Time: Wednesday, March 21
Point of Origin: Toronto W Hospital.

Producer: Dorothy Brown
Sponsor: Sydney S. Brown,
General Characteristics: The niest looking damn thing yo saw.

Parents' Reaction: A philos- acceptance of nature's insc- quirks.

Rating: 6 lbs. and 4,38571

This office has now insta- two-speed play back, and wi- come air-checks of programs- have been broadcast for re- they are felt to have wide- interests. Discs should be- to the Broadcaster office, mutual understanding that- will be written to reflect th- did opinion of this column.

PRESS-TIGE



我國故事將由播音播
 本市CFRB無線電台現定下星期一(三月廿六日)下午六時播插一特別播音節目。題目「一個特異之世界」。該節目乃由可倫坡雜誌公司所製辦，而由著名之「無線電播音專家」卡拉氏演出。其內容包括：(1) 國內各報章之真象；(2) 使國情形；(3) 香聖士拉氏之經歷；(4) 其播音時之奇聞與趣味。上列各點卡拉氏播音時之態度。

If you can't read Chinese, the fellow at the mike is Gordon Sinclair, the course of one of his nightly broadcasts for Coronet magazine "a Different World", over station CFRB, Toronto. If you can read Chinese, you won't need to be told that this write-up in the Shing Day News drew attention to a special program in the series on March 23, when Sinclair's broadcast was built round the Chinese language and some of his own personal experiences while travelling in China.

Order From Cantor

Cantor's action in banning the "Cantor Show" from Canadian waves has succeeded only in arousing listener interest in the program, according to Claude Dunton, radio editor of the EVENING CITIZEN, who wrote a column on March 23. A letter received from Cantor reads: "Your piece in the CITIZEN about the Canadian Broadcasting Corporation and the banning of my program, is most encouraging. They would not like to admit it, but there is nothing more than the reason given for not carrying the program. One thing they have not done which I am grateful, and which I call the show to the attention of many people who never heard of it. Our mail from Canada has increased more than 25 per cent in the last six weeks." Dunton took issue with CBC's A. Davidson Dunton's claim that the CBC "doesn't act as a censor". By deciding Cantor's program was unfit for the ears of listeners, and banning it, he is giving the listeners a choice to decide for themselves, he says, "the CBC borders on the lines of censorship."

Knox Joins R & R

Jim Knox, sales manager of Horace N. Stovin & Co., is leaving his present post to join Ruthrauff & Ryan as account executive after 2 1/2 years with Stovin's office. Gordon W. Ralston has been named manager of the Toronto operation of Ruthrauff & Ryan, and Ramsay Lees continues as radio director.

Remote Remote

A four-and-a-half-mile drive across the frozen waters of the Kennebecasis River was undertaken by Stu Griffiths of the CBC International Service. Stu was headed for the home of Erika and Kjeld Deichmann, Danish Canadian couple living at Moss Glen, near Saint John, New Brunswick. Object of the trip was to have the Deichmanns tell in Danish, the story of their pottery business, for a broadcast to Europe by short-wave. The Deichmanns are Canada's best known pottery makers, and their broadcast was picked up and rebroadcast throughout Denmark by the Danish State Radio.

300 G's and an Ideal

With financial backing to the tune of \$300,000, Alvan E. Nelson, old timer in U.S. radio, plans to set up a 50,000-watt independent radio station in the San Francisco area, embodying all the features of his ideal radio station. According to story in TIDE for March 22, Nelson's station would be devoted to five principal aims: the development of new talent to replace today's stars; "subordinating commercials to more dignified time percentage"; and elimination of unrelated spot announcements; revival of San Francisco's heritage as an early training ground for celebrated personalities; balancing programs between cultural, civic, educational, religious and agricultural aspects of the community, and drawing views and comment from original sources by combination with the working press.

A \$100,000,000 MARKET
 is reached by
C J G X
YORKTON

Here are the Facts

- 1945 Field Crop Production **\$104,068,000**
- 1945 Livestock Marketings **\$12,921,000**

LISTENERS LIKE OUR NEW FREQUENCY

Since we changed last November, Saskatchewan and Manitoba listeners are still sending us over 200 letters a day to tell us they like it.

940
 ON THE DIAL

IN THE CENTRE OF
 GOOD LISTENING

C J G X
YORKTON

WESTERN CANADA'S FARM STATION

— : REPRESENTATIVES : —

HORACE N. STOVIN & Co.,
 Toronto, Montreal, Winnipeg
 ADAM J. YOUNG JR. Inc. — U.S.A.

BETTER SALES RESULTS
INCLUDE CJOG IN
YOUR APPROPRIATION

JOG
 Lethbridge, Alberta
 GOING TO 5000 WATTS

FATHER OF TELEVISION

By HUBERT E. BIRD
Well-known British Broadcaster



GOING
TO
1000
WATTS
ON NEW
FREQUENCY
OF
1150
Kilocycles

Represented by
JAMES L. ALEXANDER
Toronto

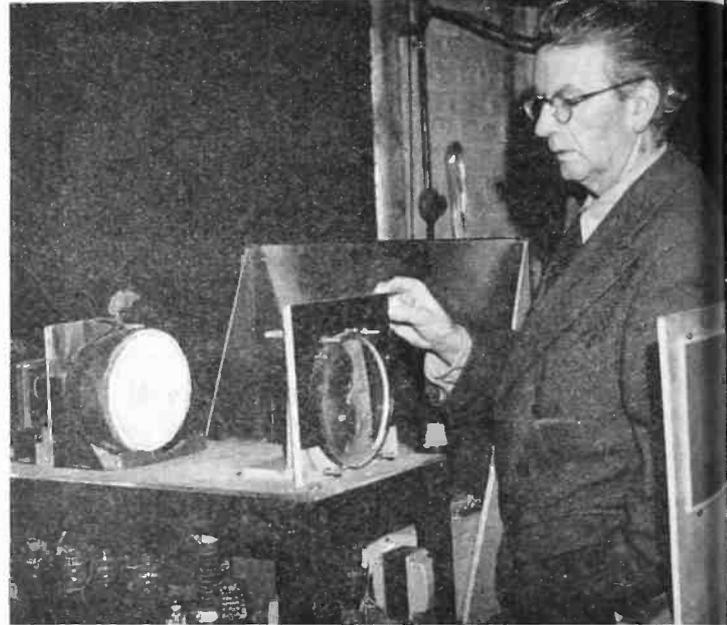
Television is making news again. After its suspension of activities during World War II, the British Broadcasting Corporation's London television station at Alexandra Palace is now transmitting a daily still pattern to enable the radio trade to test and repair existing receivers and to assist them in the production of new ones.

Britain's first pre-war experiments in "seeing over the air" will be connected always with the name of John Logie Baird. He was the son of a poor Scottish clergyman, and he was born in 1888. His is the story of a man who rose, in the face of poverty and ill-health, to world fame; and all because of an obsession with an idea which in itself made people think he was a little queer in the head. He knew that sound could be made audible hundreds of miles away by the telephone. He also knew that light did something to selenium cells. The two things added up to something in his brain. It *should* be possible to make things *visible* hundreds of miles away, too.

It was his teachers' insistence on Latin that made him turn with a passionate curiosity to science, and it was the potentialities rather than the proven facts of science which

attracted him. He invented a foot-warmer and new types of soap and boot polish. He went to Trinidad to make jam. But it was no good. The idea of television haunted him. He came back to England, settled

come to Baird. This was nocturnal television by infra-red rays, invention of an apparatus by which people could be televised in total darkness. The principles inherent in Baird's earlier



John Logie Baird with his color and stereoscopic television apparatus.

in an attic room at Hastings and began to work on the invention of practical television. The apparatus with which he set out to solve this terrific problem was ludicrous in its crude improvisation. A ten cent tea chest supported a second-hand motor; a biscuit tin housed his projection lamp; his lenses cost 8 cents each at the local bicycle shop; cardboard, drawing pins and bits of firewood made up his rotating disc, and rubber bands held it together. It looked absurd, but it gave him his first result. It put him on the right track.

With courage, hope and next to no money he migrated to the slums of London's Soho. Here he had two miserable attic rooms. In one he erected his transmitting apparatus. In the other his receiver. And here it was the miracle first happened. He received in one room the image of "Bill", a ventriloquist's doll, transmitted from the other. Television was achieved. Baird rushed out of the room to find a live subject to transmit. He wanted to see the image move. He pounced on a small office boy and hustled him upstairs. The boy, frightened by the bright lights of the transmitter, turned and fled. Baird pursued him, and with a generous tip and a reassurance that he wouldn't be murdered, induced him to return. So it happened that William Taynton was the first living person to be televised. The crude apparatus on which Baird first got positive results is now in London's Victoria and Albert Museum.

To be able to see people and places in the world without their knowing it is an obvious military usefulness set to work.

On the night of April 8, his first big experiment with television startled the crowds in London's busy West End, who saw the sky filled with a red glare from the top of a building near Trafalgar Square. Fire engines were sent racing to the spot, but were only just prevented from extinguishing Baird's televisor and his red searchlight with flood water. His experiment was a success. The image of Nelson's Column, on which the searchlight played, was received within his house.

A month later, using telephone lines, one for vision and one for sound, a televised image of London was received on Baird's receiver in Glasgow, some 400 miles away. After this, Baird could demonstrate both television and noctovision before the world's greatest scientific authority, the Royal Society. Both were his new and important branches of science, and Baird took place them on a commercial basis. He formed the mammoth Television Company, and a series of nightly transmissions from London to a receiving station in Harrow a dozen miles away. The following year, 1928, were given broadcasting rights to Baird's system, which was later adopted by the

In the course of his experiments with television another idea had

(Continued on next page)

WHAT A SPOT TO BE IN!

WHAT A SPOT TO BE IN!

WE ARE now operating with 5000 watts, non-directional, in daytime. Although our coverage is considerably increased, our present rates will apply until further notice. Future rates will depend on a thorough survey made of transmitter performance over our entire new coverage.

CJBR RIMOUSKI, QUE.

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

(continued from previous page)

Civvy Street



Just returned from two and a half years service overseas with the Canadian Army is Captain R. M. "Bob" Kesten who has starved on army rations to the tune of plus thirty odd pounds.

Bob, who arrived back on the Ile de France late last month was with Northern Broadcasting as program director when he enlisted, had travelled up and down Radio Row pretty thoroughly as producer, writer and announcer with Ardiel Advertising, CBC, CKCL, Toronto, CKGB, Timmins, CFCH, North Bay, and also as a free-lance.

Two Ontario radio men who returned as shipmates with Bob were Cam Ritchie, CKLW, Windsor, and Leslie deB Holly, CBC, Toronto.

During operations prior to VE-Day Bob Kesten commanded a 1,000 watt mobile radio station (BLA3) on the continent, entertaining Canadian troops with a full radio service 17 hours a day usually from within three to five miles from the front.

Now awaiting official notice of his retirement, Bob is looking over the radio scene and reports a couple of offers which he is currently weighing against offers of radio work in Great Britain.

STRIKE TWO

It was considered unusual when Helen Hayes accepted a play "Run, Ariel, Run", mailed in unsolicited by Canadian Leo Orenstein. It was in January of this year. \$100 was paid for the script. Last month Helen Hayes and her asso-

ciates picked another Canadian play, "Siren Song From Baltimore", by Lucille Kallen. Another \$500 cheque crossed the border, and went to the same Toronto address as the first one. Leo Orenstein and Lucille Kallen are man and wife.

BROADCASTING ON SCHOOL CURRICULUM

Students at the Secord Public School in East York Township take part in "broadcasts" as a part of their regular school curriculum. The "broadcasts" reach a 1,000 students through the 30 "stations" of the "Secord Network"—as the school's loudspeaker system has been dubbed.

voice quality and clarity of diction. Ability to write was also important, since those taking part are being encouraged to write their own scripts.

Idea of training the children to stage their own broadcasts originated with Frances Silcox, one of the teachers. The task of arranging and organizing the shows has been handled by Miss V. Tibbles, another faculty member. Principal J. Handley Smith is enthusiastic in his support of the scheme, which he believes opens up new fields for training and educating the youngsters.

The first program aired over the "Secord Network" was a production of "Cinderella". Other plays now in the works include a story of the paper milling industry, and a play dealing with public health.

Students were selected from grades five to eight on the basis of

Through the radio classes, students are being stimulated to improve their grammar and pronunciation; they are being encouraged to write original compositions; they are learning confidence in public speaking; they are gaining interest and appreciation for music through choosing the music for each presentation; and they are exercising their ingenuity in trying to achieve realistic sound effects.

WM. NEILSON LTD.

Selects

CKRC

WINNIPEG

**Monday thru Friday
5.45 P.M.**

**"REMINISCIN' WITH
SINGIN' SAM"**

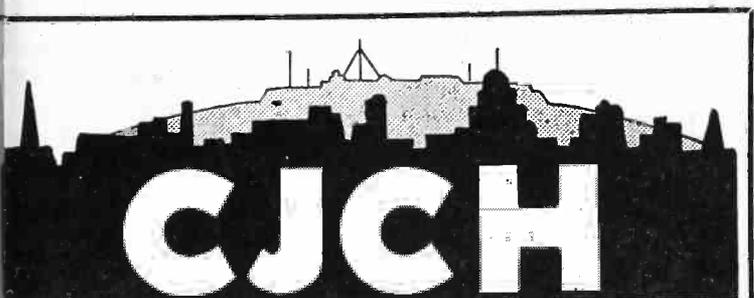
**Yes—Advertisers who
know Manitoba choose**

630
ON THE DIAL

CKRC
WINNIPEG

DOMINION
NETWORK

An All-Canada Station



"The Friendly Voice of Halifax"

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

CHEX . . . covers a 3 way market

CHEX, Peterborough, reaches all three segments of the fast-growing Peterborough market. Look at this three-way expansion.

1. Thirty diversified industries — among them the Canadian General Electric Co. Ltd., Johnson Motors, Quaker Oats Company (Canada) Ltd., Ovaltine and other well-known manufacturers — provide a payroll of \$10,000,000 annually; and post-war plans of these industries point to *even greater* production and increased purchasing power. In addition, post-war construction, including civic buildings, plant additions and housing, will boost the present \$35,511,000 purchasing power.
2. CHEX is situated in the centre of a thriving, prosperous agricultural area—acclaimed as one of the most productive dairy farming districts in Eastern Canada. Because milk contracts are paid weekly, *this means year 'round purchasing power.*
3. Peterborough is the supply centre for the growing Kawartha Lakes vacation land. CHEX is the best way to reach the larger tourist trade anticipated this year—a vacation-time *plus* for your sales.

CHEX is basic Dominion network station—listeners in the Peterborough area don't have to tune in outside stations to hear their favorite network programs. 1900 letters monthly to the "Farm Folks" program prove listener interest; and CHEX's interest in and service to the community have given this station a high community standing. Elliott-Haynes ratings prove that CHEX holds the audience you want to reach.

CHEX—used by 145 local advertisers—can boost *your* sales in this fast-growing market.

Figures are from 1941 Bureau of Statistics

Representing

CKWS Kingston, Ont.	CHEX Peterborough, Ont.
CKGB Timmins, Ont.	CJKL Kirkland Lake, Ont.
CFCH North Bay, Ont.	CKTB St. Catharines, Ont.
CJAD Montreal, Que.	CFPA Port Arthur, Ont.
CKRN Rouyn, Que.	CKVD Val d'Or, Que.
CHAD Amos, Que.	CHGB Ste. Anne de la Pocatiere
	CKEY* Toronto, Ont.

*MONTREAL ONLY

NATIONAL BROADCAST SALES

Bank of Commerce Bldg., TORONTO, EL. 1165
University Tower Bldg., MONTREAL, HA. 3051

Advertising Avalanche

More than 100 western industries have been spotlighted by the Industrial Development Board of Manitoba through its sponsorship of evening newscasts over CKRC, Winnipeg. The commercial time on these broadcasts has been given over to one-minute sketches of various industrial concerns, written by CKRC feature writers and editor Maurice A. Bunn. These industrial "profiles" are drawn from a public service angle, designed to show the usefulness of firms both large and small, and to point up the part they play in their communities.

Best example of the effectiveness of the broadcasts came last month when the Manitoba Government adopted the slogan of the Industrial Development Board "Western Industry On The March" on its postage meters—thus giving western industry a free advertising boost on upwards of a million letters a year, mailed by the provincial post office. The Board promptly expressed their appreciation on the nightly newscast, with a casual mention of Canadian Postage Meters Ltd., manufacturers of the government's new meters. A. L. Edmonds, branch manager of the company, happened to be listening to the newscast, and immediately expressed his appreciation to the Board, writing at the same time to CKRC for a copy of the continuity. This, he felt, would serve as excellent sales promotional material and help to convince other potential buyers throughout Manitoba.

Veteran Speaks

A program designed to help and entertain veterans of World Wars I and II is being aired by the local Red Cross chapter over CJCW, Sydney, N.S., each Saturday night. First half of the 30-minute program "Veteran Speaks", is given over to a counsellor, who gives advice and expert opinion to veterans of both wars on matters of pensions, gratuities, re-establishment other problems. Time for the broadcasts is being donated to the Red Cross by CJCW. Second half of each program consists of musical requests from veterans in nearby hospitals and at home, with local talent playing and singing the selections asked for.

SPARKLING THAT'S DOROTHY DEANE

CANADA'S
TOP GIRL VOCALIST

For Vivacity . . . For Sure Fire Audience Appeal . . . for Sparkle on the air in both song and speech . . . it's Dorothy Deane every time!

Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784



More Hope THAN CHARITY
Elda Hope

It has always seemed to me there were many compensations to living in a city like Toronto, which is the emanation point of so many worth while radio shows. Now, however, I find it most interesting to be in this city of Kingston where people listen to those same shows, form opinions and talk about those opinions innocent of the fact that they are relating them to anyone concerned with radio.

Mr. and Mrs. Average Citizen, according to the consensus of opinion, have not had a fair chance to make a comparison between Canadian and American programs because the American shows have occupied the limelight for so long. Will our Canadian sponsors allow this to continue?

Perhaps the most listened to show is Colgate's "Happy Gang" mainly because it has 'personality'. Every member of the Gang seems to have his own fans, because he completely fills the bill for such cosmopolitan tastes. "Joke-pot" stories are definitely not popular. One listener even went so far as to remark the corn was so thick and so high that you could neither see through it nor over it. To say the very least, it's a definite feather in Bert Pearl's cap to realize the Gang has passed the two thousand mark in programs.

One of the favourites of many of these listeners is York Knitting Mills' "Singing Stars of Tomorrow". They like it because of the exceptional quality of the music and high standards of vocalists.

People are talking very favorably of the "R.C.A. Victor Show". They like Morris Surdin's music and the numbers by the chorus, but to the majority, the star is baritone John Sturgess whose solos bring out the full, rich, deep tone of his voice. The short dramatic skit meets with favour, and it appears that John Adaskin knows his production.

Believe it or not there are people in these parts who actually decline to go out for the evening until after "Share the Wealth" is over. They like Stan Francis' comedy style of emceeing and the fact that his part of the show is ad-libbed in such a free and easy manner. While the questions don't necessitate a college degree, they are at least intelligent. Cy Mack holds up his end of the show as announced admirably by tossing Stan's quip right back at him. Altogether people enjoy their show.

I repeat, it is most interesting to know what people in the other half are listening to. Then, too, it is gratifying to know that the efforts of radio people are not wasted.

'Bye now.

ELDA

Church Plans Programs

The Presbyterian Church is entering the broadcasting field in Canada. A series of programs has been prepared, which will be aired by over sixty local stations across the Dominion, reaching an audience estimated at 200,000. Rev. Neil Miller of Brampton, Ontario, who heads the Church's newly formed radio broadcasting committee, explains that the purpose of the new venture is to give expression to the conviction that "the continuance and strengthening of the Presbyterian Church is a true service to the people of the Dominion."

Response to the first series of programs, broadcast between April and May 12, will be checked as fully as possible through the Board of Missions, which will send out questionnaires to potential listeners.

Proposed programs include "Church of the Air" broadcasts, regular church services, Sunday "Religious Periods" and a weekday series for women. Speakers from all branches of church activity, including mission services, chaplains, students, women's workers, will be called upon to explain their work on various local stations. It is also planned to initiate a network broadcast some time in the future.

Joins Spitzer & Mills



D. McCrimmon has been appointed Senior Account Executive of Spitzer & Mills advertising agency in Toronto. He was formerly assistant to the general manager of the de Havilland Aircraft Company.

Spotlight Shows

"This Is CKOC" is a sixty-minute feature designed to acquaint listeners with some of the programs presented over the wavelength of this Hamilton station each day. Theme melodies, musical selections and dramatic sequences from various CKOC shows are blended by producer Frank Kirton and announcer Bud Debow into an hour of entertainment.

Soap Box for Soap Operas

Broadcasts of provincial and federal legislatures in session would make better listening than "soap operas", in the opinion of one member of Gardiner Local Labor Council in Nova Scotia, which adopted a resolution calling for the installation of broadcasting equipment in both federal and provincial legislative houses. The resolution is being presented by the Local to the Cape Breton Labor Council.

Ink Replaces Wires

Midget radio sets are made possible by a new wrinkle recently taken off the secret list by the U.S. Bureau of Standards. Wiring used for connection, coils etc., is done away with and a complete radio circuit is "printed" in silver and carbon "inks" on a tiny piece of ceramic plate. Completely self-contained midget receivers now await only the development of a small enough battery pack to become a reality.

Singing Breaks

Singing station breaks are now featured by CKSF, Cornwall, Ont. Dreamed up by a local musician, the singing breaks are intended to liven up the routine of the inevitable "pause for station identification". They are recorded by Cornwall singers and musicians.

Station Scholarship

Fifteen-year-old Patricia Lewis of Regina won the \$200 scholarship award in the annual radio audition contest staged by station CKCK, Regina. \$75 bursaries went to five other Regina youngsters who reached the finals. The awards were made over the air by Saskatchewan's Premier T. C. Douglas.

More than 80 entrants were attracted by the contest and 45 of these were heard over the air in preliminary auditions.

Last year's CKCK grand award winner, Erica Zetner, is now studying violin in Toronto. Norma Reid, one of the least year's finalists, recently appeared on the network program "Singing Stars of Tomorrow", sponsored by York Knitting Mills Ltd.



"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).

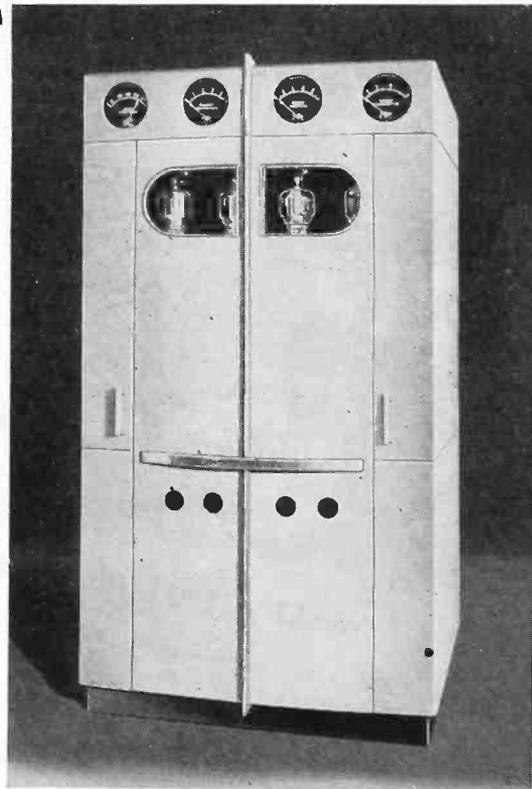
JOHN BEARDALL
Mgr.-Owner

EVERYTHING for your broadcasting 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



24 BRANCHES ACROSS CANADA

ANOTHER ADVANTAGE
of
SPOT BROADCASTING
is *ADAPTABILITY*
to local market conditions

... and there are others

ask us



"HELLO SOLDIER"

One month after VE day, on June 11, 1945, CKWX Vancouver started "Hello Soldier" a program specially for veterans in Shaughnessy Military Hospital, Vancouver, which has become one of the most popular and useful soldiers' programs in the country.

Originated by station manager Frank H. "Tiny" Elphicke and carried out by Fred Bass, the program is based on the requests of the 1500 patients from all parts of Canada who are in the Shaughnessy hospital.

Himself a wounded veteran of the 1914-18 war, Bass spends two or three hours daily at the mens' bedsides, getting their requests for the program, which is aired from 4-4.30 p.m. Monday through Friday.

Department of Veterans Affairs gave him free rein to visit in the hospital and the program has become a 'must' on the hospital radio network.

"Hello Soldier" is sustaining and open to veterans' organizations for publicizing their events. Bass ad libs it all the way through, including a lot of cheery personal gossip about the patients, who use their musical selections as a means for some good natured ribbing of their pals. Bass gets a flock of mail from friends and relatives who want messages sent and tunes played for their men.

Aside from running the actual program, Fred Bass asked service clubs to repair snooker tables and supply small radios for rooms where the hospital circuit did not reach. The program has supplied crib boards and playing cards, listeners have donated books, and flowers which listeners send to CKWX are taken to the hospital.

Fred himself does shopping errands for the patients, cashes cheques for them, writes to out of town relatives, gets clubs to 'adopt' out of town patients. He has organized one theatre to issue 100 invitations a week, with a dinner beforehand tendered by the Restaurant Association.

Individual interviews are record-



(Top) Fred Bass of CKWX Vancouver during one of his "Hello Soldier" broadcasts from Shaughnessy Military Hospital, talks to an injured soldier and his wife, also an ex-service woman. (Centre) a few minutes later Fred interviews a veteran of the Boer War. (Bottom) Two of the nursing sisters give forth with a song for the program.

ed, and each day one is aired and the guest of the day has his favorite tune played.

Girls from CKWX staff, of whom there are 16, have gone to the hospital from time to time to visit the patients and have contributed fruit, games and books.

Air-Minded Legion

A radio section to keep contact between branches, and to train those interested in all phases of radio may be formed by the Regina branch of the Canadian Legion. Discussion of the project was held in the Saskatchewan capital recently.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!
CKLW is the radio station in Windsor, Ontario and Windsor, Ontario is the greatest Canadian port of entry from the United States.
A thought for Canadian radio people generally: many Americans will be Canada's tourist guests this year. On entering Canada at Windsor, they'll be listening to CKLW, the community station, 800 on the dial, a 5 kw station operating 22 hours daily.

CKLW WINDSOR

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Covers
THE RICH FRUIT BELT
of
BRITISH COLUMBIA

CBC BASIC ★ 1000 WATTS

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

Pacific Drizzle

Rob. Francis

sympathy of his friends in
radio will go out to Bob
whose column this is, on
occasion of the death of his
son, Nelson, B.C. Because
he died suddenly away, Bob
is unable to do his column
issue.

Diecker of station CJOR
is chewing his finger
prior to the presentation
CJOR to the Dominion Net-
work script "These Hands
are" which goes on the net-
10:30 p.m. (EST) April 8 as
CJOR's 20th anniversary
program. Partly in verse and
partly in prose the script tells the
story of the station. During this same
program CJOR will de-
scribe its production prowess
with a 21-piece orchestra, directed
by Willie Metters, Charles Hovey,
and General Pat Morgan. The
program, produced by Dick
Diecker will endeavor to give
a new perspective of the station's
history in the field of production.

has reached our Toronto
office from Hume Lethbridge,
Kelowna, asking if "Paci-
fic Drizzle" is open to other B.C.
stations and whether material
sent by these stations to
the editor is confidential. The answer
is a most emphatic yes. Such
material should be addressed to
Robert Francis, 3051 Proctor Ave.,
Vancouver, B.C.

transferring in business in
the Kanan Valley district of
British Columbia through
the "Veterans", aired three
times a week over CKOV. Each
episode tells the story of some re-
turnee and his newly estab-
lished business, calling his enter-
prise to the attention of local resi-
dents who may become customers.
In addition to the CKNW
are Miss Eunice Hoff-
man who joins the continuity
men after service with
Calgary and CFRN, Edmon-
ton. John Sherman has joined
the production staff after service
with the CP re-write man-
agement. Stan Moncrieff has
moved to the office of night edi-
tor.

Dog Bruce leaves shortly
for the Program Director at
Port Alberni... Margarette
leaves counting the minutes un-
til she leaves to take her to
where her fiancé, Major
Bradshaw, is waiting for her.
The time in Toronto for the
meeting which will be
by the time this issue goes
to press is F. H. "Tiny" El-
mer, manager of station CKWX,
former John Hoyland, previ-
ously with CKOV, Kelowna and
Tra, and Graham Turner,
who joins CKWX in the an-
tenna and sales department re-
sponsibility.

by Hunt, CKMO manager.
The Montreal in his eastern
tour had a Broadcaster repre-
sentative who ran into him in the
metropolis that he would
be visiting Toronto about the
time this issue emerged.

Want Ultra-high TV

"We do not want to participate in a system for only one or two years or even less, which will be rendered obsolete at the end of that time" said G. A. Richards, president of WJR Detroit and WGAR Cleveland, in announcing that both stations would withdraw their applications for low frequency television operation. Engineers and officials of both stations, he said, had unanimously agreed "that the ultra high frequency region is the best for television operation, and if this is possible now, surely the commercial manufacturers can produce transmitting and receiving equipment in quantity at an early date. There is no reason for indefinite delay.

WJR intends to apply for permission to operate experimentally in the ultra high frequency (480-496 megacycle) tv band. WGAR will probably wait until the FCC opens these frequencies for commercial operations.

New Appointment



David M. Armstrong has been appointed assistant manager of station CKNW, New Westminster, B.C. He steps up from the position of commercial manager which he has held since 1944.

Armstrong had his start in radio seven years ago at CFCT Victoria, B.C. (now CJVI), where he doubled as technician and announcer. From there he went to CKBI Prince Albert, Saskatchewan, as program director, following that with a two year stint as salesman for CKMO Vancouver.

Re-Employment Service FOR SERVICE MEN

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

File CB 41 Ex-Merchant Marine Radio officer seeks position in radio field anywhere in Canada with chance of advancement. Ten years in service including war years. Wide theoretical knowledge of radio. Practical experience confined to marine apparatus but capable of rapidly assimilating knowledge of other equipment if given opportunity. 31 years of age. Married. Ambitious. First Class Certificate of Proficiency. Apply Box CB 41, Canadian Broadcaster, 371 Bay Street, Toronto.

Owned And Operated By Its Listeners

Yes!

Approximately 52,000 French Listeners will soon hear their own station in Manitoba broadcasting ENTIRELY in their own language. And they'll be ready to buy your products advertised on

C K S B

St. Boniface
1000 Watts

Manitoba
1250 Kilocycles

LOOK INTO THIS MARKET THAT HAS 4,601 RETAIL OUTLETS

With a Total Retail Sales of \$167,433,000.00

(Sanford Evans Statistical Service)

You'll Get Results In French Manitoba with WESTERN CANADA'S FIRST FRENCH LANGUAGE STATION

Complete Details—WILLIAM WRIGHT—Toronto, Montreal

DON'T ROB RADIO OF THRILLS

Condensed from a Talk delivered to the Victoria Parent-Teacher Association, by M. V. Chestnut, Manager of Station CJVI, Victoria.

PRODUCERS!

When You're Looking for

- Ruby Ramsay Rouse
- Maurice Rapkin
- Mona O'Hearn
- Austin Willis
- Barry Wood
- Howard Milsom
- Pat Barry
- June Whitley
- Philip Morris
- Laddie Dennis
- Russ Gerow
- Michael FitzGerald
- Lorraine Bate
- Barbara Kelly
- Bernard Braden

You can reach them day or night through

RADIO ARTISTS REGISTRY

W.A. 1191 TORONTO

There has been a lot of talk on the effects of radio, of the movies, and of comic books on the minds of our young people, and I cannot help but feel that radio is being blamed unjustly.

Acts of juvenile delinquency fall into two broad classifications: first, those motivated by sex, and second, acts of larceny.

While the "soap operas" may possibly arouse romantic ideas in the minds of certain housewives, they do not reach school-age children, and can be ruled out as a contributing factor to juvenile delinquency.

Looking over the programs that children do hear, very few can be attacked on the grounds of sex content. You may not like the crime programs, the "Lone Ranger", the "Shadow", the "Inner Sanctum Mysteries" and the rest, but at least you must give them a clean bill of health on their freedom from the sex angle.

Now, you might challenge me at this point, and say "What about Frank Sinatra? Don't the howls of bobby-soxers indicate a sex content to his program?" Frankly, I don't think so. There is, of course, an association of ideas. The girls in the broadcasting studio shriek with delight when they see Frankie do his

cute tricks as he sings, and the adolescent girl listening to Sinatra at home might thrill as she remembers how he looked in his last movie. You must not forget that in this strange phenomenon of sex stimulation, the sense of sight and the sense of touch, and to some extent the sense of smell, are all-important. The sense of hearing, alone and without other associations, is very low in stimulating effect.

I ask you to compare radio, with its almost naive freedom from sex, with other media. Take a look at some of the magazines in your home. Remember that every normal boy at the adolescent age becomes interested in the female figure. I venture that you will find that three out of five illustrations in such respectable magazines as MCCALL'S and the LADIES HOME JOURNAL will show a girl in the arms of a man.

So much for sex. Now let's see what effect radio may have on influencing the younger generation to steal or shoot or commit other crimes of violence. Radio station managers and program directors will admit fully that some of our programs are not suitable for children, — "horror" stories and tales of the supernatural, such as "Inner Sanctum Mysteries", "The Whistler", "The Haunting Howl" and "The Weird Circle". I don't believe for a minute that these programs contribute to juvenile delinquency, but such stories are obviously hard on a child's nerves, particularly when they are heard just before bed time. We recognize this, and our policy is to schedule them in the later hours of the evening when it is presumed that the younger children have gone to bed. I do not believe such horror programs should be eliminated entirely from radio; psychologists and psychiatrists agree that they provide what is known as an "escape mechanism". To be frightened vicariously, to experience delicious cold chills as the story unfolds, exercises the emotions and vitalizes the nerves. Such programs are extraordinarily popular, and we are experiencing a definite demand for a revival of the great horror stories from the classics—the stories of Edgar Allan Poe, Guy de Maupassant, Nathaniel Hawthorne and Wilkie Collins. Don't let's eliminate such a popular and useful device in literature from the radio, but let us, wherever possible, broadcast these programs in the later hours of the evening.

The programs which have been criticized the most are the crime programs and Western thrillers. One could almost call them the "Cops and Robbers" programs, and the "Cowboys and Indians" programs, and they follow classic patterns. The Robin Hood of to day, the crusader who goes about righting the wrongs of the poor and

persecuted, is known to our youth as the "Lone Ranger", the "Green Hornet", or the "Shadow". One thing common to these "Robin Hoods" of today is that they do not kill. The villain is invariably either handed over to the forces of the law and order, or perishes miserably as a direct result of his own wrong-doing.

The detective stories on the air and by these I mean "Ellery Queen", "Sherlock Holmes", "Mr. District Attorney", "The Thin Man", and the like—are not aimed at children. It is adult fare, but unquestionably listened to avidly by many children. Quite a bit of killing goes on in these programs, some of it a rather horrible nature, particularly in the Sherlock Holmes series where the instrument of death may be a poisonous snake or a strangler's noose.

Not many of these stories are broadcast on Canadian networks, but I wish there were more, as Winston Churchill and the President Roosevelt have said that it is nothing more relaxing to the brain than a good detective story.

Now, we in the Radio Industry stand accused of contributing to juvenile delinquency by broadcasting these "cops and robbers" stories, and I ask how do these stories induce an adolescent into getting himself a gun and holding up a street car or a corner confectionery store? The one thing common to such a program is the fact that the criminal invariably gets caught. Where then, lies the danger to the two children, equally exposed? The Lone Ranger, on the radio, Tom Mix on the screen, why do they one react normally while the other holds up a corner store? I think the answer lies in the temperament and psychological make-up of the child himself. If, through poor training, parental domination, or environment, a boy grows up with dangerous neurotic tendencies; if he is inferior to his companions and picked upon, or left out of activities, sooner or later the gun will come to him that regardless of how weak his body or how poor his spirit, a gun in his hand will make him equal or superior to all who confront him. I don't think this should be blamed on radio. Surely the danger lies in producing fewer neurotics, and in adjusting the neurotic to the world rather than the world to the neurotics.

If your child can be made to feel important, to his family and friends, he will never need to hold a gun in his hand, or by being daring at the corner grocery store, feels adequate, and is normally adjusted to his environment, he will listen to everything the radio has to offer and take from it only the best and normal entertainment.

THE KEY TO SUCCESSFUL PRODUCT PROMOTION.



CKW

WINNIPEG TRANS-CANADA NETWORK
15,000 WATTS

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

1000 WATTS
CKX
BRANDON

DOMINION NETWORK

Executives! Write for a copy of "Manitoba Calling" and know the facts about these two "first" stations.

The Station

WHICH REALLY **SERVES** ITS COMMUNITY

Now established in new studios after seventeen years in Kitchener, CKCR has become an institution with the thousands of radio homes in its wide listening area. Wherever events of local interest occur, there you will find the CKCR mikemen, carrying the story to Kitchener-Waterloo and district listeners.

•**YOUTH** For three years, CKCR has carried a weekly 45 minute broadcast of the Senior Assembly of the Kitchener and Waterloo Collegiate and Vocational School.

•**SPORT** CKCR schedules are always open for all sporting activities of local interest.

•**GOODWILL** The "Sunshine Program" for the Freeport San Patients, now in its seventh year, continues to keep the Twin Cities and district alive to this great community responsibility.

•**RURAL** The "Farm Folks Program", nearly as old as CKCR, has the station's greatest mail pull. In one 5-month period, 6,877 letters came in to this program from 361 postal areas.

•**RELIGION** Two Kitchener churches, St. Matthew's Lutheran, and Benton Street Baptist, have just completed sixteen years of consecutive Sunday broadcasting of their services.

Many of the eighty odd local retail merchants who are using CKCR during the 1945-6 season have been using our facilities regularly for as long as twelve years.

Dominion Network (supp)
Press News Wire Service

CKCR
KITCHENER

THE HUB OF WESTERN ONTARIO

See **WILLIAM WRIGHT**

1404 VICTORY BUILDING, TORONTO
420 MEDICAL ARTS BUILDING, MONTREAL

EVERYBODY'S LISTENING to RUSS TITUS

Canada's Favourite Male Singer

Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

New Production House

Imperial Radio Productions, with Jack Cooke as president, and Dan Carr general manager, is now operating in the program production and recording field, with a script department functioning under Howard Caine.

The new concern is devoting its time to syndicating scripts and program ideas to stations and agencies, and also undertakes production and transcribing of spots. So far, according to Dan Carr, affiliations have been made with seven U.S. firms producing open end transcriptions.

They are wide open for scripts and program ideas.

TO HYPO COLOR TELEVISION

"The American public will get its money's worth from downstairs television" declared acting FCC Chairman Charles Denny recently, in justification of the recent authorization by the Commission of the lower frequency band for commercial television.

Admitting that the efficiency of color television had been clearly demonstrated, Denny said that black and white lower frequency telecasting had been proved efficient before the war, and by now giving this method the green light for commercial operation, "upstairs" color could be further developed on an experimental basis.

CBS meanwhile has published the results of a study of the merits of both systems derived from the views of 90 private owners of television sets in the New York area,—which it claims constitute a clear mandate for the speedy adoption of high frequency color tele. Asked how much more they would be willing to pay for color sets, the average price given by the group members was: 34 per cent more than black-and-white for an 8 x 10 inch picture, of 28 per cent more for a 16 x 22 inch picture. 14.4 per cent said "It would be better to spend money to improve the quality of programs in black-and-white than to spend it to develop color television."

CBS president Frank Stanton, pointing out that "at best, black-

and-white television on the low frequencies can constitute only temporary service", declared that CBS proposed shortly to recommend to the FCC a set of technical standards for commercial operation color television.

TRADE WINDS

Ottawa Paints Works Ltd., started "Master Music Room" (Canada) over CJBR, CHNC, CHRC. Same sponsor also "Songs of Good Cheer" under over CFRB, CFCO, CKGB, CFCF. The two campaigns were placed through M. Glen Mill Agency, Chicago.

* * *

According to the commercial department at CKNW, New Westminster the Ford Motor Company Canada through its Vancouver dealers has started a series of announcements along with a weekly half-hour musical show. Station has a spot campaign underway for Household Finance Corporation for one year.

* * *

According to Harold F. St. John, field office, Maritime Biscuits plans extending its hour "Playhouse of Favorites" on 8 maritime stations commencing the fall.

CKCO
OTTAWA

A *Bright* STATION

"On the Farm Front"

ONTARIO'S MOST COMPLETE FARM PROGRAM

See **WILLIAM WRIGHT**
Victory Bldg.

AD. 8481

They're on The Air!

- CJLS Yarmouth, N. S. 250w
- CFAB Windsor, N. S. 250w
- CJAD Montreal, P. Q. 1kw
- CHEF Granby, P. Q. 250w
- CHUM Toronto, Ont. 1kw
- CJOB Winnipeg, Man. 250w
- CJOR Vancouver, B. C. 5kw
- CKPA Port Alberni, B.C. 250w

These stations have recently gone on the air with their

new **Northern Electric**

BROADCASTING TRANSMITTERS and Associated Equipment

Several others will shortly do the same. Our congratulations and best wishes to one and all.

Northern Electric

COMPANY LIMITED

24 BRANCHES ACROSS CANADA



SCANNING THE SURVEYS

HOW THEY STAND

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

DAYTIME		
George's Wife	17.4	-1.4
Hay Gang	17.0	+ .4
Big Sister	14.7	-1.2
Star To Be	12.9	new
Mr Perkins	12.8	same
Clare Wallace	12.6	-1.8
Roll of Life	12.2	- .1
Liz Linton	11.4	- .7
Peter Young	10.8	- .4
Woman of America	8.9	-1.1
Questions Nouvelles	29.2	- .9
Jessie Dorée	29.0	- .3
Ré Principale	25.2	+1.1
Margie Rancourt	25.1	+1.5
Guide Soeur	25.0	+1.9
Joséph Troubadours	23.2	- .6
Taë Lucie	19.8	-2.7
Le quart d'heure	19.7	+1.0
Heures d'Amour	18.1	-2.2
Grande Famille	17.6	+1.5

With the exceptionally fine air prevailing throughout the week of March when the daytime survey was conducted, radio listening began to show a downward trend, succumbing to the whiffs of the spring weather which drew people out of their homes and away from their radios. The radio trends, however, are not affected so severely as evening programs which again raises the question—"does daytime listening remain more constant because the serial stories are kept on the air, or are serial stories kept on the air because daytime listening is more constant?"

In any case the March decrease in February showed an overall drop of .4%, while the decrease in daytime radio listening dropped .8%. Usually, March trends are a little higher than February.

* * *

At first glance there appears to be a new radio program on the national origination list. The new program is called "George's Wife"; it is the original *Soldier's Wife*, but the title changed to be more appropriate for prevailing conditions now that the "Soldier" has returned to civvies. One new program will appear under the name "Stars of the Air" for Whitehall Pharmacal, making its debut in fourth position with a rating of 12.9. With the completion of the March reports,

Elliott-Haynes announces that the four-city national rating sheets now carried in their regional reports will be discontinued, relinquishing the task of rating programs on the national basis to their new national rating report, which is based on 15 survey centers across Canada. This more comprehensive report has been published since January 1st. Besides having a more comprehensive and stable sample of over 1600 calls per program, the new report contains additional information on every national program, including the regional trends, composition of audience and an analysis of sponsor identification.

Canada Calls On WSUN

Through the long, cold winter, many Canadians think of Florida as the ultimate in vacation attractions. But, come spring, even Florida residents turn their thoughts to holidays in the more temperate north. Catering to this trend, station WSUN in St. Petersburg, Florida, carries a program "Festival of the States" singing the praises of vacation lands in other States. Canada too finds a place in this series, and top-notch CBC men tell WSUN listeners what pleasures await them in different parts of the Dominion. J. Frank Willis, CBC supervisor of feature broadcasts, describes the Maritimes; Roger Baulu of the CBC French network pictures the charms of Quebec; John Fisher speaks for Ontario; and Bill Herbert paints word pictures of the Prairies and British Columbia.

New Manager

Harold Burley, recently discharged after service overseas with the RCAF, has been appointed manager of station CHEX, Peterborough. Burley broke into radio when as sales promotion man on the TORONTO EVENING TELEGRAM he produced the "Melody Lane" program for his paper on CFRB. Later he worked for CKRN, Rouyn, CKVD, Val D'Or, and as the sales representative for the Northern group in Montreal.

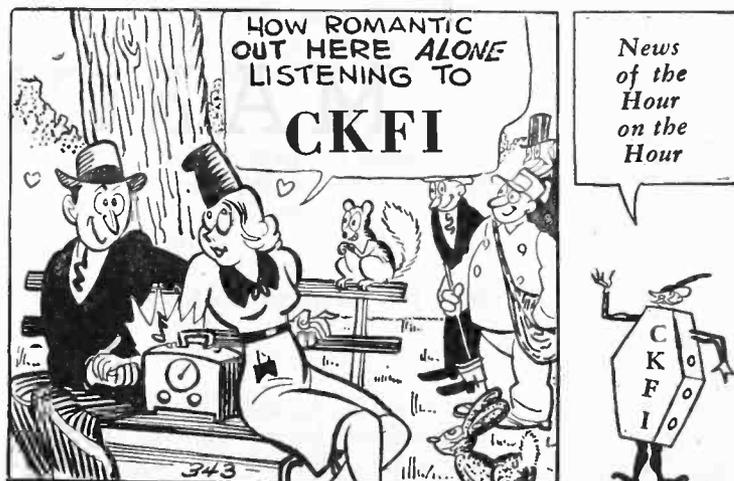
Frankly "High-brow"

Programs that are not cramped by inflexible time schedules will be made possible when the British Broadcasting Corporation provides a third program service for its listeners. The new "network", which is expected to begin operating during the summer, will be frankly high-brow, or "artistic and cultural", to use the BBC description. At present the BBC has two networks, the "Home Service" ("middle-brow") and the "Light Program" (low-brow).

The new program service will be confined to the evening, it is understood, running from 6 p.m. to midnight. One person will be given charge of a whole evening's broadcast, with complete freedom to allocate any period to any program he wishes. No definite time will be set aside even for news broadcasts. Chief merit of this system, in BBC eyes, is the scope it permits for experiment in new types and techniques of program. Complete concerts, full length plays and other longer features can be produced.

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First
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1000 WATTS
going to
5000
Mutual Network
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FOR

MARCH

CHUM

The Friendly Station

TORONTO



CLIPPED FROM "VARIETY"

Here's the text of a message sent out by the NAB last week to station managers.

Will you please destroy a copy of the Special Information Bulletin mailed with the March 18 edition of NAB reports and substitute the attached. There was a printing error in the original.

Item "D" in the right-hand corner of the page should have read:

"I think all advertising should be taken off radio."

The original read erroneously:

"I don't think all advertising should be taken off radio."

Thank you.

* * *

AGONY COLUMN

T. J.—You said you were going to be a good kid and ain't you know.

* * *

MIXED BANDITS

Last issue David Adams wrote "The Lone Ranger is just another Robin Hood", but he's wrong. Lone Ranger is Ker Oats, Claire Wallace is Robin Hood.

* * *

ANALYSIS

Each radio show his teners
Who mildly disparage
boo it,
But it's perfectly clear
ones most severe
Are persons who don't
to it.

—:Philip LaSalle
in Sateve

* * *

REPARTEE

And now Joe McDermott writing in "Radio Week" admonishes us to be careful.
Et tu Joseph?

* * *

VOX POP

A survey shows that the most played song during the week of March 15-21 was "Through the Day". They must have played it a lot that way.

* * *

HELP WANTED

Wanted editorial assistance able to work on publication of provocative trade journal with offence to none.

WE DIDN'T WIN A BEAVER



ROSS WRIGHT
Manager



JACK MURRAY
President



G. W. ANDREWS
Chief Engineer



WE DIDN'T win a Beaver, but we are as eager as beavers working for the advertisers and agencies, helping them get their sales messages across to the richest per capita market in the North American Continent.

The City of Brockville, county town of Leeds and Grenville, is the shopping centre for this rich area with over fifteen thousand radio homes, and is the headquarters of thirty-three industries.

We're glad we work at CFJM and promise that your program will have the added impetus of our enthusiasm.

We are a basic station of the Dominion Network, and, for news service, our British United Press ticker provides the background for our 14 daily local and national newscasts.

For library service we have U.T.S. and Standard, with more coming later.

CFJM

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For Availabilities
JAMES L. ALEXANDER
TORONTO MONTREAL

In The United States
ADAM J. YOUNG JR. INC.
NEW YORK - CHICAGO - LOS ANGELES - SAN FRANCISCO

SURVEYS SHOW

Audience Preference!

CFRB delivers the highest weekly share of evening listeners!

in



CFRB 10,000 watts	STATION X 50,000 watts	STATION Y 5,000 watts	STATION Z 1,000 watts
32.5%	15.8%	4.4%	21.9%
<small>(PERCENTAGES INDICATE EACH STATION'S SHARE OF THE 6 TO 10 P.M. AUDIENCE)</small>			

and



CFRB 10,000 watts	STATION X 50,000 watts	STATION Y 5,000 watts	STATION Z 1,000 watts
17.0%	14.5%	0.4%	3.2%
<small>(PERCENTAGES INDICATE EACH STATION'S SHARE OF THE 6 TO 10 P.M. AUDIENCE)</small>			

These figures for the period from 6:00 to 10:00 p.m. come from a comparative study of Toronto stations, recently supplied by independent research organizations. They tell only *part* of the story. The whole story is that CFRB is the station that gives you the greatest coverage in over 40% of Canada's richest market.

Write this station for further details

860 kc. TORONTO



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All-Canada Radio Facilities Ltd.
Montreal

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