

CANADIAN BROADCASTER

VOL. 4, NO. 6

\$5.00 a Year — \$15.00 for Three Years

MARCH 24, 1945

*Facts Make
The Best Plugs*

Canada Newsmen
In United Kingdom

Press Agent

FOR PRIVATE ENTERPRISE

In all the thinking we are doing about the end of the war, there is a factor which seems to be the whole keynote of how things will be. It is this. Just as fast as the various emergency controls are relaxed, there will be a reversion from a buyer's to a seller's market. No longer will we stage a jamboree for our suppliers and their representatives, in the remote hope that they will find a way of supplying us with some much needed commodity or service. Instead, we shall probably go from one extreme to the other, get our sales resistance armor out of the mothballs, and also try and devise ways and means of piercing the same kind of steel wearing apparel when it is worn by our own customers.

The fantastic era through which business is passing has accomplished one good purpose. Buyers and sellers have been compelled to consider each other's problems as never before, with the result that a hitherto unheard of degree of understanding has developed on both sides of the counter. This lion-and-mouse act in which business is currently indulging has been a direct outcome of the rising up of an enemy, greater by far than business competition as we used to know it. It is an insidious enemy that has gradually spread its virus in the realm of commerce, until at long last our tycoons of industry have forced themselves to get their minds off this month's profit and loss account, and—in some measure at least—present a united front against the enemy at the gate, the enemy of government intrusion into private business.

There is a prevalent belief that, for the time being at least, the socialistic menace presented by the CCF has been removed from the field of federal government. If this is so, and we are not conceived by any means, there is an even subtler influence to counter, and this is the tendency of the very government under which the tremendous campaign against socialism has been waged to incorporate into its policies and platforms measures which are in the same class as those it is combating.

The present government's policy of hoisting the CCF with its own petard — setting a thief to catch a thief if you will — may achieve the immediate purpose of securing the defeat of the CCF in the coming election, but if we are to be afflicted with a socialistic set-up in either event, what difference is there whether it is administered by a socialist government or a liberal one?

Private industry has at its elbow the greatest power in the realm of public relations that has ever been known. Too, this radio industry happens to be faced with the same problems as other free businesses. The power of radio in this country has never been given a proper trial in this field, but we submit that never was there a time when it could be harnessed, for the benefit of all concerned, to greater effect.

The survival of free business is not the concern of any lone segment of free business. It is however very much the concern of every businessman to see to it that the forces of nationalization are confronted with as united a front as that of their aggressors. Radio, by virtue of its strange powers of influencing public opinion, happens to be the logical medium to harness to this end.

The day dawned long ago when private business should have started using this phenomenal power to guard and to defend its own house.

Richard S. Lewis

Editor

No Ban On Provincial Networks

Ottawa, (BUP) — No obstacles will stand in the way of Premier Maurice Duplessis establishing a provincial government-owned broadcasting system in Quebec providing the network complies with the Federal Radio Act, reconstruction Minister C. D. Howe recently told a press conference.

The Minister said that the Province of Manitoba at the present time operates a broadcasting station, and that the Ontario Government exercises high frequency radio communication rights into northern areas of that province.

A provincial government, he said, has the same rights as any other applicant desiring authority to operate a broadcasting station. He pointed out, however, that control of the air waves is vested in the Federal government.

Whether or not the proposed "Radio Quebec" could carry out the provision in the present version of the Act which would permit it to expropriate private stations at will and still comply with the Federal Radio Act is a point on which no legal opinion seems to have been expressed thus far.

The opinion is quite widely expressed that the Quebec bill is aimed, if it is ever to be made effective, to fall short of the qualifications of the Federal Act, and thus to become a direct challenge to the CBC. The view has also been put forward that Mr. Howe's statement may be a second political gesture designed to take the wind out of Premier Duplessis' sails.

(See later story on page 13)

Conference News For CAB Stations

A plan to have special representatives of the Canadian Association of Broadcasters attend the San Francisco Conference, and supply member stations with news of the conference in both English and French is under consideration by the Board. The suggestion was mailed to directors last week by Ken Soble, new director, and favorable reactions have already been received from across Canada. Any question as to difficulties in finding suitable reporters to cover the conference has been removed by the fact that at least four broadcasters have offered suitable experienced newsmen from their own staffs.



Sam Ross, director of news for I-Canada Radio Facilities, has completed the first leg of his journey to the European battle-fronts, having arrived in England Sunday. His cables will supplement CP and JP news on CKOC, Hamilton; KRC, Winnipeg; CKCK, Regina; KRM, Regina; CJCA, Edmonton; KAC, Calgary; CJOC, Lethbridge; CWX, Vancouver; and CJVI, Victoria.

Besides cables, Ross will send reports to the Canadian stations by airmail, transcription and short wave wireless.

CKY Manager Moves Up

William H. Backhouse, who for the past 13 years has been manager of Radio Station CKY, has been appointed comptroller of the Manitoba Telephone System.

He succeeds Peter Miller, who recently was appointed Commissioner of the System. The appointment is retroactive to March 1st.

Announcement of the appointment of Mr. Backhouse was made by Telephone Minister William Gordon, but no successor was immediately named. Mr. Backhouse will continue for the time being to supervise the radio department.

Prior to assuming charge of CKY, Mr. Backhouse served for 16 years in the Comptroller's department of the Manitoba Telephone System, and he now returns to this branch.

He was born in Liverpool, England, and first came to Canada in 1910.

ARE YOU PAYING TOO MUCH FOR YOUR LIBRARY?

DON'T THINK—DON'T GUESS—INVESTIGATE!

Subscribe to a Service that gives you—

- Top NAME Musical Aggregations
- 30 to 100 selections by each act
- The Latest ASCAP & BMI Hit Tunes
- Over 2000 selections in basic library
- 60 selections in monthly release
- The Best in Quality Reproduction
- Costs as Low as \$65.00 a month
- No Customs Duty—NO EXTRAS

All these features are found in the U.T.S. Library Service
All at a cost of less than half that of other Libraries

UNITED TRANSCRIBED SYSTEM

New York — Toronto — Hollywood

Sales Representatives:

Exclusive Radio Features Ltd.

14 McCaul St. — Toronto 2

Sounding Board

Sir:—Since the policy of your paper is "pan" the CBC and cry "down with dictatorship", "up the private stations"

To answer this letter blow by blow may we correct Miss Bond by pointing out that the policy of this paper is to further the development of a FREE Canadian radio.

I should like to ask why live dramatic content must depend for a livelihood almost entirely on the CBC—either sustaining commercial.

Most programs which carry a heavy talent load (ergo most good live programs) go out on networks, because on a single station talent cost would over-balance time cost. CBC has a network monopoly by law, so they are the only buyers of talent, they and their sponsors that is, for network programs.

I understand that one Toronto private station is going to carry a five-a-week dramatic serial. This appears to be radio history in Toronto, there being only one other live dramatic serial of Canadian origination carried by the station, "enny's Diary".

While our previous paragraph answers this plaint in part, it is a fact that individual stations, especially those of the size of CFRB, to whom you are referring, could carry more live programs, dramatic and otherwise. But since private stations' programming depends entirely on popular preference, rather than the bureaucratic policy of dishing out what people ought to want to hear, the failure to produce new shows is attributable in part to the failure to find new shows to produce. Though this state of affairs must be evident in talent, talent has never made any effort to produce saleable "packages", ready for sale, but prefers to depend on stations and advertisers to put scripts in their hands ready for broadcast. Talent needs the stations far more than the stations need talent, for transcribed programs are easy to find. So isn't it rather up to talent to offer something tangible for sale, before complaining that private stations don't use their services.

What assurance have we, who are 'live dramatic talent', that when the private stations succeed in taking over, and in bringing Utopian conditions to the Canadian airwaves, we won't sit at home, idling by our receivers, listening to corded eulogies about Jones' Jiffy Jellies; drama on a platter (complete with ows) brought in from over the border; and recorded sa'ora music with five participating sponsors to the 15 minutes? The winters would be long and cold, we would have a lean and hungry look, and we'd no doubt feel a little nostalgic about the "good old days".

There is very little possibility of the private stations "taking over". One day they may be stirred into action (we'll be in there punching anyhow) and when that day dawns private radio will have the privilege of



"Pass, friend"

competing with the CBC by operating a network of its own on a fair competitive basis. Then you, who are live dramatic talent, will have the same assurance that you will be earning your livings at your chosen careers as has Frankie Sinatra that he will be singing a year from now, the grocery store that it will still be in business, and the Canadian Broadcaster that it will still be publishing. The clue to this success is of course continuing to offer buyers the commodity they want, which is the whole and only principle of legitimate business.

For those to whom radio is nothing more than a 'glamorous hobby', it makes little difference what happens. But to those of us who are vitally interested in Canadian radio, and the shape of things to come, and who depend entirely on there being live dramatic shows, the whole question becomes a serious one, both artistically and economically. Perhaps you can reassure us.

We can assure you that under private operation, worth-while talent would not only be employed but would be eagerly sought, for it is the only means the stations would have to please their listeners and consequently their advertisers. Just as you drive your car because you like it best, just as you ruthlessly switch to another make, when you believe it has something to offer which you are not already receiving, in exactly the same way talent is valuable to its user only so long as it is the best obtainable. If talent would do as the car manufacturer does and keep on improving its product, and generally wooing its "market", introducing worth-while innovations and discarding features which have lost their attraction and losing no opportunity to enhance its usefulness, then it would thrive under a system of private operation as it has never thrived

before. But if talent persists in living in the touch-me-not seclusion of its ivory tower, we regretfully suggest that it will grow in unimportance and unrecognition forever.

Yours very truly,

ROXANA BOND

Variety Award

"VARIETY" Awards for 1944 include a plaque to CKEY, Toronto, for Local Station Initiative.

This station appears to be the only Canadian one to receive recognition from the New York paper this year. In '36 CFRB received a Variety Plaque in the same field.



Picture of a radio artist after subscribing to the Registry—his shows are in the bag—on a/c he can be reached quick like—

thru
WA. 1191

RADIO
ARTISTS
REGISTRY
TORONTO

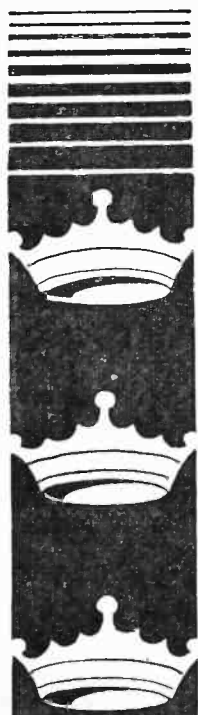
It's an old joke, but—

Remember the story of the Irishman saying to his friend on the telephone—"Sure, I can hear you, but, begorra, when you talk I can't make out a word you're saying."

YOU CAN GUARANTEE THE CLARITY* OF YOUR MESSAGE BY USING

Duophonic Transcriptions

*Eveready Earlybirds (1/2 hr. musicale) on 37 stations—2nd year.



DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CHML

CFRB
COLUMBIA

WBEN
N.B.C.

860

930

900

HAMILTON

When Radio-advertising IN



Call us...

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

"No restrictions upon well-established British liberties... can be tolerated. Control for control's sake is senseless. At the head of our mainmast we fly the flag of free enterprise."

*Winston Churchill
March 15th, 1945*

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

VOLUME 4, NUMBER 6

MARCH 24, 1945

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

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

For: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

JEAN BAPTISTE IS AN INDIVIDUAL

But He's Also A Billion Dollar Market

by G. ALEC PHARE

Radio Director, R. C. Smith & Son, Ltd.

What do you really know about the Province of Quebec? You know Montreal and its night clubs, its restaurants, and its more tolerant attitude in the matter of alcoholic beverages — its mountain where great cross broods over the sky, perpetually and non-combatantly. You know Quebec whose grim rock an indelible medieval castle rears itself in Maxfield Parrish glamor, while describable squalor flourishes in shadow — where Murray Bay and the Saguenay lie just down the river — where the history book comes to life. But all you have seen is the show windows of Quebec Province. You have torn a page from the guide book and said "here is Quebec". You have not yet begun to grasp the meaning of Quebec.

Statistics are dull things, and they can never show the soul of a people. Consider this one fact, however. Although Quebec has been singularly backward in developing those resources over which, by the provision of Confederation, they were given control, yet no less than *one-fifth* of the whole wealth of Canada is owned by French Canadians.

And, if *you* consider that buying power of front-rank importance, if *you* would tap that enormous market by exposing your own wares for sale, then consider three more — and very important — facts, before you do so.

- 1) Quebec has grown more rapidly than any other province in Canada, and now has a population of over 3 1-3 million or 29% of the whole Dominion (1941 Census).
- 2) Internal changes during the last decade — and accelerated change during the past five years — have entirely altered marketing conditions, and made necessary new methods of reaching that market.
- 3) Quebec Province is predominantly French, whereas the rest of Canada is not. This may appear elementary, but is actually fundamental.

It is well to consider the thought that no merchandising campaign in Canada can yield satisfactory results

unless practical application of these three suggestions to the Province of Quebec is kept in mind.

The change in the character of the province has had a marked effect on the outlook and habits of its people. Today they are more receptive than ever before and are keenly anxious to keep pace with modern developments. This fact is definitely recognized by their leaders in religious and social thought. Especially through the rural and agricultural portions of the province, evidences of definite progress and modernization are plain. War industries throughout the Province, many of them located in smaller centres, have put real money in the hands of workers. Many other people have lived in a large city for the first time. They have seen new standards of living, and they have asked how long this has been going on.

While this development in outlook has been, in the main, an economic trend, without doubt the growing influence of radio broadcasting throughout Quebec has been a most important contributory factor in bringing to rural French Canada a knowledge of urban conditions, products and prices which it previously did not possess. Radio has made French-Canadian farmers aware of the possibilities for obtaining the conveniences and comforts which they are anxious to enjoy. Remember, there is no Saturday Evening Post, no MacLean's Magazine, no Readers' Digest for the masses in the French market. Radio is a unifying influence, and is so intensively listened to that it is generally admitted, results are secured through this medium at a lower cost in Quebec than in any other province.

When it is remembered that there is a large rural population in Quebec which has tilled the same land for 300 years, it will be realized how radio has opened up a new world to an unsophisticated audience. The major consideration in approaching this growing and receptive market is the vital need of recognizing the individualistic nature and character of the French Canadian.

Centuries of living close to the

soil in a new world have left their mark on the French Canadian character. They have inculcated a spirit of independence that has made these Canadians preserve their language, traditions and religion intact, although merged into another nation nearly 200 years ago. French Canadians demand that this individualism shall receive personal consideration, and it is this psychological trait in particular which puts Quebec into a market category requiring individual special treatment.

The French Canadian thinks and speaks in French. It is his mother tongue, the language in which all that lies closest to his heart is expressed. He attends churches where the services are in French, his schools and universities are French, as also are his hospitals, his clubs, his libraries and his newspapers. Although about thirty percent of the French people of the province are able to understand both languages, yet their national language is their preference.

It is an unquestionable fact that this market cannot be properly developed unless the sales appeal is made in French. Equally necessary is the need for recognizing the individualistic character of the French Canadian. To gain his confidence, and hold it, he must be approached not only in his own language but also with appeals to which he can naturally respond. For this reason academically correct translation of English advertising copy into French often brings inadequate results, especially when the basic appeal — productive of results in other markets — fails to strike a responsive note in the mind of the French-Canadian. And not all translated copy is academically correct. Some of it does not even make sense!

Typical "high-pressure" or "do-it-now" copy is apt to irritate the French-Canadian rather than sell him. His native thrift — by heredity out of necessity — prevents him from buying on impulse or in haste. He expects value in return for his money and he has to be satisfied that the article in question is what he needs, and that it measures up to his requirements. Not until then will he buy. "Scare"

copy, for the same reason, is rarely effective in Quebec.

Nor is the "innuendo" appeal particularly effective in Quebec, no matter how delicately phrased, for the French-Canadian resents any hint that he is not as particular about his person as he should be. All references to natural bodily functions are completely "taboo". Any form of "comic-strip" advertising is largely ineffective in Quebec, where it is regarded as childish. Mass appeal rarely stirs him to action. The mere fact that thousands of other people are using a specified brand of soap, sausages or shirts is to him, no reason why he should buy. He is an individual, not one of a group.

To secure sales results in this market it is necessary to devote to it more detailed attention than is given to any other part of Canada. An advertiser must be willing to approach it with an outlook which the French-Canadian can recognize as sympathetic and in his own interests. He must be willing to address him in his own language with an intelligent understanding of his view-point. But, once you have established his confidence in yourself and your product, you will find that very quality of loyal adherence to nationalistic tradition, once a stumbling block, is now a foundation stone for permanent sales results.

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

Walter A. Dales
Radioscripts
420 Medical Arts Bldg.,
Montreal, Que.

37 Bloor Street West, Toronto 5, MI. 7375

RAI PURDY PRODUCTIONS

has a

New Managing Producer

Welcome



JOHN CROSBIE

Good Luck



BOB SIMPSON

AFTER three years as our Managing Producer, Bob Simpson is leaving us to join Young & Rubicam as Radio Director for Canada.

John Crosbie replaces Bob. We thank the CBC for releasing him and we feel sure that his ten years of radio experience will do much to maintain the Purdy tradition.

Queens Starts Summer Radio Course

CBC Promises University Co-operation

In order to make available a non-credit elementary course of instruction with "workshop practice", Queen's University, Kingston, Ontario, will conduct a Summer Radio Institute July 3rd to August 16th.

With the active co-operation of the CBC, the University hopes that through this project to give training in the arts of speech, writing and production for radio broadcasting; to be of assistance to men and women already engaged in radio work and also those who wish to prepare themselves for positions in the business, having adequate experience and aptitude; help teachers to take part in the planning of school broadcasts, the preparation of material, the writing of scripts and the utilization of broadcasts in the classroom and their evaluation.

Enrolment is limited to fifty, and prospective students must satisfy the Admissions Committee that they are likely to profit by the instruction. Certificates will be issued to those who complete the work with sufficiently high standard, but, the prospectus says, no student will be encouraged to believe that the course will necessarily lead to employment in the industry.

The staff, which will be made up of "instructors who have had extensive teaching experience as well as professional experience or training in radio", will consist of Dr. William Angus, M.A., Ph.D., director of Dramatics at Queen's University, Charles B. Rittenhouse, Supervisor of Speech Training and Dramatics, Montreal Protestant Board of School Commissioners.

The visiting staff will consist of Aurele Seguin, Director of the Institute, and Director de Radio College, CBC, Montreal; W. H. Brodie, supervisor of Language Broadcast for the CBC; Andrew Allan, Supervisor of Drama for the

CBC. The following are named as guest lecturers: R. S. Lambe, CBC supervisor of Education Broadcasts; Miss Alice Frick, Scri Editor, CBC Drama Dept.; N. Morrison, CBC Supervisor of Tal and Public Affairs.

Manpower Shortage

Jack Murray is completely happy!

The daddy of Wrigley's "Treasure Trail" who heads the radio agency responsible for the aired offerings of Wrigley's and Dr. Morse Pills among others, says he's happy now because there just isn't anything left to go wrong, after a string of mishaps on his CFR shows.

First it was Cy Strange, who had to be substituted for while he recovered from a heart attack on Dr. Morse's morning news by Jack Ford. No sooner was Cy back on the job than Jack Fuller, emcee of "Treasure Trail" went down with pneumonia, to be replaced by Tod Russell. Then Hugh Bartlett who does the commercials of "T. T." developed a throat ailment and was replaced by Jack Dennett. Bartlett returned in time for the Dennett pan to expand with an ulcerated tooth, so Cy Strange made up for lost time by subbing for Dennett on Wrigley's 11 o'clock News, while Alan Savage did the commercials for the still sick Fuller.

As the crowning glory, two minutes before "Best of the Week" (Dr. Morse) went on the air, Hugh Bartlett's throat went on the blink again, so Jack Murray did a sudden stand-in, and nearly broke his neck when a chair he was sitting in collapsed under his weight.

Yes, Murray is happy now. "Lightning", he says, "never strikes more than forty-seven times in the same place".

It's Jo-Jo's Birthday

At

CJCA

One Year Ago . . . UNCLE HAL and JO-JO of the Kiddies' Program Began Raising Funds for the

RED CROSS

To Date the Returns Exceed

\$7,000.00

Made Up of Pennies, Nickles, Dimes
Sent in by Jo-Jo's Admirers

News Sponsors Must Be Hand-Picked

Drastic Self-Censorship on News Advocated

by U. S. Private Broadcasters

Meticulous care in the handling of all matters concerned with the commercial sponsorship of news is the broad recommendation of the National Association of Broadcasters (Washington) Radio News Committee.

In its detailed recommendations, this committee of private broadcasters expressed the belief that, to a greater extent than is the case with any other type of program, the type of sponsorship for newscasts must be given careful consideration. What might be acceptable sponsorship for one type of program might very well be questionable sponsorship for a news program", the report says.

Commercials, the committee advised, should be prepared in a simple, clear, concise and straightforward manner, to match good news writing. Live commercial copy is advocated, as opposed to the use of the transcribed musical angle and other novelty types which should be "discouraged with the idea of ultimate elimination."

As to the length of commercials, the committee recommended that, as a guide, stations think in terms of a maximum of 150 to 250 words for a commercial; respectively for five and ten minute news programs, these figures to include open and close.

An unfavorable view was expressed on the practice of tying-in the sponsor's message with news copy, and also of other artificial devices employed to attract listeners' attention to commercials. The use of a separate announcer is helpful, the report says, but is not mandatory as long as a clear-cut identification of the commercial segment of the broadcast is given.

Whether news commercials should be given before, after or within newscasts is predicated on local conditions, it was felt. Stress was laid however on the position of a commercial with respect to its

proximity to certain subject matter of the news, particularly in wartime. When placed within the newscast, the commercial may be delivered at the conclusion of any news item, but there should always be a clean-cut line of demarcation between the news and commercial copy. Individual news story should never be interrupted for the sponsor's message. It is also important to guard against improper placement from the standpoint of the nature of the news immediately preceding the commercial. For example the commercial should not immediately follow reports of casualties, ship sinkings, domestic disasters etc. The number of stations reporting elimination of middle commercials is increasing, the report says.

Describing staff announcers and other personnel as "commentators" or "news analysts" was frowned on by the committee, unless they are qualified to deliver legitimate news commentaries or analyses. Long continued, such practice would tend to break down the public's confidence in the integrity of news broadcasts. It was also urged that all prepared commentaries, analyses and other news features, furnished by news wires or other sources, be unmistakably identified as to source, as a simple matter of honesty and information. For example: "Here is John Smith with a news commentary by Global News!" The NAB Radio News Committee urged credits "so full and frank there can be no doubt as to whether a commentary or analysis is actually written by the speaker, or whether it is prepared by some other plainly identified source and merely delivered by him."

The committee emphasized the necessity, for the sake of accuracy and clarity, of identifying the source of all news (especially unconfirmed reports) even at the ex-

pense of a few extra words. For example: "The Russian armies today reached a point 150 miles from Berlin, the Berlin radio announced this afternoon in a broadcast which has not been confirmed by Moscow."

In order to insure an accurate and impartial presentation of news, the committee urged station management to exercise unusual care in the selection of a radio news editor. He must be competent and capable of accepting full responsibility for the content of all news programs and such content must continue to be based entirely on his judgment, without interference by sponsor or any outside agent.

The report concludes with an admonition to stations to explore the opportunities for added public service in local news reporting, which, it was felt, will form an ever-increasing part of news broadcasts after the war.

Fresh Heir Dept.

Latest to assume parental status is Michael FitzGerald, Toronto announcer, whose first-born (Michael Junior) just missed the last issue.



About Johnny Perkins

JOHNNY Perkins, 'Radio's 295 Pounds of Good Nature', is going great guns these days in both the radio and dance orchestra fields.

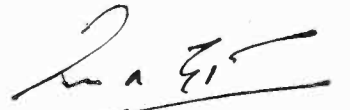
BUT there are still some people who wonder why Johnny is enjoying such popularity.

THE explanation is simple—Johnny Perkins' style of music and friendly personality have caught the public's fancy—and there is nothing more powerful than that.

CERTAINLY, Johnny Perkins is not Canada's greatest accordionist or pianist either, for that matter. He says so himself. But Johnny has something that is worth much more than that to him, and to those who employ him. The public likes him—listens for him—and sends him fan mail. So today he is one of the busiest men in the industry.

EACH week you can hear Johnny featured on Cashmere Bouquet's 'Musical Mailbox', the 'Eveready Early Birds', 'Pay Parade' and other national network shows from Toronto.


BECAUSE this big, friendly band leader and featured instrumentalist has public appeal, he has developed into a valuable radio property and is today, an established personality from coast to coast. We predict even bigger and better things for him. Good luck to you, Johnny Perkins!



165 Yonge Street, Toronto
ADelaide 8784

These things matter

- 1 Programmes
- 2 Power
- 3 Popularity



Programmes are first in importance at CKY. They are most essential to good broadcasting service. With Trans-Canada network connection, Thesaurus and other fine transcription facilities, and with local features developed by a staff of experts, CKY's programmes

rate high in all surveys. 15,000 watts of power put CKY far above competing stations in this area. Intimate contact with the audience throughout 22 years of operation keeps CKY's finger on the pulse of popular opinion.



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

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

Make the **MOST**
of what **WE HAVE** **49%**
E.H.

Primary Area Daily . . .
Listening Audience Average

CFOS Owen Sound

HORACE STOVIN & CO. will tell you more . . .

37 Bloor Street West, Toronto 5, MI. 7375

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The daddy of Wrigley's "Treasure Trail" who heads the radio agency responsible for the aired offerings of Wrigley's and Dr. Morse's Pills among others, says he's happy now because there just isn't anything left to go wrong, after a string of mishaps on his CFRB shows.

First it was Cy Strange, who had to be substituted for while he recovered from a heart attack on Dr. Morse's morning news by Jaff Ford. No sooner was Cy back on the job than Jack Fuller, emcee of "Treasure Trail" went down with pneumonia, to be replaced by Todd Russell. Then Hugh Bartlett, who does the commercials on "T. T." developed a throat ailment and was replaced by Jack Dennett. Bartlett returned in time for the Dennett pan to expand with an ulcerated tooth, so Cy Strange made up for lost time by subbing for Dennett on Wrigley's 11 o'clock News, while Alan Savage did the commercials for the still sick Fuller.

As the crowning glory, two minutes before "Best of the Week" (Dr. Morse) went on the air, Hugh Bartlett's throat went on the blink again, so Jack Murray did a sudden stand-in, and nearly broke his neck when a chair he was sitting in collapsed under his weight.

Yes, Murray is happy now. "Lightning", he says, "never strikes more than forty-seven times in the same place".

It's Jo-Jo's Birthday

At

CJCA

One Year Ago . . . UNCLE HAL and JO-JO of the Kiddies' Program Began Raising Funds for the

RED CROSS

To Date the Returns Exceed

\$7,000.00

Made Up of Pennies, Nickles, Dimes

Sent in by Jo-Jo's Admirers

News Sponsors Must Be Hand-Picked

Drastic Self-Censorship on News Advocated

by U. S. Private Broadcasters

Meticulous care in the handling of all matters concerned with the commercial sponsorship of news is the broad recommendation of the National Association of Broadcasters (Washington) Radio News Committee.

In its detailed recommendations, this committee of private broadcasters expressed the belief that, to a greater extent than is the case with any other type of program, the type of sponsorship for newscasts must be given careful consideration. What might be acceptable sponsorship for one type of program might very well be questionable sponsorship for a news program", the report says.

Commercials, the committee advised, should be prepared in a simple, clear, concise and straightforward manner, to match good news writing. Live commercial copy is advocated, as opposed to the use of the transcribed musical angle and other novelty types which should be "discouraged with the idea of ultimate elimination."

As to the length of commercials, the committee recommended that, as a guide, stations think in terms of a maximum of 150 to 250 words of commercial; respectively for five and ten minute news programs, these figures to include open and close.

An unfavorable view was expressed on the practice of tying-in the sponsor's message with news copy, and also of other artificial devices employed to attract listeners' attention to commercials. The use of a separate announcer is helpful, the report says, but is not mandatory as long as a clear-cut identification of the commercial segment of the broadcast is given.

Whether news commercials should be given before, after or within newscasts is predicated on local conditions, it was felt. Stress was laid however on the position of a commercial with respect to its

proximity to certain subject matter of the news, particularly in wartime. When placed within the newscast, the commercial may be delivered at the conclusion of any news item, but there should always be a clean-cut line of demarcation between the news and commercial copy. Individual news story should never be interrupted for the sponsor's message. It is also important to guard against improper placement from the standpoint of the nature of the news immediately preceding the commercial. For example the commercial should not immediately follow reports of casualties, ship sinkings, domestic disasters etc. The number of stations reporting elimination of middle commercials is increasing, the report says.

Describing staff announcers and other personnel as "commentators" or "news analysts" was frowned on by the committee, unless they are qualified to deliver legitimate news commentaries or analyses. Long continued, such practice would tend to break down the public's confidence in the integrity of news broadcasts. It was also urged that all prepared commentaries, analyses and other news features, furnished by news wires or other sources, be unmistakably identified as to source, as a simple matter of honesty and information. For example: "Here is John Smith with a news commentary by Global News!" The NAB Radio News Committee urged credits "so full and frank there can be no doubt as to whether a commentary or analysis is actually written by the speaker, or whether it is prepared by some other plainly identified source and merely delivered by him."

The committee emphasized the necessity, for the sake of accuracy and clarity, of identifying the source of all news (especially unconfirmed reports) even at the ex-

pense of a few extra words. For example: "The Russian armies today reached a point 150 miles from Berlin, the Berlin radio announced this afternoon in a broadcast which has not been confirmed by Moscow."

In order to insure an accurate and impartial presentation of news, the committee urged station management to exercise unusual care in the selection of a radio news editor. He must be competent and capable of accepting full responsibility for the content of all news programs and such content must continue to be based entirely on his judgment, without interference by sponsor or any outside agent.

The report concludes with an admonition to stations to explore the opportunities for added public service in local news reporting, which, it was felt, will form an ever-increasing part of news broadcasts after the war.

Fresh Hair Dept.

Latest to assume parental status is Michael FitzGerald, Toronto announcer, whose first-born (Michael Junior) just missed the last issue.



About Johnny Perkins

JOHNNY Perkins, 'Radio's 295 Pounds of Good Nature', is going great guns these days in both the radio and dance orchestra fields.

BUT there are still some people who wonder why Johnny is enjoying such popularity.

THE explanation is simple—Johnny Perkins' style of music and friendly personality have caught the public's fancy—and there is nothing more powerful than that.

CERTAINLY, Johnny Perkins is not Canada's greatest accordionist or pianist either, for that matter. He says so himself. But Johnny has something that is worth much more than that to him, and to those who employ him. The public likes him—listens for him—and sends him fan mail. So today he is one of the busiest men in the industry.

EACH week you can hear Johnny featured on Cashmere Bouquet's 'Musical Mailbox', the 'Eveready Early Birds', 'Pay Parade' and other national network shows from Toronto.

BECAUSE this big, friendly band leader and featured instrumentalist has public appeal, he has developed into a valuable radio property and is today, an established personality from coast to coast. We predict even bigger and better things for him. Good luck to you, Johnny Perkins!



165 Yonge Street, Toronto
ADelaide 8784

These things matter

- 1 Programmes
- 2 Power
- 3 Popularity



Programmes are first in importance at CKY. They are most essential to good broadcasting service. With Trans-Canada network connection, Thesaurus and other fine transcription facilities, and with local features developed by a staff of experts, CKY's programmes

rate high in all surveys. 15,000 watts of power put CKY far above competing stations in this area. Intimate contact with the audience throughout 22 years of operation keeps CKY's finger on the pulse of popular opinion.



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

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

Make the **MOST**
of what **WE HAVE** **49%** E.H.

Primary Area Daily . . .
Listening Audience Average

CFOS Owen Sound

HORACE STOVIN & CO. will tell you more . . .

POST WAR TELEVISION

by

PHIL GLANZER

Did you know?

CJIC

SAULT STE. MARIE, ONT.

*The Hub
Of the Great Lakes
carries*

Frank Morgan
Betty & Bob
Carnation Hour
Jimmy Dale
Chase & Sanborn
Ma Perkins
Ozzie & Harriet
Jimmy Allen
NHL Hockey
Uncle Jimmy
Fibber McGee & Molly
Beyond Reasonable Doubt
Big Sister
Lucy Linton
and many more top listening
shows.

**Don't overlook this
important market**

National Representatives

J. L. ALEXANDER

Toronto • Montreal

The future of television and the effect it will have on our economic conditions and social lives is something to be conjured with. Once again the world looks to science to supply it with this new industry. In any case, television is near, if not already here.

Let's drop in to a typical studio in New York City and see what happens. It is ten seconds before "air-time". Camera men are at their cameras. An engineer is ready with the boom mike. Telecasters are ready on "stage one and two" and engineers and directors are in the control room. An engineer on the studio floor receives a "cue" from the control room and signals the announcer to go ahead. Camera one is dollied up to a medium close-up of the announcer. A red light on the front of the camera flashes on, signaling that that particular camera has been switched to the television channel. We're "on the air!"

Not so long ago, it was said that television would never really go commercial. Networks were impossible due to the characteristics of the high frequencies necessary to carry the video signal. Telephone wires which carry sound broadcasting throughout the coun-

try could not carry the television signal, and the cost of coaxial cabling to carry the programs was prohibitive. The cost of television program production would run between two and four times that of sound radio programs, with the result that it was questionable whether commercial television could be made to pay. Furthermore, to telecast a program over an individual station with only the limited coverage it would offer might cost the sponsor more than he would care to pay, so the experts said.

Now, we find that these problems have been taken care of to a great extent. Ultra-high frequency television relay stations have solved the problem of creating television networks and, as a matter of fact, are already in operation on a limited scale in the United States at the present time.

In order to successfully produce television programs, entirely new techniques as well as new types of program material had to be developed, and so came what is apparently the first independent television program producing unit in North America—Television Workshop in New York City. The "Workshop" is a television program laboratory, equipped with boom mike and viewing camera. It must tackle and solve a multitude of problems. These include script work, camera technique, production of titles and other television "props" as well as proper sound balance and coverage. These items must be tried out, and knit together perfectly to make a single telecast fifteen-minute program!

The production of a sound broadcast is a very simple matter when compared with the production of a telecast program. The amount of time required in preparation and rehearsal is much greater for the telecast, and a larger staff of trained personnel is required. Those who appear before

the camera must either speak extemporaneously or memorize their parts, either of which is definitely more difficult than simple reading from a radio script.

It may be possible to make a closer comparison with motion picture production, but here again there are decided differences. On the movie set retakes are frequent. The film may be viewed and edited. Undesirable footage may be deleted completely or cut down. In some cases, action is taken silently and the sound is dubbed in afterwards, the actors reading from scripts. Not so in television. None of these tricks may be used for a live studio program. A word or gesture goes over the air as it happens and there is no chance for corrections.

All radio programs are not television material, so it would seem that sound radio has a very definite field which it can cover much better than television.

Before the war, England and Germany were both planning television on a large scale. In fact, a new television station was being built at Alexander Palace in London.

In the United States, despite wartime conditions, active research and experimentation is proceeding behind the scenes with television programs. Even in Canada we are participating with experimentation. A score or so of corporations and independent workers are hard at it—seeking to master the technique of sending pictures through the air or by wire.

Various contradictory statements on Television, however, have puzzled many—and occasional premature exhibitions of television sets have weakened the confidence of many in final perfection. Many wonder as to just where television stands today—in the laboratory—and also wonder as to its pos-

(Continued on Next Page)

CKCK

REGINA, SASK.

THE STATION WITH
THE DRIVE IN '45

Owned and operated by the Regina Leader-Post. Representatives: Canada, All-Canada Radio Facilities. U.S., Weed & Company.

CKCO
OTTAWA

A *Wright* STATION

Buy Your Markets Wisely —
Check The Sets You Use

USE CKCO
The Community Station of the Nation's
Capital

WILLIAM WRIGHT
Victory Bldg.

AD. 8481

Continued from Previous Page
 ability and proximity for use in the home and movie theatre. There are two problems. One technical — the other financial. Engineers approach solutions to the technical questions, industrialists gasp at the cost of television. The technician gets ready to place television at the service of the public, manufacturers and merchants are appalled at the apparent costs of an "image service." There can be no gainsaying the fact that television has made huge advances — in the laboratory — in the last five years. Although few realize it, right on through the last depression, hundreds of thousands of dollars have been invested in the developing of television.

Large corporations, including Radio Corporation of America, American Telephone and Telegraph Company, Philco Radio and Television Company have kept their scientific noses to the grindstone and are perfecting television. But let us understand that television will affect all of us quite directly. It will change our economic conditions, our social lives and even the educations of our children. Just the general introduction of the radio and radio aided industry by finishing thousands of jobs to mechanics, entertainers, and salesmen, television will do the same. Like the auto and the radio, it will bring the country closer to the world. It will remove the last vestige of country isolation. Just as the car has brought the country to the city and as radio has made Europe's war news ours and the price of wheat in Russia today's news, so will television make the world's events visible as well as audible, while they are happening.

FAN - FARE

By JOHN ADASKIN

By way of introduction: To pinch-hit for Lucio Agostini is rather a heavy assignment . . . to give you *all* the dope is even heavier because I don't know all the dope(s).

Impartiality is a swell idea and that's going to a *must* in this column, but, if some of our own shows and artists get the odd special mention it will *only* be because of their news value—not publicity! (Sez you, Ed.)

Now for some news—
 Orchids to the producers of Samuel Hershoren's Sunday Night Show "Music for Canadians". The show originates in a studio that cannot, even by remote imagination, be considered excellent—yet the pick-up and the general quality is so good that the listener is given a real musical treat.

Some time ago it looked as though la Robi of "Dream Time" was heading BBC way . . . the story was that she was offered five shows a week at a stupendous sum of many, many £'s weekly . . . she reluctantly turned this and a better offer down when she found she would owe the exchequer more than the sum total of her cheques. In all seriousness though, we are happy that this song-stylist, who is wearing her Beaver proudly, is going to stay in Canada!

Watch for Oskar Morawetz young Canadian Czech on April 1st, with the first Canadian presentation of the String Quartet in F minor.

We agree with RADIO WORLD—Grace Matthews is "a familiar and beloved artist of Canadian radio".

The film "Meet Me In St. Louis" probably has enlivened our feeling for that particular city. The CBC Publicity Bureau tells us there is going to be a special broadcast on April 5th paying tribute to Missouri's top-town.

The only taste of legitimate theatrical news we get in Toronto is heard over the air from CFRB by Roly Young of the Globe and Mail . . . his talks and interviews are swell—they keep up interest in the stage.

Opening on the 26th of the current month Mary Grannan's "Magic In Spring" series with "Scooty", "Tin Soldier", "Cherry Chicken", etc., continuing until Good Friday—produced by James Annand.

What a pleasure to hear Arden Keay on the air the other evening—that gal has class!

Heard every Thursday is the "Servicemen's Forum" which is of utmost importance to all servicemen as it deals with the problem of rehabilitation—on April the fifth the program will originate from H.M.C.S. Cornwallis with Lieut. Don McDonald.

Lorne Greene helps out considerably with "Here's Your Health" heard weekly. Tommy Tweed writes the scripts—watch for "I Didn't Know It Was Loaded".

See by the New York Times Gene Lockhart, screen personality from Canada, has just opened on Broadway in a new show entitled "Happily Ever After" . . . We hope it runs 'happily' for a long time. Lockhart has always been more than generous in aiding the Canadian Red Cross and supplying material for many of Canada's Victory Loan Shows.

Charles Jordan, former baritone of the Wrigley Air Band and Voice of Victor popped into town week—appeared as guest on Borden's Cavalcade and returned to New York where it is secretly whispered he starts a new commercial . . . maybe even a guest shot on a very popular and favorite music show sponsored by people who bet you die sooner than you think you will . . .

Happy Gang's Bert Pearl has brushed away the cobwebs . . . tucked his frayed nerves back up his sleeve and took over the traces of the galloping frolicers again.



... new NBC Recorded audience-participation food quiz

There's no question about the popularity of audience-participation quiz programs — no question of their high effectiveness. And radio's newest recorded audience-participation quiz, COME AND GET IT, is headed for an enviable place in the list of top favorites, especially among women . . . and quite obviously among food advertisers who want the ears of Canada's housewives.

Here's why: COME AND GET IT is a feast of fact and fun on the timeless subject of food! Its participants are selected from studio audiences to give interesting geographical distribution. Its "Board of Experts" is known to millions. Its Master of Ceremony's showmanship has what it takes.

Format: Bob Russell, M.C., questions contestants, then tosses subject to "Board of Experts": Alma Kitchell, well known for her Woman's Exchange programs and Gaynor Maddox for his syndicated food articles. Experts uncover unusual facts about food in questions and suggest tasty ways the food can be used.

COME AND GET IT is like a network program in every respect except that the show is recorded for local sponsorship and available at a surprisingly low cost. 117—15 minute programs. Scores of publicity tie-ins.

Available in Canada through
ALL-CANADA RADIO FACILITIES LIMITED
 Victory Building, Toronto.

National Broadcasting Co. **NBC** RADIO-RECORDING DIVISION
 AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
 A Service of Radio Corporation of America
 RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
 Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

Flash! Flash!

CFGP
AUDIENCE
DOUBLED
Over Night

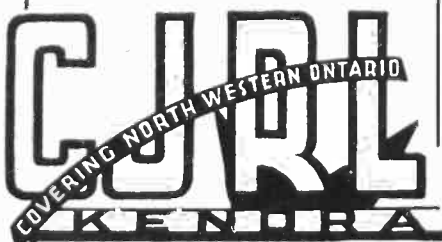
Local News Item
 "Mush-Mush returns to his lair"

CFGP
 Grande Prairie

"Voice of the Mighty Peace"

PAY ROLLS THAT "PAY OFF"

only when you use



Railroad, milling and paper mill payrolls ALONE amount to

\$375,000.00 Monthly

No wonder it pays to reach this isolated district through its one and only clear reception station CJRL.

A DOMINION NETWORK STATION

Representatives

HORACE N. STOVIN & CO.

HOW THEY STAND

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

EVENING

English:		
Lux Radio Theatre	37.8	+ .1
Pilber McGee & Molly	37.0	-1.0
Charlie McCarthy	36.2	-5.4
Kraft Music Hall	25.5	+ .1
Treasure Trail	22.1	-1.3
Album of Familiar Music	21.7	-1.1
Waltz Time	21.4	+ .6
N.H.L. Hockey	20.0	-1.5
Bob Hope	20.0	-4.5
Aldrich Family	19.4	+ .6
French:		
Dr. Morhanges	36.2	+2.8
Le Ralliement du Rire	36.0	+3.6
Metropole	34.3	+3.0
Ceux qu'on aime	33.3	- .7
La Mine d'Or	32.6	+3.0
Course au Tresor	30.3	-1.1
Nazaire et Barnabe	30.1	- .2
Café Concert	25.2	-2.6
Quelles Nouvelles	24.8	+1.5
Pierre Latulippe	22.9	-2.6

Heads Rogers

The appointment of Reginald M. Brophy as President and Director of Rogers Majestic Limited, Rogers Electronic Tubes Limited, and subsidiary companies, has been announced by the Board of Directors of Rogers Majestic Limited. Mr. Brophy recently resigned his position as General Manager of the Canadian Marconi Company to accept his new appointment.

From Lab to Listener



A thorough knowledge of the cosmetic business rather than experience at the microphone is the reason why Colgate-Palmolive uses the authoritative as well as pleasing voice of Mary Lee for commercials on "Musical Mailbox", for Cashmere Bouquet soaps and cosmetics.

Between programs, and, incidentally, before she ever spoke into a mike, Miss Lee was and still is engaged in research work in the manufacturer's laboratories, as well as other activities including package designing, sales promotion and merchandising.

In using Miss Lee, instead of a run-of-the-mill announcer, the sponsor, and his agency, Spitzer and Mills, feel that they are getting something important, in that her knowledge of what she is talking about gives her voice a note of true authority and conviction.

ACRA Names Officers

The Association of Canadian Radio Artists of Toronto have announced the appointment of new officers for 1945. They include: Earle Grey, president; Jack Reid, vice-president; Jean Tweed, secretary-treasurer; Lorne Greene, recording secretary; Tommy Tweed, and Bud Knapp, actors representatives; Bill Morton and George Murray, singers' representatives; John Drainie, announcers' representative.

Wrigleys Introduce "Orbit"

The withdrawal for the duration of Wrigley's "Big Three" (Spearmint, Doublemint and Juicy Fruit) and the substitution of wartime brand, "Orbit", will have no effect on current radio commitments, according to C. B. Kenney advertising manager of the William Wrigley Junior Company Ltd.

"Orbit", he said, "is the best we can do now that our supplies of ingredients are exhausted. The Wrigley name will be played down and commercials will remind the public of the old wrappers rather than drawing attention to the new

Radio, — "Treasure Trail" (units including "Cours au Tresor" for French listeners), as well as late newscasts in Montreal and Toronto, all handled by Jack Murray Ltd., Toronto, will be implemented with newspaper and poster advertising.

Procter & Gamble Buy CKEY Block

Procter & Gamble's recent purchase of a daily 15 minute block of CKEY'S "Make Believe Ball Room" is something of a departure for this soap manufacturer whose daytime broadcasting activities in the past have been confined to serial dramas, prepared and produced through their U.S. agencies, Compton and Dancer Fitzgerald.

The CKEY recorded band music program runs 1 1/2 hours each morning and 2 hours early evening (5:30-7:30 p.m.), and it is on the latter that the P. & G. people have bought time.

"Make Believe Ball Room" is made available to sponsors in ten and fifteen minute blocks, station production department retaining complete control of the program content. Agencies or advertisers supply their own commercials, but production, including choice of musical numbers, is in the hands of the station's production department.

"...in good company"

Advertiser:

THE WALTER M. LOWNEY CO., LTD.

Program:

"MEN IN SCARLET"

Air Time:

MON. - WED. - FRI. : 5 P.M.

Vancouver's
CKWX

980 KC. 1000 WATTS

Frank H. Elphicks
MANAGER

This is MUTUAL

Payments for the Okanagan apple crops are rolling in! Your clients can sell this market through one single medium—

CKOV

CKOV spells C(K)OVERage in one of B.C.'s best markets.

CKOV
KELOWNA
B.C.

The VOICE OF THE OKANAGAN

COMMUNITY SPORTS VIA COMMUNITY RADIO

When W. T. "Doc" Cruickshank, manager of CKNX, Wingham, acquired the services of "Jory" Gregg, former professional hockey player, to head his station's activities in the field of community sports, he had in mind the fact that since the war interest in athletics had flagged among youngsters, simply because the men in this field were serving with the forces.

One of Gregg's first activities was to gather together a representative group of service clubs, community organizations and members of the various communities who were interested in the encouragement of sport and out of this meeting emerged the Western Ontario Athletic Association.

Though the season was well advanced, the W.O.A.A. went right to work and organized Junior and Budget hockey teams in their towns with the result that approximately one hundred boys were given the opportunity of playing hockey who otherwise would have been left out in the cold as far as any community sport was concerned.

Now that the hockey season is drawing its close, W.O.A.A. is laying elaborate plans to sponsor every kind of sport, as the seasons roll around. It is hoped that this year the W.O.A.A. will be able to revive interest in lacrosse, an all-Canadian game which, as 'Doc' puts it, has

been allowed to drop more or less out of sight in the sporting world. "While we may not be able to find enough hardy devotees of the diamond to organize a hard-ball league", he says, "it is expected that there will be sufficient interest among the young members of the community to put together a fairly comprehensive effort in the promotion of soft-ball."

The W.O.A.A. is not confining its efforts to the male members of the community, incidentally, for in the sphere of hockey, it has already put five girls' teams in the rink, placing about seventy-five girls on the ice.

Recently "Doc" Cruickshank took another step. In furtherance of his determination to be Western Ontario's impresario of sport, he took over from the town the operation of the Wingham Arena. Previously operating at a loss, and viewed as a liability rather than as an asset, to date this season there has been promotion, with the extensive use of radio it is needless to say, a skating carnival which filled the house during one of the worst sleet storms in the country. They also used radio to promote an exhibition game between the *Centralia Flyers* and the *Owen Sound Orphans*, an event which attracted over a thousand fans not long after the record snowstorm of December 12th.

During the summer it is intended to build a floor in the arena that can be used for indoor sports and dances. In addition to this, there will be plenty of use found for the arena with exhibitions and horse shows, and other features that are of a definite interest to both the rural and urban dwellers of Western Ontario.

Through the Western Ontario Athletic Association, public spirited members of the communities are helping out with the activities, and one of Wingham's prominent barristers has put up "The Harley Crawford Trophy" for yearly competition in the amateur hockey field.

In keeping with the enthusiasm now displayed it is certain that similar trophies will be offered in other fields of sport.

"Doc" Cruickshank is not just convinced that Canadian radio has a place in sports. He's proving it. And like the good journalist who believes that the best way to get a good story is to make things happen and then report them through his station he is not only making highly interesting sports broadcasts available to his listeners, at the same time providing the communities he serves with healthy interests for the young fry, but he is also building greater listener loyalty as far as the sound waves from his thousand watt transmitter penetrate.

The MEN represented by **NBS***



JEAN LEGAULT
General Manager of
Northern Quebec
network

Through his radio stations at Rouyn-Noranda, Val d'Or and Amos, Jean Legault has done much to stimulate the enterprising spirit that has made North-western Quebec one of the most progressive areas in the province.

The mining industry already world-renowned for copper and gold, has responded to the demands of war by producing essential base metals. This activity is reflected in the area's business life. Jean reports a 43.4% increase in local radio time sales in 1944 over 1943. Big gains in national business show how highly advertising executives regard his market.

Born in Montreal, Jean's introduction to advertising was through newspaper work in Montreal and Timmins selling space and as manager of the Val d'Or Star and "La Voix Populaire". Bilingual and a proven executive, he was appointed manager of CKRN at Rouyn-Noranda in 1941.

A year later he became general manager of the Northern Quebec Broadcasting System, a three-station network connecting CKRN with CKVD, Val d'Or and CHAD, Amos. Although the network is now owned by Radio Rouyn-Abitibi Ltee, Jean still continues to guide its destiny.

A typical Northerner, Jean's hobbies are fishing, hunting and skiing. Week-ends, summer or winter, find Jean, his wife and daughter at the backwoods log cabin they built themselves.

* NATIONAL BROADCAST SALES

RADIO STATION REPRESENTATIVES

Bank of Commerce Bldg.,
TORONTO, EL. 1165

University Tower Bldg.,
MONTREAL, HA. 3051



REPRESENTING

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

630
ON THE DIAL

109 LOCAL ACCOUNTS KNOW — THEY CHOOSE

CKRC
WINNIPEG
THE DOMINION NETWORK

French Canadians
are sentimental about
their own Child Stars



José Forgues

She's sweet as Judy Garland,
gifted as Deanna Durbin

A child and a song! Magical combination for the sentimental Québécois. And José Forgues is one of "les nôtres"—"our own" . . .

No wonder this brilliant *ingénue* has tugged the French-Canadian heart-strings since her *début* over CKAC as the 5-year-old star—fifteen years ago!

French radio, like French Canada, is a world of its own. Because CKAC so faithfully interprets Quebec habits and tastes, it has been unusually successful in selling this vast \$600,000,000 market.

Over CKAC your message commands the tremendous *family audience* of French Quebec. Get the facts. Latest market facts, ratings, etc., gladly supplied.

CKAC MONTREAL
affiliated with CBS

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

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

CROWN DIAMOND PAINT CO.: spot announcement campaign over CKEY, Toronto; CFRB, Toronto, and CKLW, Windsor. McConnell Eastman & Co. Ltd., Toronto.

* * *

HAL BROWN (OPTICAL): 15 minutes 1 a week renewed for one year over CKEY, Toronto. Ellis Advertising Co., Toronto.

* * *

NONSUCH LIMITED: 15 minutes 1 a week renewed for one year over CKEY, Toronto and CKOC, Hamilton. Ellis Advertising Co., Toronto.

* * *

CANADIAN WATERPAINTS: transcribed spots beginning April 20 CHML, Hamilton. J. J. Gibbons Ltd., Montreal.

* * *

LOEW'S INC.: flash announcements 2 a week for one year beginning April 4 over CKEY, Toronto. Donahue & Coe Inc., New York.

* * *

ACKLAND MCGRATH (FURS): spot announcements beginning April 2 over CKEY, Toronto. Frontenac Broadcasting Agency, Toronto.

* * *

S. C. JOHNSON & SON LTD.: renews on April 3 "Fibber McGee & Molly" over number of CBC Trans-Canada network stations. Needham, Louis and Brorby, Chicago.

* * *

HUDSON BAY COMPANY: started "Rhythm and Romance" over a number of CBC Trans-Canada stations. Cockfield Brown & Co. Ltd., Winnipeg.

* * *

PALM DAIRIES LTD. (CALGARY): spot announcement campaign under way over a number of Western

Canada stations. J. J. Gibbons Ltd., Vancouver.

* * *

A. HOLLENDER (FURS): start spot announcements on April 2 over CKEY, Toronto. Frontenac Broadcasting Agency, Toronto.

* * *

PNEUMATIC INSULATING CO.: 30 minutes 1 a week for 13 weeks over CHML, Hamilton. Placed direct.

* * *

VICK CHEMICAL COMPANY: renew flash announcement campaign over CKEY, Toronto. Morse International Inc., New York.

* * *

PEPSI COLA COMPANY OF CANADA: started March 19 series of transcribed flash announcements over number of Canadian stations. J. Walter Thompson Co. Ltd., Montreal.

* * *

PRUDENTIAL ASSURANCE CO. LTD.: started spot announcement campaign March 15 over CKEY, Toronto. Participating spot on the "Ann Abbott Show". Tandy Advertising Agency Ltd., Toronto.

* * *

JOHN NORTHWAY AND SON LTD.: 15 minutes 1 a week "Calling All Girls" under way over CFRB, Toronto. J. J. Gibbons Ltd., Toronto.

* * *

QUAKER OATS COMPANY OF CANADA LTD.S have replaced "That Brewster Boy" with "Those Websters" piped in from CBS to the CBC Dominion Network. Spitzer & Mills Ltd., Toronto.

DUNLOP TIRES: commence a series of flash announcements on April 16 over CFCF, Montreal and CKEY, Toronto. Vickers & Benson Ltd., Toronto.

CKNW DOMINATES

with 38% coverage—

between 8 a.m. — 6 p.m.

(E. H. Survey Figures)

CKNW—New Westminster	38%
Station "A" Vancouver	5%
Station "B" Vancouver	19%
Station "C" Vancouver	14%

International Broadcasting Co

NEW WESTMINSTER, B. C.

Broad Powers Sought For Quebec Network

salaries of not over \$9,000 for manager and \$7,500 for the engineering manager are provided for in Bill No. 12, proposed by Premier Maurice Duplessis in the Quebec Provincial House, which is described as "an act to authorize the creation of a provincial broadcasting service," the first reading of which was passed unanimously Mar. 16. The bill calls for the establishment of an administrative body, called the "Quebec Radio Bureau", which shall be a "corporation and possess the rights and powers belonging to corporations in general."

The stated object of the Bureau is to operate a broadcasting system called "Radio-Québec", which shall have one or more radio broadcasting stations erected at places chosen by it; acquire, by private purchase or by expropriation, any broadcasting station in operation and all lands and immovables to be used for the erection of new stations; maintain and operate all stations erected or acquired under this act; acquire copyrights; subscribe to and establish news agencies; acquire and utilize any patent of invention, permit or concession deemed advantageous; constitute as a distinct system the radio broadcasting stations established under this act, operate them as part of a system already established and make with any person, society, corporation, or government an agreement calculated to attain such purposes.

The act provides a sum not to exceed five million dollars for the purchase of land and private stations and also for the erection of the stations.

Quebec City (BUP)—In support of this Quebec Radio Bill, Premier Maurice Duplessis told members of the Provincial Legislature that the bill surpassed partisan considerations and that it was a cultural necessity that Quebec tell its citizens its own radio its own interpretation of the provincial thought.

He said Manitoba had its own radio and that Saskatchewan is asking for its own radio set-up. "And," he said, "there is liberty in the air, on the seas, and there should be, it seems to me, liberty for expression of French thought, as for expression of Anglo-Saxon thought and protestant thought".

Quoting from Federal Law he said that such law recognized Quebec's right to have its own radio. He said monopoly of radio was as bad as press monopoly, and he thought supreme court and privy council decisions allotting radio to Federal control only, were not as clearly expressed as some people liked to think.

The opposition party expressed the view that the radio bill was not as important as other things that should precede it and found it odd that Quebec should propose to spend \$5,000,000 on radio, whereas the Federal Government spend only \$3,000,000.

"There is not the slightest ambiguity or indefiniteness in judgments of the Supreme Court of Canada and the Privy Council in London that the Parliament of Canada has complete jurisdiction over radio," ranking justice Department officials stated here commenting upon the claim of Premier Maurice Duplessis of Quebec that these judgments "are not very clear."

Likewise, these officials noted, the court decisions mentioned are final, conclusive and binding.

Incidentally, Premier Duplessis's statements in the Quebec Legislature gave more indication than has yet been given of the intentions of the Quebec Government as to the establishment of a Quebec provincial radio network and thereby among other things, "control the news."

This expressed intention is considered to go much farther than the mere possibility of the Quebec

Government buying or expropriating some privately owned stations. The Canadian Broadcasting Act stipulates that CBC must approve of the transfer of any existing privately-owned radio station. Thus, it becomes increasingly apparent Premier Duplessis' efforts to establish a Quebec Government provincial radio network are liable to encounter some snags.

Du Pont Award To Kaltenborn

H. V. Kaltenborn, veteran NBC commentator and the first news analyst to have a regularly-scheduled radio program, has been named winner of the third annual Alfred I. du Pont Radio Foundation Commentator Award of \$1,000.

Kaltenborn announced that he will present the cash award to the Association of Radio News Analysts.

Kaltenborn began his radio career in 1922 after 23 years of newspaper work. He has reported every war since the Spanish-American conflict, and has travelled over 1,000,000 miles in gathering news stories. Kaltenborn has made 34 trips outside the country and has covered 24 international conferences. Many of the world's headline figures have been interviewed by him at one time or another.

The du Pont award is the latest of many which have been presented in recognition of his work.

9 out of 10
are from

CFAC

CALGARY

That's 9 of the top 10
Evening Shows
in Calgary

(Elliott-Haynes ratings)



CFAC

... another proof of the CFAC listening habit ...

Take advantage of it!

STUDIOS:
SOUTHAM BLDG.
CALGARY

REPRESENTATIVES:
CANADA: ALL-CANADA
U.S.A.: WEED & CO.

WSOO
ST. STE. MARIE
CH.

A *Bright* STATION

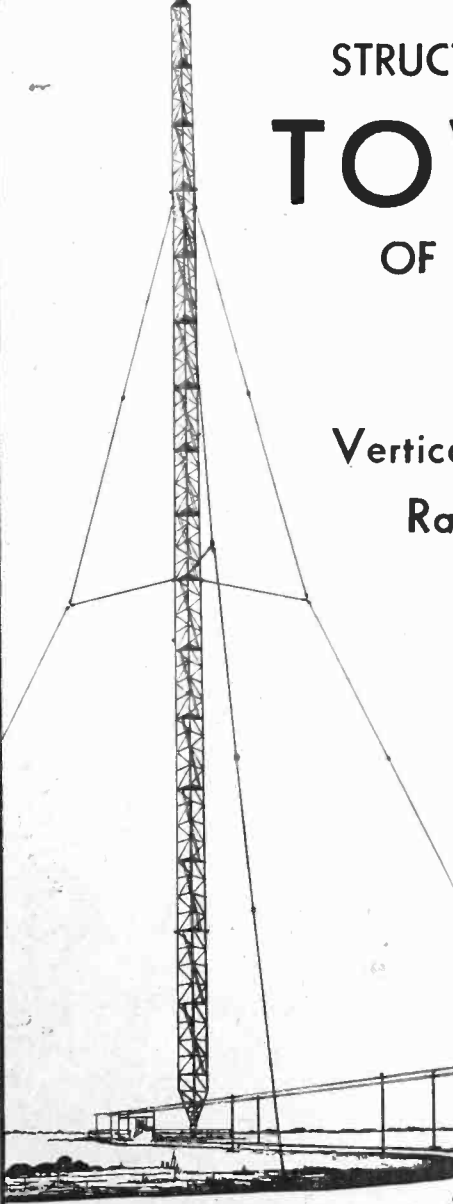
Canadian Red Cross says:
"... Thanks WSOO for the 172 Donors last Friday, our largest single day on record—due entirely to your station"

WILLIAM WRIGHT
Victory Bldg.

AD. 8481

STRUCTURAL STEEL TOWERS OF ALL TYPES

Vertical Radiators for
Radio Transmission
Now in Service
Coast to Coast



The
**CANADIAN BRIDGE
COMPANY, LTD.**
WALKERVILLE,
ONT.

Post War Labor Relations

// quotes



Personality
BRINGS RESULTS



Photo by National Film Board

Arthur MacNamara, Dep. Min. of Labor, flanked by (right) C. W. Lockard, president, and W. S. Talmage, treasurer, of the International Harvester Company of Canada, during a broadcast of the Department of Labor's program "The People Ask". This series, produced by Gordon Anderson, and carried by RCA transcription on stations from coast to coast, is used by the department to acquaint the public with the government's activities in the field of labor. The program being recorded was a discussion of plans proposed by International Harvester for the reinstatement of returning service men into civil employment.

This aspect of the (Sackville) station's usefulness will become greater after war ends. Canada is making elaborate plans to increase its international relations with many other countries. This will be sending representatives also to explore enlarged trade relations with business groups, too, will be taking hand in promoting trade. In this program, the new shortwave radio station may also play a large and significant part. Preliminary tests have shown the new station is one of the best in North America. This is understandable so because it is the newest and will incorporate in its design and construction all the latest ideas in long distance broadcasting. It will be gratifying to Canadians to know that when programs put out over the new station they will be more certain to reach their audience than the programs emanating from most stations on this continent.

—Saskatoon Star-Phoenix

"30"

Dr. Augustin Frigon, general manager of the CBC, apparently had cancelled a broadcast talk by Kenneth Johnson from Montreal, Feb. 24th, earlier, but then withdrawn the order after further discussion of the matter. As the administrative head of the CBC, Dr. Frigon's judgment on such matters should be final and should certainly not be overruled by pressure from cabinet ministers, members of Parliament or others on political axes to grind. If this is a typical example of what state ownership of national broadcasting means in the absence of political control and direction, it is high time that the whole policy and organization were given a thorough overhauling.

—Montreal Gazette

"30"

In its broadcasting activities the CBC has gone very far in inflicting bilingualism on all of Canada, although there are some provinces where the number of residents of French descent is small. Dr. Augustin Frigon, General Manager of the CBC is a French-Canadian and a French-Canadian resident of Montreal was a Chairman of the Board of Governors. These concessions evidently have not satisfied Quebec that it has sufficient control over broadcasting and consequently the Duplessis government is proposing the establishment of a Quebec radio system.

—Toronto Star

"30"

What good purpose could be served by establishing a special provincial broadcasting system, it is difficult to discern. It would be, naturally, a government organization, and its use for political purposes would be entirely at the determination of the Government. Moreover, the way would be made open for all sorts of conflicting developments. The cost of maintaining such a system would be a heavy burden on the province, and in any conceivable case can be made out for necessity. It is the old argument of provincial rights over, again, but here the fight is renewed with the odds heavily loaded against the Provincial Government by legal judgments. The Federal Government has no intention of giving way on the matter, and there is no reason why it should, for if Quebec were allowed to establish its own broadcasting system, any other province would have a similar right and it is easy to visualize the confusion that would arise.

—Montreal Star

KEEP ON PLUGGING RED CROSS

Time



to use



spot



broadcasting

Ask Your Agency

- CKNW
- CFCN
- CFRN
- CFQC
- CKPR
- CKCH
- CHLN
- CHLT
- CKCV
- CHGS



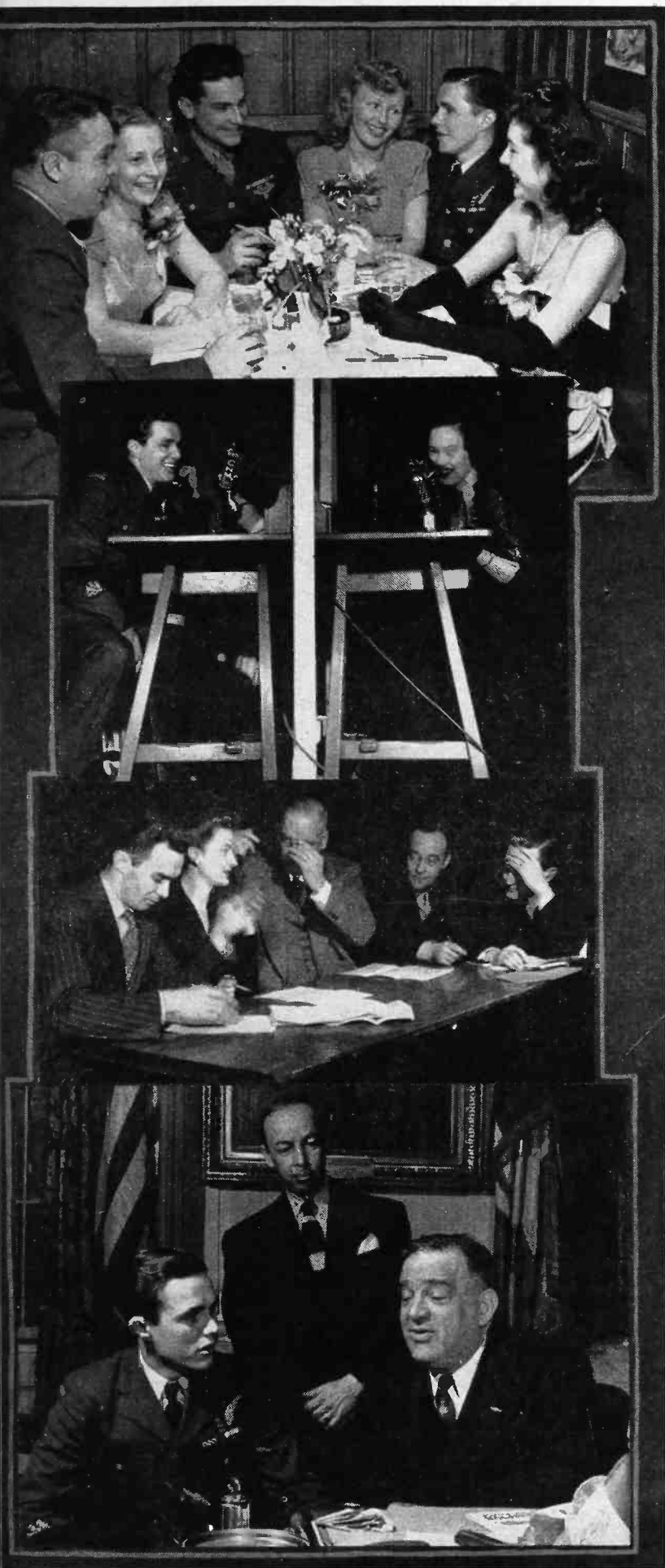
TWO LOCAL PERSONALITY PROGRAMS
Golden Memories
AND
The Mailbag
BROADCAST OVER
CHAB
MOOSE JAW HAVE ALREADY DIRECTLY COLLECTED IN LESS THAN A MONTH OVER \$16,000 FOR THE PREVENTION WORK OF THE SASKATCHEWAN ANTI-T.B. LEAGUE FROM THOUSANDS OF LISTENERS ALL OVER SASK. "JUST FOR THE ASKING"

CHAB
MOOSE JAW SASK.
800 KC. 1000 WATTS



AN ALL CANADA STATION

W.O. 1 WINS WEEK ON BROADWAY IN CHML CONTEST



At the top: Hudson celebrates at the Stork Club with (left to right) Charles Yaeger, another blind-dater; Alice Blue, Y. dancer; himself; Lila Ernst; Ken Taradash; Toni Clark, Powers model. Second picture: During CHML's facsimile of the "Blind Date" show, Hudson woos Marion Whyte of Hamilton. Third picture: The judges who officiated in the elimination contest as a result of which Hudson won the wings that flew him to Manhattan. Fourth picture: Tom Darling, CHML escort, stands by while the guest of honor chats with Mayor Fiorella H. LaGuardia of New York City. The Mayor was stationed at Fooggia, Italy, during the last war as a major in the American Air Corps. As Hudson had seen service at the same place during this war, he was able to interest the Mayor in many reminiscences.

Over twelve hundred Ontario service men entered CHML's recent "Blind Date" contest, and W.O. 1 Ernie Hudson, D.F.C., from R.C.A.F. No. 4 Release Centre, Toronto, won a trip to New York City where he met Mayor LaGuardia, a number of models, actress Hazel Scott, Comedian Jimmy Savoy, Robert Walker, Ann Sheridan and Lana Turner. He appeared on the air with Arlene Francis on the "Blind Date" Blue network program and won himself an evening at the Stork Club with Lila Ernst.

Preliminary promotions which CHML undertook to get the 1,200 entrants included newspaper displays, window and interior posters for active service canteens and stations all over Ontario and retail stores handling the sponsor's product (Hind's Honey and Almond Cream) in the Hamilton area, pamphlet, spot announcements, and so forth.

Six of the entrants were picked to meet in an elimination contest at the R.C.A.F. Wireless School at Mount Hope, Ont., when a facsimile of the "Blind Date" program was presented to an audience of 2,500 people. Under the direction of Tom Darling, and with Ken Soble as emcee, three Hamilton girls acted as "blind dates" for the occasion, and the evening's winners were selected by a committee consisting of Bill Byles, radio director of Spitzer & Mills; Miss D. Anderson, Spitzer & Mills; Victor Smith, Hamilton businessman; Glen Eirton, publicity director for Warner Bros.; Donald Parrish, Canadian general manager of Lehn & Fink (sponsor).

CHML idea-man Eddie Stock was the father of this baby, and the deciding run was scored when the New York announcer thanked the Hamilton station over the Blue and Dominion networks.

Scores CBC Impudence

Edmonton, Alta., (BUP)—Public Works Minister W. A. Fallow has scored the Canadian Broadcasting Corporation for allegedly refusing to grant a private commercial license to radio station CKUA.

The station was formerly operated on a non-commercial license by the University of Alberta, but about a year ago was taken over directly by the Provincial Govt.

"I can promise the Dominion Government and the CBC Board of Governors that we will not tolerate this impudence for long," Fallow said, adding that the air "groans with admonitions of pill peddlars and peanut pushers," and that it "reeks with sordid soap operas."

Fallow also charged that local provincial talent had been subjected to "gross unfairness and discrimination" by the CBC. He said that practically all Alberta artists had been forced to leave the province for other parts of Canada where they have top-notch positions in their class.

"There is no reason why Alberta artists should be denied the right to perform in their native province," he said.

Sold To Highest Bidder

\$12.50 for a pair of stockings!
\$8.50 for a box of cigars! And over \$25,000.00 in bids! That was the success story for the Y's Men's Club of Edmonton, who recently conducted a radio auction over CFRN. \$2,000.00 worth of new merchandise was donated by merchants of Edmonton, described over CFRN's auction-room microphone, and bid for by radio listeners over the auction telephones. According to the Edmonton Y's Men's Club, who were holding the auction to raise funds for a boy's camp, the event was a success.

To Address Radio Execs

John Collingwood Reade, CFRB overseas war correspondent, will address the Toronto Radio Executives Club at a luncheon at the King Edward Hotel, March 30th.

**The
Ottawa
Valley
Market
is over
40%
FRENCH**

CKCH

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

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES LIMITED Montreal Toronto	HOWARD H. WILSON COMPANY New York, Chicago, Etc.
------------------------------------------------------	--------------------------------------------------------

COOPERATING WITH LE DROIT

WE'RE PROUD of our REPUTATION

Over 22 years of continuous service to Hamilton and District.

The leaders in National Advertising have discovered CKOC's selling power.



CKOC HAMILTON

The All-Canada Station

CKNB CAMPBELLTON N.B.

March 24, 1945

Dear Mr. Time-Buyer:

If you do business in the Province of New Brunswick...as what smart time buyer doesn't...you know something about the way our communities keep jumping back and forth from EDT to ADT and vice versa.

This year Campbellton and the surrounding communities will revert to Atlantic Daylight Time on April First, and we're busy now getting out revised broadcasting schedules and availabilities for our clients.

One thing about it...no client of ours will be offered a period less desirable than that which he now enjoys; and if we can improve the position of the programme or announcement, we'll do it.

We have some excellent periods available for new accounts, too...and both the time and inclination to give you the fast response on inquiries. The All-Canada man speaks with authority on both availabilities and results when you're considering CKNB.

Best regards,

Yours very truly,

Stau Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

Pause For Station Identification

by B.T.R.

(Reprinted from Winnipeg Free Press)

Since the CBC pipes into its Canadian network a number of American radio broadcasts, I have often wondered whether these generally-excellent pickups reflected the usual run of American programs and whether as a rule the U. S. networks and local stations are superior to those in Canada. On the basis of several weeks of casual listening to what the American listener receives on his radio set, I would say that Canada doesn't miss a thing. When anyone in the House of Commons radio committee or outside it argues for more programs "like the Americans have," just put it down to an inferiority complex. Except for a number of highlights on the U.S. radio, the rest is largely lousy.

Having no experience with the mid-day programs, i.e., those before seven p.m., I am informed by a reliable housewife that the soap operas in the U.S.A. are no worse than those in Canada. After the evening deadline, the air there is filled with silly, singing commercials, commentators and comics — few of which would be missed. Even midst the most important world news, the listener is harassed with repeated warnings that the great American stomach suffers from something that sounds like rebounding acidization. The radio is turning the American nation into a land of hypochondriacs. Even Raymond Swing, provisionally my favorite commentator, is sandwiched in by commercial advertising; and Drew Pearson's dogmatic "I predict" forecasts of what the United States government is going to do at precisely 3.47 a.m. next Tuesday is framed with gushing advice on the best way to restore the debilitated nerves of the American public.

Let the philosophers figure out the consequences of a daily diet of listening to the average American intellect. What the radio in the United States does to the news creates more obvious problems. Many radio stations broadcast news every hour, with additional special announcements now and then. In a city like Washington, with six radio stations, the listener gets a salvo of news that destroys any pat-

tern or focus the day's events might have. The total effect of half a dozen commentators, some good, some bad, is to blur the outlines of the news and make it incoherent. Treatment of news on the U.S. radio as a whole is confused, lacking in co-ordination such as any reputable newspaper seeks to provide for its readers once a day. In the United States there is nothing comparable to the CBC national news, or the corresponding broadcast on the BBC in the British Isles, which has built up a certain measure of prestige for accuracy and fairness, and comprehensiveness.

Against this background, the United States government has undertaken a radio and press campaign of information on its foreign policy. The State Department is running this series itself, with its top officials as speakers. It is under the direction of Archibald MacLeish, assistant secretary of state.

Important developments are occurring in on-the-spot eye-witness broadcasts. During the bloody fighting on Iwo Jima the U.S. networks carried brief, spot broadcasts from reporters on Guam and on the bridge of battleships just off Iwo. No one should discount the ferocity or importance of the Iwo landing, or the courage and sacrifice of the U.S. Marines there, but direct eye-witness reports from Iwo constitute a tremendous advantage for the U.S. navy in getting its share in the global war before the American public to the exclusion of other crucial, vaster campaigns. General Eisenhower apparently does not permit this type of broadcast from the western front, though the radio reporters there certainly follow right behind the fighting.

The fact is that the U.S. Army and navy have created an eight-billion-dollar, world-wide telecommunications system that far outdistances the resources of any other country for distributing news of its share in the global war. The future of this system in the post-war period will have to be clarified before the rest of the world can understand precisely what is involved in the current American campaign for "freedom of the news" on a world scale.

CJCH

"The Friendly Voice of Halifax"

Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

KEYSTONE STUDY

U.S. Transcription Network Gives Advertisers Report On The Circulation Of Small-Town Stations

(Reprinted from "Tide", March 15)

Small-town audiences beyond the reach of wired networks and long metropolitan stations dot the U.S. from coast to coast, and represent an increasingly important market to the national advertiser. To give advertisers a shot at these markets, in 1940 Michael Sillerman set up the Keystone Broadcasting System, a transcription network of smaller stations. Now, with 26 stations in the fold, Sillerman's main job is making more advertisers aware of these hidden markets and the need for Keystone facilities to tap them. Accordingly, he slated a Hooper survey of the circulation of Keystone stations, last fortnight released some interesting findings. Keystone markets range from 3,000 to 40,000 in population, have the Keystone tag of "beyond metropolitan". The Hooper study listed the local station listening in 12 of the 208 towns, picked as representative of the three categories of small-town station operation: 1) stations located in towns that receive a weak signal from outside stations, 2) those that pick up a better than a secondary or tertiary signal, and 3) those in towns that are under the nose of a large transmitter.

Listening Results
 WYAYX (Waycross, GA), according to the report, racked up more than 90% of the available audience all day long, WJLS (Rockley, West Va.) hit 95%, and WBI (Columbus, Miss.) topped 84% in all but the 6.00 to 10:00 p.m. period when it had 61.9% of the listening. These stations, of course, are in the first group (no appreciable outside signal) but the figures indicate the enormous dependence of such areas on the local station, also that people in such towns listen more than in larger centers. This follows naturally, of course: with fewer diversions the rural listener turns to his radio more frequently.

Stations in the second group (in cities with a somewhat stronger outside signal) had correspondingly high listening. KGFL (Roswell, New Mex.), for instance, hit over 80% in the afternoon, was lowest in the evening with 30%. WLNH (Laconia, N.H.) garnered from 33.3% to 54.5% of the local audience daily, while WSNJ (Bridgeton, N.J.) rated from 18 to 31%. KID (Idaho Falls), another in the group, demonstrated in particular some Keystone trains: in the morning it had 28.9%, while in the evening it slid to 1.2. But the high point of the day was at lunch-time, 12:00 to 1:30 p.m., when listening jumped to 34.9. From 6:00 to 7:30 p.m., the dinner hour, furnished most nighttime listeners. Explanation: most people in these areas regularly get home to lunch and dinner, usually turn their sets on. Sillerman had supplementary surveys made for these periods alone, since advertising-wise they are two of the most important spots on the Keystone clock, particularly the lunch period.

Big Station Rivalry

The third group, competing directly with outlets of the major networks, turns in some astonishing strength, according to the survey: WLB (Bowling Green), a 250-watt station in the shadow of 50,000-watt Columbia Broadcasting System and National Broadcasting Co. affiliates, captures 51% of the audience in the morning, 13.8% in the evening. There are, of course, such stations as WMBO (Auburn, N. Y.) which, surrounded by stronger signals, never gets above 9.6%. But the sample generally seems to show the network holding its own against bigger opposition.

From its continuing research on the small market, Keystone can also wave these figures at the advertiser: towns under 20,000 population support 75% of the automotive

dealers, 60% of the nation's grocery stores, 72% of the filling stations, 54% of the soft drink and ice cream shops.

Presently General Foods, Sterling Drug, Lever Bros. and other giant concerns go after these markets through Keystone, and more are coming in.

Miles Laboratories have advertised vitamins through the Blue Network feature, *Lum and Abner*, by transcription over Keystone. Result: the show had a better rating over Keystone than the Blue, vitamin sales have spurted in small towns. Also, Keystone has the figures to show that *Lum and Abner* is a better buy on the transcription network than on the Blue, costs the advertiser less per 1,000 listeners. All in all, Sillerman believes he has a worthwhile market to deliver at a low cost.

Press and Information Conference

A national Press and Information Service Conference was held in the new CBC quarters at Jarvis Street, Toronto, from March 1 to March 4 at which all aspects of CBC publicity were discussed. Those attending from out of town were Pat Keatley of Vancouver, Charles L'Ami of Winnipeg, Leopold Houle and Leon Lorrain of Montreal, Barbara Anderson of Halifax, Stuart Griffiths of the International Service, Montreal. Toronto staff members in attendance were Svend Blangsted, Harriett Ball, J. M. Reynolds, Eve Silvester, Mabel Cotton, Jean Howson and William Freeman, who recently joined P. & I. staff to fill the vacancy left by Stuart Griffiths. Secretary of the conference was Svend Blangsted assisted by Evelyn Teasdale and Audrey Wilson. Wells Ritchie, supervisor of P. & I., was chairman. The sessions were addressed by officers from the program, engineering, commercial and other divisions.

Next Issue April 7th



SCORES MORE FIRSTS

25 Minutes
FALL OF COLOGNE

12 Minutes
 Official Announcement
GRAT ROER RIVER DRIVE

26 Minutes
FALL OF JEULICH STRONGHOLD

6 Minutes
GERMANS BLOW UP RHINE BRIDGES

1 Minute
DESTRUCTION OF 509 PLANES AT TOKYO

10 Minutes
FIRST NEWS OF IWO LANDINGS

2 Minutes
RHINE CROSSING OVER FAMOUS LUDENDORFF BRIDGE

These are merely typical of

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

Every Second Counts when you go on the air

BRITISH UNITED PRESS

HEAD OFFICE.
 231 St. James St.
 MONTREAL

CHNS BULLETIN BOARD

No Station in Canada boasts finer equipment or a more alert, on-their-toes staff than CHNS. National Advertisers considering the Maritimes, always think of CHNS first. We have a fine market for any product of merit.

Ask the All-Canada Man

960 ON YOUR RADIO

MEET THE GANG AT CKCW

Earl McCarron
PROGRAM DIRECTOR



★ The moment you see Earl, or hear his voice, you like him. But he's got more than personality... he's got a head on his shoulders that's responsible for the new high in originality and variety of CKCW programs. Earl knows how to intrigue new listeners and hold old ones because he was born and brought up in this thriving market. He handles the "mike" on "Let's Turn the Tables", 7.00 to 7.30 p.m.

Although Earl rates mighty high in Canadian radio, so do the rest of the staff. Together they comprise one of the greatest selling teams in the country.

If you haven't heard Earl's jolly, persuasive voice we'll send a record free. And while you're at it, get in touch with Horace N. Stovin if you really want business in the Maritimes.

*We don't sell time
... We Sell Results*

C.K.C.W.
MONCTON N.B.

HORACE N. STOVIN
Representatives
Toronto and Montreal

FURLOUGH PARTY



Tuesday nights are Dancing Nights at Vancouver's United Services Centre, where Northern Electric presents "Furlough Dancing Party" with Dal Richards and his Orchestra. Half an hour's dancing is followed by a half hour CJOR broadcast with Ross Mortimer at the microphone. Shown above is a part of the capacity crowd that attends the broadcasts. The show is designed as a straight dancing party for service men and women, with a five minute interview, during which a serviceman and his dancing partner receive handsome gifts from the sponsor. (Week the photo was taken the airman shown at the mike received a wrist watch, and the hostess with him a glamorous set of costume jewellery).

Broadcasts Bonspiel

Fan mail, phone calls and wires from Chilliwack and Nelson, from New York and Albuquerque, greeted CJAT, Trail's broadcasts of the 50th Anniversary Golden Jubilee Bonspiel of the British Col-

umbia Curling Association.

CJAT broadcast 25 1/4 hours through the six days during which 70 clubs of the association fought it out for the coveted trophy. Norm Harrod, CJAT sales manager, spent long hours flat on his stomach describing the plays.

*Local Merchants
Advertise your
Merchandise
over Kitchener's
Local Station
CKCR*

OTHER SIGNALS MAY REACH KITCHENER, BUT —
KITCHENER LISTENS TO —

CKCR
KITCHENER

A Bright STATION



SO SUDDEN

"Yes, Jim Hunter and Wm McKnight are married."

—Frank Chamberlain's Column

And we never even knew they were engaged.

TEMPERAMENT

And now our art editor Grey Harkley, wants CJOR to move from Sault Ste Marie to Galt, because will take less lettering in their ads.

TRESPASSERS WILL BE PROSECUTED

Where were radio's talent scouts at the recent Kiwanis Clubs' Musical Festival which unearthed much promising material, radio notwithstanding?

PRESS AGENT

Is Canadian talent going to sit back during the eighth Victory Loan campaign and let Hollywood steal the show again, or will it show that it has red blood in its veins after all, and demand the right to donate its services to its country too?

MAIL BAG

The last issue of your paper with "Lewisite" turned over to Red Cross, was like a man who had lost his right arm.

We see what you mean.

NOTE TO CONTEMPORARIES

We respectfully request that writers wishing to disparage this paper's awards spell "Beaver" with a capital B.

POOR MONTREALONIANS

"Paul L'Anglais was the unique Montrealer to receive a Beaver Award. Everyone irked at Montreal's elevation to a suburb of Toronto and hopeful that next year they may give away gophers, so that non-Torontoites can get something to show their sponsors."

ABSOLUTELY FREE

It is understood that a prominent jeweller is planning to give away a producer with every stop watch.

HEADS I WIN

And now CBC is airing "Brownstone Theatre" on the Dominion Network, across from Buckingham. "Curtain Time" on T-Can. Maybe our memory's failing but wasn't the "alternative network started to offer listeners alternative types programs?"

REVOLUTION

Now that the CAB Committee on Standardized Radio Structures has withdrawn the 20 second flash and substituted 15 second ones, an imminent crisis has been avoided.

POST WAR

Canada's future in the world of radio will be the direct outcome of Canada's present.

More Hope than Charity
 A COLUMN OF CONSTRUCTIVE DESTRUCTION
 by Elda Hope

Wonderful things can happen . . . wonderful things do happen. We only need consider present-day radio versus that of a few years back. Wonderful things happened. "This is Canada Calling" is that fact. This program was broadcast to listeners all over the world on the occasion of short wave radio broadcasting beginning from CHTA Sackville. One of our men serving in the air or on the High Seas being able to push a button and hear entertainment come! I repeat, wonderful things happened.

The broadcast originated in Toronto and carried talent from points across our continent. It opened with a brief message from our Prime Minister, Rt. Hon. W. L. Mackenzie King, followed by a few words by the Hon. Louis St. Laurent, Minister of Justice. Then Mr. Howard B. Stewart, Chairman of Board of Governors spoke briefly from London, Eng-

land. In Charlottetown I heard rural music of Don Messer and his Islanders. The announcer's offering was the "Alouette" also an old French-Canadian song by Anna Malenfant. Winnipeg's "River Barn Dance" was described as "as typically Canadian as maple syrup" and it was just that. From Vancouver came "Music from the Pacific" by Percy Harvey directing. From New York and Vancouver and Toronto came announcers to add a comedy touch. I've never heard Young any funnier. This program proved something about ability of superior Canadian artists. Toronto's Percy Stewart arranged numbers for orchestra and conducted by Samuel Hersenhoren. Kenney and His Western Gentlemen who have played many training tours on their tours were featured, also Miguel, conductor of "Latin American Grenade". His charming soloist, Alys sang a number. John Sturgess, with his choir, sang a Victor Herbert medley.

The full hour of entertainment was presented by Frank Willis and the Toronto announcers were Elwood Glover, CBL's announcer, Alan McFee, two years in the Canadian Active Army as lieutenant and Bernard Cowan.

the boys who've been there. Coffee, doughnuts, cigarettes and magazines, and units and medical relief—that's the part of the Red Cross. There can be no question about our support. It is certainly putting its best foot forward to encourage this worthy effort.

announcer Clifton Stewart devoted several minutes during a recent "Reminiscence" program to the reading of one of Howard's poems in the interests of the Red Cross. This, indeed, was moving—Stewart's dramatic lines, Stewart's clever interpretation with a background of Russian orchestral music.

The Red Cross show produced by William N. Robson, ace American producer featuring Quentin Reynolds, famous correspondent, contained the most interesting material from the listener's angle prepared for this worthy cause.

prepared the actualities—true stories of the work of the Red Cross—they outshone any cooked-up dramatics that might have been presented. This program must have been the result of many hours of work by the Committee which consists of Mrs. Taggart, Ed. Brodie, Jack Slatter,

REHABILITATION SERVICE

FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE VETERANS

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

Charlie Delafield and Frank Willis.

Len Peterson, a scriptwriter of importance, has written "Love Story" which was produced by Frank Willis. By the title, you'd expect this to appeal. It did to me. Bud Knapp as the wounded soldier sent to a hospital behind the lines, portrayed his role excellently. And Ruth Springford the Red Cross girl with whom he fell in love, played cleverly. Appropriate background music was conducted by Samuel Hersenhoren, announcements by Elwood Glover.

From where I sit, this article would seem to suggest that Frank Willis "shines" in the field of production. Make no mistake—he does. But he gives much credit to his assistant, to the artists and to musical director Hersenhoren. The other half of this combined operation is clever, conscientious and capable Grace Athersich. This time, it's the girl behind the man behind the man behind the mike.

Help to Red Cross means help to our boys.

'Bye now. ELDA

Personnally Speaking

John Knox and John Gould have been added to the announcing staff of CKTB, St. Catharines. Both men have served with the R.C.A.F. and since his discharge last year, Knox has been associated with stations CKGB, CKRN and CHML as announcer. Ed. McRea, former announcer at CFQC, Saskatoon, has been added to the announcing staff of CKRC, Winnipeg. Gordon English, chief operator at CJOR, Vancouver, has joined the army.

Martin Silburt and Hal Kelly have been added to the announcing staff at CKEY, Toronto. Silburt formerly worked at CKRN, CJKL and CKGB while Kelly is a newcomer and is receiving his discharge from the R.C.A.F. Bert Cullen has left CHEX, Peterborough to join the announcing staff of CKSF, Cornwall. Bernard Filliol, new to radio, has been added to the Cornwall station as French announcer.

There are
DEFINITE REASONS
 Why
CFNB
FREDERICTON, N.B.

is the

LISTENER'S CHOICE

Here are excerpts from a few "fan letters"

- Florenceville, N.B.: "CFNB is our best station".
- Perth, N.B.: "We get good reception from your station with very little power turned on my set".
- Middleton, N.S.: "It's so grand to hear CFNB on the air again (after the storm)".
- Mars Hill, Maine: "It seems we can always get you when all other stations fail".
- Newcastle, N.B.: "... the high quality of your entertainment and the pleasing presentations of your gifted announcers make your station a very popular one in the Valley of the Miramichi".

Satisfied Listeners
 Mean
Results

CFNB
FREDERICTON N.B.

ASK THE ALL-CANADA MAN OR WEED & CO. — U.S.A.



AND NOW LADIES, HERE'S TO-DAY'S R.

Look Who's LISTENING

What's she heard while passing by,
 Back from shopping on the fly?
 Must be something good because
 Otherwise she wouldn't pause.

"I'll always stop to hear", says she
 "A programme on CFRB.
 The women's broadcasts which
 they air
 Help harried housewives, I declare."

CFRB

860 KC

TORONTO

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