

The Whitehorse to Winnipeg dog-team crew makes its first contact with Edmonton, Alberta over a CFRN microphone. The broadcast origination point was the French-Canadian community of Morinville, twenty-one miles north of Edmonton. From left to right, in the right-hand picture, are crew-members Mike Czech, Paul Boulanger, manager of the expedition, CFRN announcer Gordon Reid, and Fred Webber and the bearded musher Chuck Caddy, also crew members.

CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 5, NUMBER 3 \$2.00 a Year — \$5.00 for Three Years FEBRUARY 9th, 1946

TRAVEL 18,000 MILES TO RECEIVE "BEAVERS"

Broadcaster Awards Draw Radio Men from Coast to Coast

Nine of the seventeen radio men and others who will attend the forthcoming dinner of the Radio Executives Club of Toronto, Monday February 18, to receive their Beaver Awards for Distinguished Service to Canadian Radio in 1945 will have travelled a total of 311 miles (CNR figures) by the time they return home with their certificates.

The "Beavers", which are being presented by the CANADIAN BROADCASTER for the second successive year, go to those who, in the opinion of the staff and regular writers of this paper, have contributed to the betterment of the industry, and this year's winners include an actor, an actress, commentators, radio announcers, a sponsor, vocalists, writers and a station engineer.

Presentations will be made, as they were last year, on a broadcast by Borden's "Canadian Cavalcade", which will take place after the dinner, before a representative body of the radio industry, the agencies and the sponsors, whose reservations are already pouring in. Both the dinner and the broadcast will take place in The Arcadian Court, Robert Simpson Company Building. Further details will be found in an advertisement on page 11.

Due to the fact that "Canadian Cavalcade" now goes on the air at 6 p.m., it is essential that dinner reservations be made promptly at 6 o'clock. Special arrangements have been made with Robert Simpson Company to open their Bay Street entrance at 5.45 p.m., and those wishing to attend the dinner and

SCORES RADIO THRILLERS

Gang Shows Cause Crime

Toronto Council Says

A demand that all gangster and crime programs be banned from CBC schedules is contained in a motion passed unanimously by the Toronto City Council, reinforcing previous demands made by the Ontario Education Association, and British Columbia and Quebec church and school organizations.

The Council's recommendation is reported to have been made in an attempt to combat the causes of juvenile delinquency, particularly in the light of the crime wave which has been plaguing the Province.

Alderman Allan Lamport opposed the motion in the belief that gangster dramas were not "at the bottom of juvenile delinquency". "We can't legislate the people into being good" he declared.

CBC meanwhile has stated, through assistant general manager Donald Manson, that it is prepared "again to comb over the program schedules" to eliminate crime and gangster dramas.

"We have the power to force the private stations to drop any of

these programs which may remain", said Manson. "However, in the past the privately owned stations have been very willing to cooperate in our efforts to eliminate objectionable programs, and there is no reason to believe that this will not continue to be the case."

York Township Council has also passed a resolution hitting out at "distasteful radio programs", to be sent to the Ontario Mayors Association with a view to urging that a Dominion-wide ban be placed on broadcasts of this kind.

Writers Join ACRA

The move to establish a radio writers' union which has been rumored around Toronto of late culminated January 31st when a general meeting of the Canadian Association of Radio Artists accepted them as part of the actors' and singers' union.

Steps will be taken to set up a code of writers' fees according to Earle Grey, ACRA president, and it is also hoped to establish minimum writers' fees for repeat performances. The Association also intends to do everything in its power to encourage the use of Canadian scripts when suitable Canadian material is available.

Parliament Calling

Regina (CP) — Saskatchewan radio listeners will hear something new in broadcasts when a Regina radio station (CKCK) takes its microphone into the chamber of the provincial legislature to broadcast all important speeches at the next session which opens Feb. 14.

Officials of the station say the Saskatchewan government has agreed to sponsor the broadcasts, purchasing radio time on a commercial basis.

Microphones will be strategically located in the chamber to pick up speakers but only planned speeches, such as the speech from the throne, the budget speech and main replies, will be broadcast.

"We're hoping there won't be any interruptions and we're steering clear of open floor debates", station officials said. A total of 22½ hours of radio time have been set aside for broadcasts from the legislative chamber. Officials indicated, however, that some speeches would run longer, and were being based on a maximum of one hour.

The first broadcast will be heard on the opening of the legislature Feb. 14, when opening ceremonies will be described over the air and the speech from the throne transmitted direct from the chamber as it is read by Lieutenant Governor R. J. M. Parker.

The Regina station has a power of one thousand watts and a range radius of between 150 and 200 miles from Regina.

All-Canada Program Division Presents

THROUGH THE SPORTS GLASS

with Sam Hayes.

NBC ace commentator and sportscaster in thrilling dramatizations of well-known events in the world of sport.

A TOP-FLIGHT SERIES especially designed for advertisers selling to men and boys.

This NBC production is now being successfully sponsored by sporting goods and men's furnishing stores; by ice and roller skating rinks and bowling alleys.

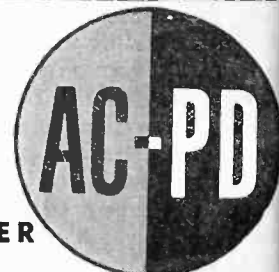
52 EPISODES of 15 Minutes



Whatever your problem . . . There's an All-Canada syndicated package, tailored by master craftsmen to fit any advertising budget.

Blackstone The Magic Detective—78 episodes, 15 minutes • Carson Robison—117 episodes, 15 minutes
Fact or Fantasy—105 episodes, 5 minutes • Stand By for Adventure—78 episodes, 15 minutes
Dream Time—52 episodes, 15 minutes • Mercer McLeod, The Man With The Story—52 episodes, 15 minutes

ALL-CANADA PROGRAM DIVISION



MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

Re-Employment Service FOR SERVICE MEN

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

File CB 35 — if your agency needs a man of ideas, imagination, and bounce, an ex-RCAF advertising graduate of the British Institute of Sales Promotion, 24 years, single, is keen to talk it over with you. An interview may solve your production problem and more. Box CB 35, Canadian Broadcaster, 371 Bay Street Toronto.

Calling Denmark

Danish radio listeners recently heard a first hand description of Montreal, when four visiting Danish journalists participated in a round table session over the CBC shortwave international service stations. Chairman of the session was Montreal's Danish consul Viggo Jensen.

The visitors discussed political life in Canada, Canadian newspapers, and Canadian women—a topic upon which they were enthusiastically eloquent. The Danish Radio monitored the program, and rebroadcast it over the Danish home service.

Tele Network

World figures and personalities will soon have become telegenic. Television will really make the world a stage", declared John F. Byrd, NBC vice-president in charge of television, before the FCC in hearings to determine the future of television in the U.S. capital.

Asserting that a Washington radio outlet was essential to NBC, he revealed that the network and parent company, RCA, had already spent \$10,000,000 on television development, and announced plans were being laid for a network to hook up stations in Washington, New York, Cleveland, Chicago and Los Angeles.



"Beastly sorry and all that, but would you be decent enough to put on the ten o'clock news now because I'm frightfully tired."

Hearts and Flowers

Freddy Cripps, of CKEY's "Musical Quiz" (Robin Hood Flour Mills) apparently wows 'em young, so much so that a case of pint-size puppy love has been all but shattered on the rocks.

A tearful youngster spilled the sad story to a member of CKEY staff recently.

His fickle girl friend clipped Fred's picture from an ad. That was all right. But when she slipped the picture into the frame from which our hero had been wont to gaze adoringly at her—that was too much.

The course of true puppy love never does run smooth!

U.S. Bilingual Station

U.S.-Mexican relations should benefit from a new development down Texas way. KCOR, San Antonio, expected to start operation this month, will broadcast programs half in Spanish, half in English. Booths for both Spanish and English announcers are provided in the studios. Public service and educational features, announces owner Raul Cortez, will take up 85 per cent of KCOR's sustaining time. Spanish and English lessons for the region's two racial groups will be a regular feature.

"This is Where I Live"

Residents of Hamilton, Ontario and others within the area covered by station CHML in that city, are learning something about their city and its past history, and hearing anecdotes and stories about their fellow citizens, in a program "This Is Where I Live", written and narrated by special events director Logan Stewart, aired each Sunday over CHML.

SUNWAPTA BULLETIN

MONDAY AT NINE — IT'S "CONCERT HALL"

Professional musicians, music teachers and students, record-collectors and music societies turn naturally to Heintzman & Co. in Edmonton as the city's leading music house.

Heintzman & Co., seeking a vehicle to promote this musical leadership, turn naturally to CFRN. The result is "Concert Hall" a CFRN production that presents the finest of recorded music in an interest-arousing programme setting.

Yes, musical people who know, go to Heintzman's. Heintzman's, who are also in a position to know, go to the station with a reputation for better music — CFRN.

FOR MUSIC

IN EDMONTON — IT'S



In the Groove!



You hear that expression these days in jive circles — and it means that a thing is "strictly aw reet".

When the needle of a radio station pick-up is in the groove of a Dominion made record everything is "strictly aw reet".

Why? Because Dominion's first and most important business is making the best transcriptions.

Duophonic Transcriptions

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CHML
↓
860 900 930
HAMILTON



SNOWBOUND

Representing:

CJCH Halifax
 CHSJ Saint John
 CKCW Moncton
 CJEM Edmundston
 CJBR Rimouski
 CFBR Brockville
 CKSF Cornwall
 CHOV Pembroke
 *CHML Hamilton
 CFOS Owen Sound
 CFOR Orillia
 *CFPL London
 CKLW Windsor
 CJRL Kenora
 CKY Winnipeg
 CKX Brandon
 CFAR Flin Flon
 CJGX Yorkton
 CKLN Nelson
 CFPR Prince Rupert
 CJOR Vancouver

*Represented by us in Montreal only

Travelling across Canada recently by air, I was impressed by the many rural and farm homes, each deep in its blanket of snow. Sturdy feet had beaten tracks from house to wood-pile, to barn and buildings . . . and back! Beyond that, the snow lay unbroken — the home apparently isolated, cut off, snowbound. Yet in almost every home I knew the radio set would be turned on, bringing in news of the outside, weather reports and produce prices, entertainment and education — that advertisers were telling their story and decisions to buy were being made, even though it might be days before the actual purchase could be effected. It was a graphic reminder of the power of Radio as an advertising medium — a proof, once again, if proof were needed, that "RADIO gets your message HOME".



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

CANADIAN BROADCASTER

TWICE A MONTH

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

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Production Manager: ARTHUR C. BENSON
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Montreal - Walter Dales

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Paper Mister?

If anyone thinks radio programs just happen onto paper, they should be with me right now, as I commit this deathless hunk of prose to the backs of old envelopes, parking tags, and any other scraps of paper on producer Clif Stuart's desk in the Rai Purdy Productions office. Actually this is being written during a script conference between Clif, Young & Rubicam Radio Director Bob Simpson, script-writer (and last year's Beaver) Ernie Edge and your oh so humble servant. We are working out the mechanics of — you've guessed it — the Beaver Awards Program of "Canadian Cavalcade" which will pour, via the Trans-Canada Network of a certain Corporation, into Canadian ears from coast to coast on February 18.

Whew! The above asterisks represent a lapse of time, during which everyone talked at once because it was found that the program skeleton we had outlined was four minutes and nineteen seconds over, and the best idea seemed to be to cut out the Beavers. The Beavers are back in.

Cripes! Art Benson just phoned to say that if the printer didn't finish this copy in seven minutes flat, he'd run it upside down, and besides needed one more item for "Lewisite".

Oho! Pardon me for living! I just pointed out when someone spoke of time pressure, that if we'd started at 10 instead of 10.45 we'd have been three quarters of an hour ahead of ourselves. It then became evident that all four of us had arrived at ten sharp, but, when, each of us found that no one else had arrived, we each went down to "The Green's" for a coffee. Funny none of us saw any of the others there!

They accomplished quite a bit during the above reflection. The Beavers are still in, but Lewis is out of the script. I rise to leave. Eyebrows rise in askance. I point out that I am not needed, striving tactically to simulate delight. I am back in the script.

Phone Call: Helen O'Connor from George Taggart's office wants to know the date of the Beaver Dinner. I point out acridly that it is on the market. Helen says "oh no". We forgot the damn date. Okay it's February 18 and we'll get the printer to surprint it or something. (Wait I see Red Foster who put his presidential okay on the ducats over the telephone).

What were you saying, Ernie? Don't I think it is all shaping up smoothly? I guess he must mean the weather, so I agree.

Sound Effects: Door opens and shuts. Fade in Art Benson.

"The printer says . . ."

Oh I know."

He's lost a cut."

"Tell him to find it."

"He says go and find it yourself."

"This program is too long."

"We'll cut the Beavers".

"We'll cut Lewis".

"We'll cut a rug".

Whats that? Did somebody say something? Oh God! I must have been dreaming.

"Well, gentlemen, it's going to be a toughie, but I think we've got that from Bob Simpson. "Thanks for your help Dick."

"Huh? Oh you're more than welcome. Does anyone want to buy a paper?"

Editor

ADVERTISING SEEKS A NEW VOICE

Condensed from a speech made to the Advertising Club of Akron, Ohio, by William E. Robinson, vice-president and business manager New York Herald Tribune.

The words "institutional advertising" have been bandied about in the advertising profession for about 25 years now, but nearly all of this institutional advertising done prior to 1940 was so much belly wash.

Institutional advertising was supposed to persuade the public (a) that X Company, besides selling a lot of merchandise, also had a heart and soul; (b) that the founders and owners were paragons of virtue. We sought to prove our case with effects rather than causes.

The 30's certainly proved how miserably advertising had failed at this task. It was very easy for the politicians to blame the depression on the ignorance and the selfishness of American business executives.

In the year 1940 and up to Pearl Harbor there were precious few well known American nationally advertised corporations in which there was not at least one officer or director under indictment through Thurman Arnold's activities in the Department of Justice. Success had become a matter of shame. And our institutional advertising up to that time had not proved itself capable of being the slightest offset to this trend.

In 1942 I called on the head of an advertising agency to discuss the advertising of some of his clients who were then engaged 100% in war work. He showed me a piece of copy that had been prepared for one of the great names in American industry. In the middle of the copy, in small type, were the words "free enterprise" crossed out, with the president's initials. The agency head went on to tell me that when he called up the president and asked him why he crossed those words out, he got this answer: "I cannot afford to take any chances on the use of the words "free enterprise" in a piece of copy. It is like waving a red flag at Washington."

Let those of us in advertising accept the responsibility for interpreting and defining the American system with fairness and honesty so that the whole American people will understand its benefits and its shortcomings. This new function of advertising will in the long run bring more benefits and profits to the business than will be the effective product advertising that we have learned to do so well.

Advertising did a great job during the war, but the benefit is go-

ing to come entirely out of the use of the new techniques you learned about. You have found a new voice which is not going to be effective if it is used solely as the voice of capital. Rather it must be used as the voice of management, which in the evolution of our economy is quite a different thing.

Today management, is a hired hand. If advertising is to be the voice of professional management, let's start by understanding him—finding what kind of fellow he is.

He's young, he's democratic, he's a hard worker and intelligent. He worked his way up in the business. He keeps his job and is promoted not so much by the approval of capital as by the approval of customers.

He is a referee who must reconcile the claims of four principal elements on the true democratic platform of the greatest number. His four bosses are in this order: (1) the customer, (2) the workers, (3) the stockholders, (4) the government.

Unlike the referee, however, he cannot make arbitrary decisions but must balance the conflicting claims of his four masters by negotiation, information and persuasion. And it is right here that you must be his guide and his voice.

You must persuade the politicians that they too must understand the necessity for legislation which will maintain a balance of equity between customer, worker and stockholder; that they must not continue to be so susceptible to pressure groups.

The very fact that advertising is ready and willing to tell the whole story constantly will make politicians hesitate before they succumb to the minority power groups that have had so much to do with our recent legislation. This is no time to pull punches. Be tough, and don't be afraid of Washington. They will be afraid of you when you really start to tell them the truth.

Housing Study

Anyone interested in a really scientific and comprehensive study of housing shortage background will find the Curtis report a fascinating volume. And tables in appendix to this will delight the heart of a merchandising department in any of the larger cities interested in authoritative and scientific figures relative to population changes, dwelling units, radio and home equipment ownership.

Yours for the asking!



A Useful Reference Catalogue for All Broadcasters.

RCA Victor's new Audio Equipment Catalogue presents a clear, concise picture covering uses, description, features and specifications for each item of speech input equipment: *Microphones, Assemblies, Amplifiers, Racks and Panels, Power Supplies, Turntable Recorders and Loudspeakers.* A Data Section is also included.

This profusely illustrated 78-page catalogue will prove helpful in your present needs and as an aid in your long-term planning.

WRITE FOR IT TODAY!



RCA VICTOR COMPANY LIMITED

Halifax Montreal Ottawa Toronto Winnipeg
Calgary Vancouver

USE THIS COUPON

RCA Victor Company Limited, Montreal, Que.
Please send catalogue "Broadcast Audio Equipment."

Name..... Title.....
Company.....
Street.....
City..... Prov.....



INFORMATION PLEASE

In reply to our correspondent who says he wants to know how much last year's Beavers paid us for their awards, we suggest that what he really wants to know is how much it would cost him to secure one for himself this year.

* * *

PRESS AGENCY

"STATION CFPL AIRS PROGRAM"
Headline from London Free Press
What will they do next?

* * *

GOOD OLD COMPETITION

A miniature radio receiving set built into a wrist watch enables anyone to listen to the latest news at any time. A better excuse for owning one, however, will have to be thought up.

—:Saturday Night

* * *

SUGGESTION BOX

We acknowledge receipt of a suggested name for amateur transmitter operators — "hamateurs".

* * *

IT'S A PIPE

When Gracie Fields told the British press that all you had to do to crash American radio was to read what had been written for you, she was assuming that all radio men had studied the first of the three R's.

* * *

WHERE SPONSORS FEAR

When Orson Welles read the Bible on his Sunday p.m. airer, the over-cautious announcer said: "The opinions expressed by Mr. Welles on this show are his own and not necessarily those of the sponsor."

—:Radio Daily

* * *

THINGS WE'D LIKE TO KNOW

How copy-writers, who have been teaching the public to make products last longer are going to turn around in their tracks and convince people that they need new ones though they are only half worn out.

* * *

LONG SERVICE

It is understood that the government may shortly be releasing information about an old-age pension scheme for its temporary control administrators.

Farm Expert



George Curran, B.Sc. (Agric.), head of the Farm Department of CKCO Ottawa, was the only representative of a Canadian radio station to attend the recent Boston Poultry Show.

Curran, for eight years Agricultural representative for the Ontario government in Western Ontario, was interviewed in his capacity as CKCO Farm Editor on "The Country Store" farm program over WBZ Boston. His trip to Boston is part of CKCO's current effort to build up listener interest among the rural and farm communities served by the station.

"On to Civvy Street"

Helping veterans to find jobs and to tackle the problems of rehabilitation is paying off to the G. W. Robinson Co. Ltd. of Hamilton Ontario, sponsors of the program "On To Civvy Street", heard over CKOC.

President of the Robinson Co., Harold Smith himself a veteran of the RCAF, saw the need for a program to aid the returning servicemen, and the CKOC production staff came forward with "On To Civvy Street". Heard weekly, the half hour broadcasts bring to the microphone officials from Selective Service, DVA and other bodies concerned with re-establishment. They also feature interviews with job seeking returned men. By putting their cases before the Hamilton listening audience, the program aims to find jobs for these men.



"DOMINION" OUTLET FOR SOUTHWESTERN ONTARIO

CHATHAM *Serving*

The richest farming area in Canada with increased operating hours, 7.15 a.m.-11.15 p.m. (16 hours daily).

JOHN BEARDALL
Mgr.-Owner



"More Hope THAN CHARITY"
by Elda Hope

Bar Dick, Art, Grey and Dave:— You won't believe this, but I'm laid on Kingston General Hospital, eating like crazy, and gaining weight. This session of treatments will be completed so that I'll be home by Saturday in plenty of time for the good old Beaver Dinner. Thought I wouldn't make it, eh?

You can kick up as much as you like, but there just ain't going to be no radio in my column this week, unless you'd like me to do a description of the X-Ray machines and other hospital equipment, whose noises pour out of your loudspeaker whenever you turn it on. The nearest approach to come to radio is a visit I had from Roy Hoff and some of the boys at CKWS, which was appreciated muchly. My sister Ruth Hesk is here now (Sunday) and is acting as postman so that this letter should reach the office without much swearing from Dick, coming out of red hear from Art, and whatever it is Dave does.

After dreading coming to this hospital for months I now prescribe a month's stay in one — especially the one — for everyone, as the perfect holiday, but even this won't keep me away from the Beaver penner.

Bye now. ELDA

Welcome Home

When the Canadian Scottish Regiment of Victoria, B.C. arrived home from overseas, CKWX Vancouver and CJVI Victoria hooked their facilities to broadcast the proceedings on the mainland.

As the train bearing the Scottish Regimented into Vancouver, Jack McLe of CJVI was on hand to do an actuality broadcast of the welcome. Hundreds of relatives and friends had made the trip from Victoria for the arrival and met the men at the rail depot in Vancouver.

The broadcast was carried over both stations.

Anniversary

The first three minutes of what ranks as an historic broadcast ever heard by the radio audience. Cause blew.

The mishap was nothing uncommon in those days. The occasion was the premiere of the oldest sponsored program still on the air, the *Cities Service Concert*. The date was February 18, 1927.

On January 18, 1946, the *Cities Service* program, now called *Highways In Melody* completed 191 nights of musical entertainment for American and Canadian listeners.

"Pacific Time"

Western radio writers and actors are bringing a twenty-week series of plays, each one with a B.C. setting, to nationwide audience in CBC's "Pacific Time" on Trans-Canada.

Originating in CBC Vancouver studios, the program realizes a long cherished ambition of drama producer Archie MacCorkindale, to present a showcase of original works by B.C. authors. Many well known writers are represented in the series, but many new writers are also being introduced through it to Canadian listeners.

Scripter Eric Wayne led off on the initial broadcast, with "A Song For Mary Magdalene", a play whose locale is a lighthouse on Vancouver Island.

Radio Advertising Up

Every dollar spent on radio advertising buys more than it can in any other medium, said Charles H. Smith, CBS research man, speaking in New York recently.

Citing surveys made for the National Association of Broadcasters, he compared a half hour evening network show to a 650-line advertisement in 128 newspapers. An audience of some 3,000,000 would be reached by both these media—in the case of the radio show assuming it had Hooper rating of 10.6. The total cost of the radio program, including time and talent, was \$16,000, against an expenditure of \$26,000 for the newspaper advertisement. A further analysis of costs showed the radio advertising figure as \$5.30 per 1000 families; for newspapers the amount was \$8.28 per 1000.

Comparing the same radio program with the audience reached by leading American national magazines, the magazine advertising cost was given as \$8.75 per 1000 families. Using leading women's magazines the cost per 1000 families was \$7.20.

The effectiveness of radio advertising, Smith concluded, was proved by the fact that in ten years the gross sales of national advertising had more than tripled, jumping from \$88,000,000 in 1935 to \$272,000,000 in 1944.

CFPA
Port Arthur - Fort William
Preferred by local merchants who know their customers' listening habits.
Ask N.B.S.
"Serving The Lakehead"

Commercial Video

100,000 television receivers in Washington by the end of 1948, was the prediction of Joseph Katz, president of Capital Broadcasting Co., Washington, D.C.

"Once the public gets a taste of television", he averred, "it will come so fast it will make you dizzy. No matter what the sets cost there won't be enough wagons to haul them to the public."

Samuel H. Cuff, manager of DuMont's Television Broadcasting division, speaking on the commercial possibilities of television, said that Dumont's first tests in this direction were with the "Fred Waring Show", on which he commented: "The effect of this program upon the advertising industry was startling, since it proved conclusively that big programs could be reduced in size for television without losing their effectiveness".

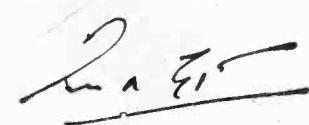
"Public acceptance of television", Cuff said, "will depend entirely upon the quality and the entertainment value of the program. Programming costs in television, however, are such that it becomes very difficult to put on high grade programs over only one station. Wide acceptance of radio occurred only when it was possible to pipe out a show into a large number of stations."

SHOW BUSINESS
by Geo. A. Taggart

Say "Hello" to All These Nice People, Bob!

THE George Taggart Organization, we're glad to say, is having "growing pains". The remedy in this case is to add to our staff in order to maintain the high standard of service and creative thinking that has taken us this far. We looked pretty far and wide because the man we wanted had to be somewhat exceptional. We think we've made a happy choice in Bob Tufts, recently ex-RCAF, where he saw service as a navigator. Born in the West, Bob has had a lot of experience in newspaper work, advertising, radio and show business.

BOB will be working in our Artist Management Division — a service we are developing and improving steadily. Wherever or whenever you need talent that's as carefully managed as the Dionne Quints to give you dollar for dollar value, whether for radio or stage — see our Bob Tufts. He'll be in to see you soon anyway. We know you'll like him as much as we do.



185 Yonge St. Toronto, Ont. ADelaide 8784

WHAT A SPOT TO BE IN!

WHAT A SPOT TO BE IN!
PEOPLE get up early in Windsor and district. Practically every radio in our area tunes in Happy Joe's "EARLY MORNING FROLIC" from 6 a.m. to 9 a.m. For ten years we have had satisfied Spot Advertisers — our postwar plans are to KEEP THOUSANDS MORE SATISFIED.
P.S. For results in Essex County, dial 800.
CKL W WINDSOR, ONT.
Represented by
HORACE N. STOVIN
MONTREAL & COMPANY TORONTO WINNPEG
RADIO GETS YOUR MESSAGE HOME



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

**News With
Largest
Commercial
Sponsorship**

**Outstanding Canadian
Radio Feature
"IN YOUR
NEIGHBOURHOOD"
5 MINUTES
7 DAYS A WEEK
A available to all B.U.P
Stations**

**The Homely Intimate.
Day to Day Happenings
to Canadians and
their friends**

Head Office
231 St. James St.
MONTREAL

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

Frontenac Broadcasting Agency has a number of local accounts going to Toronto stations. Included are Turner Motors and Alpine Industrial Contractors with spot campaigns under way over CKEY. Thor-Canadian Co. Ltd. has also contracted for spots over CFRB, Toronto; CKEY, Toronto and CFCF, Montreal. Same agency has also started 5 minute spots over CFRB for Ed. Crangle (Tailors) while Eddie Black (Radios) is taking a 15 minute transcription, "Musical Gems" over CFRB weekly for 13 weeks.

Bill Byles at Spitzer & Mills Toronto office tells us that Colgate-Palmolive-Peet is piping in "Theatre of Romance" from Columbia to CFRB and CKAC and the Dominion network beginning February 5. The products advertised are Halo Shampoo and Colgate's Tooth Powder. Same agency is taking the "Ful-O-Pep Farm and Quiz Show" to CFCN, Calgary for Quaker Oats starting February 13. Quaker Oats (Sparkies) is also resuming "Le vieux Loup de mer" over CKAC, Montreal and CHRC, Quebec commencing February 18.

McKim's Toronto office reports that the Canadian Red Cross Society, Ontario Division is starting a flash announcement campaign February 22 over all Ontario stations. In addition a quarter-hour round-table discussion is scheduled. Same agency says that A Wander Ltd (Ovaltine) is starting a daily French newscast over CKAC, Montreal sometime this month featuring Lucien Roy. Lorie Watches have contracted for a year's spot and flash campaign which started over CJAD, Montreal, February 3.

Dave MacMillan at Grant Advertising tells us that W. K. Buckley has a 60 spot announcement campaign under way over CKEY, Toronto until March 30, 1946.

Vickers & Benson's Toronto office says that Thomas J. Lipton Company has an extensive flash and spot campaign in progress over a wide list of stations coast-to-coast, until March 23, 1946.

Jack Murray of Jack Murray Ltd. reports that W. H. Comstock Co. Ltd., of Brockville started February 1, "Lucky Listenin'", a half-hour audience-participating show over CFRB, Toronto, advertising Dr. Morse's Indian Root Pills. Same agency also says that Coronet Magazine has contracted for five 5-minute shows weekly having started last Monday over CFRB, Toronto. The program is called "It's a Different World" and features Gordon Sinclair and Jack Dennett.

A. J. Denne of A. J. Denne Co. Ltd. tells us that the Mennen Co. Ltd. of Canada (Mennen Shave Products) is starting "Fun at Breakfast" over six stations February 11. The 5 a week 5-minute show stars Howard and Shelton and goes to CKWX, CFAC, CKRC, CFRB, CKCO and CFCF, for one year. Same sponsor has also scheduled a year's daily spot campaign over CJCA, Edmonton beginning February 11.

Subtle Sound Effects

"We get the sound of rain when bird seed falls onto a revolving metal disc which is wiped by a windshield wiper," explained NBC "Guidette" Jeanne Scott to the group she was conducting on a tour of NBC's Radio City studios. "Then it falls onto a wooden peg covered with cellophane, onto a ping pong ball, onto a piece of stretched muslin and finally onto a piece of NBC stationary." The NBC news release which related this story concluded with the claim that stationary from another network was tried, but did not give the desired effect.

West Gets First French Station



Station CKSB, in St. Boniface, over the river from Winnipeg, will be on the air early in April, according to Louis E. Leprohon, who has been appointed managing director of the new French station. The license has been issued, Mr. Leprohon says, and installation of their 1000 watt Northern Electric transmitter is well under way. The station will broadcast entirely in French and operate on a block-timing plan.

The station will emphasize news and plans are being made to bring in a French news service. There will be no network, and community programs plus strong program promotion will be the stock in trade.

Louis entered radio 8 years ago when he joined CKAC as a salesman. Later he was appointed commercial manager of the same station. Later he has been connected with the Montreal office of F. H. Harhurst Co. Ltd. His appointment to CKSB dates from February 1st.

Program Summaries

Program Summaries, launched this month by Robert Smock of Buchanan & Co., New York advertising agency, is a publication in which are summarized all U.S. network programs broadcast between 7 and 11 p.m.

CHNS - BULLETIN BOARD

From a Fill to a Feature — we're ready!
Our purchase of the complete Library of the
"United Transcribed System" makes our disc
lineup read: "Thesaurus", "Langworth",
"World", "U.T.S.", and many thousands of
"78's". Ask the All-Canada Man.

960 ON YOUR RADIO

MILESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

The first newspaper appeared in Canada in March — Royal assent was given to the British North America Act — Many historic events for Canadians happened in March—

- ARCH
- 1847. Election riot in Bel-
fast, Prince Edward Island.
- 1939. Trans-Canada air-mail
service opened.
- 1877. Belleville, Ontario, in-
corporated. Brantford, Ontario,
incorporated.
- 1885. Insurrection in North-
west under the leadership of Louis
Riel.
- 1834. City of Toronto, On-
tario, incorporated.
- 1884. Free Public Library
opened in Toronto.
- 1627. War between England
and France started.
- 1800. Hull Quebec founded
by Philemon Wright. Sherbrooke,
Quebec founded by David Moe and
others.
- 1815. Treaty of Ghent pro-
claimed at Quebec.
- 1885. Suspension railway
bridge at Niagara opened.
- 1910. Prince Rupert, B.C.
incorporated.
- 1879. Guelph, Ont., incor-
porated.
- 1857. Train broke through
bridge at Desjardins canal. Seventy
persons were killed.
- 1890. The Coteau-du-lac
bridge was built by the Canadian
Atlantic Railway Co., to become
the third bridge spanning the St.
Lawrence.
- 1907. Strathcona, Alberta,
incorporated.
- 1690. Salmon Falls taken by
Fort de la Freniere.
- 1836. The steamer, Beaver,
the Hudson Bay Co., arrived at
Vancouver to be the first
steamer on the North Pacific
Ocean.

- 22, 1907. Northwest Territories
Amendment Act passed.
- 23, 1832. Toronto political riot.
- 25, 1752. First issue of the Hal-
ifax Gazette appeared to be the
first newspaper in Canada. Nova
Scotia had a British and German
population of 4,203.
- 25, 1776. Canadian army de-
feated at St. Prerie Riviere du Sud
- 25, 1820. Bank of New Brun-
swick incorporated.
- 26, 1821. Bank of Quebec, sav-
ings, opened.
- 29, 1867. Royal assent given to
the British North America Act.
- 29, 1944. House of Commons
provided \$800,000,000 for mutual
aid in coming year.
- 30, 1872. Toronto Mail began
publishing.
- 30, 1867. Alaska ceded to Russia
by the United States.
- 30, 1644. Maisonneuve defeat-
ed the Iroquois at Place d'Armes.

Civic Improvement

CKCW Moncton, N.B., is co-
operating with the local Junior
Chamber of Commerce in that
city in organizing a Civic Improve-
ment League, with the object of
improving civic administration and
giving encouragement to town plan-
ning ideas in Moncton.

First meeting of the League, at
which its program and objectives
will be mapped, will take place
shortly. Part of the proceedings
will be aired over CKCW. When the
League plans are completed, the
station expects to keep its listeners
informed of its activities by a regu-
lar series of broadcasts.

QUEBEC 'SPORTIFS' RALLY ROUND



**French-Canadian Fans
never miss this famous
CKAC Sportcast**

11 p.m. — 365 days a year, for 14 years, the
Molson's Sportcast has been reporting the
whole athletic world to a tremendous and faith-
ful audience. For nine of these years, their
"Bonsoir les Sportifs" has featured Zotique
Lespérance, with but two cancellations . . . once
for his listeners to hear the late President
Roosevelt, once for the King of England.

French-Canadians are outstandingly loyal
radio listeners . . . and their preference goes
overwhelmingly to CKAC, the station that
presents their own artists, in programmes
tailored to their own exacting tastes.

News of your product, on the family station,
CKAC, reaches a wealthy market, spending
annually over \$800,000,000. Details of CKAC's
dominance, programme planning, etc., supplied
promptly on request.

CKAC MONTREAL
affiliated with CBS

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

CKRC
630
ON THE DIAL

IT'S A FACT
95.6%
of National Accounts
Renewed.
97.6%
of Local Accounts
Renewed.
Ask the All-Canada Man

WINNIPEG
ON THE
DOMINION NETWORK

RADIO TRAINING FOR REHABS

CAB and CBC Sit on Advisory Board

For Sponsorship of

10 P.M. NEWS

OVER

CFAC

CALGARY

Contact us before March 1



Take advantage of the CFAC listening habit!

(1,000 watts soon to be 5,000)

STUDIOS SOUTHAM BLDG CALGARY

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

One of the best equipped and most up-to-the-minute radio stations in Canada is located in Toronto's old Normal School building, which was used as an RCAF training station, during the war years.

Within the last year, however, it has been transformed into the Training and Re-establishment Institute, Toronto, giving free courses to veterans in many different fields under the Canadian Vocational Training rehabilitation program. One of these fields is Electronics.

The Electronics school has two main branches — Communications and Industrial.

Of particular interest to CANADIAN BROADCASTER readers are the courses given under the heading of communications. One of these teaches broadcast control and main-domestic radio receivers. Another teaches broadcast control and maintenance. A third, which it is planned to inaugurate shortly, will instruct veterans in announcing, production and other program work.

The maximum period of all courses is 52 weeks, with six hours of instruction five days a week. Students work in two shifts, from 8 a.m. to 3 p.m. or 3 to 10 p.m. In this way a total of 3,000 veterans

can be handled by the Institute each year. 240 in the Electronics school and a third of that number in the broadcast division. The announcing course will be restricted to a hand-picked few, probably less than a dozen.

To this end he has obtained and is continually obtaining the very latest and best of equipment for his model studio, control room and transmitter bay.

The studio, incorporating the newest soundproofing and acousti-



They haven't any call letters, but they're on the air with students R. B. Gray (announcer); Reg Finnemore (pianist announcer) and Bob Mitchell (control operator) doing their stuff.

The Institute is under the direction of a commandant, Col J. M. Muir. Chief instructor of the Electronic division is friendly enthusiastic E. L. Palin whose first students are just about to graduate. He is assisted by an Advisory Board, including Gordon Olive, CBC Montreal Chief Engineer; Harry Dawson, Chief Engineer of the CAB; E. L. Bushnell, Director General of Programs for CBC; and Howard Hilliard, CBC Toronto Chief Engineer. This Board provides guidance as to equipment and layout for the school, and as to the syllabus of training. Its guidance is accepted without question, since the Board is representative of all parties interested in employing the graduates of the broadcast division. Palin is a firm believer in practical experience as the best way to learn.

cal techniques, differs from most broadcasting studios only in the amount of glass panelling—which runs almost the whole length of all four walls in order to give unobstructed views of turntables, transmitters, control room, and all the units of the broadcast setup. Programs of the CBC and of American networks, as well as those of several local independent stations, can be fed through the console or master control board. Alternatively programs originating in the studio can be broadcast on specially assigned frequencies over one of the school's transmitters, of which there are no fewer than eight. Palin explained that as many different types and makes of equipment as possible have been obtained, so

(Continued on Next Page)

When You Plan

RADIO ADVERTISING

USE

SPOT BROADCASTING

CALL US...



In Toronto WA. 6151

In Montreal HA. 7811

CKCR
KITCHENER

A *Wright* STATION

"Kitchener will play a vital role in the shaping of Canada's to-morrow"
—Financial Post, Jan. 19, 1946

REACH THIS IMPORTANT MARKET through

CKCR

See **WILLIAM WRIGHT**

Victory Bldg.

AD. 8481

(Continued From Previous Page)

the students may become familiar with them all, and may be kept abreast of all new developments. Since little actual transmission is done from the school, it is possible for much valuable experimental work to be carried out with these instruments, of a sort that radio station engineers can seldom undertake because of their broadcast schedules. One regular program however does emanate from the studio—a lunch hour entertainment consisting of recordings and announcements which is piped to the school cafeteria, to the huge delight of the students.

The broadcast control and maintenance course will turn out a steady quota of veterans who can qualify through the experience gained at the Institute for any one of broadcast engineering—transmitter, studio and control engineer, recording, maintenance; these branches will have been thoroughly covered, including training in FM and television. Broadcasting stations throughout Canada, thus provided with a pool of trained personnel from which to draw. The number of students accepted for enrolment is strictly limited, since all possible care is being taken to ensure that veterans will not be trained in greater numbers than can be absorbed by the industry. Expansion of FM broadcasting, and grants already made for several new AM stations, it is felt, create a demand for such trained personnel—a demand sufficient to absorb the output of seven men who will graduate each month, without forcing others into unemployment. Regular monthly checks and tests are kept for each student, so that their progress is watched and recommendations made. All the instructors are required to have had 5 years experience in electronics prior to the

decision to set up an announcing school in addition to the present technical courses was made on the belief that there were many veterans eligible for such training who could not afford to pay the fees demanded by commercial schools. As a safeguard against training more announcers or producers than could likely find employment, a very strict and careful selection process would weed out all the most promising before they are accepted for enrollment.



Photo by Voltio, Oldenburg, Germany

Eric Wild who left Canadian radio in 1943 to become Musical Director of the RCN Show, has returned to civvies and Radio Row. Prior to joining up Eric was Musical Director and arranger of the "Alan Young (Buckingham) Show". He also led and arranged the "Wrigley Air Band" and a CBC sustainer "Time on my Hands". His last Navy assignment was conducting and arranging for the movie version of "Meet the Navy", produced by British National Studios in London, and soon to be released on this side by Paramount.

Eric, who is a B.Mus., University of Michigan, has to his credit appearances with the "Navy Show" in Paris, Brussels, Amsterdam and various German cities.

He plans organizing a "class" orchestra and hopes to land one top flight commercial radio show.

Alberta Story-Teller

Tales of "Johnny Chinook" provide the material for "Alberta Story Teller", a series of programs heard weekly over CJCA, Edmonton.

Paul Guy, CJCA announcer, tells the stories garnered from various sources by Robert Gard of the University of Alberta Department of Folk-Lore and Local History. The program gives listeners in Alberta a realization of the wealth of cultural and historical material to be found in their province.

CJCH

"The Friendly Voice of Halifax"

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

We'll be Seeing You

at the

BEAVER AWARDS DINNER

of the

Radio Executives Club of Toronto

in the

ARCADIAN COURT Robert Simpson Co. Ltd.

(Bay Street Entrance)

Monday, February 18th

Following the Dinner the Awards will be presented over "Borden's Canadian Cavalcade" which will be broadcast at 8.00 p.m.

DOORS OPEN 5.45 P.M.

DINNER AT 6.00 P.M. SHARP

Tickets . . . \$1.50

Limited Number of Tables Available for Parties of 8 and 12

TICKETS FROM THE FOLLOWING

- JACK SLATTER } Radio Representatives Ltd. WA. 6151
- SID LANCASTER }
- JIM KNOX } H. N. Stovin & Company AD. 9184
- DICK LEWIS } Canadian Broadcaster - AD. 5075
- ART BENSON }
- DAVE ADAMS }

PRODUCERS!

When you need original background music for your dramatic show, or a presentation number for your musical variety program you can reach

RUSS GEROW

(He writes 'em)

DAY OR NIGHT through

RADIO ARTISTS REGISTRY

WA. 1191 TORONTO

... A MILLION FRENCHMEN CAN'T BE WRONG

Pepsodent sponsored French Canadian strip show heads the listening parade with 1,000,000 daily listeners.

(Condensed from Hugh Kemp's "Canadian Yarns")

Probably the most famous story being told in Canada today is a folk tale which reflects and illuminates much of the character of the province of Quebec. This story is told by radio; it is told five nights a week on the French network of the CBC. Its name is "Un Homme et son Pêché" —A Man and His Sin.

It is a simple tale of an old miser and his wife, Seraphin and Donald. He is a farmer who lives just outside of a small Laurentian mountain village. The episodes of the story revolve in large part around the efforts of his wife, Donald, to obtain money from him for her simple needs. He will not give her ten cents for a spool of thread.

To listen to the troubles of meek Donald and the groanings of old Seraphin, an audience estimated at one million people gathers around the radios of Quebec each week night. This is almost one third of the total population of Quebec province. Each night at seven, life almost comes to a stop in the French province . . . and the rocking chairs begin in the frame homes of the farmers. "Un Homme et Son Pêché" is heard in the cities; heard too in the little villages

along the St. Lawrence, the fishing villages of the Gaspé and in the lonely huts of trappers north of Lake Saint Jean. It is heard in many many homes where there is not even telephone and quite a few where there are no electric lights.

The response of the audience to its favorite story is phenomenal. Bags of fan mail come in each day, and always a good percentage of them addressed directly to the characters in the story rather than to the actors or the author. Donald, the wife of the miser, is the recipient of many consoling letters, and frequently receives gifts of the things which Seraphin will not give her money to buy. On one occasion she received a rather expensive dress, and the program executives decided to trace it back to its donor through the shop where it had been purchased. They discovered that a poor wife living in the East End of Montreal had saved up her money for almost a year in order to buy this gift.

How to account for such a response? Some of the reasons are inherent in the nature of radio, which achieves a realism impossible in any other media. But the chief reason I think is the nature of the audience itself. You must remember that in Quebec there still are some older people who can neither read nor write and the stories they hear through radio represent the first organized drama ever brought into their lives. They accept it, not as make believe, but as absolute reality.

If "Un Homme et Son Pêché" is interesting from the standpoint of its audience, it is equally so as a studio broadcast. Acting in French radio is considerably more intense and abandoned than in English radio. A good French actor will think nothing of breaking into tears on the air. He will growl, shout and tear his hair if he has any. The actors on "Un Homme et Son Pêché" go through the whole

routine. Old Seraphin emotes with particular vigor.

The actor who plays Seraphin, Hector Charland, is famous throughout Quebec, and were he unable to continue playing his part it is likely that the story would go off the air rather than try to continue with some new voice.

French radio actors have a much higher prestige than actors in English radio. American radio networks do not broadcast in French; consequently the French listeners have to rely fully on their native talent. The stars get terrific fan mail, and crowds waiting for them at the entrances to studios.

While "Un Homme et Son Pêché" reaches an extraordinarily broad group, it still manages to include many of the more cultured people of the province among its listeners. For it is not a contrived drama, written down to its audience. It is genuine folklore. It gives a very accurate picture of life as was lived in the small Laurentian village of Ste. Adele fifty years ago. The miser Seraphin actually lived near this village in those days and the other characters too are drawn from actual life.

The present radio serial began in September 1939. The period represented in the play was September 1889. Now in 1945 the story is proceeding through 1895. Historical events of those times reappear in the broadcasts, including the bitterly fought federal elections. At election time the program becomes quite political, discussing with some heat the issues of peculiar interest to Quebec.

As well as politics the broadcasts regularly discuss God. The parish church plays a continuing part in "Un Homme et Son Pêché", and the actual bells of Ste. Adèle Church are often heard ringing on the air.

The most remarkable part of this (Continued on Next Page)

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

WE'RE not faring too badly, either! The November E-H ratings give CJCH approximately 27% of the Halifax audience. We're only one year old but we're growing fast. Soon CJCH will be 5,000 watts, and the wise advertiser who buys at our present 100 watt rate gets a real bargain for a whole year. Our audience is growing—what a spot for YOU to be in.

CJCH HALIFAX, N.S.

Represented by HORACE N. STOVIN & COMPANY MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Look to RCA VICTOR FOR FRENCH and ENGLISH PROGRAMS

ADAPTATION, PRODUCTION and RECORDING

RCA Victor TRANSCRIPTION STUDIOS

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

(Continued From Previous Page)

Remarkable tale is its author, Monsieur Claude-Henri Grignon. I want to see this singular man the other day up in the village of Ste. Adèle, where the story of "Un Homme et Son Péché" originates. Claude-Henri Grignon is a character more fabulous than any which appear in his books or plays. As well as being a distinguished writer—or perhaps because of it—he is the Mayor of his village. He is nearing sixty now, a short, stocky man, with a blunt round nose and bushy eyebrows. He acts at the time, shouting, whispering, padding, condemning. He likes to refer to himself as a "chameau", which means "an old quarrelsome man". This pose he carries off well, dealing with everyone, taking either side of the argument insultingly or the opposition roundly. As he says, "with me there is no room for compromise. It's yes or no." He stands with a sigh that this luxury has left him but one friend.

He derives a great deal of his material for "Un Homme et Son Péché" from a set of journals kept by his father, who was the first musician in Ste. Adèle.

Much of the story of "Un Homme et Son Péché" is concerned with Seraphin's greed. This is a theme which lies close to Monsieur Grignon's heart. He believes that most of the evils of our modern age derive from our constant pre-occupation with money.

Yes, the author of "A Man and a Sin" hates undue concern for money. But there is one thing he likes more—and that is going to the city. He is very happy in his handsome study in the village of Ste. Adèle. He has no desire to get people in Montreal. He reads his arms out to encompass the room. "This is my refuge . . . is my solitude. If you want strength, you must live alone. The puissance . . . the real force comes from having no friends.

Claude-Henri Grignon started his own writing early and has been extremely prolific. For six years he produced a monthly magazine of thirty-eight pages doing all of the writing and even the proof-reading. This publication was one hundred percent an expression of his own personality. He wrote on politics, French literature, personalities, the Church, money, history and a dozen other topics. Through this medium he managed to offend



Recently rejoining the engineering staff of the Northern Electric Co. Ltd., after service in the Canadian Army, Brigadier Fraser F. Fulton, O.B.E., has been appointed Chief Electronics Engineer in the Shearer Street plant in Montreal.

practically every one of importance in the province.

Each morning Monsieur Grignon retires to his study overlooking the lake, and he does not emerge again until another episode in the lives of Seraphin and Donaldda has been committed to paper. Each episode takes him about three hours to create. He does not actually write anything down, but rather acts out the entire performance for the benefit of his secretary. This young lady then types out the dialogue.

Claude-Henri Grignon knows his characters intimately. Actually they are more real to him than the people in the village. He does not like Seraphin. He despises the old miser and when he acts out this part his voice becomes a bitter snarl and he twists up his face and rubs his hands together. Then, abruptly the expression drops away and his face takes on a sweet smile. He answers the old devil in the meek little voice of Donaldda. He can do all the other characters too, and when the action calls for it he leaps about the office making imaginary entrances and exits. It's quite a performance, and very effective one from the writer's standpoint. He hardly ever has to re-write a word. In any given situation Claude-Henri Grignon knows exactly what old Seraphin will say, and exactly what Donaldda will answer. And he says it for both of them.

Reprinted from the Canadian Broadcaster Jan. 26th issue, 1946

SCANNING THE SURVEYS

HOW THEY STAND

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

EVENING

English

*Fibber McGee & Molly	38.7	+1.1
*Charlie McCarthy	37.0	+3.3
*Lux Radio Theatre	34.2	+1.4
Bob Hope	21.4	+ .4
*Green Hornet	21.4	+4.2
*Album of Familiar Music	21.0	-2.0
Treasure Trail	20.4	- .2
Request Performance	20.1	- .1
*N.H.L. Hockey	19.9	+ .5
*Waltz Time	18.1	+ .7

* TOP RATINGS TOO (7 out of 10)

on

CKOC

—HAMILTON—

The All-Canada Station

"TOPS" IN MANITOBA

CKY

WINNIPEG
15,000 WATTS

Manitoba's most powerful station!
Trans-Canada network. Use CKY to tell your story to thousands of eager listeners in the West.

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



FOR DOMINION NETWORK USE
Popular CKX BRANDON, 1000 Watts

SYDNEY S BROWN
PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue
Toronto
Oxford 1244

CFPA . . . Key to the Head of the Lakes

CFPA Port Arthur—Fort William is the best way to reach the 72,987 people in the bustling, growing twin cities area. There is no coverage from other Canadian stations at any time. Powerful U.S. stations can only be heard during night time hours. And even then, Elliott-Haynes surveys show only 2.6% of sets tuned to them through an entire test week.

The Lakehead Cities of Port Arthur and Fort William handle 83% of the total retail trade in the Thunder Bay District. Thirty-two grain elevators along 15 miles of waterfront represent an investment of fifty million dollars. Grain shipments from the Lakehead during the 1945 season totalled 483,732,469 bushels.

New building in Port Arthur for 1945 was twenty times the 1944 total. The tremendous jump in the value of building permits showed a 1,986% increase over the previous year. This striking growth is providing a flow of wages that will benefit every segment of business activity.

Steep Rock Mines make the Lakehead Canada's No. 1 iron producing area. A new CNR ore dock is expected to handle over 1,000,000 tons of iron ore from Steep Rock in 1946. Northwestern Ontario's timber industry, Pulp and Paper, Gold mining, Fishing, and manufacturing are other important contributors to the Twin Cities' gigantic trade picture. There are 642 retail outlets whose total sales amount to \$28,550,000 annually.

CFPA PROVIDES THE BEST COVERAGE FOR YOUR SALES MESSAGES IN THE WEALTHY LAKEHEAD MARKET.

NATIONAL BROADCAST SALES

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

REPRESENTING

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



* MONTREAL ONLY

WINNIPEG SALES MANAGERS



TONY MESSNER



WILF CARPENTIER

A. J. "Tony" Messner has resigned from Horace N. Stovin and Company and the commercial management of CKY Winnipeg, to take charge of the entire sales division of the new Winnipeg station CJOB.

He is replaced on the Stovin staff by Wilf Carpentier, who brings experience and an extensive knowledge of radio techniques and practices to his new job, having been on the staff of the Manitoba

Telephone System (CKY Winnipeg and CKX Brandon) for the past ten years.

Manitoba-born "Tony" Messner started in radio back in 1928, with a series of daily talks over CJRW-Fleming, Saskatchewan, CKY Winnipeg and two shortwave stations. He joined the sales staff of All-Canada Radio Facilities in 1936, later leaving to become Winnipeg manager of Horace N. Stovin & Co. when that firm was formed.

SUGGESTS RADIO STANDARDS

Broadcasting should be competitive not only in the field of advertising, but also in the rendering of public service, declared FCC Commissioner Clifford J. Durr to the Religious Radio Workshop meeting in New York.

He deplored efforts to "lay down any rigid blueprint" in the conduct of radio broadcasting, and offered a set of "minimum standards by which its operations should be governed."

Charging that the dominance of "less than a dozen national advertisers and a still smaller number of national advertising agencies" was undesirable, he said he believed that broadcasters should have "free access to the market place of ideas and a far wider base of economic support.

It should be radio's function to bring to its listeners the best music, the best drama, and the best thought that is available in the community, he continued. Broadcasting should always keep the gates open for new talent and new blood.

Asserting that "advertising pressures have crowded more and more meritorious programs from the air or relegated them to undesirable listening hours", Durr demanded that radio should be a medium of public service supported by advertising, rather than simply an advertising medium. Broadcasters, he added, should "be required to make available adequate time at good listening hours" for public service features.

CKCO
OTTAWA

A *Bright* STATION

OTTAWA VALLEY FARMERS
tune the
"CKCO FARM FRONT"
daily farm feature conducted by
George Bryan Curran, B.Sc. (Agric.)
the only Canadian Farm Radio Editor to
attend the 1946 Boston Poultry Show.

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481



OTTAWA
Letter
M ALLARD

The technical and diplomatic experts are in conference again—this time in Washington. The conference is entitled "North American Regional Broadcast Engineering Conference", and formally is charged with discussing "problems related to standard band broadcasting in the North American Region, particularly as they are affected by the North American Regional Broadcasting Agreement which expires March 29 1946". Canada has asked for an extension of this treaty, in order to protect its position in relation to international clear high-power channels. When the treaty came into operation in 1941, Canada was at war and at the moment, no other country in North America had ended the fray. Consequently, not others could, and did, fulfill treaty obligations by improvement and erection of equipment. We were unable to do so, and probably could not do so very quickly now. Under strict interpretation of treaty, we would stand to lose if expiry date and all penalties under it were fully observed. Hence request for extension. Most countries were willing to permit an extension at Rio; and Cuba, which balked seems to be in a more reasonable mood now. The Canadian principality holds a strategic position because of its location in relation to the rest of North America.

Minister's office of External Affairs.

Listed separately as "Representatives of Commercial Companies" are two other familiar names. Henry Dawson, CAB Engineer, is present to represent that organization; and Keith MacKinnon, consulting engineer in private practice at Ottawa is accredited to conference on behalf of All-Canada Radio Facilities Ltd.

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PRESS NEWS SERVES ALL—

Station . . .

Sponsor . . .

Listener . . .

PN's 24-hour service means news protection around the clock;

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PN's special radio reporters in the Maritimes, Quebec, Ontario, the Prairies, British Columbia, provide more and faster regional coverage.

NEWS FOR 54* PRIVATE STATIONS FROM:

THE ASSOCIATED PRESS

REUTERS

THE CANADIAN PRESS

Three Great Services in One

PRESS NEWS

Metropolitan Building

Toronto

*54—and more coming.

Air Checks



ACME RECORDING

Kl. 1603

126 HUNTLEY ST. TORONTO

CFPA . . . Key to the Head of the Lakes

CFPA Port Arthur—Fort William is the best way to reach the 72,987 people in the bustling, growing twin cities area. There is no coverage from other Canadian stations at any time. Powerful U.S. stations can only be heard during night time hours. And even then, Elliott-Haynes surveys show only 2.6% of sets tuned to them through an entire test week.

The Lakehead Cities of Port Arthur and Fort William handle 83% of the total retail trade in the Thunder Bay District. Thirty-two grain elevators along 15 miles of waterfront represent an investment of fifty million dollars. Grain shipments from the Lakehead during the 1945 season totalled 483,732,469 bushels.

New building in Port Arthur for 1945 was twenty times the 1944 total. The tremendous jump in the value of building permits showed a 1,986% increase over the previous year. This striking growth is providing a flow of wages that will benefit every segment of business activity.

Steep Rock Mines make the Lakehead Canada's No. 1 iron producing area. A new CNR ore dock is expected to handle over 1,000,000 tons of iron ore from Steep Rock in 1946. Northwestern Ontario's timber industry, Pulp and Paper, Gold mining, Fishing, and manufacturing are other important contributors to the Twin Cities' gigantic trade picture. There are 642 retail outlets whose total sales amount to \$28,550,000 annually.

CFPA PROVIDES THE BEST COVERAGE FOR YOUR SALES MESSAGES IN THE WEALTHY LAKEHEAD MARKET.

NATIONAL BROADCAST SALES

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

REPRESENTING

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



* MONTREAL ONLY

WINNIPEG SALES MANAGERS



TONY MESSNER

A. J. "Tony" Messner has resigned from Horace N. Stovin and Company and the commercial management of CKY Winnipeg, to take charge of the entire sales division of the new Winnipeg station CJOB.

He is replaced on the Stovin staff by Wilf Carpentier, who brings experience and an extensive knowledge of radio techniques and practices to his new job, having been on the staff of the Manitoba



WILF CARPENTIER

Telephone System (CKY Winnipeg and CKX Brandon) for the past ten years.

Manitoba-born "Tony" Messner started in radio back in 1928, with a series of daily talks over CJRW, Fleming, Saskatchewan, CKY Winnipeg and two shortwave stations. He joined the sales staff of All-Canada Radio Facilities in 1936, later leaving to become Winnipeg manager of Horace N. Stovin & Co. when that firm was formed.

SUGGESTS RADIO STANDARDS

Broadcasting should be competitive not only in the field of advertising, but also in the rendering of public service, declared FCC Commissioner Clifford J. Durr to the Religious Radio Workshop meeting in New York.

He deplored efforts to "lay down any rigid blueprint" in the conduct of radio broadcasting, and offered a set of "minimum standards by which its operations should be governed."

Charging that the dominance of "less than a dozen national advertisers and a still smaller number of national advertising agencies" was undesirable, he said he believed that broadcasters should have "free access to the market place of ideas and a far wider base of economic support.

It should be radio's function to bring to its listeners the best music, the best drama, and the best thought that is available in their community, he continued. Broadcasting should always keep the gate open for new talent and new blood.

Asserting that "advertising pressures have crowded more and more meritorious programs from the air or relegated them to undesirable listening hours", Durr demanded that radio should be a medium of public service supported by advertising, rather than simply an advertising medium. Broadcasters, he added, should "be required to make available adequate time at good listening hours" for public service features.

CKCO
OTTAWA

A *Wright* STATION

OTTAWA VALLEY FARMERS
tune the
"CKCO FARM FRONT"
daily farm feature conducted by
George Bryan Curran, B.Sc. (Agric.)
the only Canadian Farm Radio Editor to
attend the 1946 Boston Poultry Show.

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481



The technical and diplomatic experts are in conference again—this time in Washington. The conference is entitled "North American Regional Broadcast Engineering Conference", and formally is charged with discussing "problems related to standard band broadcasting in the North American Region, particularly as they are affected by the North American Region Broadcasting Agreement which expires March 29 1946".

Canada has asked for an extension of this treaty, in order to protect her position in relation to international clear high-power channels. When the treaty came into operation in 1941, Canada was at war and at the moment, no other power in North America had entered the fray. Consequently, most others could, and did, fulfill their treaty obligations by improvement and erection of equipment. We were unable to do so, and probably could not do so very quickly even now. Under strict interpretation of treaty, we would stand to lose if expiry date and all penalties under it were fully observed. Hence request for extension. Most countries were willing to permit such extension at Rio; and Cuba, which balked seems to be in a more reasonable mood now. The United Kingdom holds a strategic position because of its location in relation to the rest of North America. It is understood that representatives of the FCC conferred in Cuba prior to present conference, and succeeded in promoting a more conciliatory attitude.

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NEWS FOR 54* PRIVATE STATIONS FROM:

THE ASSOCIATED PRESS

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Three Great Services in One

PRESS NEWS

Metropolitan Building

Toronto

*54—and more coming.

? . . . What does the Haligonian think about Social Credit.

? . . . What does the University of Saskatchewan think of Mr. Drew.

? . . . How does the Ontarian react to B.C.'s co-operative fisheries.

These local questions of national importance are the type of topic which will be dealt with in

PULSE

The New Monthly Magazine which will appear in March

Reserve your subscription N-O-W

PRE-PUBLICATION ORDER

R. G. LEWIS & CO.,
371 Bay Street,
Toronto 1, Ont.

You will please enter my subscription to "PULSE" for one year at \$5.00 starting with the first issue, scheduled to appear in March 1946. It is understood that you will only bill me after the first issue has been mailed.

Signed
MR., MRS. or MISS

Profession

Address

Sponsors Pay Public Service Bill

"There is nothing immoral, degrading or indecent about commercial sponsorship", declared ABC president Mark Woods in a vigorous attack against the contention that public service programs and sponsorship don't mix. "The Boston Symphony's performance of a Beethoven symphony is every bit as excellent when the Allis-Chalmers Company is paying the bill as when ABC signs the check."

Many of the finest public service programs now on the air would be forced to discontinue were it not for their commercial sponsorship, due to the great expense they involved, Woods pointed out. And, were they to discontinue, the networks would lose as a result some \$8,000,000 for the cost of time only, and the quality of their programs and service would have to suffer. "Our only source of revenue", he observed, "is the advertiser. Directly or indirectly, he pays the cost of all public service as well as all sustaining programs."

"Commercial programs", he said, "have greater stability, greater coverage, generally richer quality and considerably more promotion than sustainers can afford to have."

Culture education and information can thus be carried into more cities more frequently, with higher quality and greater fanfare."

"Some programs", continued Woods, "given the best time of day or night, just don't reach a very large audience. Certain features are conceived only for those whose intellectual curiosity is keen enough to make them loyal listeners. You could schedule such features on all networks and stations in the country, at the same time, and instead of a higher rating, you would merely have a lower index of sets in-use."

French Drama Contest

There's no shortage of French Canadian radio playwrights. 330 scripts were received for the radio play contest announced by the C.F. French network last summer, offering \$900 in prizes. Twelve of these were selected by the judges for broadcasting, six historical and six fictional. These are being aired currently on Sundays over the C.F. French network, under the title "Le Concours Littéraire".

Scripts accepted are all the work of newcomers to radio writing, and one of the rules of the contest stipulates that they shall not be edited or retouched in any way.

First prize of \$200, second \$150 and third of \$100, will go to the three best plays in each category. The winners will be announced April 14.

Judges for the contest are M. Olivier Maurault, F.R.S.C., rector of Montreal University and president of the Société des Ecrivains Canadiens-Français; Maurice Herbert, F.R.S.C., director of Tourism and Publicity for the Province of Quebec; and author Robert Chénette, member of the Académie Canadienne-Française.

SPARKLING!!

That's

DOROTHY DEANE

For a sparkling singing and speaking personality, it's Dorothy Deane every time.

Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

TAKE ADVANTAGE OF OUR LISTENABILITY



Use **CKFI** The Good Neighbour Station Serving Northwestern Ontario

FORT FRANCES, ONT.

SEE JAMES L. ALEXANDER - Toronto and Montreal
HORACE N. STOVIN & CO. - Winnipeg
ADAM J. YOUNG JR. INC. - New York and Chicago

SCANNING THE SURVEYS

HOW THEY STAND

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

DAYTIME

Blair's Wife	17.5	- .7
Poppy Gang	17.5	+1.1
My Sister	16.6	+ .3
Cre Wallace	14.7	+1.5
M Perkins	12.5	-1.3
Ly Linton	12.1	+ .6
Ed of Life	11.9	+ .3
Piper Young	11.3	+ .2
Woman of America	9.4	- .3
Right to Happiness	8.2	+ .1
Evening		
Les Nouvelles	27.2	-3.7
Renesse Dorée	26.0	-2.5
Jeux Troubadours	25.2	- .7
Voies d'Amour	22.3	new
Onde Soeur	22.2	+ .4
Leite Lucie	22.0	- .4
Marie Rancourt	22.0	+2.2
Le Principale	21.7	- .6
Quart d'heure	19.0	+ .4
Meleine et Pierre	17.5	+1.1

Daytime radio listening has increased by 2.0%, in English Canada and 1.4% for French Canada in December. This considerable increase, if translated into number of additional listening homes, would mean that approximately 100,000 more English radio homes and 50,000 more French families had their radios on during daytime programs in January.

The English increase which would have been ordinarily about 1.5% for January, was caused, for the most part, by increased production in Montreal and Toronto on half of radio stations—each competing with the others for a greater share of audience. In Montreal, the new station CJAD is following up well, with high ratings around mid-morning and late afternoon, where it recruits over 70% of the sets-in-use. Its low ratings around the noon hour, where radio listening habits are usually more constant, and

where the English listeners tune to their more regular spots on CBM and CFCF.

In Toronto, a radio listening contest sponsored by CHUM, not only succeeded in getting more people to turn on their radios, (as shown in Toronto's increase in sets-in-use of 2.8%), but the contest was designed to encourage constant listening to the station in order to win the awards that were offered by CHUM representatives who toured the city during the week and called personally at Toronto homes. CHUM's highest weekday audience appeared during the 10.00 a.m. period when they obtained 22.2% of the Toronto listeners, and again at 2.00 p.m. in the afternoon when 21.2% of the sets were tuned to CHUM. Low ebbs in their audience appeared around 11.30 a.m., when the percentage dropped to 7.8.

In order to separate the French language stations CBF, CHLP and CKAC from the English stations CBM, CFCF and CJAD, Elliott-Haynes treat Montreal as two separate cities. One consists of 300,000 French homes and the other of 100,000 English homes. They have two sets of operators, one of which calls French homes while the other girls call the English ones. Occasionally, an English operator contacts a home whose occupants obviously speak French, and conversely, the French operators are sometimes greeted with a perfectly clear Anglo-Saxon "Hello". In such cases, the call is struck from the records, and that number is passed over to the other battery of operators. From this system, two separate audiences between which there is little overlapping, are measured and recorded. Comparing audience trends, therefore, it is only necessary to take into consideration the three stations that are in competition in that field.

Aussies Want Records

"We hold that the best the outside world has to offer should be freely available" declared a spokesman for the Perth Philharmonic Society to the Australian Parliamentary Standing Committee on Broadcasting, on the question of limiting the importation of broadcast material from other parts of the world.

"If it means a control, or restriction, or curtailment of the general subject matter at present available to the national and commercial stations, we would be most emphatically against such restriction or curtailment," continued the spokesman. "We consider that Australia is isolated enough at present and any restrictions on the importation of transcriptions, recordings, scripts etc., would be tantamount to cutting Australia off from the outside world. The world should be our field. We consider, however, that every thought and encouragement should be given to Australian productions and as the Australian standard improves, the necessity for importation will proportionately decrease."

Vancouver's
CHWX

First
IN CANADA'S
THIRD MARKET

1000 WATTS
going to
5000

Mutual Network

REPRESENTED BY
ALL-CANADA RADIO FACILITIES

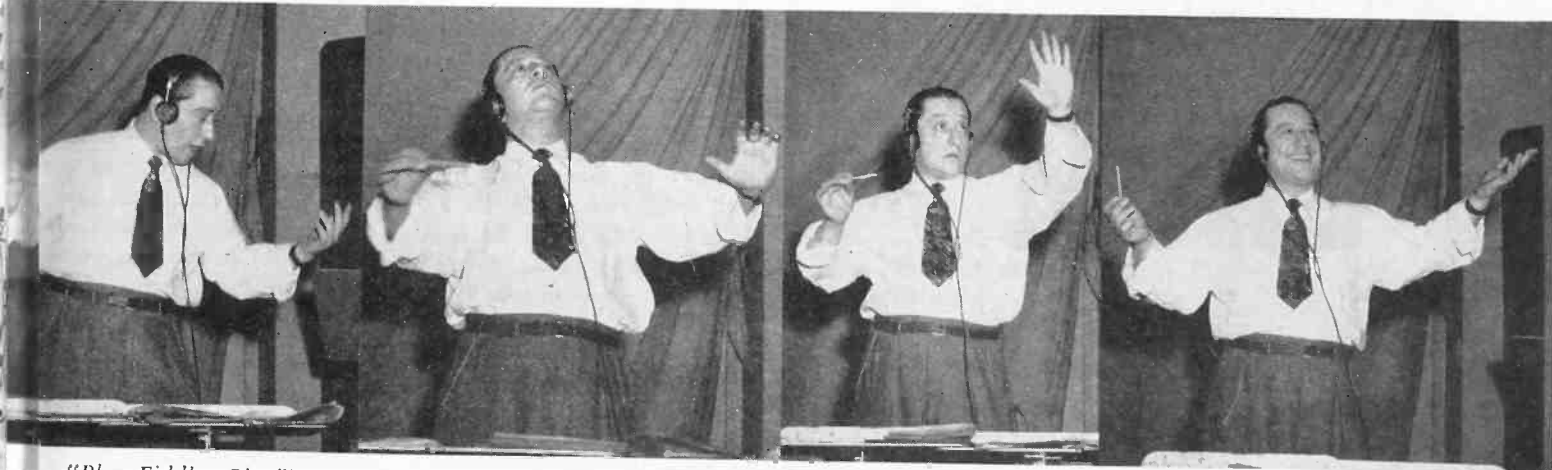
Covers
THE RICH
FRUIT BELT
of
BRITISH COLUMBIA
CBC BASIC ★ 1000 WATTS

CKOV

KELOWNA ★ *Okanagan* BROADCASTERS LTD.

LEADERS OF THE BAND No. 2

Sam Hersenhoren



"Play Fiddles Play!"

"Waltztime"

"Stretch It!"

"On The Nose!"

led by the orchestra boys Sammy Rehearsal, he currently conducts Tip Top Tailors' "Music for Canadians", Cashmere Bouquet's "House Party" and "The Johnny Home Show". He has led the Toronto Symphony Orchestra and is a member of the Parlow String Quartet as violinist. Received New Year's gift from the orchestra provided he quit blowing his top, and will not admit he is helping to bank-roll young violinist through the Conservatory.

See
ELLIOTT - HAYNES
for January

Compare
AFTERNOON
RATINGS
between
1 P.M. and 4 P.M.

That's All Brother!

CHUM

The Friendly Station

VIC'S BACK



Lt.-Col. W. V. "Vic" George is now back in the posh Montreal offices of Whitehall Broadcasting Limited, looking as much at home as if he'd never been galivanting across the world, directing the 25 units of the famous "Army Show" through tours of duty from Halifax to the Rhine, Italy, Belgium and all points east, west and crooked. Studio operators claim he records with the same intensity today as when he produced Army Show performances where machine-gunners dotted the audience with their backs to the show in case of enemy infiltration.

Radio is proud of Vic George on more counts than one. They're proud that the Army Show, which, when it left Canada, was split into five units, eventually became 25 mixed service units, and was thus able to travel to the troops, wherever they might be, in camps or at the front line.

They're proud that when hostilities in Europe ceased, and it was recognized that organized radio listening and broadcasting for the troops needed to be intensified, Vic George, a product of the battery-lugging, pioneering radio days was made Commanding Officer of this new unit, 1 Canadian Broadcasting Unit.

Vic has doubled on every radio job from engineer, continuity writer, announcer, station manager. In the days when remote control jobs were something new, Vic was doing the arrival of the R-100, the total eclipse of the sun in '31, the first two-way transatlantic commercial broadcasts, and dozens of other firsts. He's had the smell of condensers in his nostrils since 'way back when, and can talk the language of the guy in the control room just as fluently as the language of big-time advertisers or military leaders.

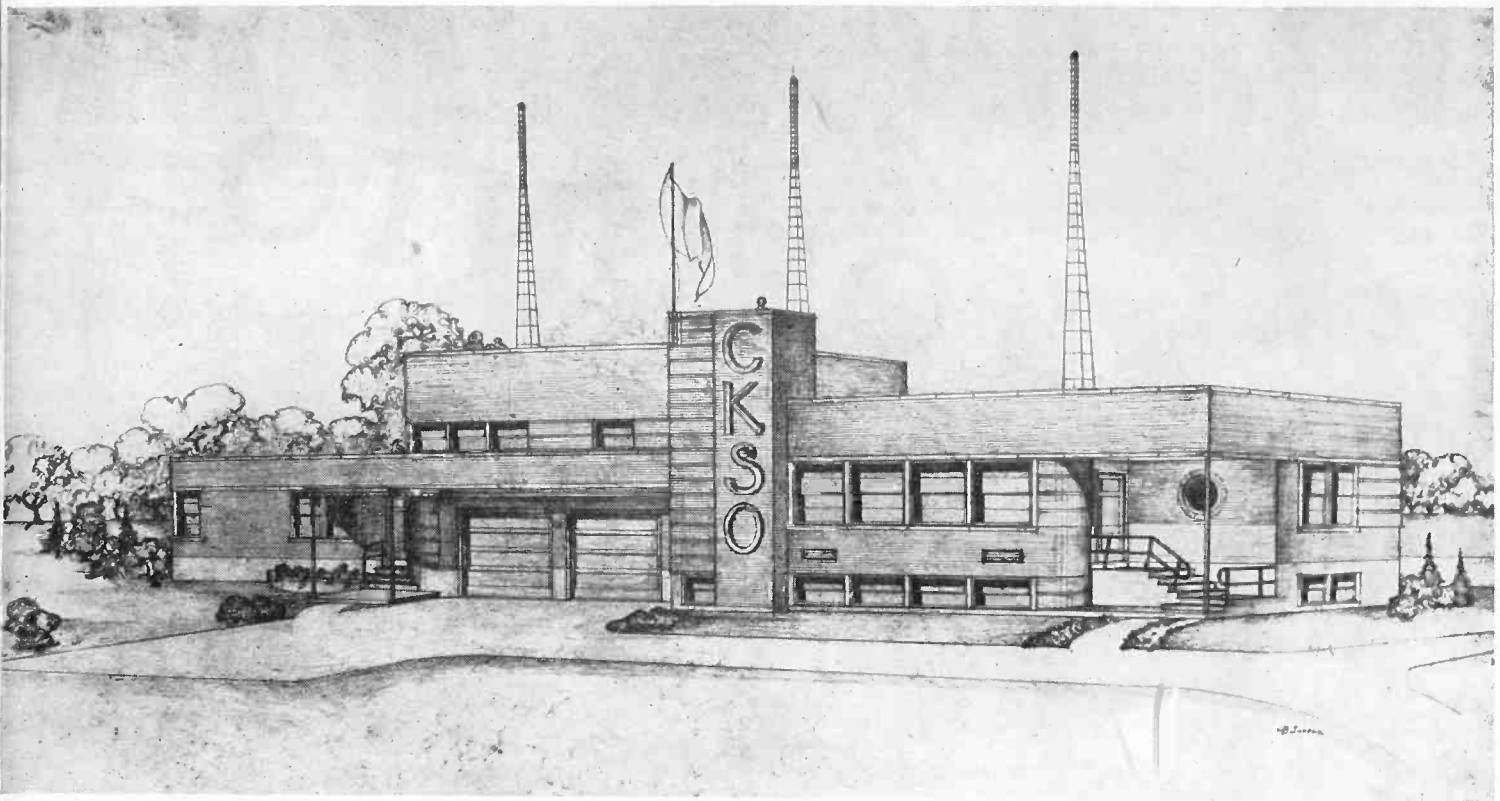
No wonder the folks over at Whitehall go around the Dominion Square Building these days beaming that "Vic's back". Everyone in radio who knows him feels exactly the same way!

**ACCENTUATE
the NEGATIVE**
by R. C. L.

For a lesson in ease and naturalness in a radio show, we enthusiastically prescribe the Arthur Godfrey offering on Columbia heard in these parts over CFRB 9.10 to 10.00 a.m. Monday through Friday. If ever anyone spoke to each of his listeners individually instead of making like he was addressing a political meeting, it was said A. G. And we can't pass by without an approving nod on the same score to Byng Whitteke whose 7.45 p.m. interviews on CJBC make entertaining listening even when the interviewee "small talk", and have that chat confidential tone that spells good radio — good that is, son.

There is another program which has all these qualities plus an important theme. It is Willard "Ontario Panorama". The program, aired Friday evenings on CFRB and an Ontario network and piloted for Cockfield Brown by Alan Savage, visits Ontario communities and highlights local personalities and local industries. You may hear the owner of the local newspaper being interviewed, Gordon Sinclair; it may be the chief of police or the doctor. This again it could be the school caretaker or the oldest inhabitant. The interviews are informal and chatty and Ontarians become better neighbours because of "Ontario Panorama". No doubt the box of chocolates, Willards of course give each interviewee is good publicity, but we are inclined to think the effect is anticlimatic, though handled by Savage with a light touch. Another fault we can find is a tendency some weeks for the show's commendable informality to make it sound a little disjointed. Otherwise excellent musical ensembles sometimes need an accompaniment playing in the background to hold the music together. This seems to us to be what "Panorama" requires though we don't prescribe the squeeze box literally. Throughout the programs Savage and Sinclair talk to their guests and to the radio audience alternately with little change of tone. Possibly half of this team should confine its remarks to the people being interviewed while the other talks directly to the radio audience. This might tend to keep the air audience in the picture, because the auditory impression is so much weaker than the visual one. "Ontario Panorama" is commended by this scribbler as good listening and good selling. If it were otherwise our attempt at a constructive comment would be futile.

Good news to many Canadian listeners is the return to the air of Stan Maxted who was on loan to the BBC during the war, and who is numbered among the "men of Arnhem". Stan is heard now on the Hockey Broadcasts of a Saturday night, and it will be the listeners' pleasure when he starts breaking out in new places.



NEW 5000 WATT TRANSMITTER BUILDING BEING ERECTED FOR CKSO



MAYOR BEATON OF SUDBURY, TURNING THE FIRST SOD

This is IT—Sudbury's New 5000 Watt Transmitter

December 12th the ceremony (pictured above) started construction on the new building to house the first 5000 watt transmitter in Northern Ontario. CKSO Sudbury is installing this modern building—but what is more important, a new Marconi 5KW transmitter and the new antenna system of three 325-foot towers will direct this

high power right into the rich, populated areas of Ontario's great Northland.

The towers and ground system are installed, the transmitter will be delivered in January or early in February, and late spring will see the new station on the air—serving Sudbury district and all Northern Ontario with greatly increased signal strength.

CKSO—SUDBURY The Sudbury Daily Star Station



TORONTO... and Ontario, too!

This is the second in a series of advertisements, revealing startling information about radio coverage in Ontario.

Here are the facts:

Of the 212,344 radio homes in Toronto and York County, CFRB has a night-time coverage penetration of 99%.

Of 336,953 radio homes in the rest of Ontario, CFRB has a night-time coverage penetration of better than 50%.

In its primary listening area, which covers three-quarters of the Province, CFRB reaches 489,212 radio homes 89% of the total number. In all Ontario, CFRB reaches 515,683 radio homes 81% of the total number.

These figures are drawn from the current report of the Bureau of Broadcast Measurement. Coverage penetration is defined in this report as "the percentage of radio homes which potentially can be reached effectively by a

given radio broadcasting station." Primary coverage is defined in this report as "those counties or census divisions wherein a given radio broadcasting station obtains an average coverage penetration of 50% or better."

Write this station today for complete details on coverage

CFRB

860 kc.

TORONTO

Representatives

Adam J. Young Jr., Incorporated
New York • Los Angeles • Chicago

All-Canada Radio Facilities Ltd., Montreal

FIRST FOR INFORMATION! FIRST FOR ENTERTAINMENT! FIRST FOR INSPIRATION!