A bill imposing stiff curbs on the broadcasts of James Caesar Petrillo, president of the American Federation of Musicians, as well as in the United States, with its restrictions on recording and the employment of musicians, this new "Lea Bill," said, when it finally goes into a statute book, may have a far reaching effect on Canadian Broadcasting.

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

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

The bill also makes it unlawful to "coerce, compel or constrain a music or any other person to (a) pay, or agree to pay, any exaction for the privilege of producing, manufacturing, selling or buying, using or maintaining recordings, transcriptions, or reproductions or any device used or intended to be used in broadcasting or in the production and presentation of broadcasting programs, (b) accede to or impose any restrictions on such production, manufacture, sale, purchase or use, if the restriction is designed to prevent or limit the use of articles or materials in broadcasting or in the production or presentation of a program; (c) pay or agree to pay exaction on account of the broadcasting, by the use of recordings or transcriptions of a program previously broadcast, for which payment has already been made or agreed upon for the services actually rendered." According to a B.U.P. release dated Washington, March 26, no restrictions on the broadcasting of "Ontario Holiday," cannot continue. Representation was made to the CBC after they had ordered CFRB to discontinue these broadcasts, on the grounds that since no mention of the sponsor's product was made on the program, it could not be interpreted as advertising. CBC Chairman A. Davidson Danson undertook to bring up the matter before the Board, and the text of his statement after the meeting follows.

The board of governors of the Canadian Broadcasting Corporation has ruled that sponsorship by John Labatt Limited of the program "Ontario Holiday" contravened CBC regulation 10(f) relating to the advertising of beer and wine. The station had challenged the suspension of the sponsorship.

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

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

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

MART KENNEY GETS SUMMER SLOT

Summer replacement program for the Northern Electric Hour, which closed its first season on the Dominion Network last Monday, will be the "Northern Electric Show," featuring Mart Kenney and his Western Gentlemen. Kenney and his band will tour Canada coast-to-coast, originating their broadcasts from halls in thirteen Canadian cities.

Arrangements have been made for the band to play at the Annual Dinner of the Canadian Association of Broadcasters May 28. This performance will be given through the courtesy of the sponsors, Northern Electric Company Ltd.
The man of many voices with Reta, his “star supporting cast”

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

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

Religious Feature

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

Boost City Schools

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

FM Far Reaching

Belying the limited range of FM transmissions, contact was established between Winnipeg and a point in the Caribbean Sea over 2500 miles away. R. M. Simister of the Winnipeg Electric Company was operating the company's FM radio used for communicating with power plants outside the city, when he picked up signals from a small landing Craft of the United States Navy. Ensign G. D. Melville, aboard the LCI, said that he was talking over a regulation navy walkie-talkie set, whose maximum range is supposed to be 15 miles; he gave his position as 200 miles southwest of Jamaica. Melville's conversation was also clearly heard over the small FM set in a cruiser car of the Winnipeg Electric Company.
Radio advertising for a retail store is only as good as the suitability of the station selected for it, the time at which it is broadcast, the merchandise featured on the program, the talent, and the promotion behind it. This conclusion was reached after the National Association of Broadcasters (US) completed a thorough survey made in San Antonio, Texas, with the cooperation of the Joske department store in that city.

Preliminary studies were made of the city, which has a population of 350,000, including 70,000 military people and about 33 per cent Mexican and Negro. “It is not an industrial city in any sense of the word. In religion it is largely Baptist and Methodist, with a definite Catholic population, both Mexican and American,” said the then NAB director of radio advertising, Lewis Avery, who conducted the survey with his assistant Helen Cornelius. Questionnaires and tests were made to find out everything possible about the habits and tastes of the city’s population. Then Joske’s store itself was made the subject of a thorough study.

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

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

The first was “Beauty Time”, a 6:30-week quarter hour of music and beauty hints aired at 7:45 a.m.—to publicize Joske’s cosmetic department, one of the finest in the city, and to promote the sale of cosmetics including several lines exclusive with the store.

The second recommendation was a newscast aired 6 times weekly from 9 to 9:15 a.m., aimed at “married and single women, young and not so young, American and Mexican” who want news about new merchandise at popular prices. Suitable items for sponsorship would be ready-to-wear clothing, infants’ goods, kitchen merchandise, etc.

The third program suggested was “Texas Today”, a 5-day, 1-hour series heard at 9:30 a.m., designed to reach the “thousands of intelligent women leaders in social, civic, educational and cultural activities in Texas.” This program would feature quality goods, in help to build Joske’s reputation as a quality store.

Recommendation number four was the transcribed serial “Bob and Bobbie”, aimed at 10 a.m. Monday through Friday, to appeal to the “thousands of young army and civilian wives with money to spend and an increasing need for it wisely”. Infants’ and children’s wear, household appliances, etc., would be plugged on this show. Suitable items for sponsorship would be Joske’s department store.

A full established 15-minute program “For Men Only” was suggested to appeal to the young audience, to promote Joske’s low price department store. “Living Fashion” fashion promotion show aired 1.45 p.m., designed for housewives and women unable to visit the store and see for themselves, we set out to build up the standing of Joske’s as a fashion centre. Lewis’ 6 p.m. news comment could be sponsored to direct attention of business men and men to the clothing, haberdashery and household appliances, etc., at Joske’s. A dinner program, “Alcohol from the Flora” would feature goods to appeal to white collar people. Newscast at 11 p.m. could be used to build up different department of the store.

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

It was also agreed to carry surveys every three months, to determine the effectiveness and success of radio advertising program.
Sheep In Wolves' Clothing

For the better part of the past decade "business" has been very difficult "under the gun". Yet instead of adopting the principal that going to the socialist shop is the only way, business in almost all its forms and sizes has adopted the general policy of keeping on its own, very wary, treating each adversary with the scorn of silence, until under the enemy is right at the gate. Then, and then only, do they shout the guard", and proceed to do battle as best they can with shots to the wall.

As this not very much the same procedure as that which preceded it? Did we not start off sneering scornfully and going about our ways while Hitler and Mussolini were getting geared to infect the whole continent of Europe with the fascistic, the uncontrollable illusion of what was happening to us—after it had happened—the whole decent world united to remove the monsters that had, up to destroy us? But supposing counter-steps had been commenced as the Mussolini and the Hitlerites started to go...supposing the voices of Churchill and those of his persuasion had been heard and upon as they raised their cry in the wilderness, then would not the ghastly war the world has ever known have gone down in history "incident", bitter while it lasted, but short and very decisive?

The field of business, enemies exist in plenty. From without, it is first by the continued intrusions of government into its own preserve. It is assailed by labor's demands for increased wages on the one hand and the continued government control of prices on the other. It is assailed by the socialist, the socialite, the government retailer or dealer receives for the merchandise or service he sells, in profit, which he must, in some mysterious way, keep concealed from editors, thereby avoiding paying it all back to the government in taxes. But business can be and often is assailed from within. Customers are quite prone to spread stories about one another. Even the records of one single industry have been known to harbor invidious stories about their fellows, and when such thoughts are allowed to grow, the healthy climate of day, their virus grows and runs until it is likely to flow out of control.

The Labor Press of Canada and the United States is filled with material which cannot, but convince some of its readers that businessmen are just plain head-splitting decrees. What to what extent does this set out to correct this wrong thinking?

In the other hand, the war has done a great deal to widen the gap between the manufacturer and the consumer. The manufacturer is too busy to do those impromptu store clerks when the time is ripe. Definitely more is being taken in this regard however, both by tightening of discipline and through the medium of advertising, so that when business is back to a buyer's market, which is rapidly doing, most of the back booklets will be lost and forgotten.

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

VARIETY IS MORE THAN A PAPER

BY DAVID ADAMS

Anyone who spends a great deal of time listening to the radio may have noted a rather peculiar change in the nature of the programmes. The first few times he hears it he may grow to like it even better; but by then it'll probably be time to becoming a hit, and then after he'll find it coming at him from all over the dial; and unless he has the makings of a "class" Virgin, as before long he'll be pretty sick of it. This sort of thing is particularly noticeable at Christmas, when the coast is clear. Christmas carols include many songs whose beauty and simplicity make them some of our most treasured in our musical heritage. But "Silent Night" and other perennial favorites are aired so many times during the two or three weeks leading up to Christmas that anyone who spends much time listening to the radio is quite prone to getting weary even of them. This trend of "plugging" seasonal music on the air seems to be the increase—taking its cue perhaps from the greeting card industry, which makes the most out of every occasion for celebration. For two weeks last month the air was filled with the sound of Irish melody and song. The Londonerry Air, Kathleen Mavourneen and many another beautiful air from the Emerald Isle, were featured on almost every program. "Mother Machree" led the field in the number of times it was repeated. Hardly had another St. Patrick's Day receded into the past before broadcasting took up a new theme—the coming of Spring. Johann Strauss' beautiful waltz "Voices of Spring" was taken as its cue perhaps from the greeting card industry, and used as a springboard to the radio. The very mention of the word "Spring" has proved sufficient to open the airways to all lesser known song or melody inspired by it. The rest is prejudice to the tried and true.

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

Commercial radio men tend to fight shy of new techniques and methods and stick to tried and tested formulas. The sponsor's money, they feel, is an investment which should not be used on programs that deviate from accepted patterns that have an established popularity on the air. Experiment is for the sustaining program, but worthy of thought though that box office is never diminished by the quality of surprise.
WE'RE "Tout oreilles" IN QUEBEC...

What's Your Message?

"Yes—we're definitely 'all ears'. My name is Yvette Dupré... I live in a large town... I must admit that I take pride in my appearance, as all girls do, and I love nice cosmetics. But it's risky to buy any but the best beauty-aids, so I rely on the quality brands advertised on CKAC..."

JUST as French Canada's young girls are noted for their beauty, French Canada as a nation is noted for its devotion to radio. The radio, in fact, is the centre of Quebec's family life, and the station with family coverage and overwhelming dominance is CKAC. To advertise your product over CKAC is to bring it to the attention of an eager, responsible audience, and an enormous market spending annually over $800,000,000. Write today for details of CKAC's dominance, markets, and programme planning.

OTTAWA
Letter
by JIM ALLARD

The Board of Governors has issued a definite ruling on the "Ontario Holiday" show of CFBR. The story is reported elsewhere in this issue, but the official announcement from the Board reads: "The Board of Governors of the Canadian Broadcasting Corporation has ruled that sponsorship by John Labatt Limited of the program "Ontario Holiday" contravened CBC regulation 10 (2) relating to the advertising of beer and wine. The station had challenged the suspension of the sponsorship. The Board heard representations made on behalf of Station CFBR, and John Labatt, Limited, and also by a delegation representing the Christian Social Council of Canada, the Ontario Temperance Federation, and the Canadian Temperance Federation. After considering the regulation and the representations concerning it, the Board decided not to amend the regulation to permit this sponsorship for CKAC's dominance, markets, and programme planning.

We don't like to brag, but...

According to latest BBM report, CKAC covers 75 out of every 100 homes in the Province of Quebec. Also, the average ratings for 1945 show CKAC carried 8 of the first 12 shows. Average rating for sponsored evening programmes on CKAC was 20.8.

We ARE REPRESENTATIVES of quality brands on CKAC..."
HISTOIRE DES ÉVÉNEMENTS CANADIENNS
Idee Canadienne pour les Programmes Éducatifs

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

1775 The Quebec Act came into force. The American Revolution started. Montgomery and American invaders landed in Canada.

1766 Carnegie public library opened in Ottawa.

1867 Hundred and fifty coal miners killed in an explosion at Trenton.

1900 An asylum near Montreal burned and 70 lives were lost.

1917 Pontiac's war started.

1910 Explosion at Hull Quebec killed 16.

1933 The "Genova", the first Atlantic steamer, arrived at New York.

1944 Kingston ceased to be the capital of the Province of Canada. Montreal became the capital. The Quebec Act came into full force.

1876 The Proclamation of the Act passed in Ottawa.

1763 The siege of Quebec ended. Montreal was invested. The British captured the city.

1879 The Hundred and fifty thousand people invaded Canada.

1880 The British occupied the Province of New Brunswick.

1887 British Columbia passed the Act incorporating the province.

1898 The Great Eastern Railway was incorporated.

1919 The Battle of Vimy Ridge.

1920 The First World War ended.

1922 The Canadian Broadcasting Corporation was established.

1930 The National Film Board was founded.

1935 The RCA Victor radio company was founded.

1940 The Second World War began.

1945 The end of World War II.

One World
Program "to promote greater standing of the problems of humanity" will be aired by the network for 15 weeks this fall, beginning June 29. Titled "Around the World" the show will try to show the basic living characteristics, traditions and customs which we have in common with other nations." Fifteen United Nations will be invited on the broadcasts, in particular order from Australia, the USSR, Canada is not included in the series.

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

Look to RCA VICTOR
for Custom-Built TRANSCRIPTION PROGRAMS

RCA Victor TRANSCRIPTION STUDIOS
MONTREAL • ROYAL YORK HOTEL • AD 3091 • MONTREAL • LACROSSE ST. • WE 3671
The FCC, the American Commission charged with regulation of radio, will pay particular attention to station program structures and policies before granting them license renewals, it is revealed in a report on "Public Service Responsibility of Broadcast Licensees" issued recently by the Commission.

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

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

On the matter of radio advertising, the FCC reported that "advertising represents the only source of revenue for most American broadcasting stations, and is therefore an indispensable part of our system of broadcasting. In return for spending some 397 million dollars per year on American broadcasting, the advertiser can expect that his name and wares will be effectively made known to the public. However, the fact that advertisers have a legitimate interest and place in the American system of broadcasting does not mean that broadcasting should be run solely in the interest of the advertisers rather than that of the listeners. Throughout the history of broadcasting, a limitation on the amount and character of advertising has been one element of public interest."

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

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

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

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

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

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

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

U.S. Public Favor Radio Advertising

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

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

Interviewers questioned civil adults in all walks of life in parts of the U.S. Asked to cast which of four statements closest to their views, the polled answered as follows: 23 percent said "I'm in favor of advertising on the radio, because it is one of the things I want to do" 41 percent subscribed to the statement "I don't particularly mind advertising on the radio, It doesn't interfere too much with my enjoyment of the programs." 26 percent declared "I don't like advertising on the air, but I'll put up with them." 81 percent said they would fer advertising 35 percent said they would prefer no advertising and 3 percent were undecided.

To other questions asked in the survey, the radio set owners swerved in these proportions: 81 percent said they were to get the kind of program they when they wanted to, 84 percent said they would rather watch radio without commercials; 78 percent said they would pay $5 a month to get programs without advertising.

available:

Versatile writer seeks position in Toronto. Keenly interested in radio broadcasting field. 3½ years experience in news editing, feature writing, research and rewrite work. Ex-RCAF navigator, aged 29, married, with one child. Box 103

CANADIAN BROADCASTER
371 BAY ST., TORONTO
Commercials Breed Familiarity

Twenty-third Psalm can message that has impressed yet it may be repeated, and distinct, in 35 seconds said Frank Mann Harris, in Saturday Night for 15.

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

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

How To Make More Money With BUP Features

One of the many practical examples

CFRN EDMONTON WRITES AS FOLLOWS:

"Regarding your survey questionnaire...

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

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

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

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

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

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

BRITISH UNITED PRESS
231 St. James Street
Montreal

Radio
Summer School

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

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

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

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

The New Canada

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

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

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

Celebrate Centenary

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

In Kitchener, our most recent port of call, we found Gary and Mitch Mitchell passionate well they might) over the choral studio, where choirs of other choral groups will record the CKCR microphones specially constructed for radio and, in addition, to be found in the Moselle Studio. The choral sessions will be broadcast on the CBC network, and, incidentally, the CKCR studio will be turned into a broadcast studio for the Kitchener Orchestra, which will broadcast several concerts during the summer.

Recent visit to the Broadcaster office in E. G. "Curl" Ardeman's office of CHOV, Pembroke, gave us the opportunity to give a firsthand account of the two-speed "Fresh Heir Department," which is located in the basement of the Toronto offices. The two-speed department is being operated by Dorothy McMillan, who is also the "Fresh Heir Department" producer. The department is divided into two sections, with one section handling the "Fresh Heir Department" and the other section handling the "Fresh Heir Department" for the".

**ACCENTUATE THE NEGATIVE**

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

**Far From Canton**

Sinclair’s action in banning the Corvetts’ show from Canadian waves has succeeded only in exciting listener interest in it, according to Claude Deichmann, radio editor of the Evening Citizen, who column on March 23, lettered to the Canton Times with the words: "Your piece in the Citizen about the Canadian broadcasting Corporation as the banning of my program, encouraging. They would have to admit it, but there’s more to the reason given for not carrying it. One thing they have which I am grateful, and that is the same one many people who never listen. Our mail from Canada based more than 25 per cent last six weeks."

Deichmann took issue with CBC. 

A. Davidson Dunton’s column on March 23, lettered to the Canton Times with the words: "Your piece in the Citizen about the Canadian broadcasting Corporation as the banning of my program, encouraging. They would have to admit it, but there’s more to the reason given for not carrying it. One thing they have which I am grateful, and that is the same one many people who never listen. Our mail from Canada based more than 25 per cent last six weeks."

Jim Knox, sales manager of Horace N. Stovin & Co., is leaving his present post to join Ruthrauff & Ryan as account executive after 23 years with Stovin’s office.

Gordon W. Raiston has been named manager of the Toronto operation of Ruthrauff & Ryan, and Ramsay Lee as radio director.

**Remote Remote**

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

**300 G’s and an Ideal**

With financial backing to the tune of $300,000, Alvan E. Nelson, old-timer in U.S. radio, plans to set up a 50,000-watt independent radio station in the San Francisco area, embodying all the features of his ideal radio station.

According to story in Time for March 22, Nelson’s station should be devoted to five principal aims: the development of new talent to replace today’s stars; subordinating commercials to more dignified time percentage; and elimination of unrelated spot announcements; revival of San Francisco’s heritage as an early training ground for celebrated personalities; balancing programs between cultural, civic, educational, religious and agricultural aspects of the community; and drawing views and comment from original sources by combination with the working press.

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

**Here are the Facts**

- **1945 Field Crop Production**
  - **$104,068,000**

- **1945 Livestock Marketings**
  - **$12,921,000**

**LISTENERS LIKE OUR NEW FREQUENCY**

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

---

**940 ON THE DIAL**

**IN THE CENTRE OF GOOD LISTENING**

**C J G X YORKTON**

WESTERN CANADA’S FARM STATION

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: REPRESENTATIVES:

HORACE N. STOVIN & CO.

Toronto, Montreal, Winnipeg

ADAM J. YOUNG JR. INC. — U.S.A.
Television is making news again. After its suspension of activities during World War II, the British Broadcasting Corporation’s London television station at Alexandra Palace is now transmitting a daily still pattern to enable the radio teles to test and repair existing receivers and to assist them in the production of new ones.

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

It was his teachers’ insistence on Latin that made him turn with a passionate curiosity to science, and it was the potentials rather than the proven facts of science which attracted him. He invented a foot-warmer and new types of soap and boot polish. He went to Trinidad to make jam. But it was no good. The idea of television haunted him. He came back to England, settled in an attic room at Hastings and began to work on the invention of practical television. The apparatus with which he set out to solve this terrific problem was ludicrous in its crude improvisation. A ten-cent tea chest supported a second-hand motor; a biscuit tin housed his projection lamp; his lenses cost 8 cents each at the local bicycle shop; cardboard, drawing pins and bits of firewood made up his rotating disc, and rubber bands held it together. It looked absurd, but it gave him his first result. It put him on the right track.

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

In the course of his experiments with television another idea had come to Baird. This was radio or television by infra-red, an invention of an apparatus by people could be televised in the dark. The principal inherent in Baird’s earlier inventions in trying to “see over the air” was field. He knew television could be heard, but he didn’t know it could be seen.

The first transatlantic telecasting was achieved in 1928, when Logie Baird sent pictures from London to Harrow a dozen miles away. After this, Baird’s system, which was later adopted by the Canadian Broadcasting Corporation's London television station at Alexandra Palace, is now transmitting a daily still pattern to enable the radio teles to test and repair existing receivers and to assist them in the production of new ones.

FATHER OF TELEVISION

By HUBERT E. BIRD
Well-known British Broadcaster

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

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

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

Students were selected from grades five to eight on the basis of voice quality and clarity of diction. Ability to write was also important, since those taking part are being encouraged to write their own scripts.

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

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

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**BROADCASTING ON SCHOOL CURRICULUM**

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**STRIKE TWO**

was considered unusual when Helen Hayes accepted a play, "Run, Ariel, Run," mailed in unsuccess by Canadian Leo Orentstein. It was in January of this year. $50 was paid for the script. Last month Helen Hayes and her associates picked another Canadian play, "Siren Song From Baltimore," by Lucille Kallen. Another $500 cheque crossed the border, and went to the same Toronto address as the first one. Leo Orentstein and Lucille Kallen are man and wife.

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**Wm. Neilson Ltd.**

Selects

**CKRC**

WINNIPEG

Monday thru Friday

5:45 P.M.

"REMINISCIN' WITH SINGIN' SAM"

Yes—Advertisers who know Manitoba choose

---

**The Friendly Voice of Halifax**

Representatives: HORACE N. STOVIN & CO., CANADA

SEPH HERSHEY McGILLVRA, NEW YORK CITY, U.S.A.
Advertising Avalanche

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

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

Veteran Speaks

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

SPARKLING
THAT'S
DOROTHY DEANE

CANADA'S TOP GIRL VOCALIST
For Vivacity... For Sure Fire Audiences appeal... For Sparkle on the air in both song and speech... it's Dorothy Deane every time!

Management: GEORGE TAGGART ORGANIZATION
A Delake 5784

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

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

Perhaps the most listened to show is Colgate's "Happy Gang" mainly because it has personality. Every member of the Gang seem to have his own fans, because he completely fills the bill for the cosmopolitan tastes. "Happy Gang" stories are definitely not popular. One listener even went so far as to remark the corn was so thick and so high that you could not see through it nor over it. To say the very least, it's a definite failure in Bert Pearsel's column to realize the Gang has passed the two thousand mark in programs.

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

People are talking very favorably of the "R.C.A. Victor Show". They like Morris Sturgess. Not only is the product excellent, but the numbers by the chorus, in to the majority, the star is built. One Sturgess whose soloing brings out the full, rich, deep quality of his voice. The short dramatic skits meet the favour, and it appears that John Adaskin knows how to produce.

Believe it or not there are people in this part who actually declare to go out for the evening even after "Share the Wealth" is over. They like Stan Francis' comedy style of dissecting and the fact that his part of the show is ad-libbed in such a free and easy manner.

While the questions don't necessitate a college degree; I would consider them at least intelligent. Cy Mack holds his own at the end of the show as announcing admirably by toasting Stan's quick right back at him. Altogether people seem to enjoy their show.

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

Eve now.
Church Plans Programs

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

Proposed programs include Church of the Air broadcasts, church services, Sunday Lectures Periods” and a weekday series for women. Speakers from branches of church activity, including mission services, chaplains, staff, women’s workers, will be called upon to explain their work at various local stations. It is also hoped to initiate a network to broadcast some time in the future.

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

Spotlight Shows

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

Soap Box for Soap Operas

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

Ink Replaces Wires

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

Singing Breaks

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

Station Scholarship

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

More than 80 entrants were attracted by the contest and 45 of these were heard over the air in preliminary auditions. Last year’s CKCK grand award winner, Erica Zetner, is now studying violin in Toronto. Norma Reid, one of the least year’s finalists, recently appeared on the network program “Singing Stars of Tomorrow”, sponsored by York Knitting Mills Ltd.

Everywhere for your broadcasting station

From Microphone to Antenna

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

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

Northern Electric

A NATIONAL ELECTRICAL SERVICE

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

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

Himself a wounded veteran of the 1914-18 war, Bass spends two or three hours daily at the men’s bedsides, getting their requests for the program, which is aired from 4.45 p.m. Monday through Friday.

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

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

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

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

Individual interviews are recorded, and each one day is aired as the guest of the day has his favorite tune played.

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

Air-Minded Legion

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

“HELLO SOLDIER”

(Windsor, Canada). Windsor, Canada’s local station, Lspot, the radio station in Windsor, Ontario and Windsor, Ontario is a great Canadian post of entry from the United States.

A thought for Canadian radio people generally: many Americans will be Canada’s tourist guests this year. On entering Canada at Windsor, they’ll be listening to CKLW, the community station, 800 on the dial, a 5 kw station operating 22 hours daily.

CKLW WINDSOR

Represented by Horace N. Stovin

WHAT A SPOT TO BE IN!

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Owned and Operated By Its Listeners

Want Ultra-high TV

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

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

New Appointment

David M. Armstrong has been appointed assistant manager of station CKNW, New Westminster, B.C. He steps up from the position of commercial manager which he has held since 1944. Armstrong had his start in radio seven years ago at CFCT Victoria, B.C. (now CJI), where he doubled as technician and announcer. From there he went to CKBI Prince Albert, Saskatchewan, as program director, following that with a two year stint as salesman for CKMO Vancouver.

Re-Employment Service for Service Men

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

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

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

C K S B

St. Boniface — Manitoba

1000 Watts

1280 Kilocycles

LOOK INTO THIS MARKET THAT HAS

4,601 RETAIL OUTLETS

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

(Sanford Evans Statistical Service)

You'll Get Results In French Manitoba with

WESTERN CANADA'S FIRST FRENCH LANGUAGE STATION

Complete Details—WILLIAM WRIGHT—Toronto, Montreal

Owned and Operated By Its Listeners

Yes!

St. Boniface — Manitoba

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Complete Details—WILLIAM WRIGHT—Toronto, Montreal
DON'T ROB RADIO OF THRILLS

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

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

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

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

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

Now, you might challenge me at this point, and say "What about Frank Sinatra? Don’t the howls of bobby-soxers indicate a sex content to his program?" Frankly, I don’t think so. There is, of course, an association of ideas. The girls in the broadcasting studio shriek with delight when they see Frankie do his cute tricks as he sings, and the adolescent girl listening to Sinatra at home might thrill as she remembers how he looked in his last movie. You must not forget that in this strange phenomenon of sex stimulation, the sense of sight and the sense of touch, and to some extent the sense of smell, are all important. The sense of hearing, alone, and without other associations, is very low in stimulating effect.

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

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

The programs which have been criticized the most are the crime programs and Western thrillers. One could almost call them the "Cops and Robbers" programs, and the "Cowboys and Indians" programs, and they follow classic patterns. The Robin Hood of to day, the crusader who goes about righting the wrongs of the poor and persecuted, is known to us as the "Lone Ranger", the "Gun Hocier", or the "Shadow", the thing common to these "Heroes" of today is that they are not kill. The villain is invulnerable, either handed over to the force, the law and order, or perishes gloriously as a direct result of his weakness.

The detective stories on the air are by these I mean "Ellery Queen", "Sherlock Holmes", "Mr. District Attorney", The Thin Man" the like—are not aimed at children. It is adult fare, but unreasonably listened to by the children. Quite a bit of killing on these programs, some of it involving the wrongs to which the instrument of may be a poisonous snake or stranger’s nose.

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

Now, we in the Radio Industry are accused of contributing juvenile delinquency by broadcasting these "cops and robbers" stories, and I ask how do these stories induce an adolescent into picking himself a gun and holding a street car or a corner confectionary? The one thing common to such program is the fact that criminal invariably gets away. Where, then, lies the danger in two children, equally exposed to The Lone Ranger, on the radio? Tom Mix on the screen, why one reacts normally while the other holds up a corner store? This answer lies in the temperament of psychological make-up of the individual. If, through poor paternal domination or re-entertain, a boy grows up with various neurotic tendencies; if he is inferior to his companions and picked upon, or left out of activities sooner or later he will come to him that regard how weak his body or how weak his spirit, a gun in his hand will him equal or superior to a confront him. I don’t think he be blamed on radio. Surely there lies in producing fevered, and in adjusting to the world rather than the the neurotic.

If your child can be made important, to his family and friends, he will never need to stem his sense of importance gun in his hand, or by defaming the corner grocery feels adequate, and it has adjusted to his environment, listen to everything the radio offer and take from it only and normal entertainment.
The Station

WHICH REALLY SERVES ITS COMMUNITY

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

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

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

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

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

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

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

Dominion Network (supp)
Press News Wire Service

CKCR
KITCHENER
IN THE HUB OF WESTERN ONTARIO

See WILLIAM WRIGHT
1404 VICTORY BUILDING, TORONTO
420 MEDICAL ARTS BUILDING, MONTREAL
EVERYBODY'S LISTENING to
RUSS TITUS
Canada's Favourite Male Singer
Management
GEORGE TAGGART
ORGANIZATION
Adelaide 8784

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

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

TO HYPO COLOR TELEVISION

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

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

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

CBS president Frank Stanton, pointing out that "at best, black-and-white television on the lower frequencies can constitute only a temporary service," declared that CBS proposed shortly to recapitulate to the FCC a set of technical standards for commercial operation color television.

TRADE WINDS

Ottawa Painta Works Ltd., started "Master Music Room" (Canada) over CJBR, CHBC, CHKO. Same sponsor also "Songs of Good Cheer" over CFRB, CFCO, CKGB, CFCF. The two campaigns placed through M. Glen M. Agency, Chicago.

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

According to Harold F. Spiedel, Saint John Office, Marine Biscuit plans extending its hour "Playhouse of Favorites" to maritime stations commencing the fall.

They’re on The Air!

These stations have recently gone on the air with their new Northern Electric

BROADCASTING TRANSMITTERS and Associated Equipment

Several others will shortly do the same.

Our congratulations and best wishes to one and all.

Northern Electric

24 BRANCHES ACROSS CANADA
Frankly "High-brow"

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

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

CANADA CALLS ON WSUN

Through the long, cold winter, many Canadians think of Florida as the ultimate in vacation attractions. But, come spring, even Floridians turn their thoughts to holidays in the more temperate north. Catering to this trend, station WSUN in St. Petersburg, Florida, carries a program "Festival of the States" singing the praises of vacation lands in other States. Canada too finds a place in this series, and top-notch CBC men tell WSUN listeners what pleasures await them in different parts of the Dominion.

J. Frank Willis, CBC supervisor of feature broadcasts, describes the Maritimes; Roger Bauld of the CBC French network pictures the charms of Quebec; John Fisher speaks for Ontario; and Bill Herbert paints word pictures of the Prairies and British Columbia.

NEW MANAGER

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

WANTED

EXPERIENCED TRAFFIC GIRL

for a metropolitan broadcasting station.

Apply Box 201
MADIAN BROADCASTER
BAY ST. TORONTO
GOING UP!

SEE

ELLIOTT-HAYNES

FOR

MARCH

CHUM

The Friendly Station

TORONTO
WE DIDN'T WIN A BEAVER

ROSS WRIGHT
Manager

G. W. ANDREWS
Chief Engineer

JACK MURRAY
President

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

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

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

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

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

CFJM
BROCKVILLE

For Availabilities

JAMES L. ALEXANDER
TORONTO

ADAM J. YOUNG JR. INC.
NEW YORK - CHICAGO - LOS ANGELES - SAN FRANCISCO

www.americanradiohistory.com
SURVEYS SHOW

Audience Preference!

CFRB delivers the highest weekly share of evening listeners!

in

Toronto

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(PERCENTAGES INDICATE EACH STATION'S SHARE OF THE 6 TO 10 P.M. AUDIENCE)

and

Ontario, too!

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

Write this station for further details

860 kc. TORONTO

CFRB

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!