

At Kirkland Lake, Ont. Lady Baden Powell, World Chief Guide, speaks over CJKL during her visit to Kirkland Lake, from left to right, Mrs. R. H. Harper, Area Commissioner, Canadian Girl Guides; Reeve Ann Shipley, Township of Teck; Lady Baden Powell and Bob Redmond, operator CJKL: at right; John Duncan, well known radio harpist, at work in his home workshop on one of the harps, which he rebuilds, reconditions and also makes. Duncan, besides playing, teaching and making the harp, has developed technical improvements in the instrument.

CANADIAN BROADCASTER

TWICE A MONTH

No. 19

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

October 5th, 1946

STAR ECLIPSED IN CBC FIRMAMENT

Effective October 12, the TORONTO DAILY STAR twice daily broadcasts on CBL, Toronto, with the program donated by the CBC, will come to an end, following discussion of the question of free time being given over by the government broadcasting system to the government-supporting paper before the recent House Committee.

In his statement following a recent CBC board meeting, Davidson Dunton, chairman, stated the board felt that any undertaking in this direction going back to the days of the former Canadian Radio Broadcasting Commission had been discarded.

The question of the TORONTO

DAILY STAR free time broadcasts was first raised by John G. Diefenbaker (P. C. Lake Centre) August 6 before the Parliamentary Committee, when it was drawn to the committee's attention that the Liberal Toronto paper was receiving free time to the gross value of \$42,000 annually.

Following a meeting of the CBC board on September 27, Dunton announced that his board had passed an amendment to the CBC White Paper on political and controversial broadcasting whereby parties without representation in the Commons will not qualify for free national network time for broadcasts between elections.

BEER ADVERTISING STATIC

Unconfirmed rumor and wild speculation regarding the possibilities of beer and wine programs being permitted on the air can neither be affirmed nor denied, but it appears evident that, as far as Ontario is concerned, if the provincial government desires to do so, it can relax the regulations without amending the Act.

Last month the CBC amended its regulations so that institutional programs advertising wine and beer may not be used *except* in provinces which permit such advertising.

In Quebec, product advertising has always been permitted without specific restrictions. In British Columbia, Alberta and Manitoba product advertising, subject to certain limitations as to size and matter, was allowed until legislation over such matters was taken over by the Dominion Government with the introduction of their order in council PC 11374.

An examination of the Liquor Control Act (Ontario) discloses that power to grant necessary permission is vested in the Liquor Control Board by a clause in the act which reads: "No person shall, within the province, *unless authorized by the Board*, exhibit, publish

any advertisement or form of advertising of or concerning liquor." It seems reasonable to assume, therefore, that it is within the powers of the board to grant brewers and wine manufacturers permission to use radio programs if it wishes to do so without introducing new legislation.

As far as brewers are concerned, the general impression is that many of them are not particularly eager to use product advertising, preferring to use institutional and public service copy. It is interesting to note that John Labatt Ltd., who have been broadcasting "International House Party" from Buffalo, N. Y., for nearly ten years, have used no "product" copy for over five years, although there is no restrictive legislation in the State of New York.

During the war liquor advertising legislation was taken out of the provinces' hands when the government introduced its order-in-council P. C. 11374, and permitted advertising of a public service nature to help publicize loan and other war-time activities. It is generally believed that this order-in-council will be allowed to lapse at the end of this year, at which time the provinces will be in control.

UNION BACKS CBC

A resolution, which sought to make all radio broadcasting a public utility, was passed by the Canadian Congress of Labor convention held in Toronto last week.

A. L. Hepworth of the Canadian Brotherhood of Railway Employees, speaking in support of the motion, accused the CAB representatives before the Radio Committee of disgraceful behavior. "I refer particularly," he said, "to the statements

made to the committee by representatives of the Canadian Association of Broadcasters, who even went so far as to state that listeners to the CBC's farm forum were not capable of passing an opinion on broadcasting."

Hepworth urged unions to take greater advantage of the facilities offered to them to advance trade union education, by the CBC.

An All-Canada — NBC **FIRST!**

"Reflections"

AN EVENT IN CANADA'S RADIO HISTORY . . . THE FIRST MUSICAL PROGRAM PRODUCED HERE FOR SYNDICATION



Music by Samuel Hershenthorn, Canada's famous Conductor



Spoken Word by J. Frank Willis, Canada's brilliant narrator



Songs by Russ Titus, Canada's popular singing star

THIS show is an outstanding broadcast achievement and features Canadian talent. The supporting cast includes such top names as Quentin Maclean, Jimmy Namara, Lou Snider and John Duncan.

Its format weaves a pleasing pattern of songs everyone knows and loves . . . with special arrangements by Howard Cable and Murray Ross . . . subtly interwoven with the spoken word in poetry and prose.

This all-Canadian production is now available for national or regional sponsorship . . . 104 fifteen-minute episodes.

PRODUCED BY GEORGE TAGGART

ALL-CANADA PROGRAM DIVISION

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



Wrong Number

A housekeeper named Beatrice, was an ardent fan of the after-noon quiz shows, (the ones which make phone calls to the homes and prize the person answering first listening to the show.)

Beatrice, so the VANCOUVER SUN reports, had been listening for some time hoping that someday she would be lucky enough to be called.

One afternoon it happened. The announcer said that they were about to ring a number. At the same time, Beatrice's phone rang. She answered and she heard a question asked, "Are you listening to your radio?"

"Yes" she answered.

"This is the CKNW quiz program," said the voice. But Beatrice was no longer interested. She was going to the show on CKWX.



"No, bang-tail. We said you could sing one number and that's all you sing"

Jerks vs. Braves

Scheduled for around press time is the Community Chest Ball Game in Edmonton between the "Jerks" team, known as the "Jerks" and the CFRN team known as the Braves.

This is a resumption of an annual game which has become a feature in Edmonton and as the release of the games there are two certain things which are both radio stations will get a good amount of it.

The Edmonton Community Chest is bound to win, as all programs go to that worthy cause.

Spot The Bloomers

CKCR, Toronto is airing a program on Saturday nights at 7.30, which gives a prize to the listener who spots the greatest number of inaccuracies, deliberately included in the program.

Ted "My Mistake" the show specializes in inaccuracies, nonsensical statements and untruths. The listener who submits the greatest number of these is awarded a special Columbia Record Album containing eight discs.

CFRB Wanderers

Joan Baird, woman commentator on CFRB Toronto, recently flew to Newfoundland to gather material for her broadcasts.

Joan disregarded the popular superstition of Friday 13, by flying into Newfie on that day.

Wes McKnight of the same station, has been doing some travelling too, having attended the convention of all program directors of CBS and its affiliated stations, held in New York.

U.S. Producer Killed

John Neblett, star and producer of "So the story Goes", currently heard on many Canadian stations, was killed in a crash in his own aeroplane, while flying over the Tam O'Shanter Golf Course, near Chicago.

So far plans for his transcribed show have not been announced. They are released through his own company, Neblett Radio Productions.

Extend Short Wave

Dr. J. J. McCann, Minister of Transport, has announced that transmission from CBC operated short-wave station will be expanded to cover Norway, Sweden, Belgium and Russia. Plans are also being made to broadcast to New Zealand, Australia and South Africa.

Financial appropriation for the Sackville station for a year would include \$475,000 for programs, \$335,000 for salaries and \$40,000 for news services, Mr. McCann said.

Complete RECORDING FACILITIES

for your WESTERN BROADCASTS

- Air Checks
- Delayeds
- Actualities



WRITE OR WIRE

Les Garside

INLAND BROADCASTING & RECORDING SERVICE

171 McDERMOT AV. WINNIPEG

\$500 for \$400!



Yes, every day DOMINION only charge \$400 for \$500 value. That extra hundred is the value of our service, our co-operation and our understanding of your problems—for which we make no charge.

If you don't believe it . . . make us prove it!

Duophonic Transcriptions

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CKCR
A *Bright* STATION
Mr. Advertiser . . .
YOU CAN'T COVER THE \$21,000,000
KITCHENER — WATERLOO MARKET
WITHOUT
CKCR
see
WILLIAM WRIGHT
Victory Bldg.
AD. 8481



Now and then the spike on this desk begins to get topheavy with memoes I have written to myself on matters I've been meaning to draw to your attention. Most of them are not good. Today let's unload the spike.

The top one says, tell somebody to do something about broadcasts which pretend to be news commentaries, but which lead right into a political or other biased discussion supporting the premise of one or another faction in some dispute. Freedom of the air, as I grasp it, does not imply the right to label something news (which is fact) and then add two bits worth for your own side in some controversy (that's opinion.)

While I'm on the subject of news do we have to have commercials read in the same breath and without a pause at the end of news items? It's essentially dishonest anyway, to try to give the impression the commercial is news, it's a weak trick to boot and it gives listeners a great big pain in the cranium.

Next piece on the spike is about women's forums. I hate housewives who discuss world events in a gossipy, over the back fence style which consists of chattering in a high pitched voice salted with frequent giggles. One thing at a time, ladies. Let's stick to our egg beaters.

And I deplore guys who laugh at their own jokes like a three cylinder service club orator. If the gag is good, let it stand. If not, nothing can help it.

Then there must be an antidote for masters of ceremonies who get old before their years by working their introduction up to an ear-splitting shriek and finally introduce some hamburner nobody ever heard of. This is worst of all.

And I protest furiously, according to the next memorandum, against band leaders who yammer maddingly on and on, airily solving world problems with a phrase, instead of making with the baton.

I grieve for the state of the listening public when give-away spots, repeated endlessly through the day, are the chief reason for stations having high listener ratings.

I also object to news announcers who stumble along night after night as if they had a mouthful of hot prunes, fnoofing words, screwing up their pronunciation and murdering the syntax, when I know there are some perfectly clear spoken gents around the same station.

And I deprecate the institution of those characters who graciously consent to be with us tonight, when you know they got a whopping big check for the effort and more than likely snarled at everybody and his dog on the way to the studio.

On top of that, I disapprove of being left completely out of the picture on some program to which I have given my time and attention, while the m.c. laughs heartily at a private joke with good old Joe, who is your friend and my friend, and also on the program, for all the good it does.

And I'm through, if anybody cares, with singing commercials, Joe Miller jokes, dedication to people neither the announcer nor myself ever heard of, microphone athletes who believe their own publicity, and guys who try to make me do physical jerks at 7 a.m. in front of the radio.

I was going to add some recommendations about the C.B.C. department, but what can I do? That clears the spike and some of the pressure off my chest. These things begin to be done on you after a while. I don't want to be a carping critic, so next time we'll play the other side of the record.

Several new staffers have joined CKNW New Westminster for the fall and winter season, including Gordon Reid, formerly district manager of CFRN Edmond, and Hughes who switched from CKNW Vancouver and Ken Hutchinson.

R.C.N.'s cruiser Uganda had frigate Charlottetown were in Alberni recently which gave the men a chance for a technical fest with the ships radio iz.

Victoria baritone Arthur Stringer made his first radio appearance when he opened his fall show "Arthur Stringer Sings" which goes Tuesday at 8 p.m. over CKNW.

The Okanagan Broadcaster is strong at Vol. 1, No. 16, issued from twice a month since the beginning of the year. It's published at Kelowna, B.C. home of CKOV, by Okanagan Broadcasters Ltd.

Vancouver sportscaster Nicholson, assisted by Johnston and Ross MacIntyre, has been handling the lacrosse coverage over CKNW.

Mavor Moore has stepped down as boss at CBR Vancouver. MacIntyre has gone to Winnipeg and he'll be on the prairie press staff.

From Wichita, Kan., general manager of the United States C.J.V.I. Victoria received a teletype appeal to locate a Miss Margaret Crawford, address unknown. The appeal was broadcast at 10:30 had her on the phone to Victoria within the hour.

Ross Mortimer, CJOR program director, is off on a 17 day tour of Toronto and New York, which leaves him temporarily of responsibility of bringing up weeks old adopted daughter.

Chief engineer Ross Whitehead of CKMO came out of the station with a gold watch at the station's annual banquet at Hotel Vancouver. Mrs. R. J. Sprott, president of CKMO, mentioned his outstanding work as she made the presentation. Sales manager Tom Sprotter received a brief case.

Margaret Jestley is currently in charge of CJOR's "Desires of Women", a program which has kept her in close liaison with B.C. women's groups. Miss Jestley also has a weekly speaker from the Local Council of Women, which is the co-ordinating group for women's clubs in Vancouver. Women have reciprocated her than once by coming to the defence of private radio's public service role.

A radio Cinderella story unfolded at CJOR when a young lady in the audience asked after the first Javex "Double or Nothing" broadcast, whether the station was featuring women's voices these days. Oddly, a girl's voice was heard on that very show. The girl, Humphries, got the job.

Legion News

Canadian Legion, through the British Columbia Executive Council, has purchased twenty-six one-hour periods on Vancouver's CJOR for "Legion News." Series began September 22nd in the 7.00 to 7.30 p.m. period.



Our Guest-Speaker is: FRANK GERSTEIN, PRESIDENT, People's Credit Jewellers

"As a national retail merchandizing organization we have found Radio to be one of the most effective and productive means of obtaining consumer acceptance of both our trade name and our products.

"We have found that it pays the retailer, the national as well as local retailer, to use the prestige and the local interest built up by the independent broadcasting stations to advantage. That is why we have consistently stuck to Spot Broadcasting over individual stations, whether in presenting flash reminder messages or full half-hour dramatized programs.

"Spot Radio, together with good merchandizing, cannot help but produce real sales results."



Handwritten signature of Frank Gerstein

FRANK GERSTEIN, President, People's Credit Jewellers

HORACE N. STOVIN & COMPANY

Radio Station Representatives

for these Live Independent Stations

- List of radio stations: CJCH Halifax, CHSJ Saint John, CKCW Moncton, CJEM Edmundston, CJBR Rimouski, CKVL Verdun, CKSF Cornwall, CJBQ Belleville, CHOV Pembroke, CHML Hamilton, CFOS Owen Sound, CFOR Orillia, CFPL London, CKLW Windsor, CKY Winnipeg, CJRL Kenora, CKX Brandon, CFAR Flin Flon, CJGX Yorkton, CKLN Nelson, CFPR Prince Rupert, CJOR Vancouver, ZBM Bermuda

* Represented by us in Montreal only

MONTREAL TORONTO WINNIPEG

RADIO HOME

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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

Editor: RICHARD G. LEWIS
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Vol 5, No. 19

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

October 5th, 1946

Tomorrow's Grown-Ups

The current trend towards "teen-age" and other radio programs for young listeners, is an excellent one, provided that stations and producers continue to give the content of such shows the deep thought they deserve, and also provided they are produced in the language of the age-groups at which they are aimed.

This article will be read during or after the celebration of "Junior Cross Week" across Canada. It is safe to assume that radio stations and their clients will have contributed materially, in terms of publicity, to the end that at least a million of tomorrow's grown-ups will be enrolled. But just as such festal affairs as "Mother's Day" lose their effect, unless the idea lives on through the remaining 364 days of the year, in the same way, one week dedicated to youth is worthless unless interest is kept alive for the remaining 51.

Two major wars in one life-time, and, today, a state of industrial disorder, verging almost on civil rebellion, have not grown up out of the ground. The reason for all these tragedies can be nothing but our apathy. This lack of interest in our fellow-citizens—of Canada—of the world, this refusal to concern ourselves over affairs which do not affect us personally, can only be attributed to our failure to grow up to "One World" ideals. And if the current crop of youngsters follows the same pattern, history's self-repetition in a quarter of a century or so is inevitable.

This generation has a great advantage, in the form of radio, for it is the most powerful instrument of information the world has ever known, and its informative beams can be turned on children before they can read even. But in Canada are we using the radio to the full advantage in our dealings with youth and the future?

Recently the ten year old son of a friend of mine warned me that he had bought anything in the "black market", he'd report me to the OPA. His father, a trifle distressed, asked him why he referred to the American rather than the Canadian price control agency, and he replied: "That's the one you hear about over the radio." Later I learned that the same boy had reeled off the names of the presidents of the United States but had been unable to give the same treatment to the prime ministers of his own country.

Interest in the history and activities of the United States should be encouraged in any youngster. But when American knowledge supplants the knowledge of Canada, it is time to sit up and take notice. Obviously WPTB receives as many mentions on the Canadian air as the OPA. Why then was this intelligent young son of an essentially British household more familiar with the American initials? Should we not either seriously examine our operation of Canadian radio, or else start the machinery rolling for complete absorption by the United States? Before we answer this, ask your son some questions. Find out who are his heroes and his favorite bands. Compare his knowledge of Government with Simcoe and General Custer.

Profit for commercial revenue exceeds all other desires on the part of our nationalized broadcasting system. The importation of fine American programs adds lustre to their schedules. But the CBC's own productions do not attract listeners to any great extent, and consequently fall down in the only way in which the establishment of a nationalized broadcasting system can possibly be justified, that is in the spreading of a national spirit.

It is incumbent upon business—on private radio stations and their owners—to fill in the breach. Granted that an informed youth is the best safeguard against future wars, radio must be harnessed to spread enlightenment. And since government cannot or will not do an adequate job in this regard, insisting on the use of unappealing lectures which serve only to set the dials twirling to the nearest swing band, the business must take a hand in this as it does in everything else. It must see to it that its own interests which co-incide with the interests of every Canadian citizen are protected by a generation of nationally conscious young men and women. While they are still in their formative years they must be instructed so that they will not grow up to fall into the "Can't happen here" and "Let George do it" booby traps, because they have a complete understanding of domestic and foreign affairs, brought to them during their childhood acceptably and intelligently by radio.

The youth work of such non-secular organizations as Junior Red Cross provides a background for such work. Business is the only agency through which such an undertaking can be effectively accomplished.

Editor

The Value of Freedom

The present rash recriminations against radio is playing into the hands of would-be totalitarians, U.S. National Association of Broadcasters President Justin Miller stated in an address to the Rotary Club of the City of New York recently.

Judge Miller suggested that the FCC "Blue Book" was a rich source of material for the unscrupulous unwary who are interested in destroying the free radio enjoyed—practically alone—by the people of the United States.

He said that just as it was the fashion, a generation ago, to belittle Rotary and other service clubs, so is it the fashion today to berate radio. He pointed out a further parallel. Just as Hitler suppressed Rotary in Germany, so did he destroy free radio.

There is a group of people in this country today, he said, which is just as anxious to take over the free institutions of our country as Hitler was to take over the free institutions of Germany; and he identified this group as the Communist Party.

"Radio, press, and motion pictures are in the same boat" he continued "If the government can control one, it can control all. Its powers under the Constitution are no greater with respect to radio broadcasting than with respect to any other medium of communication. The proponents of the Blue Book use the argument of scarcity. But if radio channels are scarce, so is newsprint and raw film. And the fact is that radio channels are becoming much less scarce, what with FM and Pulse Modulation—a fact which is seriously embarrassing the advocates of the Blue Book philosophy. Furthermore, if radio can be censored by FCC, then FX—facimile broadcasting—can be censored. And FX is nothing other than a radio-transmitted newspaper.

"The Blue Book is only one of many criticisms currently directed against radio" the speaker said, "A woman called me recently and complained that people on the radio were saying 'vetran' rather than 'veteran'," he pointed out. "She wanted to invoke the power of the appropriate government agency to cure what she considered an egregious error. Of course she was in good faith. But she didn't realize that in trying to correct so trivial and inconsequential a thing as a slight mispronunciation, she was willing to invoke and acquiesce in the exercise of power that could be the end of free radio, free communication, free government."

Judge Miller concluded by paraphrasing a quotation from Somerset Maugham: "If a nation values anything more than freedom it will lose its freedom. If it values money and prosperity more than freedom it will lose them too."

DX To Russia

The American Government is going to make an attempt to give the Russian people broadcasts of unbiased factual news, as well as other programs, to overcome the strict censorship enforced on anything originating inside Russia.

One of the difficulties faced by the American shortwave broadcasters, is where to originate the transmissions to give the best coverage of widespread Russia. Three sites already mentioned are Canada, Britain and Algiers.

Another weakness in the plan is the fact that there are only 50,000 to 75,000 shortwave receiving sets in Russia, and that many of the owners of these sets may not be interested in anything but the Russian view.

Taking all the difficulties into account, the State Department is still going ahead with its plan because, in the words of W. Averell Harriman, former US Ambassador to Russia: "Radio is the sole method by which the United States of America can speak directly to the Soviet people, free of restraint."

The Fourth "R"

The Columbia Broadcasting System's dramatized education series "American School Of the Air" returned to the air for its 17th year Sept. 30. This year, the network's Educational Division has prepared calendar manuals listing the five a week program, for the thirty week period the program runs. These have been distributed to half a million listeners to the program instead of just to teachers, schools and educational organizations as they have been in previous years.

The manual lists the 150 programs to be heard in the five concurrent series with brief descriptions of each. The times and titles of the series are:

Mondays—"World Neighbors"; Tuesdays—"Gateways to Music"; Wednesdays—"The March of Science"; Thursdays—"Tales of Adventure"; Fridays—"Opinion, Please."

The week of March 3, 1947, will be known as "Canada Week" in the broadcasts, and the programs will originate from the Montreal and Toronto studios of the CBC.

WE'RE

"*Tout oreilles*"

IN QUEBEC...

What's Your Message?

"My name is Philippe Vaillancourt, lawyer in a large city. I endorse that statement, that Quebecers are, as you say, 'all ears' . . . eager for any information that contributes to our rapidly soaring standard of living. When we shop (in my case, for cigarettes, all kinds of apparel and various luxuries) we ask for the brands we have heard advertised on the radio, over our own station, CKAC."

They have a keen sense of value, these alert Quebecois! They spend annually over \$800,000,000—and on the best available products! Take advantage of French Canada's enthusiasm for radio listening! Advertise your product in their own language, via their own radio station, CKAC (since 1922)—and your message will reach a huge and wealthy market!

Write for full details, today.



CKAC La Presse, MONTREAL
Affiliated with CBS

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

HERE'S WHAT PRIVATE ENTERPRISE HAS DONE for Canada, and Canadian radio!

CKAC of Montreal, great and independent, pioneered in 1922—today produces a large proportion of Canada's top shows . . . sponsors exclusively Canadian talent and has introduced most of French Canada's celebrated stars . . . covers the most populated part of Quebec . . . enjoys an almost fabulous popularity. Your product, promoted over CKAC, will benefit apace!

Ontario Panorama

On September 27 "Ontario Panorama", Willards Chocolates Ltd. Show, featuring Alan Savage and Gordon Sinclair, returned to CFRB Toronto.

"Panorama" was first heard over CFRB in 1943 as a sustaining feature but within a few weeks sponsorship was taken up by Willards. At that time it featured interviews with leading newspapermen in the studios. However the 1944-45 season saw it hit the road. Since then it has visited 54 towns and villages and travelled some 9,000 miles, all within 200 miles of the studio.

During last season, 336 people were interviewed, with \$2,700 being given away to worthy causes in the towns and \$6,000 left behind in gate receipts. All this is devoted to local charities.

Farm Forum Returns

With more than the 1340 listening groups which participated last year slated to take part this year, the CBC's "National Farm Radio Forum" is scheduled to return to the airwaves October 28.

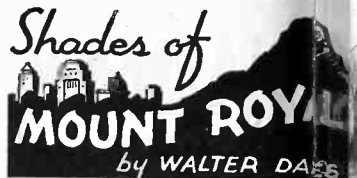
The program is based on the efforts of the farmers to have agriculture recognized as an equal of the other industries. The series this year will be titled "The Farmer and the Future" and the chairman of the shows, at the request of the groups, will be Orlo Miller, Canadian Newspaperman and author.

The program is a joint educational project of the CBC, the Canadian Federation of Agriculture, and the Canadian Association for Adult Education.

Play or Pay

Big mail-pull is claimed by CKLW, Windsor for its "Play Or Pay" show featuring Wally Townsend at the piano and Betty Barr as vocalist.

Format for the show calls for requests from listeners for songs and if Wally or Betty can't sing or play them, the listener is awarded a Westinghouse iron.



CKAC nearly ousted Tryg Lie from the news columns when the HERALD headlined, "Billie Bingham's Radio's Zingo."

Lie had merely addressed the ILO, whereas CKAC had broadcast a Zingo game which, in the opinion of the morality squad, corrupt the morals of listeners.

The police raid on CKAC is a long story. TIME, September 25, twitted Montreal's morality squad for ignoring bookies, bilbo and botte and picking on amateur bingo games run for Church charities. TIME noted that station CKAC was quick to provide a radio substitute for bingo, offering a prize for the winner. On September 25, right after CKAC broadcast its Zingo game, sponsored by La Ferme St. Laurent Limite, a morality squad walked into the studios and seized the scorecard, a Ferris wheel with numbers, ping pong balls and a large board where serial numbers of cards were duplicated. Some 45,000 of the cards were in radio stores throughout the city, where they were listened in!

Pacificque Plante, prosecuting attorney, claimed this was not a game and explained that: "We have certain doubts about the legality of the game and in order to determine whether it is legal or not we will present the evidence to a court." The Herald, however, considered it "one of the most unusual police seizures ever carried out in Montreal in connection with lotteries."

Certainly the entire episode given CKAC a blast of publicity and is not likely to harm its popularity, with listeners who consider this police action a joke. In Montreal a morality squad which concentrates its efforts on Bingo or Zingo while practicing ignoring much lustier serpents the garden has risen to new heights of something or other. Public sympathy seems to be completely for Julien Riopel, producer of the game, and Conrad Giguere, the sponsor's representative. Both received summonses after these seizures.

Montreal radio stations and their men are providing plenty of opportunities for the newsmen these days. Bill Stone time buyer at Stevens & Scott, Ltd., made good copy for the Standard last week, when he managed to fly a powered plane from day. The stunt was easy for one who has been a glider pilot for some time.

Last issue we reported the rumor concerning the proposed Nolin Trudeau-Yves Bourassa partnership in "French Advertising Services." That organization is now functioning, and is housed at 1516 Mountain Street, telephone MARquette 7783. Already Bourassa has taken over production of the French network version of the A. Oil Show.

Briefs: Wilf Dippie, Radio stage-managing the zippy Feather Review for John and Len Wheatley. Visiting Ted Campeau, CKLW. Windsor. Vic Grey, Harold F. Stanfield, Saint John . . . Wm. Wright George Arnot, of Toronto . . . Bill Taylor, CKSF. Cornwall. of town Mary Moran, White Broadcasting Ltd., visiting in New York. Giuseppe Agostini, conducting the Jim Allard, Radio Bureau, will holiday next week together with his Alice and daughter Sandra.

CKNW
GIVES THE MOST
ON THE COAST
CKNW
NEW WESTMINSTER, B.C.

STANDING ROOM ONLY



When the CKNX Barn Dance and Lion's Head, 133 miles from Wingham, the boys had to do two performances and then were unable to accommodate all the people. The picture above gives a clear idea of the extent to which the program was stirred. This Saturday program which has been running at the Wingham station for over three years, with time sold to local

and national sponsors on a "Breakfast Club" basis plays a different town in the station's five home counties each week throughout the summer months. Admissions are on a paid basis, and the "Ranch Boys" hit the Jackpot when they played Moorefield to a paid audience of 1,300, which is just about double the population of the town.

Garside Heads 'Peg Sales and Ad Club

Leslie Garside, managing director of Inland Broadcasting and Advertising Service (CJGX, Yorkton, SK, and CJRL, Kenora), and a director of Lawson Richardson Publications, has been elected the new president of Winnipeg's Sales and Advertising Club. Garside and his new executive were elected unanimously at the third annual meeting of the club, held recently in the dining room of the Hudson Bay Co. Ltd. retail store. Garside is the club's new executive, and will help Les with his ambi-

tious plans for the coming year: Immediate past president, V. I. Cowie, Great West Life Assurance Co., Ltd.; Vice-president Harold A. Plant, Swift-Canadian Co. Ltd.; treasurer, Waldo Holden, of CKRC, Winnipeg, secretary, George A. Wood, Public Relations Counsel; directors, S. L. Bowley, Western Publishers; W. E. Gray, T. Eaton Co., Ltd.; R. C. Haller, Building Products Ltd.; R. J. Horton, Country Guide Limited; L. R. Phillips, Burns, & Co., Ltd., and T. O. Peterson, Investors Syndicate of Canada Limited.

Radio Of Tomorrow

The Canadian Radio Technical Planning Board met in Ottawa Sept. 18, to plan recommendations to the Dept. of Transport as to the allocation of frequencies for the various services requiring them.

The Board, under its president, R. M. Brophy, is made up of 16 non-profit associations, representing practically every field in which electronics are used, from radio stations to bus companies and industrial plants which plan using electronics for heating purposes.

"It is our duty," the president explained, "to try to avoid the situations which already have arisen in some countries where the space allocated some time ago to certain services now must be re-allocated—with the resulting necessity of costly conversion or replacement of existing equipment. In the Canada of tomorrow, such services as police, forestry, railway and medical will all be utilizing electronics to a far greater extent. These, together with an unlimited number of services and uses, must all be reconciled and fitted into a pattern for tomorrow."

It is not expected that the Board will make any definite recommendations immediately, but they hope soon to be able to make their recommendations to "Transport" for that body to consider.

SHOW BUSINESS
by G. A. Taggart

It Makes A Difference...

THE Agency and the Sponsor buy radio shows to attract audiences so that they may tell them about their products or services. The responsibility of the Radio Production House is the moulding of the show into a form that will draw and hold capacity listening audiences at the lowest cost per listener.

BY actual 1945-46 survey, a Taggart-produced nighttime musical show consistently had more listeners than any other nighttime musical produced in Canada... and by a considerable margin. There are many other instances of Taggart-produced shows getting above-average results.

ASK us about some of the outstanding package shows we have available for sponsorship this season. You're under no obligation and you owe it to your agency and your clients to find out what the Taggart office has waiting and ready to roll up above-average ratings and sales for you.

165 Yonge St. Toronto
ADelaide 8764.



Johnny Greco vs. Dave Castilloux at Montreal

QUICK REPORTING GOT QUICK RESPONSE
from Listeners

B.U.P.

Provides major coverage of major sports events

"SPEAKING OF SPORTS" one of our daily features, wins sponsors for B.U.P. stations

BRITISH UNITED PRESS

231 ST. JAMES ST.

MONTREAL

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

CKOV

LOWNA ★ Okanagan BROADCASTERS LTD.

5000

Watts



Now

NORTHERN ONTARIO'S

HIGH POWER STATION



Installation and Proof
of Performance
Completed



CKSO SUDBURY

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

Workshop Has Wide Appeal

CHML, Hamilton's, "Radio Workshop" scheduled for premiere on October 6, has had a great response to its call for dramatic scripts from amateur writers.

50 scripts have been submitted from as widely scattered points as Langley's Prairie B. C. and a small fishing village in Cape Breton.

Earle Howard, director of the show says: "although most of the scripts we have received lack polish, they indicate an unmistakable flair and talent by Canadian writers. It is interesting to note the considerable number of amateur writers who have had the gumption to try their hand at experimental or otherwise unorthodox scripts," he added.

Although the pay for the scripts is not great, it is believed that by producing aspiring writers' plays and offering them an opportunity to experiment, encouragement will be afforded to amateur writers.

A group of satires by Howard will be broadcast, in addition to the other scripts by the 75 actors gathered by the station.

U.S. Licenses

So far this year the FCC according to "BROADCASTING" has issued station permits to the tune of 1,319 AM, 580 FM and 35 TV.

**FOR SALES RESULTS
INCLUDE CJOC IN
YOUR APPROPRIATION**

CJOC

Lethbridge, Alberta

GOING TO 5000 WATTS

GUN FIRE RECORDED



When the Algerine class mine sweeper "H.M.C.S. Wallaceburg" recently visited Toronto to take aboard more than 100 Sea Cadets of the Navy League of Canada, two CBC engineers went along to record interviews and the sounds of gunfire for the CBC sound effects library. Below deck, as the ship's crew fired at Kite and smoke float

targets in an isolated part of Lake Ontario, engineer Tom Kioumis prepares to cut a record of the gunfire while sound effects engineer Harold Symes looks on. "H.M.C.S. Wallaceburg" was the first ship of the RCN (R), carrying the white ensign, ever to sail the salt water of the Atlantic to the fresh water Great Lakes.

Merchants Sponsor Ball Game

Shallow Lake, Ontario, is only a small village of 315 population, but through the merchants banding together and through the co-operation of CFOS Owen Sound, they were able to hear a complete play-by-play broadcast of their baseball team's game in the Ontario Intermediate play-downs held in St. Thomas.

To broadcast the game, required paying the costs of twin lines to St. Thomas and then laying a quarter of a mile of special wire to the ball park. These costs came to \$200 and the merchants of Shallow Lake (there are only seven of them) came through with the money and so were able to hear the broadcasts by Bill Bane, and Ralph Snelgrove, respectively sportscaster and manager of CFOS.

Commercial Radio For India

According to Peter de Peterson, vice president in charge of the Walter Thompson Co. Canadian office, commercial radio is a new way in India.

The difficulties he cited were the lack of stations. There are only a few and the lack of receiving sets, being perhaps 300,000 at the present time.

One of the advantages radio offers over any other media in India, as pointed out, is the high percentage of illiteracy.

During the war, the people of India were there heard, and liked the Armed Forces Radio Service, which had led Mr. Peterson to believe that the States and he feels that transcriptions would be the answer.

CHNS BULLETIN BOARD

CHNS

HALIFAX ● NOVA SCOTIA

ALWAYS ON THE DOT!

NOW ADVANCING TO

5000 WATTS

REP: THE ALL-CANADA MAN

960 ON YOUR RADIO



One of my hates has always been to misspell a name or any word. But when I say Jean Dickenson is appropriately called 'the nightingale of the airwaves', I feel quite right in both cases. Her name is spelled correctly—I know because I asked her and she sings like a bird than any coloratura soprano I've heard.

When did I see her? Montreal—Jean Dickenson was guest on the opening broadcast of Borden's "Canadian Cavalcade" and she did for herself and the program. You have to be good to be a Metropolitan Opera star and to have a feature spot on "Album of Familiar Music." That's the reputation Miss Dickenson has built.

Thanks to Mr. Jack Lawrence, Director of Advertising for the Borden Company, and to Clifton Swart, producer, I was among the audience at that broadcast. Much credit goes to 'Clif' for the production and direction of a truly flight show. Incidentally Young Rubicam's representative Bob Simpson, was very much on the spot after his lengthy illness in hospital.

"Canadian Cavalcade" must be a much-listened-to show for its range in variety of artists. This broadcast featured Jean Dickenson, guest vocalist, Dixie Dean, formerly an accordionist with the New York Show, a lady who had built a house of mud and a Greek boy who related conditions in his native country. If this isn't variety and oddity, I've never heard it.

All guests on this show were interviewed by Cy Mack. Cy filled the announcer's role on previous years' broadcasts and did his usual good job. Commercials were all handled by artists who are stars in their own right—Pauline Ranie, Barbara Kelly, John Dinie, Howard Milson and Berni Braden. Musical selections were arranged and conducted by Harvard Cable.

The hour's post broadcast show was well worth the price of admission to any vaudeville house. It's customary for an accordion player to give out with something fast and snappy. Dixie Dean went to the other extreme by playing Gounod's "Ave Maria" exceptionally well. Together with Cy Mack, the hilarious Emcee of "Share the Wealth" Stan Francis did a pantomime act that brought the house down. Magician Giordmaine did everything from pouring water out of empty containers to pulling a live rabbit out of a silk hat. The show was climaxed by ordinary songs sung in an outstanding manner by Jean Dickenson who was accompanied by Leo Barkin.

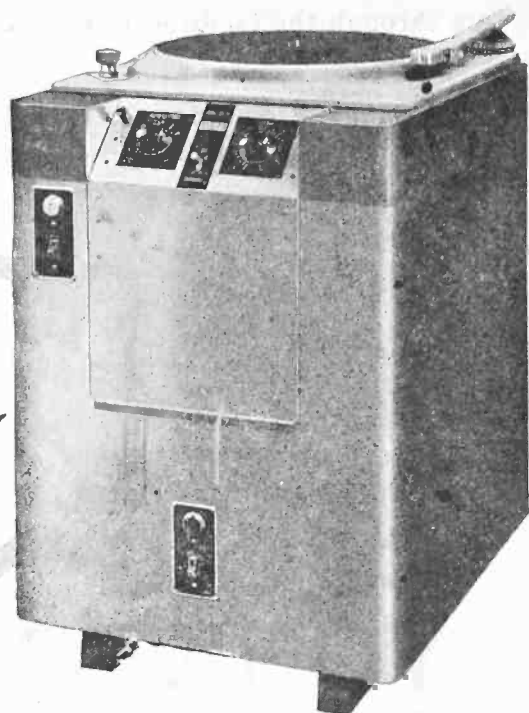
One of my favourite pastimes is attending an audience show and watching the reaction on the audience. A few weeks ago I saw Cy Mack's "Share the Wealth" in the company of three other people ranging in ages from ten to sixty and we agreed we'd go back again sometime.

From the moment Emcee Stan Francis and announcer Cy Mack stepped on the stage for the pre-show, the audience was in their piper and enjoying their gags.

MARCONI

Check the operating features of these . . .

Complete, self-contained **TRANSCRIPTION TURNTABLES**
MODEL CB-10 and CB-7



Model CB-10
Also available: Model CB-7B

IT'S all here, in one compact, attractively styled unit which can be utilized anywhere in your station.

PREAMPLIFICATION

A three stage amplifier and separate power supply is mounted inside the cabinet; filter switch on the sloping control panel selects from five different frequency response curves. Ample gain is available to feed other circuits having input level requirements up to minus 20 VU.

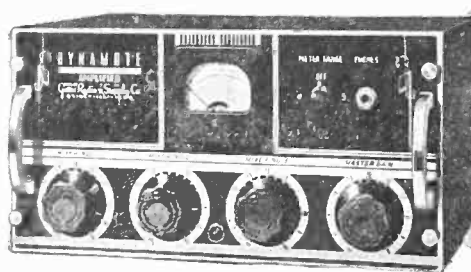
eliminating the need for using the monitoring facilities in the station for such purposes.

TURNTABLE CHASSIS

Aluminum platter is supported in a cast bronze bearing by a ground and polished steel shaft. Rubber pad running underneath bottom edge of base casting absorbs any mechanical noise. Convenient shift knob assures quick speed changes.

CUEING FACILITIES

Output may be fed to an external amplifier of any quality merely for cueing the record



...and of this **DYNAMOTE REMOTE AMPLIFIER**

This unusually compact *three channel* portable amplifier measuring only 14½" x 7" x 8" mounts in a neat aeroplane-type carrying case together with its associated power supply, the complete unit weighing only 37 pounds.

- **FREQUENCY RESPONSE** — flat in 1 db from 50 to 12,000 cycles.
- **DISTORTION**—less than 1% at plus 6 VU.
- **OVERALL GAIN** 93 db.
- **NOISE LEVEL**—50 db. below normal programme level
- **POWER OUTPUT**—plus 14 VU at 1.0% distortion.

Provision is made so that the amplifier will operate from batteries if alternating current is not available.

Standardize on Marconi for all your station equipment. It means a smoothly integrated installation—brings you the benefit of Marconi's close cooperation in planning, modernizing or extending your station.

CANADIAN MARCONI COMPANY

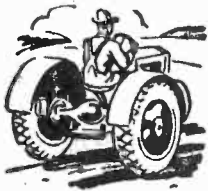
Established 1903
Marconi Building Montreal
Vancouver, Winnipeg, Toronto, Halifax, St. John's Nfld.

MARCONI - The Greatest Name in Radio

Ask the man who lives there!

103 Local Merchants in Yorkton and district, are this month reaching their customers through the facilities of CJGX.

The complete coverage of CJGX in this market makes it an outstanding buy for radio advertisers.



TO REACH THE RICHEST GRAIN AND MIXED FARMING DISTRICT IN THE WEST USE:

C J G X YORKTON

WESTERN CANADA'S FARM STATION

Dominion Network

Representatives:

HORACE N. STOVIN & CO.

Toronto

Montreal

Winnipeg

MANITOBA'S MOST POPULAR STATIONS!

CKY on the Trans-Canada Network and CKX on the Dominion Network give you complete coverage of Manitoba's large buying audience.

Are you receiving our monthly booklet, "Manitoba Calling?" We invite you to send for a copy today and read the latest news of programs and schedules over CKY Winnipeg and CKX Brandon.

CKY

WINNIPEG
15,000
WATTS

CKX

BRANDON
1,000 WATTS

EXCLUSIVE SALES REP.:

HORACE N. STOVIN

TORONTO, WINNIPEG, MONTREAL

Technicolumn by G. R. MOUNCE & E. W. LEAVER

A question and answer column conducted by two radio engineers who invite readers to submit their questions. The editor reserves the right to print any letters submitted, or to refrain from printing them. Personal replies will be sent if a stamped self-addressed envelope is enclosed. Anonymous letters are not acceptable either for publication or for reply. Address "Technicolumn" Canadian Broadcaster, 371 Bay St., Toronto.

In this issue of Technicolumn, we shall discuss briefly the fundamental principles of the more common types of microphones which have been and are being used for broadcast work.

The various types of microphones may be classified in terms of the underlying principles on which they operate. These principles are: variable resistance, variable capacitance, piezo-electric effect, and magnetic induction.

The carbon microphone used in the early days of broadcasting and in the telephone is the best illustration of the variable resistance type. The variable resistance element in this case is a mass of small carbon particles. A diaphragm exerts a pressure on the granules which varies with the variation in air pressure due to the sound waves. The voltage produced is proportional to the displacement of the diaphragm and hence to make the output voltage independent of frequency the mechanical system must be stiffness controlled. Thus the resonant frequency of this system must be above the highest frequency to be reproduced. The carbon microphone is characterized by a high output level, poor signal to noise ratio and susceptibility to mechanical vibration and position.

The condenser microphone displaced the carbon microphone because of its better signal to noise ratio and frequency response. In this type of microphone a diaphragm vibrating in accordance with the sound waves varies the capacity between itself and a fixed plate. The output voltage is proportional to the displacement of the diaphragm and hence the mechanical system must be stiffness controlled. The operation depends on maintenance of a constant charge on the plates while the capacity varies. In order that the low frequency response should be satisfactory, a very large resistance across the microphone is required.

The piezo-electric effect of certain crystals, usually Rochelle salt crystals, is used in the crystal and sound cell types of microphones. The sound waves exert pressure on a single crystal through the medium of a diaphragm or directly on a bank of crystal units. As in the carbon and condenser types the induced voltage is proportional to the displacement and hence the resonant frequency of the mechanical system should be above the transmission band. The output level from microphones of the crystal types may be quite high but if it is the uniformity of frequency response over the transmission band is usually fairly poor. The sound cell type is much less susceptible to vibration than the simple type.

The induction of a voltage due to moving a conductor or coil in a magnetic field or varying a magnetic field is employed in the ribbon and dynamic microphones as well as in the variable flux type which has a diaphragm or armature of magnetic material. The

latter type is not used commercially. In these microphones the induced voltage is proportional to the moving element. In the dynamic microphone, as in all the other microphones discussed above, the force on the diaphragm is proportional to the pressure. In order that the induced voltage should be independent of the frequency the mechanical system must be resistance controlled and hence resonance effects must be minimized.

The usual velocity or ribbon microphone operates on a somewhat different principle in that the force on the moving element, the ribbon, is proportional to the pressure multiplied by the frequency rather than the pressure alone. As the induced voltage should be independent of the frequency, the response of the ribbon should be inversely proportional to the frequency, or mass controlled. Thus the resonant frequency of the mechanical system should be below the lowest frequency of the transmission band.

The ribbon and dynamic types of microphones are characterized by a low output voltage at low impedance so that a matching transformer is required to step up the impedance suitable for working into a speech amplifier.

To Film Radio

Hollywood has announced the picture planned to portray the history of the radio industry with the title "Magic In the Air." Screenplay for the flick is to be written by Emmet Lavery author of the Broadway success "The Magnificent Yankee."

BOOKS BY MAIL

(Post Free if cash enclosed with order)

SIMPLY SEND
TITLE, AUTHOR &
PUBLISHER IF
POSSIBLE

"RADIO'S SECOND CHANCE"

Chas. A. Ripmann
\$3.00

"CANADIAN RADIO YEAR BOOK"

\$5.00

"RADIO ADVERTISING FOR RETAILERS"

Professor C. H. Sandage
\$5.00

Columbia Broadcasting System
"RADIO ALPHABET"
An 85-page illustrated glossary of Terms of the Trade
\$2.00

"RADIO WRITING"
Max Wylie
\$4.50

BOOK DEPT.
Canadian Broadcaster
371 Bay St., Toronto



has the PROMOTION YARDSTICK

...To guarantee continuous promotion, plan it and distribute it fairly among all CKWX program sponsors.



Ask the ALL-CANADA MAN

U.S. BLAZES WIDE TRAIL IN TV

A Warning to Canadian Radio That Uncle Sam is Off To Head Start In Television

By CHARLES H. W. ROWAN
former NBC & Mutual Information Man

Although there has been a hold-back of the reconversion of FM senders and receivers south of the border, the popular demand for FM will increase steadily as people gradually turn their attention from those six years of unhappy turmoil.

One thing has always been characteristic and true about popular demand in the United States. When the people get on the proverbial "band-wagon" for any given thing, the powers that be realize that they soon must give the public what it wants or else. For commercial reasons, if for no other, because Mr. and Mrs. John Public are mighty good customers! Need it be said, that the customer is always right?

The years 1940 and '41 saw many FM receivers find their way into American homes, and it is only reasonable to assume that once a forward step like that has been taken, a movement like that is started by public demand, nothing is going to stop it.

And this very same reason can be applied to television.

As far back as 1940-41 people were already beginning to look into



Photographed by the author, the NBC TV camera goes to work on the internationally famous Jane Froman

the future of FM and its possible adaptation to television.

FM will definitely improve the quality of sound reception—and it is not difficult to imagine that the same principle could be successfully applied to visual reception as well. This would result in a steadier screening of images on TV receivers by reducing visual distortion just as FM reduces auditory distortion.

In 1942 the United States government took over supervision of television as a temporary security measure during the war.

Now, television has been restored to its rightful and proper ownership—the companies who spent great sums in research and development of this new medium of sight and sound.

The National Broadcasting Company, for one, spent about three million dollars, up until 1941. The Columbia Broadcasting System went along at a similar pace, but with a forward step in the development of Color television. They've done an excellent job of it, incidentally.

ABC and Mutual, have not as yet undertaken their own TV research, but ABC has plans, though still somewhat in the blueprint stage. They have been utilizing the facilities of Dumont Television, in New York. Mutual's key station, WOR, New York, has done similarly in the past. So it can be expected that when TV gets going in a big way, they will have to follow the parade of their big brother competitors.

Farnsworth Television and General Electric are other independent facilities like Dumont (none are directly connected with any of the networks), which are going ahead with the field.

That's how the line-up stands in the United States at the present, NBC, CBS, Dumont, Farnsworth

and G. E.—all leading the field pouring out their money, enjoying their best facilities and aiming to the development of what was once a fanciful dream of the future—are making it a reality of the present.

It's a combination of these things—competition, the race for supremacy—against time—that make for perfection: and it gets things done in a hurry. Moreover, in an individual, private, corporate business, time is regarded as money, and when big investment is involved, the time essential becomes the prime factor. If things do not progress with an appreciable amount of speed, they do a little investigating—and many times are forced to hold a telestaff fire-sale to stimulate things.

Nothing New About TV

Actually, television has almost perfected for many years anyone who junketed to New York for a holiday five years ago happened to take one of the vision tours in Radio City, you know that.

NBC was already carrying scheduled telecasts to parts of England, and as far south as Virginia.

When anyone asked, after watching a telecast—"why isn't this being done on a coast-to-coast basis?", the answer given at that time was related to a rather expensive technical problem.

Television waves fall horizontally at a distance of about a hundred and fifty miles from the point of transmission, making reception beyond that point—impossible. The only recourse, at that time, would have been to construct relay transmitters at intervals of 50 miles. This was regarded generally as too costly an operation.

An example can be given in fact (and this is on the record) that in 1937, a trans-ocean telecast took place between London and New York, originating from the BBC in London. (It might be mentioned here, parenthetically, that the BBC is not letting any grass grow under its feet with respect to TV development.)

This particular telecast was demonstrating merchandise to a buyer in New York. The quality of the telecast was regarded as very good.

The reason for this uninterrupted reception is that when television waves are directed over water, the water's surface acts as a sort of mirror reflecting the TV waves skyward.

Up in the stratosphere at

“TO EACH HIS OWN”
THE COMMUNITY IS
SERVED / AND / SOLD BETTER
BY SPOT RADIO

ask us
about spot
broadcasting
on these
Stations



OKNW NEW WESTMINSTER
CJAV PORT ALBERNI
CKPR FORT WILLIAM
CKTS SHERBROOKE
CHGS SUMMERSIDE
CKMO VANCOUVER

CKCH HULL
CISO SOREL
CKCV QUEBEC
CFCN CALGARY
CJOB WINNIPEG
CFRN EDMONTON
CFQC SASKATOON

at twenty-thousand feet, there is what is less technically known as "hard" or "top-layer." It's this peculiar phenomena that deflects TV waves downward again to the earth's surface. Thus, by a vertical "zig-zag" process, trans-water-telecasts of unlimited distances are possible; and the TV waves proceed forward to their point of reception.

Obstacle Removed

Getting back to the over-land problem, the new co-axial cables have probably supplied the answer. In the United States, the machinery is already at work, laying co-axial cables which will serve and combine the facilities of many different types of communication. It will mean fast exchange of long-distance telephone calls, instantaneous-switch between key radio stations for network control of broadcast facilities, and, last but not least, it will serve television.

Commercial Potentialities

Many motion picture houses in New York have long been prepared to carry telecasts as an adjunct to their regular cinema programs.

It is significant and interesting to note: that in connection with last summer's Joe Louis-Billy Conn championship bout, that 20 million fans were asked for the motion picture, broadcasting and television rights. This is the first time that television has ever been included, or even had so much as an honorable mention in such an undertaking, joining the big media of sight and sound.

Will Soften Commercials

It doesn't require a whale of a lot of imagination to visualize how a commercial telecast can and probably will be handled.

Many limitations of conventional radio will be overcome.

The chances are that this new medium will lend itself to a quiet subtlety of approach, with respect to advertising a given product. One objection that some people seem to have is that they regard radio today as being over commercialized.

Like any one of the familiar products advertised on US programs for example.

With television, the show will probably open with the usual musical intro, and an announcer or emcee will probably say: "this is the Chesterfield cigarette program, with music that satisfies." And instead of the customary commercial break, someone in the course of the telecast would nonchalantly pull a package of the product out of his pocket (the TV camera moving in for a close-up) and light up. Then, probably someone else would ask him for one, explaining that it happens to be his favorite brand. And in ONE QUICK LINE—telling why he prefers Chesterfields.

This would be unusual and amusing to the audience, which couldn't possibly feel that the advertiser was plug-ugling the product down its throat. With this new medium of sight and sound, the attention of the telecast audience will be so absorbed in the action on their screens, that commercials like this will slip naturally into the sequence of events.

With present-day radio, the ear is inclined to be too critical and has to bear all of the reception, making the little things that it considers objectionable, stand out.

Last spring in New York, NBC interrupted its telecasting for two months to alter its frequency to greater and clearer channels, hoping thus to spur the swing to television.

There can be no doubt about the enthusiasm of operators in the radio field toward television.

In New York, quite a number of the key-men with the networks have eagerly given up their responsible jobs to form a Television Guild.

This Guild is designed to round-up dramatic, musical and other talent with TV potentialities. These artists are being signed into the Guild as members, for placement in telecast shows. Out of this, the Guild gets a percentage of the talent fees for operating costs, plus a large kick-back from the advertiser as clear profit.

The TV Guild will eventually hire writers and production men to produce and package its own shows and sell them to the agencies.

Some of the first undertakings on the agenda will be fashions.

Many of these fashion shows have already been booked for several months and fashion designers and consultants are presently at work with the Guild, outlining the programming.

On the technical side, there is considerable and serious speculation, that when TV begins to operate on a full-time or near to full-time schedule, the shows may be filmed in sound at dress rehearsal and run-off from sound-film at the scheduled telecast time, just like the way in which sound transcriptions are used today.

It's possible that there may be some objection raised to this method, because of a possible lapse of audience appeal. But then again, it may not make any difference. Just how it will be regarded by Mr. Petrillo and his musicians' union is

obviously a moot point.

The favorable aspects of this system would, first of all, insure perfect production without flaws and good pacing of a show.

Moreover, it would permit the talent to be elsewhere where their actual appearances were absolutely necessary.

But in all probability, this will have to be carefully felt-out for public reaction, for the final decision, with possibly a reasonable compromise of the two features employed.

It would be well for Canada to turn an attentive eye to the TV development across the line, and make plans for getting in step with its progress. Unquestionably television is arriving, and with it, we shall witness one of the milestones of the century.

SHIRRIFF'S LIMITED
"FUN PARADE"
 (½ hour weekly)

Selects

630 Kc.
CKRC
DOMINION NETWORK

WINNIPEG

- and Here's Why!

CKRC is steadily gaining
 in listener preference and
 Dollar for Dollar is---
CANADA'S BEST RADIO BUY

Representatives
CANADA: ALL CANADA RADIO FACILITIES
U.S.A.: WEED & Co.



CJCH

"Your Good Neighbor Station"

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

Fast moving Popular Shows

that add

VARIETY AND SPARKLE TO YOUR PROGRAMMING WORLD LIBRARY

The Finest in Transcribed Entertainment

The WORLD LIBRARY SERVICE gives you BIG NAME Artists at their best.

WORLD VERTICAL CUT, Wide Range Recordings that insure faithful life-like reproduction of every note and word of a song.

WORLD CONTINUITY SERVICE—84 expertly written scripts for 33 outstanding Shows weekly, designed to build TIME SALES.

Write today for complete details on the WORLD PROGRAM SERVICE. You will be pleasantly surprised to learn how easy it is to get this leading Library Service for your Station.

A Few of the Many WORLD ARTISTS at your service.

- David Rose
- Andrew Sisters
- Milt Herth Trio
- Erno Rapee
- Dorothy Lamour
- Nat Brandwynne
- Les Brown
- Johnny Long
- The Jubilaires
- Jimmy Wakely
- Lani McIntire
- Ethel Smith
- Jesse Crawford
- Rudolph Ganz
- Jerry Sears
- Charlie Spivak
- World Light Opera Group
- Alfred Wellenstein conducting
- The Los Angeles Philharmonic Orchestra, etc., etc.



11-6-8

Northern Electric COMPANY LIMITED

25 BRANCHES ACROSS CANADA
DEPT. 918, 1261 SHEARER STREET, MONTREAL, QUE.



OTTAWA

Letter

by JIM ALLARD



Canards die hard and misinformation is easily spread. Take two prize recent examples in the field of radio. **Example one:** We quote from a "report" in the Ottawa Citizen of September 14th, written by A. J. Hume, one of that newspaper's Parliamentary correspondents.

Mr. Hume "reported" as follows: "There was a lot of talk last session in Parliament about the Canadian Broadcasting Corporation, private stations and private enterprise, etc. Several Progressive-Conservative members, individually, urged that the authority of the CBC be greatly curbed and that private stations, correspondingly be given greater scope. The attitude of the opposition, though Opposition Leader Bracken did not say so, showed a marked departure from the plain, bold policy laid down by Rt. Hon. R. B. Bennett, as Prime Minister, when the Canadian Radio Act was first passed in 1932. Of course, the right of any leader, or any party, to change an earlier policy on any important question is not disputed. But, in the event a party policy is changed, surely it would be but simple, straightforward political leadership to come out frankly and say so. It is recalled that, while the last annual meeting of the Progressive-Conservative Association passed a resolution favoring elimination of the current \$2.50 annual radio license fee, no new broad policy as to public ownership and control of radio being modified, or abandoned, in Canada was laid down. If CBC is to be criticized, it would seem that it would be on the ground of not having proceeded in the past fourteen years, to take over private stations rapidly enough, as fully provided for in the first act. In the very nature of things, the air cannot be free. It has to be regulated and controlled, or else there would be chaos. It should be remembered, too, that a gold mine can be a gold mine, or a steel plant, or a private radio station! Private radio stations may have their place in the purely local field, but the broad public interest would seem to be much better served with radio being owned and controlled by the public itself."

Now Mr. Hume's little lecture to the PC's is something strictly between them, and none of our affair. And some parts of his "report" are matters of opinion, and everyone's entitled to his own opinion. Even though it might be better to label it as opinion and not try to give the impression of a factual report. But in point of fact: (a) no-one at the last session of Parliament "urged that the authority of the CBC be greatly curbed and that private stations correspondingly be given greater scope". (b) no-one has ever argued that there shouldn't be regulation and control of the air to prevent "chaos"—regulation by a public body is a course of action both CBC and CAB are on record as favoring, though they may differ about which public body. (c) No-one to our knowledge, in or out of the last session of Parliament, argued against network ownership and control by CBC. (d) That hoary canard about radio stations being "gold mines" was very effectively and conclusively disposed of in evidence given before the 1946

Parliamentary Committee on all by the CAB brief and to extent indeed, by certain pon of CBC presentations. Both ese briefs were available to Mr. time in the course of his regular cles, and to all other Parliamentar cor- respondents, but obviously Mr. Hume didn't take the trou to read them.

Example Two: A Canadian resse dispatch reports that the Gerall Council of the United Churc of Canada passed on September 9th a resolution worded as follow (in part) "... whereas the CB (has issued a regulation (letter 36) concerning broadcasting by dill-eries, breweries and winies which will become operative any province, and permit the adwtis- ing of beverage alcohol; be re- solved that the General Coun the United Church of Cana strongly protests any such are- tising, and calls upon each prical Government not to granber- mission whether it be name oprod- uct, name of producing comn or name of owner or owner

If the United Church is rep-ec- correctly by the usually ver- accurate Canadian Press, the eel- ent gentlemen of that respte- institution fell into a numbe- curious errors. The regula- concerned do not affect "dill-eries", only wineries and brew- Regulations do not become- tive in "any" province, but- in provinces where such adv- ing is already permitted by- vncial regulation—in practice- province of Quebec.

New technical develop- which permits simultaneous b- cast of eight programs from- transmitter without cross-inte- ence is receiving quiet but- study by some government- nicians.

AVAILABLE

Chief announcer and oper- tor with five years of con- mercial broadcasting inclu- ing copy-writing, station pr- motion and sales. Excellen- recommendations availab- from present employer an- past station manager.

Apply
GEORGE WALTON
Station CIAV Port Albera

EVERYBODY'S LISTENING

to
RUSS TITUS

Canada's
Favourite Male Singer

Management
GEORGE TAGGART

ORGANIZATION
Adelaide 8784



"I was just too Goddam careless"

Note. This is a dream which came to Dorwin Baird of CJOR Vancouver after he had listened to the momentous words of the careless Mr. Mauriello from New York on the night of the big fiasco.

Mademonium reigned in the offices of ABC in New York and CBC in Ottawa on the morning of September 19. At the ABC the regular morning executive meeting was minus three vice-presidents, one of whom had dropped dead the night before, and the other two were absent because of their sudden illness requiring sanitarium treatment. At CBC in Ottawa one member of the executive committee was suffering heart flutters and was unable to report for work. The reason for this unusual outbreak of dramatic illness was only too well known to several million listeners. The reason was traced up in an East Side kid named Tami Mauriello. It might be safe to say that all the affected big-wigs had bet on Mauriello to win at Joe Louis. It would be hard to say that, but it wouldn't be true.

Mauriello had done much worse than that. Over the full ABC network augmented by the full CBC-Dominion Network, Mauriello had expressed his true feelings. He had said what every man who ever met Joe Louis has wanted to say. And he did it on two national networks. He said: "I was just too goddam careless."

Hadn't Tami been briefed? Hadn't he included in his course of training a complete study of the FCC and CBC regulations? Obvi-

ously not. In more ways than one Tami had been careless.

In Ottawa, the matter was handled very easily. A full meeting of the Board of Governors released a statement to the Canadian Press, a statement that included the words, "... this broadcast, arranged on an exchange basis, was not under control of CBC. It must be remembered that it was commercial, and additional latitude must be allowed for the trying circumstances under which Mr. Mauriello found himself." An unofficial source close to the Board stated that a private poll of the members showed a 2 to 1 vote in agreement that Mr. Mauriello had been careless, extremely so.

At ABC, things were not so simple. After all "The Hucksters" was a national best seller and September 19 was a very bad time for Mauriello to forget himself. People were asking themselves if all they were reading about radio was perhaps right. A Senate investigation was in the wind. A listener in Butte Montana wrote:

"I was listening to the fight last Wednesday night when some of the foulest language I have ever heard came out of the speaker. My eighteen-year-old son heard it too, as did my husband. I wish to protest on behalf of my entire family and on behalf of all decent Americans."

The letter from Butte was stamped, filed, and placed away with 54,679 others of the type. If the listener in Butte thought Mr. Mauriello's language foul, she should have heard the pretty mail clerk at ABC. This young lady, snowed under with protesting mail, which had to be read, digested and filed, picked up where Mr. Mauriello left off and carried on to the end of the dictionary of cuss words.

The press, in quoting Mr. Mauriello's version of the less than two-minute fight, aided ABC by using the phrase: "I guess I was just careless." This unexpected assistance provided the clue for harrassed radio executives, and out on the network went a brief communique:

"You may be receiving complaints of strong language used on our network during the fight last Wednesday night. It is our belief

that these complaints are the result of a mass hysteria in the minds of listeners, caused by recent books purporting to cover the subject of radio. As you can see by press reports, Mr. Mauriello's language in discussing his defeat was quite proper. A vicious whispering campaign on a national scale has been launched in an effort to discredit this network and the industry as a whole. As station managers you will undoubtedly be able to handle this matter much better on a local scale."

A few nights later Mauriello walked into a popular New York bistro for a quick one. Surrounded by friends he raised his glass high in the air and proclaimed, "Yeah guys, I was just too goddam careless."

An ABC executive, sitting nearby with a friend of his wife's, dropped dead.

BROADCASTERS

**Going to higher power?
Going to F.M.?**

- *A.M. Briefs prepared.
- *F.M. Briefs prepared.
- *Sites selected.
- *Advice on Equipment
- *Proof of Performance Measurements.

Contact:
G. R. Mounce
Eric Leaver

ELECTRONIC ASSOCIATES

LIMITED
2498 Yonge Street
Toronto 12

Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.

C J A V

Voice of the Alberni Valley

CJAV, on 1240 KC serves the rich industrial northern half of Vancouver Island, tapping an area of ever increasing population and development, in timber, fishing, canning and mining.

Within its listening radius are great lumber mills and logging camps with their allied settlements — an area of unbounded wealth. CJAV is the only radio medium in this territory.


WATTS 1240 KC
PORT ALBERNI, B.C.
See Radio Representatives

ADD ONE MORE!

Yes, add one more National Account now using CJOR's experienced production facilities. We're referring to the JAVEX production **DOUBLE OR NOTHING** heard Tuesdays at 9 p.m. and placed by MacLaren Advertising Co. Ltd. **DOUBLE OR NOTHING** is getting the full benefit of CJOR's plan of tailor made promotion and merchandising of course!

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

OUR 20th YEAR
5000 Watts, 600 K.C.



CJOR

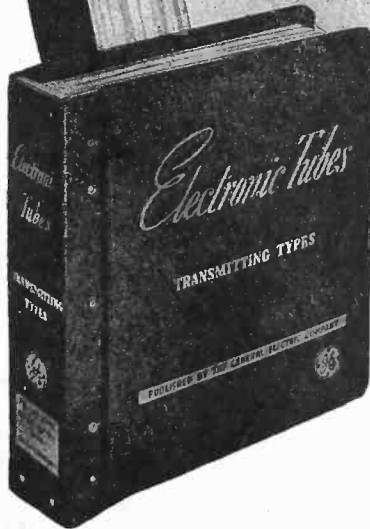
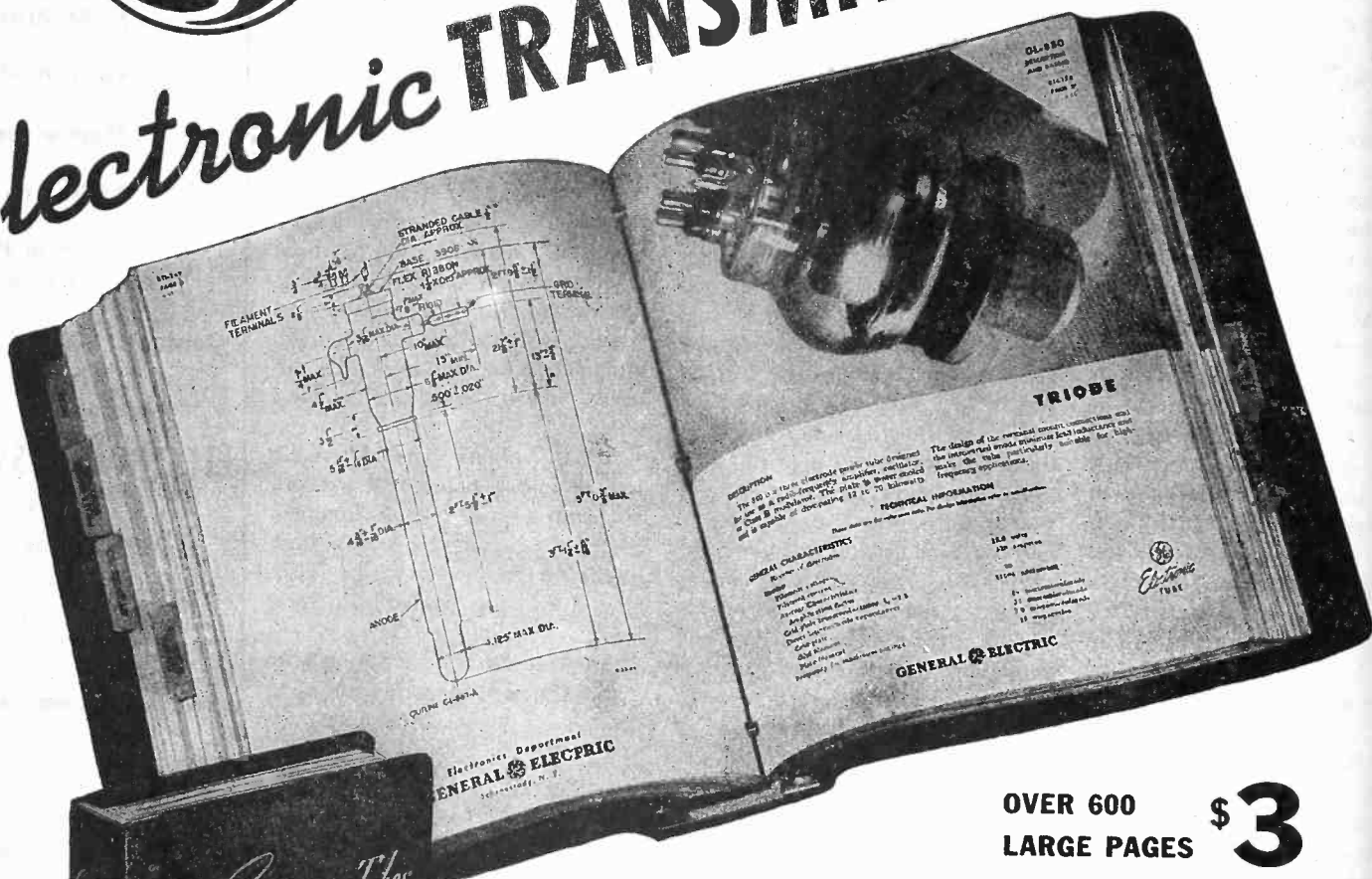
VANCOUVER B.C.

CBC-DOMINION NETWORK

Just published!



MANUAL OF Electronic TRANSMITTING TUBES



OVER 600 LARGE PAGES \$3

COMPLETE UP-TO-THE-MINUTE

—packed with application data!

"Electronic Tubes, Transmitting Types" comes to you for \$3. Also, for an annual service charge of \$1.50 new and revised pages will be sent to you regularly as issued. . . . ORDER TODAY, enclosing payment, or giving authority on your company letterhead to invoice you.

NEW AND AUTHORITATIVE, G.E.'s transmitting tube manual contains photographs, outline drawings, ratings, performance curves, and application data on 94 different tube types, covering the full scope of AM-Television-FM broadcasting and communications. It is a modern and complete reference work.

PHASITRON AND LIGHTHOUSE TUBES are included, along with other new developments in the high and ultra-high-frequency fields. Throughout the range of tube types, exhaustive application data is given in the form of definitions, classes of operations, examples of tube operating conditions, and typical circuits.

DESIGNERS OF EQUIPMENT for broadcasting and communications, owners and engineers of broadcast stations, need General Electric's comprehensive new manual so they can be fully posted on transmitting tubes and their electrical and characteristics.

TABBED DIVIDERS AND INDEXED CORNERS make it easy to locate information. The loose-leaf format and new sheets mailed to you whenever changes occur, mean that G.E.'s transmitting tube manual is kept constantly up-to-date. Order direct from Electronics Division, Canadian General Electric, 212 King St. Toronto.

WR-746X

CANADIAN GENERAL ELECTRIC CO LTD

HEAD OFFICE — TORONTO

ACCENTUATE THE NEGATIVE

Ward of CKWX Vancouver has what is known in the trade as a special audience. There is reason to believe an investigation underway to determine just what his Doghouse program, at 11.15 p.m., is all about, but those who listen to it regularly say it's objectionable.

In a word, the program is aimed to console the misunderstood male. It does not, at least it is zany enough to take his wife's mind off him for a moment.

Broadcast at an hour when sponsors do not as a rule pay is worth a great deal, the Doghouse has been bringing startling results for the smaller type of program which use it, despite the way Ward kicks the commercials around.

Ward has a slightly cracker barrel delivery with a twang that can get you to bed with your sinuses. His introductions bear little or no relation to the music or anecdotes he's introducing, and the commercials are gagged up almost beyond recognition. But he does a treat after the syrupy program you get on some of the earlier, early evening programs.

The musical framework of the Doghouse has a slight barber shop or lamp post trio air about it and some of it must surely have been made up by Ward himself on the spot. But the program outstanding is the swing music programs at the same time of night, and they come from California, Alaska and Saskatchewan to complement it.

One day Ward got an impassioned letter from a baby sitter, which for some reason he figures is a compliment to the Doghouse. He doesn't say why. There's no reason for anything in Ward's program.

One night in question the radio doctor Ward opened with an army chatter which sounded as if he'd formed a few fours himself. That led into some Oklahoma music, then on to a little program on getting married and some military music (beginning to see what I mean?)

Next came a skit about the honeymoon, which seemed to fit in, and a commercial about the firm which makes lumpy mattresses. Nicely shared, too.

Next item was a smart little party on Cocktails for Two, which would have made the dregs

hiccup. Ward apparently made this up out of his own head.

The whole program has a twist and a fresh approach to light humor of the type which Thurber enthusiasts always welcome. Ward, who has been in radio for the past 20 of his 50 or so years, is doing more for male morale than anything since the Gibson Girls.

R.F.

There's a refreshing note to Mike Fitzgerald's wake-up program on CFRB these mornings... mutterings up and down the airto suggest that Wayne and Shuster, RCA's comedy twosome are funny enough without being bawdy. Canadian Cavalcade has gone off to a good start for its four-months warm-up for the Beaver Broadcast in February... Stage 47's opening with Christopher Morley's "Trojan Horse" was easily the best vehicle this experimental drama program has tackled. Lorne Green's "Voice of Ilium" was the high-spot of a good show... Good luck to Fletcher Markle in his cinematic adventure with Orson Welles... Ontario Panorama's opening took place at Meaford with their usually high-calibre know-your-neighbour offering.

Montreal Transfer

William J. O'Reilly, former announcer at CBL Toronto, has been transferred to Montreal where he becomes program director for CBM.

Bill O'Reilly has been in radio as an announcer since 1934, except for the period of the war when he served with the RCAF, attaining the rank of Squadron Leader.

Plan B.C. Union

Preliminary meetings are being held in Vancouver to organize an actors' and announcers' union similar to the one in operation in Toronto for several years.

Both CBC and independent men are reported to be taking part in the discussions, which are still at an early stage.

No concrete proposals have been made so far, but it is understood that the increasing tempo of production work on the Pacific Coast is behind the performers' move toward union protection.

JOINS S & M



Aubrey C. Peck, formerly with Stewart Lovick Ltd. and O'Brien Gourlay Ltd. in the west, has joined Spitzer & Mills, Toronto, as an account executive.

STOP PRESS

PHILCO ON DOMINION OCTOBER 16

The Bing Crosby program, for Philco Radio, will be heard Wednesdays at 10 p.m. EST, subject to final clearance, opening October 16, on the mid-eastern region of the Dominion Network. Plans for additional coverage are in process of formulation.

PRODUCERS!

If you're looking for **BOB CHRISTIE**

actor, narrator, announcer with a varied 12 year background in radio, stage and cinema in Toronto, Bala, Winnipeg, New York, London, Maple Leaf Up and Hamburg

but WITHOUT A TELEPHONE

CALL Radio Artists Telephone Exchange

WA. 1191 TORONTO

Owned and Operated by Listeners who Really Listen to Their Station

18 WEEKS ON THE AIR MAY 27th to SEPTEMBER 28th

More than 17,000 letters from listeners all over the Province

CKSB

ST. BONIFACE MANITOBA
1250 kilocycles 1000 watts

"A busy station with a busy market" means only one thing: Results for the advertiser.

WESTERN CANADA'S *First* FRENCH LANGUAGE STATION

A "WRIGHT" STATION — TORONTO - MONTREAL

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

MORE POWER

MORE COVERAGE

MORE PEOPLE

MORE SALES

5000

WATTS

SOON!

EDMONTON'S DOMINION NETWORK STATION



FX For Facsimile

Advertising and industry leaders in New York were given a demonstration of facsimile radio broadcasting in New York recently, presented by Radio Inventions Inc. through the facilities of WOR.

The demonstration given was the transmission of the first page of "RADIO DAILY". The recording apparatus used was the type suitable for use in hotel lobbies, clubs, restaurants, banks, etc., and according to the president of Radio Inventions Inc., John V. L. Hogan is capable of receiving "any type of printed matter."

Mr. Hogan told those attending the demonstration, that there would be an audience for facsimile within three years and added that "facsimile will add to some existing public service, rather than replace it."

Western Drama

A new fall drama series made its debut on the midwest and western stations of the Trans-Canada Network on October 3, called "Vancouver Theatre."

The series covers all types of radio drama, and is being directed by CBC drama producer Mavor Moore.

First play produced was "Court Martial" by the Canadian poet Earle Birney.

Station Aids Police

CJOC Lethbridge, recently received a letter from Inspector H. A. Maxted of the RCMP commending the station for its willingness to assist the local city police and the RCMP as well as for general public service work.

One instance cited in the letter was an appeal made by CJOC for a certain gentlemen or information leading to his whereabouts. Five minutes after the appeal went out over the air the RCMP was in contact with their man.

Advertising Motivates Production

Niles Trammell, President of National Broadcasting Company, speaking to the Proprietary Association of America recently said that advertising is the greatest motive power behind mass distribution, which itself motivates mass production. This mass production, in turn, brings down the price of goods from the luxury class to the everyday class. By reducing costs it allows increased wages.

Thus in any appraisal of factors which have contributed to the high standard of living, Trammell said, advertising must be given a generous share of the credit.

Broadcast Community Chest

CJOR Vancouver has adopted a new policy in connection with Community Chest broadcasts this year.

Previously the station has contributed time and talent to the drive on a dollar for dollar basis, with the result often being closer to \$2 donated for \$1 paid.

This fall, all Community Chest broadcasting on CJOR will be gratis, with over \$1000 worth of time and talent going into the kitty. A number of popular sustainers are being given Community Chest "sponsorship" with newscasts and special events added.

TRADE WIND

Edited By Art Benson

Grant Advertising reports that client W. K. Buckley is ready to begin this season's radio schedule. An extensive spot campaign is slated to go to 55 stations east to coast around middle of October. "Moon Time" already heard on CKEY goes to CFRB October 8. "Carson Robison" (2 a week) and "Songs of Good Cheer" (1 a week) are scheduled for CKLW and CKCO respectively middle of the month. Same agency has a year's flash campaign under way for Hutax Tooth Paste over CEY. O'Peechee Gum starts Philo V. (All-Canada) over CFCE, Montreal October 6 and CKEY, Toronto October 8.

The Ottawa Paint Company is sponsoring the "Wayne Show" over 5 Ontario stations on CFCE, Montreal. The half-hour transcription (All-Canada) commences December 1 and is handled by Phillips-Reick-Fardon who directs advertising for the paint company, the American Matta Paint Company.

Lambert Pharmacal (Listerine) continuing the "Green Hornet" over 29 stations having run steadily without interruption since October 1940. Lambert & Fels directs.

McKim's Toronto office says that A. Wander Ltd. (Ovaltime) starts a 5 a week 10 minute French broadcast (Roger Jouquet) over CKEY for a 6 month run.

The commercial department of CKWX, Vancouver reports that the Vick Chemical Company has renewed its twice daily 5-minute weather reports prepared by the CKWX News Bureau with information supplied by meteorological officials.

Cockfield Brown's Toronto reports that York Knitting are returning "Singing Stars Tomorrow" to Trans-Canada for November 3 same time same format.

Ronalds Montreal office reports that McColl-Frontenac has replaced "Texaco Star Theatre" with the "Eddie Bracken Show" piped in from Columbia to CFRB and CKAC and Dominion network 30 days at 9.30 p.m. (E). Bracken is supported by Ann Rutherford and Bill Demarest with Lamont Tipton handling the cut-ins.



I'VE GOT 'EM CORRALLED

There's a regular round-up of listeners all over the territory when CKCW's BAR NONE program hits the air Monday through Friday from 1 - 1.45 p.m. Folks really go for cowboy and oldtime request programs around these here parts and the heap of mail that BAR NONE gathers from all parts of the Maritimes make it a top listening show.

And, pardner, there's still some spot time left if you want action from sales messages.

Lionel's sidekick, "Hank" Stovin, is the hombre to see.

CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
Representatives Stovin & Co., Toronto - Montreal..

CKSB
ST. BONIFACE MAN.
A *Bright* STATION
YOU CAN'T BE WRONG
when you pipe your sales message to
40,000 Frenchmen
over
CKSB
St. Boniface
See
WILLIAM WRIGHT
Victory Bldg.
AD. 8481

MANITOBA Roundup

"big name" from Eastern Canada, shortly in Winnipeg, is Foster Jewitt. Foster is to arrive here Oct. 5, and will spend three or four days here while he broadcasts some of the pre-season professional hockey games. Several of the bigger pro teams conduct schools on Winnipeg ice in the fall, and these warm-up games are highly popular.

The Sales and Ad Club has also engaged Foster to address their regular luncheon on Oct. 7.

W. Garside of Inland Broadcasting and Recording Service (CJGX, Yorkton, and CJRL, Kenora) seems to be heading into a busy winter. Besides being the new president of the Winnipeg Radio and Advertising Club, he's in charge of Special Events for Winnipeg's Community Chest drive, which started at the end of September.

The two jobs are not so far apart as might seem, for continuing publicity for the Community Chest is the self-adopted task of the Radio and Ad Club.

At any event, one Special Event will be the appearance in Winnipeg on Oct. 12 of the popular "The Wealth" show. This will be put on in the Civic Auditorium here, and a record crowd from 4,000 to 5,000 is expected to fill the walls that evening.

Staff changes are still in the air, and Inland Broadcasting announcements will switch this time.

E. G. Anderson is being transferred from CJGX, Yorkton, to CJRL, Kenora, on the announcing staff, and Gordon Jones, formerly of CKY, Winnipeg, is going to take over an announcer's post at CJGX.

One of Winnipeg's most popular radio shows for (and by) youngsters is returning to the air this Saturday, Oct. 5. It is the T. Eaton Co., Ltd.'s "Good Deed Show"—a CKY Saturday morning "must" for almost all the "smiley" in town.

Bob Roberts is producing once again with Wilf Davidson back as announcer, Velma Kane as Good Deed Club secretary, and Marjorie Wark training the girls' choir.

This year, for the first time, the club is extending membership to boys and girls throughout Manitoba, and each week two wrist watches will be awarded for outstanding "good deeds"—one in the city and one in the province. This is a studio show, but we understand that occasional theatre parties are under consideration through the winter.

Another interesting CKY program runs Monday through Friday just before noon. It is "In the Woman's World," sponsored by the Vical Chemical Co., and featuring noteworthy accomplishments by women in both the local and national field.

"Boston Blackie," popular transcribed show, returns over CKY on Oct. 3, under the sponsorship of the Canada Starch Co.

Understand Quebec . . .

Quebec Will Understand You

SIMON L'ANGLAIS
Director
In Charge of French Script,
Continuity, and Commercial
Copy



PAUL L'ANGLAIS
President
Head of all Radio Production

LOVELL MICKLES JR.
Director
In Charge of
Advertising Agency Relations



ANNOUNCING RADIO PROGRAMME PRODUCERS

and
TRANSCRIB

Consolidate their Services to Advertisers

Messrs. Paul and Simon L'Anglais jointly announce that they have consolidated RADIO PROGRAMME PRODUCERS, specialists in radio programme building and production since 1932, and TRANSCRIB, a translation and adaptation organization founded a year ago the better to serve ADVERTISERS in general and FRENCH ADVERTISERS in particular, in collaboration with the ADVERTISING AGENCIES and their FRENCH DEPARTMENTS.

In the merger of these two organisations we once again put into practise the idea expressed by Paul L'Anglais in his speech to the ADVERTISING and SALES CLUB, of TORONTO on November 7th, 1945—"When you come to sell goods in Quebec you must sell

them in FRENCH, in good FRENCH, and your campaign must be conceived in FRENCH or adapted to FRENCH. No mere translation is adequate."

With the collaboration of ADVERTISING AGENCIES, our personnel will help you build your ADVERTISING CAMPAIGN, be it radio, magazines, posters or newspapers in the province of Quebec and elsewhere.



ROGER GAUVIN, C.A.
Director
Secretary-Treasurer



GILBERT WALL
Director
In Charge of English
Dramatic and Musical
Production



CLEMENT LATOUR
Associate Producer



PAUL CORBEIL
Director
In Charge of French
Dramatic and Musical
Production



JEAN LAFOREST
Associate Producer

SPARKLING

THAT'S

DOROTHY DEANE

CANADA'S
TOP GIRL VOCALIST

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

Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

EVERYBODY KNOWS BUT ROSY



Here is the board of experts who conducted a forensic dog-fight on problems of the radio producer at the September meeting of the Radio Executives' Club of Toronto—from left to right, Rai Purdy, George Taggart, who lead the discussions, Jim Knox (president), Maurice Rosenfeld and Hal Williams. Next club meeting is scheduled for October 9, when the discussion will be on time buying.

Flying Boss Ma

Ira Dilworth, CBC Pacific supervisor, made an unexpected return from a recent business trip to Los Angeles when he was invited to fly back in T. C. A.'s new Star. The aircraft, which has previously made its maiden voyage from Montreal to Vancouver in California for a checkup at the Douglas plant.

TCA president H. J. Symington and reconstruction minister J. H. Howe observed Dilworth at a restaurant and invited him to meet with them. The trip took 41 minutes, at an average of 180 to 20 minutes, at an average of 180 under 300 miles an hour.

Dilworth was in the same business for the CBC and the Vancouver Symphony Society which he is vice-president.

CBC Attends CWIA

When the Canadian Wireless Newspapers Association held its convention in Halifax, September 12, 13 and 14 the CBC was represented by D. C. McVicar, chief news editor, John Wells, commentator, and Wells, I. supervisor of press and information.

On the night of the 13th, in connection with the annual awards made by the association, the CBC broadcast a program originating from the convention.

The private stations were represented as far as can be determined.

Radio Week

The Advertising Committee of the Radio Manufacturing Association and top executives of the NAB, have tentatively set the date for National Radio Week from November 24 to 30.

Re-Employment Service FOR SERVICE MEN

To assist in re-establishing the lives of men and women returning in 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, wish to enter the broadcasting or advertising business.

File CB 52 University of Toronto graduate, 29, with seven years radio experience, seeks work as producer or director or any other suitable position. Experience includes announcing, news-editing and production. Recently returned from one year intensive study of television radio production and promotion. NBC in New York. Apply Box 371 Canadian Broadcaster 371 Bay St. File CB 53 Returned airman, 7 years pre-enlistment advertising and merchandising experience seeking creative layout copy account contact position agency or national advertising. Background includes production with large engraving house, motion planning on a national magazine and creative copy with dominion wide agency. CB 53 Canadian Broadcaster 371 Bay St., Toronto.



"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

CHATHAM

Serving

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

JOHN BEARDALL
Mgr.-Owner

RADIO ALPHABET

One of the latest books received by the "CANADIAN BROADCASTER" Book Department is a copy of "Radio Alphabet," self-styled radio glossary, edited by a distinguished group that includes such names as Paul Kesten, Gilbert Seldes, William Ackerman and others, and copyright by the Columbia Broadcasting System. Canadian Publisher is S. J. Reginald Saunders.

This 85 page book is divided into

three sections: an introduction explaining the whys and wherefores of the radio language, with comments by leading lights in each field. The breakdown and symbols used for them is as follows; (p) production; (r) research; (c) commercial; (e) engineering; (t) television; (et.) electrical transcriptions; and (o) organizations. Second section is the Glossary, and the third section is an illustration and explanation of the radio sign language.

Attempts are made to lighten the book by fairly obvious humor, and the whole work fills an erstwhile vacant spot in radio's library. A useful feature of the book is that it unscrambles some of the multitudinous initialled organizations.

Hartley L. McVicar

Word has been received of the death of Hartley L. McVicar, well known actor, radio announcer and producer, who passed away at Niagara Falls, Ontario.

Onetime announcer at CFPL, London, Mr. McVicar, latterly has been with the production staff of the CBC in Toronto.

Jean Baptiste says:-

The first inn-keeper in Quebec Province, Jean Boisson, was a good advertiser! Making a play upon his own name, his sign read "J'en bois donc"—"therefore I drink." He was granted the right to serve customers at all times, except during mass, the sermon, catechism or vespers.

To be a good advertiser in French-speaking Canada today, use Radio—which carries your message into the home surely and effectively.

CHRC Quebec 1000 Watts (soon 5000)	CHLN Trois Rivieres 250 Watts (soon 1000)	CHLT Sherbrooke 250 Watts (soon 1000)
---	--	--

Jos. A. Hardy & Co. LTD.

1405, PEEL ST. MONTREAL Tel. HARbour 2515	39, ST. JOHN ST. QUEBEC Tel. 3-6693	80, RICHMOND ST. WEST TORONTO Tel. ADelaide 8482
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33 FIRSTS

A Comparative Analysis of Toronto Day and Night Time Period "Firsts" Based on August Day and Night Time Surveys, Monday through Saturday Average.

Station	Day Time	Night Time
CKEY	33	12
STATION "B"	9	2
STATION "C"	4	1
STATION "D"	1	0
STATION "E"	1	0

By actual survey TORONTO'S MOST LISTENED-TO STATION

DIAL 580
CKEY
TORONTO

Teen-Age Survey

ix hundred high school teenagers in the Toronto area spend a total of \$77,475 a year on clothes and shoes, according to a survey released recently by CANADIAN HIGH NEWS, who had the survey prepared for them by Elliott-Haynes Ltd. Average expenditure per student per year is \$129 according to the survey, with the girls overspending the boys by \$139 to \$119. Only from two to three per cent of the hi-crowd, of either gender, buy either toilet soap or tooth-paste except by brand name, with cereals, pickles and hair preparations being the same.

The survey ends with the information that 73.6% of interviewees read CANADIAN HIGH NEWS.

Daily Kid Sessions

"Mocking" of all kids' shows between 5 and 6 in the evening has been adopted by CKWX Vancouver, which presents the whole lineup as "Junior Radio Theatre" in order to build listener interest over the whole schedule of serial programs. The station holds an audition each day for Vancouver school children and successful applicants are named as guest announcers on "Junior Radio Theatre." They share the commercial portion of the show with Wally Garrett, the regular producer-announcer of the program.

Each act comes on as in a stage presentation, with a lineup including "Superman," "Captain Midnight," "The Tillicums," "Uncle Sam" and "Terry & The Pirates."

T-Can Supp

CPG, Prince George, B. C. was added to the CBC Trans-Canada Network as a supplementary station, effective October 1.

CPG has been operating as an independent since February 8, 1946, with 250 watts on 1230 kcs.

Current Affairs

Three major programs designed to arouse public interest in three major problems are planned by the ABC.

The programs will be called "The World Security Workshop," "Are These Our Children?" and "The Next Hundred Years."

The first will deal with world government, and American writers, both amateurs and professionals, are invited to submit scripts.

The second deals with juvenile delinquency, and will be aimed to aid parents in their difficulties.

The third program will run as a four-part feature and will present scholars and publicists from all parts of the world who will discuss the century ahead.

Advertising Courses

The Advertising and Sales Club of Toronto is sponsoring both an "advanced" and "general" advertising course to be conducted at the Northern Vocational School, commencing October 7 and October 13 respectively.

The advanced course is to be instructed by James Knox and the general course by Kenneth Legge.

The general course deals with fundamentals and the advanced course goes into greater detail as to principles and practice.

Commercial Talent Hunt

"Stars To Be", sponsored by Whitehall Pharmacal (Canada) Limited, returns to the airwaves October 8, over the basic stations of the Trans-Canada Network, two shows a week for thirty-nine weeks.

The Tuesday and Thursday shows are emceed by Lorne Greene, and the program, created by Young & Rubicam, is produced by Rai Purdy Productions.

Last season, all contestants were drawn from the "Academy of Radio Arts," but this year it is open to all Canadians. The prize winner of each 13 week period is awarded an all-expense trip to New York, which includes private auditions with CBS and NBC as well as a screen test.

Scripts used in the show are all Canadian originals.

Tele-Sniff

With the announcement by Hans C. Laube, of New York, that he has perfected a simple inexpensive control for television that releases scents suitable to the incident being televised, the old criticism of the bad odour surrounding some programs will have to be revised.

Laube's system has a small attachment on the receiver and a controller on the transmitter, which he claims will allow 500 different scents to be controlled instantly and in any sequence. Each scent vanishes when the picture to which it corresponds, fades.

CFPA

"Serving The Lakehead"

Don't rely on old statistics for the Lakehead radio picture.

IT'S CHANGED!

Ask N.B.S.

Port Arthur - Fort William

1934

1939

CJJKL

5000 Watts—560 Kilocycles

HAS GROWN!

1946

SERVING 121,718 LISTENERS
 Urban—60,537 Rural—61,181

EARNING 98.3% OF AUDIENCE
 (From most recent Elliott-Haynes survey)

C J K L KIRKLAND LAKE

Representatives—**NATIONAL BROADCAST SALES**
TORONTO MONTREAL
 2320 Bank of Commerce Bldg. 1010 University Tower Bldg.
 AD. 8895 HA. 3051
DONALD COOKE, INC.
 New York—220 Fifth Ave. Chicago—20 East Jackson Blvd.

The Editors of
"TIME" and "LIFE" Magazines
present



WHITE PAPER

Under a new policy of the paper, all information received by us "off the record" will only be disclosed in strict confidence.

* * *

CLASSIFIED AD

Wanted free radio time suitable twice daily news broadcasts (preferably 7.30 a.m. and 5.45 p.m.) in exchange for influential support large to daily newspaper. References including senior Cabinet Ministers may be had on request.

—:Globe Mail

* * *

FOREVER AMBER

Amber traffic lights eventually turn red.

* * *

JUGGERNAUT

Whatever success the CE has in detouring its own regulations in attempt to broadcast Philco's recorded program over its network is simply a more step towards the government's complete expropriation of private broadcasting.

* * *

SIMPLE RECIPE

Onions won't keep unless well ripened and dry. Store slightly above freezing and keep the air on the dry side.

—:CBC Prairie Commission

Why not have them list in the CBC Farm Forum?

* * *

HOMO SAPIENS

People don't "hear it on the radio" like they used to. Nevertheless good radio is a essential service which we are entitled to have available for our use and enjoyment.

—:Prince Rupert, B.C.

Make up your mind, Bub

* * *

WARNING

Only "x" more shopping before the next meeting of the Parliamentary Commission on radio broadcasting.

LET'S LEARN SPANISH



Here is a transcribed series which carries the endorsement of eight ambassadors and the testimonials of thousands of listeners.

"LET'S LEARN SPANISH"

received over 13,000 requests for word lists after only five broadcasts

"Variety" says: "A sprightly series that aims to impart a working knowledge of every day Spanish"

"LET'S LEARN SPANISH" is dramatized and features Pedro Domeco who has been translating "March of Time" radio scripts into Spanish for recording as Pepe Obispo. Joel Sayre wrote "Rackety Rax" and takes the part of Joe Bishop in the series.

WRITE OR WIRE FOR AUDITION DISCS

EXCLUSIVE RADIO FEATURES CO. LTD.

14 McCaul Street Toronto

It happened in 1936.....



LET'S glance backward for just a moment!

The Rebels and the Loyalists were fighting in Spain . . . King Edward and Mrs. Simpson were also making front page news . . . the graphic trend had started and all-picture magazines were the rage . . . movie-goers were lining up to see Ruth Chatterton and Walter Huston in "Dodsworth" . . . Rudy Vallee had crooned his way to the top . . . you were probably singing "Pennies from Heaven" . . . the Dionne Quintuplets were only 28-months old . . . and fashion styles were not as they are today.

The year was 1936!

And the same year, on October 1st, Elliott-Haynes Limited opened its first office in Montreal—to pioneer a marketing research service, which now extends from coast to coast.

A decade has passed.

We look backward over our shoulder briefly to review our friendship with a distinguished list of clients. To them, we repeat those two old-fashioned words: "Thank You!"

Today, Elliott-Haynes Limited enjoys a solid and mature status in a very young world. Built on a foundation of ten years of leadership, we feel proud—with pardonable pride — of our contribution to the progress of advertising, marketing, sales and allied industries in this country.



On the occasion of their 10th Anniversary, Elliott-Haynes Limited moves into their newly purchased building at 515 Broadview Avenue in Toronto; consolidating all operations under one roof.

Frankly, it feels pretty good to be making progress.

The original staff of four has grown to more than sixty—the Dominion-wide field staff having increased from thirty to over twelve hundred interviewers and correspondents—covering every important marketing center in Canada.

We are proud, too, of the individual skill of our members, and their experience embraces every type of marketing research—a tool that helps good brains do an even better job.

If you would like to know more about our services, call or write us.

ELLIOTT-HAYNES LIMITED

Marketing Research

515 BROADVIEW AVE.
T O R O N T O

SUN LIFE BUILDING
M O N T R E A L

1936-1946



In Ontario

CFRB IS FIRST!

Look at coverage!

Station CFRB, Toronto, operates on 10,000 watts, day and night. It has the largest primary coverage of any station in Ontario, largely concentrated in the rich, southwestern area where the people and the money are.

Look at popularity!

For twenty years, CFRB has maintained a strongly *diversified* programme policy. It has also been, for many years, the basic Columbia outlet for this rich market. As a result, people know CFRB as the station where their favourites are.

Look at influence!

Because it is the most popular station, with biggest coverage in Canada's richest market, CFRB is Ontario's most *influential* station. It influences people, it influences SALES... your best buy, dollar for dollar, in this valuable area.

CFRB

Representatives

UNITED STATES

Adam J. Young Jr., Incorporated

CANADA

All-Canada Radio Facilities Ltd.

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