



Alex Grey Photo

Press, radio and advertising were well represented at the Beaver Dinner of the Radio Executives Club of Toronto, last Monday. From left to right, head table guests were: Harry M. Tedman (J. J. Gibbons Ltd.), Canadian Association of Advertising Agencies; Alec Phare (R. C. Smith & Co. Ltd.), Advertising and Sales Club and founder of the Young Men's Advertising and Sales Club of Toronto; Walter M. Murdoch, Musicians' Union; E. Lloyd Moore, CFRB; Athol McQuarrie, Association of Canadian Advertisers; Miss Cecilia Long, Women's Advertising Club of Toronto; Aldo Holden, CKEY; Richard G. Lewis, Canadian Broadcaster; James R. Knox, Radio Executives Club of Toronto; Gilbert Harding, BBC; Ede Grey, Actors' Union; Rolly Ford, CHUM; Charles Edwards, The Canadian Press and Press News; Harry Dawson, Canadian Association of Broadcasters; Arthur Chambers, Toronto Men's Press Club; Harry J. Boyle, CBC, and, out of the picture, John Bird, British United Press.

CANADIAN BROADCASTER

TWICE A MONTH

6. No. 6 \$2.00 a Year — \$5.00 for Three Years March 22nd, 1947



Alex Grey Photo

Twelve Beaver Awards were presented Monday by Canadian Broadcaster to sixteen radio personalities who travelled thousands of miles from Toronto and back from as far east as Halifax and as far west as Vancouver to collect their framed citations. The function took place at dinner of the Radio Executives Club of Toronto when over 500 broadcasters, agency men and advertisers saw the winners presented with their Beavers and later introduced to the public over the coast-to-coast program, "Canadian Cavalry."

Leading from left to right, standing, the winners were: Major Wm. Coates Borrett, Imaging Director of station CHS, Halifax, who won his Beaver for his "Tales Told Under

The Old Town Clock." Tom Shandro, public relations director of station CJCA, Edmonton, who accepted the award for his station for "listener relations." Bill Baker, CFRB engineer, who received a Beaver for himself and station's engineering department for the program, "Ontario Panorama." Ken McAdam, singing star of "Light Up and Listen," a network program sponsored by Imperial Tobacco Company of Canada Ltd., for "a rich voice generously shared." Ross MacRae from the radio department of Cockfield Brown and Co. Ltd. who was cited for "devotion to his work during the Steel Company of Canada strike at Hamilton."

John Lockwood advertising manager of the Pepsodent Company of Canada, who accepted the Beaver awarded to Claude Henri Grignon for writing "Un Homme et Son Peche" (A man and his sin.) Frank Shuster and Johnny Wayne, who won their second Beaver, this time for the RCA Victor Company Limited's "Wayne and Shuster Show." (Sitting) Dick Diespecker, production chief of CJOR, Vancouver, who won his Beaver for his program production. Babs Hitchman, who walked away with an award "for writing and producing Eaton's Santa Claus programs." Gordon Sinclair, who shared in the "Ontario Panorama" Beaver

"for spotlighting the by-ways of Ontario." Richard G. Lewis, editor of the Canadian Broadcaster who made the presentations. Eve Henderson, woman's editor of CKRC, Winnipeg, who won out with her "women's programs." Len Headley, recording director of RCA Victor Company Limited, who was cited "for encouragement of Canadian radio talent." Mary Grannan, CBC supervisor of children's broadcasts, who won hers for her "Just Mary" programs. Alan Savage, Cockfield Brown & Co. Ltd., shared in the "Ontario Panorama" award as producer of that program. Bob McStay (unable to attend) was credited with his share of the same award, as "researcher."

How to Plan

YOUR OWN REGIONAL NETWORK!

*... reach the customers you want
... at the time you want
... with entertainment they want*

Here is the best sure-fire, practical way to get across your message where it will have the most effect.

First, choose the packaged show which appeals to your market and fits your budget . . . through syndication, you get top talent at low cost.

Then, select the stations which reach the areas where your markets lie . . . you can vary your coverage to match the variations of demand and distribution.

Call the All-Canada Program man. He will help you arrange the most effective radio advertising to meet your needs.

AMONG THE MANY . . .

These are some regional advertisers who have already found this system most effective:

*G. E. Barbour Company Ltd. (wholesale grocers)
British American Oil Company Ltd. (gasoline and oil)
Byers Flour Mills (cereals)
Canada Bread Company Ltd. (bakery products)
Hudson's Bay Co. (dept. stores)
Kellogg Co. of Canada (cereals)
Lambert Pharmacal Co. (Listerine products)
Lever Bros. (soaps)
Marren's Ltd. (bakery products)
Quaker Oats Co. (millers)
Robin Hood Flour mills (millers)
Salada Tea Company of Canada Ltd. (tea)
Supertest Petroleum Corporation Ltd. (gasoline and oil)
Weston's Bread & Cake (Canada) Ltd. (bread, cake and pastries)*

ALL-CANADA PROGRAM DIVISION

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



RADIO SPEAKS FOR ITS PEOPLE

Vic George Addresses Montreal Club

Broadcasting is something which concerns everyone, and its welfare must be guarded because it is worth guarding, W. V. George, president of Whitehall Broadcasting Limited, Montreal, told the Young Men's Canadian Club of Montreal last week.

"If the Man from Mars suddenly arrived and wanted to get a clear picture of the personality of a number of nations," suggested the speaker, "he could do it quickly and thoroughly by listening to a representative radio station in each of the countries."

Discussing the German recognition of the effectiveness of broadcasting and how that characteristic was exploited for a sinister cause, he said, "The Hitler-Goebels team went a-wooing and won the German people in various ways . . . by no means the least of them was broadcasting. Later . . . the wooing ceased and the bludgeoning began, and it spread from a purely domestic climax to a world-wide campaign. None of us who heard the frantic braying of Herr Hitler with its echoing Seig Heils, who saw a little of Germany some years after and who watched events meanwhile, can ever be convinced that Hitler did not speak for Germany. Indeed one can go further and say that it was Germany that was speaking."

Turning to Britain, George described the BBC as "Mr. Bull's Broadcasting Concern . . . his national voice. "The BBC listener is indeed a complex character—he built the Empire, lead the world in so much for so long yet pays no attention to cold beds, frigid houses and dull fodder . . . Yes—the BBC needs must be a complex business to serve its purpose. The fact is that it works, the fact is that it is in truth the epitome of Britain's thinking."

"In the United States, we have four major networks and a number of smaller ones," said the speaker, "plus a great number of stations, all competing with each other for the ear of the listener. Ingenuity and ability pay off—the most successful organizations are making the greatest contribution to the cultural life of the country. I can think of no more accurate or powerful expression of the thought and spirit of the American people than is embraced within one day's broadcasting in that country."

The broadcasting service of Canada, said the speaker, is better than that of most countries, considering the physical and financial difficulties of broadcasting to a small population spread from the Atlantic to the Pacific, as compared to a metropolitan audience in London or New York. The speaker paid tribute to the ingenuity of Canadian program producers who compete with programs across the border, which have greater financial backing than in Canada. "Resourcefulness and ingenuity are widely recognized Canadian characteristics," he said, "so on this account as well as many which are well known to you if you but think of them, I believe that it is true to say that Canadian broadcasting is a true expression of the characteristics of this Dominion."

For Distinguished Service TO CANADIAN RADIO



WILLIAM COATES BORRETT

Managing Director CHNS, Halifax

"By his 'Tales Told Under the Old Town Clock'."

Five years ago, William Coates Borrett, managing director of CHNS, Halifax, started his "Tales Told Under The Old Town Clock." Dealing with the events that have made Nova Scotia "Canada's Most Storied Province", these talks which are broadcast every week as a CHNS sustaining program, have been published in four books and a fifth is scheduled to appear this year. Bill Borrett's yarns constitute a major contribution to the folk lore of his section of Canada, and will be regarded in years to come as a handbook of Eastern Canadian tradition.

Major Borrett is known in radio circles throughout Canada, both as managing director of station CHNS, and also as director of the Canadian Association of Broadcasters. He is known in amateur radio circles through his own ham station VE1DD, and because of his work with International Amateur Radio Union, whose first convention, in Paris in 1925, he attended as Canadian delegate.

Bill Borrett became interested in "signals" during the first World War, and, on demobilization in 1919, he got together the equipment for his first ham station. Today, besides his broadcasting activities, he is Adjutant of the Canadian Corps of Commissioners.

Bill Borrett has rendered distinguished service to Canadian radio with this program of his. By perpetuating his broadcasts in books, he has given his province a permanent place in the larger book of Canadian History.

Major Borrett was able to take time to travel to Toronto to accept his award in person although it is almost a double event for Bill because next week he will be launching his station on its new power of 5 kilowatts. With this louder voice, Bill Borrett will be able to send the stories of his province farther afield.

SELLING POWER in a PROSPEROUS MARKET
 A CANADA STATION
CJOC
 Lethbridge, Alberta
 GOING TO 5000 WATTS

EXCLUSIVE RADIO FEATURES CO., LTD.

presents

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'KORN KOBBLERS'

The New Musical Sensation

OPEN IN ALL MARKETS

AT LOW SUSTAINING RATES

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14 McCaul Street

TORONTO

Specialism... A

Specialism takes many forms including that of honouring and applauding the good works of others in our industry.

Therefore our warmest congratulations go to Len Headley for his encouragement of and assistance to new radio talent.

DOMINION BROADCASTING COMPANY
 4 ALBERT ST. TORONTO

CANADIAN BROADCASTER

TWICE A MONTH

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

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Ottawa - James Allard
Vancouver - Robert Francis
Winnipeg - Erith Smith



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March 22nd, 1947

Operation Co-operation

We acknowledge the following anonymous telegram with mixed feelings of pleasure and disappointment.

"Best wishes for the niftiest radio news story since last year's Beaver Awards dinner."

It was a kind thought that prompted the wiring of the message. It is disappointing that radio has not come up with a real news story of its own since last February.

This statement is NOT a case of Dick Lewis trying to pat himself on the back without breaking his arm, because Dick Lewis and his staff are only the hook on which this Beaver news story is hung.

The story of the Beaver Awards project, since its inception in February, 1945, is one of co-operation. Standing alone on its own feet it would have been a not overly important promotion stunt of a quite insignificant trade paper. With co-operation, it has amounted to a coast to coast recognition of Canadian radio, by both the listening and the reading public, thanks to the wide support it has been given not only by radio but by the press as well. Certainly we are proud of these results at the Broadcaster office, but our pride must be qualified and tempered with sincere gratitude.

The Beaver Awards were planned as an industry project. The Borden Company and their advertising agency, Young & Rubicam, did not wait for its acceptance to help expand it into a national venture. They approached us with the offer to help gain it that acceptance, by offering to air the presentations from coast to coast. Then the Radio Executives Club of Toronto provided a splendid background for the function to which the industry and its friends have each year attached their stamp of approval by taking every available seat. Individual stations from coast to coast have co-operated with us, and with Borden's, with advance notices of the program. And the press, from the news services to individual daily and weekly newspapers from coast to coast, has carried radio's story across the Dominion. Surely then, the Beaver Awards story is one of mutual co-operation for the betterment of this youngest medium of entertainment and information in the world.

We are proud of the whispering role our "Canadian Broadcaster" is called upon to play in the making of the Beaver Awards news story. We are proud to have earned the co-operation of the industry, the agencies and their clients, that has amplified our small voice into a national roar.

* * * *

Canadian radio is now about to attain not its 10th anniversary but its 25th birthday, as has been mentioned in our columns, and it is our sincere hope that our anonymous well-wisher will wire us next year:

"Best wishes for the niftiest radio news story since Canadian Radio's 25th birthday party."

Radio has the equipment to make a belated start on such a project right now, and it may rest assured that it will have the unqualified support of the "Canadian Broadcaster" whatever it may elect to do.

Editor

REVIEWS

"NORTHERN ELECTRIC HOUR"

From a seat in the studio, Maestro Paul Scherman's antics and facial distortions on the podium make him a sure bet for television. Sitting listening at home, his crashing theme seems to set the stage for "more of this sort of thing coming up". Actually though, the theme over, most of the program falls in the category of light classics—pleasant background music for relaxing I find it—with only occasional outbursts of heavier stuff which tend to jolt me out of my chaise-longue.

I heard the show March 10, when a nimble-fingered pianist held down the guest spot. I can take piano solos or leave them alone, but I have to admit this boy kept me tapping my foot as he raced over the keyboard, managing somehow to retain a semblance of the tune. Chotem can run the gamut from "Buttermilk Sky" to Bach, and the way he goes all out on his solos makes you forget the nice quiet guy you met, if you ever did meet him. Alan McFee, tux and all, handles the commercials with a quiet and natural sincerity. His delivery is refreshing, and in keeping with the mood of the program. He sounds more like tweeds than tuxedo to me, which to my mind is a compliment.

"Forward with Canada," the patriotic outbursts which certainly make you sit up and listen, are read very ably by John Drainnie. I'm not sure just what is accomplished by interrupting a pleasant musical show to remind me that Canada is going forward. Damnit all I know that already.

—A. C. B.

"JOHN & JUDY"

This serial drama raises the interesting point as to whether serials with a suspense ending are better radio than those other dramatic series where each week the same cast of characters act out a complete story. In either case listeners get acquainted with the characters, and so are attracted back next week. The serial type, however, leaves casual listeners like me with a distinct feeling of frustration, while the complete story type can be skipped for a couple of weeks without losing anything. Certainly sponsors don't want people to skip, but the question is whether there are enough stay-at-homes to justify doing the program exclusively for them.

Along the same line of thought,

it is hard for the hap-hazard listener to pick up the story if it is made difficult to keep tab of names, nicknames and relationships. I found myself thinking back all the time to the beginning of the program, trying to remember whether Dr. Collins was the father, the specialist, John or Donald. If the program was designed just for steadies, it was fine, but if they want me for a listener the evenings I'm not at a show or working late, they'll have to label their characters better.

—T. H.

"BURNS CHUCKWAGON"

Music of the west—at its best, is the motif of the newest live talent network show to originate in Vancouver. It goes at 7.30 PST over CJOR and the Dominion net from the Pacific Coast to Kenora.

The show is the "Burns Chuckwagon," sponsored by Burns & Co. and released through Stewart-Lovick.

The cast is headed by Ernest Adams, Vancouver baritone already known to the network; Doug Allan, who scored a hit as male lead in the "Meet the Navy" show; and radio's latest Cinderella, Judy Mack, former elevator operator who gets her first shot at the big time.

Al Erskine and Mike Ferbey, a team noted in the west for their cowboy songs, add a number of duets to the show. Harry Oswald leads the orchestra, and for the first time in Canadian network history uses a violin section to support a cowboy musical group.

—R. F.

"QUEER QUIRKS"

A program which has gone quietly along until it is now in its sixteenth season is Alec P'hare's "Queer Quirks" in which the self-styled "Old Philosopher" delivers into a CFRB microphone at the rate of fifteen minutes a week the result of long hours of research into everything from dynosauri to bathtubs, from totem poles to table-manners. Based usually on "how it all started," the talks are both intelligently and lightly handled, and his English tone has a subtle twinkle in its eye which is all too rare in radio for my money.

—R. G. L.

NEWS in BRIEF

The industry was shocked to learn of the sudden death March 9 of Mr. G. A. Lavoie, manager of CJBR, Rimouski. He was one of radio's best scholars, author of three books, and noted for many other journalistic achievements. He has been the guiding hand at CJBR since its foundation in 1937. His knowledge of the beauty spots of Quebec province amazed all who knew him. He will be missed by both radio men and by the loyal listeners of CJBR, all of whom will feel keenly the loss of a genuine friend.

* * *

John Hirtle, manager of the new Bridgewater, N.S., station, has announced that the call letters CKBW have been assigned. The station will operate on 1000 kcs with 1 kw. A new 250 watt station, CJFP, located at Riviere du Loup, P.Q., will operate on 1470 kcs. It will be managed by Armand Belle. No opening dates have been announced.

* * *

VORG, Gander, Newfoundland, formerly operated by the RCAF, has become an outlet for the Newfoundland Broadcasting Corporation. It operates on 1450 kcs with 300 watts.

* * *

Aubrey Wice, formerly with the CBC and CKEY, Toronto, has joined CFRB as record librarian.

* * *

Chester Sutherland, Toronto free lance writer and producer from 1933-37, has joined the sales staff of CKCW, Moncton. Sutherland worked in radio in Louisville, Ky., prior to his enlistment in the RCAF in 1939. Following his discharge in 1944, he returned to radio, being employed in sales work at CHUM, Toronto, and CHML, Hamilton.

* * *

Margaret Rea, formerly with the Department of Transport, took over the managership of CJAV, Port Alberni, on February 1. Miss Rea is a sister of Bill Rea, owner-manager of CKNW, New Westminster.

* * *

Lou Roskin, formerly production manager of CJOB, Winnipeg, is now on the announce staff of CFRN, Edmonton.

* * *

William Wagner, president of Alaska Broadcasting System, has filed applications for two new stations, to be located at Fairbanks and Seward. ABS now consists of three of Alaska's four stations but has not yet operated as a network. A request has been made to the FCC for permission to set up a relay station at Anchorage to link the five outlets.

* * *

Carl C. Fisher, new to radio and recently discharged after five years in the Canadian Army, has joined the announce staff of CKSF, Cornwall.



STATION CJCA

Award Accepted for the Station by
TOM SHANDRO
Public Relations Director

Accent in this award is on CJCA's use of radio for the development of true Canadianism which, in an area populated by thousands of Canadians of non-British background, entails a heavy language problem. Himself of Ukrainian extraction, though Canadian born, Tom Shandro, who travelled to Toronto to accept the award for his station, has been very active in this phase of his station's work.

Welcoming new Canadians by name over the radio at the time of their naturalization is the first step. Making them feel that they have a stake in their new-found country, is accomplished by various means.

Stan Ross's Commentaries, directed specifically at these new Canadians, point up the various ways in which they can become better citizens, such as familiarity with current Canadian events, and a general knowledge of the country's affairs.

"This is Our Story," dramatized events in Canadian history revolving around Indians and older "new citizens", shortly after their arrival in Canada in years gone by.

"On Stage Canadians" promotes new musical talent from among these new citizens and also conveys brief stories about the Canadian way of life. This series also dramatizes the lives of great Canadians, past and present, and their contributions to Canadian life.

Tom Shandro is constantly attending Ukrainian and other group meetings which enables him to hold out a literal hand of welcome besides telling them how they may hear these programs on the radio as part and parcel of their Canadianization.

"Alberta Story Teller" stirs interest in the history of the province and does a job towards cementing the citizens of literally dozens of varied origins including Ukrainians, Poles, Scandinavians, Germans, Russians, Czechoslovakians, Finns and Austrians.

Our Guest Speaker Is:
RALPH SNELGROVE
Manager, CFOS
Owen Sound, Ont.



"One of these days more smart advertising agency executives are going to realize the value of using the smaller-market stations to experiment with new approaches, new products and unusual clients in radio. For one thing, it does not cost much to do it and for another these stations have a loyalty in their listening audience that larger market stations cannot claim; a loyalty that produces immediate sales action.

"We are always experimenting ourselves and we find that radio can sell the most amazing things. For instance, we have three Life Insurance agents using CFOS regularly, a Trust Company, two Lumber Dealers and even a Hardwood Flooring manufacturer—Knight Manufacturing Company of Meaford, who have been regularly on the air with a half-hour program for three years.

"Some months ago two veterans established the Grey & Bruce Tile Company in Owen Sound. 'Whoever heard of selling tile by radio?' was the reaction when we contacted them—but they eventually sponsored a hockey broadcast. The result? In a two-hour period the next morning CFOS had received 70 calls from interested customers enquiring the phone number and address of the company. By noon the veterans had received enough orders to keep them busy for three months.

"That's just one reason why 109 local merchants in the Owen Sound market, as well as a healthy list of national accounts, use CFOS regularly."

Ralph Snelygrove
RALPH SNELGROVE

HORACE N. STOVIN
& COMPANY
Radio Station Representatives

For these Live Independent Stations

JCH Halifax	CHOV Pembroke	CJRL Kenora
HSJ Saint John	*CHML Hamilton	CKX Brandon
KCW Moncton	CFOS Owen Sound	CFAR Flin Flon
JEM Edmundston	CFOR Orillia	CJGX Yorkton
JBR Rimouski	*CFPL London	CKLN Nelson
KVI Verdun	CKLW Windsor	CFPR Prince Rupert
KSF Cornwall	CKY Winnipeg	CJOR Vancouver
JBQ Belleville	* Montreal only	ZBM Bermuda

And also CJBC Toronto

ONTARIO TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME



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

**Headline News
Not News After
It's Headlines**

**News With
Largest
Commercial
Sponsorship**

**Sponsors Prefer
B.U.P. News
Because It Has
Proved Itself**

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

HEAD OFFICE
231 St. James Street
MONTREAL



In a country where home grown talent gets a remarkable small hello, as a rule, it's good to hear Edmund Hockridge's fine baritone regularly over CJOR here. On the Dominion net from Toronto, singing with Geoffrey Waddington and his orchestra, the ex-air force man from Vancouver has a voice that is often mistaken for that of Paul Robeson. Comment on this coast has been that negro spirituals are some of his best songs.

And it would be reassuring to know there was a living in Canadian radio for a team like Athol and Virginia Stewart, who wrote "John Lander Lives in a Ricketty House" for "Stage 47".

There was a powerful, moving piece, with Bernie Braden in the principal part, about a man home from the war and the hospital with a brand new face and new voice.

An ex-army officer who went through some of the tough times in Normandy, Stewart probably has seen friends of his own suffering just such indecision and uncertainty. He's used the material to tremendous effect.

Jazz can be music in spite of what some of its exponents do to it. There are several programs which prove it, including "Music For Canadians" over CBC.

The odd thing is that with an unlimited supply of music available, the disc jockeys week after week grind out the same old schedule of numbers—give or take a dozen or so—until the addicts (an addict is a guy who has to have it, regardless) are nearly out of their heads.

The ones that are causing people to leap into the river this week are "Open the Door, Richard"; "Buttermilk Skies"; "Five Minutes More"; "Gal in Calico" and "The

Old Lamp Lighter". It shouldn't be too much trouble to go back five years, or ten and pick out some good stuff that hasn't been heard since.

As this is written somebody comes up with "My Blue Heaven". So there's no reason why we couldn't have "The Way you Look Tonight", or for that matter let's go right back and have "Tiptoe Through the Tulips".

While we're on the subject, what makes things even worse is the imbecile yammering that fills the space between discs. If this is what public opinion demands, me for the tall timber.

"Town Meeting in Canada", the widely heard Saturday night forum over CJOR under moderator Arthur R. Helps, has grown into the Canadian Town Meeting Association.

Executive Director Gordon Rowntree, Vancouver advertising man, said after the first organization meeting that plans are being formed to expand the idea across the country.

The association, according to Helps, who is president, will help communities form study groups and organize speakers for regional meetings of the association.

West coast radio men are breaking out into movie making with the year-old North American Productions which is making industrial and straight entertainment films in Vancouver.

Jack Bowdery, who has been with CBR Vancouver as well as NBC in Hollywood, is director. Other CBC actors with North American are Alec Roughton, Eric Vale and Frank Vyvyan.

Somebody in Amsterdam has been sitting up nights listening to CKNW, New Westminster. A letter for manager Bill Rae turned up asking for a record to be played for a child's birthday.

A brochure just issued by CKWX rounds up the station's

recent promotion campaign which went with the jump to 5000 watts. With the theme of "Five Times More Powerful," the ads, which are reproduced in the booklet, were spread through billboards, trade papers, mail, point of sale displays, car cards, outdoor posters, newspapers and social events. Singing commercials topped off the effort.

The Teen Town movement gets another plug every Saturday at 2 when CKMO airs a new "Teen Town Show," produced by Murray Perry and announced by Ralph Hall. It's a 30 minute effort with bands, Teen Town news and special guests.

B.C. Staff Moves: Michael Giraud, assistant news editor at CKNW New Westminster, has gone over to Vancouver Island as news editor at CJAV Port Alberni.

Dal Gray, a grad of Lorne Green's Academy of Radio Arts in Toronto, has joined CKWX Vancouver. Gray was formerly with CKRN, Rouyn, Que. and CFRN, Edmonton, as announcer.

Vic Fergie, former announcer with CJAV, has shifted to CKNW.

Vancouver News-Herald reporter Bruce Lowther has joined CKWX news bureau. At the same station, John Schoberg, former radio instructor in the RCAF, has joined Assistant Chief Engineer Charles Smith's studio staff as an operator.

Susan Wilder, who faced her first mike in Winnipeg in 1927 while still in high school and later joined the staff of CJRC, has joined CKNW continuity staff.

Bobby Hughes, free lance vocalist, who has featured spots on Harmony House and other CBC programs, has joined CKWX continuity staff.

CHNO Appoints Rep

Sudbury's new bilingual station, CHNO, will be represented in Toronto and Montreal by James L. Alexander. Construction of the new station is nearing completion.

CKCR KITCHENER

PRODUCTION

Latest statistical returns show Kitchener as fifth in the Province of Ontario and tenth in the Dominion of Canada.

CKCR

"Smack in the middle of Ontario's Richest Market"

See **WILLIAM WRIGHT**
MONTREAL
Medical Arts Bldg.
Fl. 2938

TORONTO
Victory Bldg.
AD. 8481

CKCR CKCR CKCR

CKNB **CAMPBELLTON** **N.B.**

March 22, 1947

Dear Mr. Timebuyer:

The approach of Spring (O blessed vent!) finds our communities and their citizens happy, healthy and prosperous.

Our pulp and paper mills at Atholville, Alhousie, Chandler, Bathurst and Edmundston are operating at capacity and breaking production records. Pulp-wood prices are adding to the prosperity of our farmers and woodsmen as never before. Demand for long lumber far exceeds the supply. Construction is booming. Attendance at theatres, hockey games, amusements is breaking all records including the war-time highs.

We predict a prosperous season in our neighborhood...and invite you to participate.

Yours very truly,

Steu Chapman

SC/JN

STATION MANAGER

AN ALL-CANADA STATION

World Wide Reps

The U.S. division of Fremantle Overseas Radio Ltd., of London, England, U.K. Reps for several Canadian stations, has been formed into a separate corporation, known as Fremantle Overseas Radio Inc., located at 660 Madison Ave., New York. Paul Talbot has been elected president. The Fremantle office represents commercial stations in North Africa, Europe, and recently entered the South American field.

Bonds For Gimmicks

Replacement of merchandise with U.S. Savings bonds as prizes on network and station programs has been urged by Brent Gunts of the U.S. Treasury.

"Savings Bonds are acceptable to everyone and by presenting them on radio programs, the broadcasters, agency executives and clients alike would be doing a patriotic service," said Gunts.

The proposal, which would end the practice of exchanging merchandise for free radio plugs, is being forwarded to the National Association of Broadcasters in an effort to get the radio industry to back the plan.

'Peg Broadcasters Elect Officers

George Secord of the CBC was unanimously elected president of the Winnipeg Broadcasters Club at their annual meeting last month. Dave Darby (CJOB) was elected vice-president; Calvin Pepler (CKY) secretary; Gordon Pollon (CKRC) treasurer; Percy Burdett and Gordon Fraser executive members at large.

James R. Finlay, Gerry Gaetz, W. A. Duffield, J. O. Blick and Louis Leprohon were again named honorary patrons.

Pity Poor Richard

For two weeks, "Open the Door, Richard" was played daily on "Club 580", hour-long teen-age program on CKEY, Toronto. Listeners joined in a contest, guessing the time the knocking would be heard on each broadcast, together with reasons why Richard did not open the door. Numerous tools to help Richard open the door accompanied the contest entries, such as miniature hammers, ladders, axes, saws, rope and a page on arc-cutting from a student's note book.

The end of the competition was marked by the playing of "The Key is in the Mailbox," sequel to the Richard selection.

For Distinguished Service
TO CANADIAN RADIO



DICK DIESPECKER
Program Director
Station CJOR, Vancouver

"With his Program Production"

Dick Diespecker joined CJOR in 1937 after working in an advertising agency, newspaper reporting, free-lance writing, teaching, and a few other things he'd rather forget.

Starting at the Vancouver station as the "Texaco News Caster", he soon took entire charge of news. Between his appointment as program director and enlistment in the army in 1940 he was responsible for the writing and production of such programs as "Names That Will Live Forever", "Salute to Industry", "Standing Room Only" and "This Week in History".

On the side he tapped out scripts for the CBC and produced "Stag Party" featuring Alan Young.

After various assignments in Pacific Coast Defence, he was sent to Ottawa to organize a Radio Department in Army Public Relations. There he shared in the launching of "Comrades in Arms," "The Army Speaks" and "Headquarters Report".

During his army days, Dick's poem "Prayer for Victory" sold in hundreds of thousands, all royalties being donated to Red Cross. Later his collection, "Between Two Furious Oceans" was a complete sell-out.

Returning to CJOR as production chief after the war, Dick is or has been responsible for the Dominion Network programs "Parade of Life" and "Western Trails". He has done a new "Salute to Industry" series and "March of Progress". He is also currently doing his own nightly series "Off the Beaten Track," and a daily newscast for the Vancouver Province, "The Province at Ten".

Dick is 40, was born at Adstock in Buckinghamshire, England. He came to Canada with his family in 1908. In 1915 he was taken to South Africa, but returned to Canada in 1921. He was educated at Victoria High School and Victoria College.

Today and Tomorrow
LOOK TO
RCA VICTOR
FOR
Outstanding
TRANSCRIPTION SERVICE
that includes

- ★ Expert program advice
- ★ Excellent adaption — French and English
- ★ Intelligent programming
- ★ Finest recording ★ Efficient factory processing
- ★ Exceptionally fine service

Top flight studio and sound men plus highly qualified engineers maintain the high standard of this complete service.

RCA VICTOR **TRANSCRIPTION STUDIOS**

TORONTO — Royal York Hotel — Adelaide 3091 MONTREAL — Lacasse Street — Wellington 3671

THE MOST INTRIGUING
MYSTERY IN THE WORLD
LIES BEHIND AN

"Unopened Door!"



Almost everybody is curious to know what lies behind an unopened door...for behind it may be many things - mystery, drama, wealth or the answer to all their problems.

If you are planning on placing your product in the Southwestern Ontario Market and wonder what the future holds in store for it, let C K L W open the door for you. CKLW is a welcome visitor in 95,710 homes in the daytime and 87,314 homes at night.

Both program and station publicity is always carefully

planned and consistently used to build and hold a worth-while audience and to give value to our advertiser.

Listener audience acceptance and buying influence are the important things to be considered when selecting a radio station as an advertising medium.

That's why you should remember this influential radio station when making plans for your activities in this rich and responseful market.

Remember, too, that C K L W is the favorite radio station in the Southwestern Ontario area.

CANADIAN BROADCASTING CORPORATION
MUTUAL BROADCASTING CORPORATION
MEMBERS OF CANADIAN ASSOCIATION
OF BROADCASTERS

5000 WATTS—800 KC DAY AND NIGHT

CKLW

J. E. CAMPEAU
Managing Director

REPRESENTATIVES: H. N. STOVIN, CANADA • ADAM J. YOUNG JR. INC., U.S.A.

CHECK ALL THE ADVANTAGES



Dominates the Manitoba Market
Most Power
Greater Audience



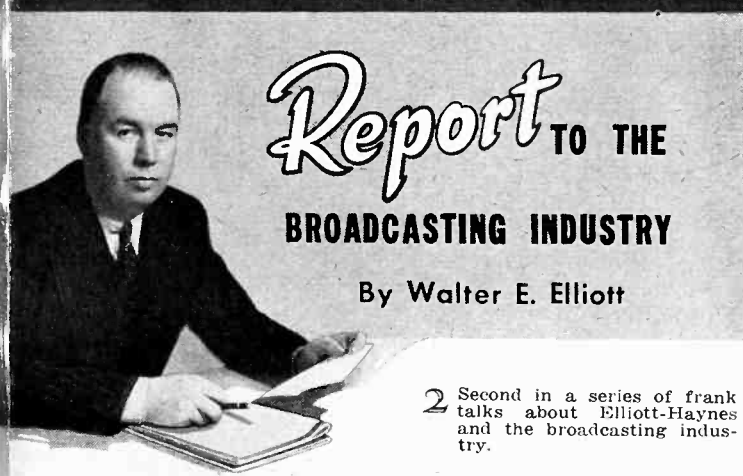
TRANS-CANADA NETWORK
Finest and most popular programs



Leadership since 1923



Exclusive Sales Representative
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL



Report TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

2 Second in a series of frank talks about Elliott-Haynes and the broadcasting industry.

The Selection of the Interviewer

FOUR hundred and thirty-four trained and experienced telephone interviewers located in 35 Canadian cities from coast-to-coast—these are the field workers who collect the material from which Elliott-Haynes Radio Reports are processed.

The interviewer is a highly important cog in the E-H mechanism and must meet rigid specifications;

1. Experience proves the female voice to have ready acceptance and the first qualification is that the interviewer must be a woman.
2. The interviewer must have voice appeal.
3. She must be basically honest and able to stand up under constant honesty tests.
4. She must be reliable with a conscientious regard for detail.
5. She must not have any advertising media connections which might result in interviewer bias.

Next issue: "Random Selection of Respondents"



Elliott-Haynes Limited

[Continuous Radio Audience Measurements Since 1940]

Sun Life Building
MONTREAL

515 Broadview Ave.
TORONTO

Let's "Drop Dear"

The Society for Abolishing "Dear" in Business Letters has taken action in "freeing the word for use as an expression of affection" and considers its use in business as insincere and antique. The society has issued a postage-stamp size sticker, designed for pasting on business letters, to promote the idea. The stamp reads: "Let's drop 'Dear' in Business Letters! Are you with us?"

CKAC, Montreal, is the first Canadian member, with the CANADIAN BROADCASTER following a close second.

To become a member and receive a supply of the stickers, all you have to do is to mail \$1.00 to: The Society for Abolishing "Dear" in Business Letters, 111 East Delaware Place, Chicago 11, Ill.

Calling Hawaii

VE9AI, CJCA, Edmonton's short wave transmitter on 9540 kcs., has added Hawaii to its list of listeners throughout the world.

"To have CJCA come in as it is doing right now," wrote Earl Challenger of Holualoa Kona, "equally loud and clear as any of our powerful local stations, bespeaks a whale of a lot for the equipment, facilities and operating services provided by CJCA."

VE9AI has been heard in Palestine, Sweden, Denmark, Alaska and New Zealand.

Quiz Promotion

Pages cut out of dictionaries were mailed to every home in Moncton and district recently by CKCW, Moncon. The pages were pasted in printed folders captioned "A Dictionary May Help" as promotion for "The Man With the Question," a quiz program heard Monday through Friday from 10.15 to 10.30 a.m.

POSITION WANTED

Radio station or agency. Young man, single 27. Over 5 years experience in scripting, studio routine, special events, play by play sports and commentaries. Some selling and supervisory work. Excellent references. Available on 2 weeks notice.

Apply Box 5005

Canadian Broadcaster
371 Bay St. Toronto.

For Distinguished Service TO CANADIAN RADIO



MARY GRANNAN

"For her 'Just Mary' Program"

When the inspector walked into Mary Grannan's room in the Fredericton school where she was teaching, Mary thought the jig was up. She was right in the middle of an informal and completely unauthorized story telling session when it happened, and, as she puts it, you just have to go by the book. But Mary was wrong, so it proved, because a few days later she received a letter from the Department of Education inviting her to go to New York to study progressive education.

Mary took up teaching because her wood-carver-artist father refused to let her go on the stage.

Her theatrical aspirations started when, at the age of six, she recited that famous poem "When I lent my Dolly". Theatrically thwarted, she went after art in a big way: Just when she was beginning to bring home the prizes, and she's decided that this was really the thing, the family resources gave out, so she took up teaching.

Mary cut her radio teeth on a script Stuart Neill of CFNB, asked her to do during Educational week in Fredericton. After her maiden performance, Mary just stayed, interspersing her classroom activities with a program devoted to styles, art and books, called "Musical Scrapbook". For material, she sat down and dashed off letters to practically all the Tourist Bureaus in the world. All answered except Turkey and Peru.

At CFNB, Mary Grannan created her children's character, Aggravating Agatha, which ran as a sponsored program for two and a half years. She started her now famous "Just Mary Stories" when she joined the CBC in Toronto in 1938. Since then she has been responsible for such juvenile favorites as "Magic Chord", "Children's Scrapbook", "Evening Scrapbook" and "Sunny & Susie".

She has four books to her credit: "Just Mary", "Just Mary Again", "Maggie Mullins", and "The New Just Mary Stories." Thomas Allen Ltd., her publishers, report that nearly 25,000 copies of the last named book have been sold since last November.

FOR DISTINGUISHED SERVICE IN 1944

Canadian Broadcaster's Beaver Award winners for distinguished service to Canadian radio in 1944 are still making radio history in both Canada and the United States.

To refresh your memory, here is the original crop:

(1) York Knitting Mills' "Singing Stars of Tomorrow" is still combing the back sixties for operatic material and have in their four years on the air "discovered" such talent as Claire Gagnier, Evelyn Gould, and last year's third winner Marie Jose Forgues, who has just signed a contract with the New York Civic Opera Company. (2) Alys Robi, French Canadian songstress was heard the other day on the Carnation "Contented Hour". (3) Alex McKee, veteran characterman, still enriches radio drama with the color of his characterizations. (4) C. M. Pasmore of MacLaren Advertising Co. Ltd. who remains at the helm this 17th year of the NHL Hockey broadcasts. (5) Ernie and Kay Edge, currently writing "Canadian Cavalcade," "George's Wife" and other programs. (6) Andrew Allan, whose original production "Stage 44" has graduated into "Stage 47". (7) Paul L'Anglais, who won his Beaver for his production of the French version of Lux Radio Theatre and who has now added movie production to his activities. (8) Mart Kenney and His Western Gentlemen, an institution in modern Canadian music. (9) Grace Benson now starring in the US network production "Big Sister". (10) Foster Hewitt, the international voice of hockey. (11) Stan Francis who we are forecasting as a featured comedian of tomorrow. (12) W. T. "Doc" Cruickshank, whose "Ontario Farm Station" has just celebrated its 21st birthday. (13) Jack Fuller, now announcing out of Chicago. (14) Wells Ritchie, CBC Supervisor of Press and Information. (15) Ralph Kuyle and Jean Penny, the two CBC fledglings from the CBC news department. (16) The Happy Gang, now closing its tenth year on the Canadian airways.



AND FOR Beaver Awards TOO -

LOOK TO RCA VICTOR!

With pardonable pride we extend congratulations to Beaver Award Winners Johnny Wayne and Frank Shuster, stars of the RCA VICTOR SHOW, and Len Headley, Manager of our Toronto Transcription Studio, for their distinguished service to Canadian radio.



WAYNE AND SHUSTER

The citation reads —
"For distinguished service to Canadian radio with their comedy program 'The RCA Victor Show.'"

LEN HEADLEY

The citation reads —
"For distinguished service to Canadian radio through his encouragement of Canadian talent development."



RCA VICTOR

Controls - RCA Victor Radios - Records - Transcriptions
Broadcast Equipment - Electronics

RCA VICTOR COMPANY LIMITED

Halifax Montreal Ottawa Toronto Winnipeg Calgary Vancouver

Objection Over-ruled

The American Secretary of State convinced a listener that Herbert Button, emcee of the "Man With the Question" program on CKCW, Moncton, was correct in his statement that John Hanson was the first U.S. President under the Articles of Confederation.

The listener believed that Thomas McKean was the first President and wrote to Washington for confirmation. The Chief of the Historical Division of General Marshall's Department replied that Button's statement was correct.

Applaud Hill-Billies

"The Golden Prairie Cowboys" of CKNX, Wingham, recently entertained veterans at the Wesminster Military Hospital in London. Arriving early in the afternoon, the group visited wards, entertaining patients unable to move to the hospital auditorium for the stage show that evening.

"This is the first time we have been given something really different in the way of entertainment," said Dr. Guyatt, hospital superintendent. "Can you arrange to come again soon?"

U.K. Plans FM

The BBC plans regular FM service within two years. The first transmitter, to operate on 25 kw., has been ordered from the Marconi Wireless Telegraph Company and the British Radio Industry Council is arranging production of receivers.

The present medium and long wave-length service will not be affected by the introduction of FM. BBC will give wider coverage to its Third Program through the FM outlets.

CKCW News Chief

Donald E. Swift has been appointed news director of CKCW, Moncton. Smith who was born in Chatham, N.B., and attended the University of New Brunswick, was formerly Maritime manager of BUP and later became head of the United Press news desk in New York.

Talent Quest

Art Hallman, Toronto orchestra leader, is conducting a talent hunt in 28 Toronto secondary schools. Two of the best singers chosen from each school will appear with Hallman's orchestra at the Casa Loma each Friday, competing for a \$15 prize. The final winner, to be selected in May, will be awarded with \$100 and an opportunity to sing with Hallman's orchestra on a Canada-wide network and appear on Borden's "Canadian Cavalcade."



CLAUDE-HENRI GRIGNON
By "Un Homme et Son Pêché"

There isn't any parallel in radio anywhere to "Un Homme et Son Pêché," the daily 15-minute program which goes out every evening to a million French-Canadian listeners in the province of Quebec. Sponsored by the Pepsodent Company of Canada, this serial, which began in September, 1939, takes its listeners back half a century and blends Quebec history and politics with genuine folk lore of the province. Its vast audience includes many of the province's most cultured people as well as the habitants and ouvriers.

Claude-Henri Grignon is not only author of the eight year old serial, but he is also in actual life, the mayor of the village of Saint Adele where his scenes are set.

His character of Seraphin is easily the most hated man in radio anywhere. In Monsieur Grignon's view, Seraphin's greed symbolizes most of the world's woes.

Speaking of him last year in his "Canadian Yarns," Hugh Kemp said, "...for six years he produced a monthly magazine of 48 pages, doing all the writing and even the proofreading. . .he wrote on politics, French literature and a dozen other topics. Through this medium, he managed to insult practically everyone of importance in the province."

Grignon is obviously an even more remarkable character than those he creates for the air. These he knows intimately and can play them, which he does, as he writes. As Seraphin speaks, his face twists into a vicious snarl but is transformed into a sweet smile as the scene shifts to the gentle character of Donelda.

Claude-Henri Grignon does not know the meaning of the word rest. His life is chock-full—chock-full of happy activity.

PRODUCERS!

When you're looking for

- Laurence Abbott
- Pat Barry
- Lloyd Bochner
- Roxana Bond
- Bernard Braden
- Bernard Cowan
- Joy Davies
- Laddie Dennis
- Russ Gerow
- Barbara Kelly
- Beth Lockerbie
- Howard Milsom
- Dick Nelson
- Mona O'Hearn
- Loy Owens
- Marjorie Purvey
- Maurice Rapkin
- Ruby Ramsay Rouse
- Sandra Scott
- Barry Wood

Call

RATE

Waverley 1191

TRADE WINDS

Edited By Art Benson

The commercial department at CKSB, St. Boniface reports a number of new contracts. Peoples Credit Jewellers has taken the 8 a.m. newscast for one year. Genser's Furniture Store has scheduled 78 quarter hours of French transcribed songs. Stubby Beverages has started a series of 104 fifteen minute transcriptions featuring popular dance bands. Boston Clothing has renewed the daily half hour "French Chansonnettes" for another 6 months. Cusson's Jewellers has scheduled "Amateur Show" for another 26 weeks in the fall. Current series concludes in April.

A. J. Denne tells us that Foster-Dack (Mecca Ointment) has started a series of spot announcements over large list of stations coast to coast. Mennen Shave Cream has the 5 minute 5 a week transcribed "Mennen Shave Time" going to 7 stations between Montreal and Vancouver. The series is scheduled for one year and features Lou Parker and Ann Thomas.

According to the commercial department at CKAC, Montreal, Troy Launderies has scheduled a year's series of 10 minute 5 a week science talks for children featuring Corey Thomson.

Young & Rubicam's Toronto office tells us that the Metropolitan Life Insurance Company has a number of campaigns under way. A 5

minute 6 a week newscast is going to CKNW for one year. CKAC Montreal is airing a 5 minute 6 a week musical for 13 weeks. The current 5 minute 6 a week newscast has been renewed over CHRC Quebec for another 13 weeks. CKY, Winnipeg has started a 10 minute 6 a week newscast for 13 weeks and the Monday through Saturday 5 minute "Melody Highlight" has been renewed over CBL, CBO, CBM and CBF for another 13 weeks.

Teach Safety

"The Juvenile Safety Club" broadcast over CKSB, St. Boniface Man., is now sponsored by the Canada Bread Co. Ltd. The program, backed by teachers, parents and the police and fire departments of St. Boniface, teaches youngsters traffic rules, safety, and fire prevention. It is broadcast from the Paris Theatre Saturday mornings before an audience of 700 children. The 30-minute program features community singing a safety quiz, safety talks, reports on accidents and entertainment by young artists. St. Boniface district teachers distribute admission tickets to their classes.

To Head CKBI

E. A. Rawlinson has been appointed managing director of CKBI, Prince Albert, Saskatchewan. CKBI, is now operating with 5 kw.

CKCO
OTTAWA

A *Wright* STATION

Community Station
of the rich Ottawa valley
now heading into its
21st year of service

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

this particular "Beaver" would like to flap his tail in appreciation of the grand work by all the people who made the whole thing possible. people like:

- ★ george chandler
- ★ the guys and gals at cjr who are always in there pitching.
- ★ the free-lance actors of Vancouver
- ★ the musicians, God bless 'em

★★ *dick diespecker*



CHNS

The Voice
of

Halifax

Nova Scotia

Celebrates

Its

21ST

Birthday

With Its

New

5000

Watt

Transmitter

Now In

Operation

First

As Usual

In

Halifax

Ask All-Canada

About The Increased

Coverage At

Your Service

In

Nova Scotia

26 U.S. Stations Use Canadian Series

26 stations from 17 states and the District of Columbia and Hawaii are now airing the recorded program "Reflections" in the United States, and All-Canada Radio Facilities Ltd., expect to announce release in Canada to a national sponsor quite shortly.

The programs, fifteen minutes of familiar songs and music with poetry and narration, were produced by All-Canada Radio Facilities Ltd., under the joint direction of Bert Wood, on loan from NBC, and Toronto producer George Taggart. Recordings are by RCA Victor Co. Ltd.

NBC is handling syndicated sale of the series in the United States, while the All-Canada office is handling it themselves in Canada.

Stratocasting Feasible

Tests, conducted over a period of months by the Westinghouse Electric Corporation, have proved that stratovision is feasible, and that a plane, flying at high altitude, can pick up FM and TV programs from a ground station and relay them over a larger area than is possible from the fixed land station, itself. Signals have been re-broadcast on 100 and 500 mcs to points 250 miles distant.

It is believed that a group of planes across the country could cover the entire United States with satisfactory TV and FM service. The plan, still in experimental state, may be affected by weather conditions or mechanical defects in planes or other factors which may yet come to light. These points will decide its potentialities for nationwide coverage.



LEN HEADLEY

Recording Director
RCA Victor Company Ltd.

"By Encouragement of Canadian Talent"

Easily the best picture gallery of Canadian radio artists is in Len Headley's office at the RCA Victor Recording Studios in the Royal York Hotel, Toronto. Most of the autographs read: "Thanks for the break, Len."

Len has a theory that discovering talent is part of his job.

Starting with 34 aspiring announcers and actors in October 1945, Headley has been conducting monthly auditions which are adjudicated by a panel of agency, station and independent producers.

To date 293 potential artists have been heard. Of these at least 46 are now gaining practical experience on actual programs.

Panel members grade auditionees according to their individual opinions. The returns are tabulated, and the would-be broadcasters are advised of the results by mail. To date, 63 have been graded "A-plus" or "A-minus", indicating that they are either ready for use or very near it; 132 have scored "B's", which means they have some chance with more instruction; 98 have gone in the discard with "C" ratings.

Starting as a one-man job, the project grew until it was deemed advisable to form an "audition committee". On this sit representatives of RCA Victor, Cockfield Brown, J. Walter Thompson and MacLaren's. Len says the whole thing has passed out of his hands now, but it is not hard to guess who represents RCA.

Headley pioneered in selling recorded Canadian talent to American radio with "Flying for Freedom" and last year's Beaver winner, "The Man with the Story." Later he co-operated with All-Canada Radio Facilities and NBC with the "Reflections" series.

EXPERIENCED MUSIC LIBRARIAN WANTED

To take complete charge of transcription library in CFRA, Ottawa's new radio station, opening about May 1st.

Write, giving full details to CFRA, Ottawa

Edmonton's
BEAVER
Station
for promoting
Listener Relations

CJCA

5000 WATTS

THE WHOLE CAST

of

"LIGHT UP AND LISTEN"

Congratulates

KEN McADAM

on his

BEAVER AWARD

WHITEHALL

BROADCASTING LIMITED

923 Dominion Square Building
Montreal

Producers of "Light Up and Listen"
and responsible for 5 out of the
top 10 French programs
in Montreal

Knock Boosts Singing Spots

What might be termed a left handed compliment for singing commercials as an effective means of advertising was voiced by a young contestant on "Public Opinion," sponsored by the David Spencer department store over CKWX Vancouver.

When master of ceremonies Cal George asked for her opinion of singing commercials, the young woman said, "I don't like them, they stick in my mind and keep me awake nights."

She got \$5 for the answer, because it agreed with the consensus of opinion there, 64.7% against the musical plugs.

The answer didn't break the station's heart, either, because recently CKWX has been using singing commercials as part of the promotion program for their recently arrived 5 kilowatts.

Brier Broadcast

The MacDonald Brier Curling Championship matches held at Saint John this month were covered by CHSJ from the time the rinks arrived until the trophies were presented. Cleve Stillwell and Reid Dowling of CHSJ interviewed incoming curlers at the Union Station and aired scores and summaries throughout each day of the four-day meet at Saint Andrew's Curling Rink. Sports commentators Doug Smith, Montreal, and Bill Good, Winnipeg, broadcast results over the CBC network at 7.30 and 11.30 p.m. daily, using CHSJ facilities. The MacDonald Tobacco Company sponsored the network broadcasts.

Appoint Staff Sales Rep.

Don Fairbairn has been appointed chief sales representative of CBC's commercial division at Toronto. He replaces W. R. Johnston who is now supervisor of commercial acceptance and production. Except for three years in the RCAF, Fairbairn has been with the CBC since 1939, serving as farm broadcasts commentator, CBC correspondent in Europe and producer in the program division.

Share Wavelength

English programs of the Palestine Broadcasting Service are broadcast on two transmitters using the same wavelength, it is reported by "VARIETY". Hebrew and Arabic broadcasts are carried simultaneously on two transmitters on different wavelengths.

The Palestine radio system is non-commercial and has been in operation since 1935.



**"More
Hope
THAN CHARITY"**
Elda Hope

When an adult is cast as narrator, that's quite usual; but when a seven-year old child fills the role, that is unusual. This all boils down to the fact that Jane Barr narrates CKEY's "Children's Theatre of the Air". She must leave all mike-fright at home for this young troupier handles her lines like a veteran. The stories written and produced by Marjorie Purvey, is a fantasy and should interest listeners in any age group. At any rate, I get a bang out of it and look forward to next week's show.

Canadian radio doesn't have to take a back seat as long as producer Eddie Gould keeps shows like "Music for Canadians" on the air. Even the title intrigues me (Dick Lewis please note). It succeeds in giving me the feeling that this show may be partly on my account. The word 'for' is not emphasized but it is enunciated. The show hits the air with the deep, vibrant voice of narrator Frank Willis making appropriate commentaries regarding music. I say this is the ideal build-up for what is to follow.

The orchestra with 'the string that sing' is under the direction of Samuel Hersenhoren. One of the highlights of this program—at least to me—is the theme. It has that certain something that catches the listener's ear and holds his attention. When maestro Hersenhoren gives the down-beat the musicians respond with such eagerness and clarity that it would seem as though each section played as one man. This combination is nothing short of terrific.

As soloist the lovely and talented Evelyn Gould adds her share of richness and colour to an already top-flight program. The very fact that this program invites few, any, guest stars promotes Miss Gould to even greater heights. Her choice of numbers is sufficient to please many listeners. Miss Gould flies each week-end to do this show from New York where she is studying to further her musical career.

To say that I was sincerely sorry upon learning about Stan Francis' mishap is putting it mildly. Everybody is familiar with this side-splitting emcee of "Share the Wealth" but there is also a great many who don't know he is tied with a steel hydro pole. When a pole is firmly anchored to the ground, especially a steel one, it becomes grim resistance for a skidding car. Stan found this out to the tune of severe laceration about the head and face. Despite all his discomfort he tried, but in vain, to talk his way into doing his show the very next night. Needless to say he was dissuaded and Cy Mack replaced him as emcee with Maurice Rapkin doing the honors as announcer. We hope the done Boys and Stan get well soon—we missed you.

CKCK

THE

"MIGHTY MIKE"

IN

SOUTHERN SASKATCHEWAN

FIRST IN

ADVERTISERS

AUDIENCE

MERCHANDISING

PRESTIGE

RESULTS

THE ALL-CANADA STATION IN CANADA
THE WEED AND CO. STATION IN U.S.

THE FIRST STATION IN SASKATCHEWAN

ACCORDING to 1946 BBM figures, CFCY now offers advertisers a night audience of 87,560 radio homes in the 3 Maritime provinces and the Gaspé Peninsula —the largest audience of any private station east of Montreal —nearly twice that of any other station in the same area.

CFCY

CHARLOTTETOWN

The MARITIME
Must STATION

ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. IN THE U.S.A.

Listeners Play Reporters

CHUM, Toronto, offers listeners up to \$5 for the best news story sent in for their "Tele-Flash News". Listeners are encouraged to phone CHUM immediately they see any important event which is verified by the station and then broadcast.

Among recent scoops were the holdup of a store and dairy in Toronto, reported by a housewife, and the Hurricane in the Halifax area, during which telephone and telegraph communications were interrupted. A Toronto radio amateur contacting a Halifax ham, obtained details of the storm and phoned in the story.

The name "Tele-Flash News" has been registered by CHUM.

World champion figure skater Barbara Ann Scott's arrival at Malton Airport, Toronto, last week, was broadcast by CHUM by utilizing an FM mobile unit, the first used in Toronto. The broadcast from Malton, 20 miles from Toronto, was successful. The FM mobile unit has been tested and found to perform satisfactorily within a 50-mile range of the city.

FM For Kingston

A commercial FM license has been granted to CKWS, Kingston. The FM transmitter, assigned to channel 242 on 96.3 megacycles, will be in operation in three or four months.

Truman Rates High

24,899,000 adult listeners heard President Truman's goodwill address from Mexico City on March 3, according to a Hooper survey. The rating was 34.0.

KEY PERSONNEL Wanted

for B.C. Station
Opening in May

★ Production Manager

with long and varied experience in small station broadcasting.

★ Commercial Manager

able to deliver results.

CJIB

VERNON — B.C.

For Distinguished Service
TO CANADIAN RADIO



EVE HENDERSON

Women's Editor at CKRC, Winnipeg
"By Her Women's Programs"

During the past four years, Eve Henderson has averaged sixteen interviews a month on her five days a week schedule, besides attending to her other duties as Women's editor and commentator at CKRC, Winnipeg.

She is heard currently on two daily programs, her "Woman's Hour" and newscast, and is at the beck and call of every public service organization which needs her help.

Eve joined CKRC as Women's editor in 1943, and public service agencies which have learned to rely on her efforts include the Community Chest, Department of Health and Welfare, Cancer Research Foundation, Winnipeg Train Reception Committee, Patriotic Salvage Corps, Canadian Red Cross Society, Central Volunteer Bureau, Save the Children Fund, Share with the Hungry Campaign, St. John's Ambulance Corps and countless others.

She has interviewed hundreds of local, national and international celebrities including Lady Read, Lady Baden Powell, Lord Rowallen, Doctors from India and Palestine, French Underground patriots, visitors from nearly every country in the world.

Eve—she is Mrs Henderson in private life was playing with the John Holden Players in Winnipeg in 1937 when a CBC official saw her and invited her to do dramatic parts in CBC's Winnipeg productions. Since then her voice has been heard on numerous CBC dramas, Prairie Farm Broadcasts and school programs.

During the war, troop entertaining in camps and around Winnipeg became routine stuff, and her "single" character sketches earned her appellation of "Winnipeg's Ruth Draper".

Last fall Eve organized the Women's Advertising Club of Winnipeg, and is its first president. As an earnest mother, she has found time for the Manitoba Home & School organization and has helped it to double its membership during the past two years.



Jean Baptiste says:-

The first drink of beer in Canada was enjoyed in Quebec Province, where Intendant Talon built a brewery in 1668. The vaults are still well preserved, and are utilized by the Boswell Brewery.

Radio has played a major part in the SELLING, not only of beer, but of innumerable other products, in the Province of Quebec. Let us discuss with you the possibilities of a radio program to sell YOUR goods or services.

CHNC	CHRC	CHLN	CHLT
NEW CARLISLE	QUEBEC	TROIS RIVIERES	SHERBROOKE
5000 Watts	5000 Watts	250 Watts (soon 1000)	1000 Watts

For Information, Rates., telephone, wire or write to:

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. ADeLoide 8482
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How They Stand

The following appeared in the current Elliott-Haynes Reports as the top ten national programs, based on fifteen key markets. The first figure following the name is the E-H Rating; the second is the change from the previous month.

DAYTIME			EVENING		
<i>English</i>			<i>English</i>		
Ma Perkins	19.8	+1.7	Charlie McCarthy	43.1	+2.1
Happy Gang	19.7	+2.6	Filber McGee & Molly	39.3	+3.2
Pepper Young	18.1	+2.1	Lux Radio Theatre	38.0	+1.1
Big Sister	17.1	+ .7	Fred Allen	32.6	+3.2
Laura Limited	15.4	+1.5	Ozzie & Harriet	30.0	+1.1
Life Can Be Beautiful	15.4	+ .9	Amos 'N' Andy	28.7	+3.1
Stars To Be	14.7	+3.7	Alb. Familiar Music	22.2	-1.1
Household Counsellor	14.5	+1.8	Take It or Leave It	22.2	+1.1
Lucy Linton	14.5	+2.1	Bob Hope	21.6	+2.1
Road of Life	14.3	+1.2	N.H.L. Hockey	21.3	-
<i>French</i>			<i>French</i>		
Jeunesse Doree	29.1	+3.1	Un Homme et son Pêché	44.5	+1.1
Rue Principale	26.6	- .2	Ralliement du Rire	41.8	-2.1
Joyeux Troubadours	22.8	+ .5	Métropole	36.9	+1.1
Quelles Nouvelles	18.3	-1.2	Talents de chez nous	36.9	-2.1
Tante Lucie	18.1	- .6	Enchantant dans le Vivoir	36.4	-2.1
L'Ami du Consummateur	14.4	- .6	Juliette Beliveau	33.6	- .3
Le Quart d'Heure	13.8	- .2	Théâtre Improvisé	33.4	+3.5
Madeleine et Pierre	13.8	+1.1	Radio Carabins	33.1	+2.1
Le Coin de Disque	11.9	new	Nazaire et Barnabé	32.1	-1.1
			Théâtre de chez nous	31.2	+2.1

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

CKOW

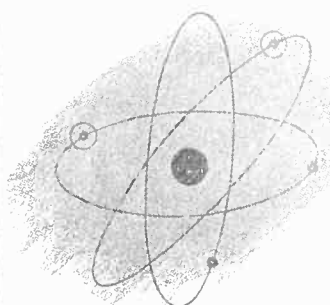
KELOWNA ★ Okanagan BROADCASTERS LTD.

Parent Education

CKNX, Wingham, has inaugurated a new series of programs on the education of adults in rural schools. Discussion groups heard on the weekly program will include school board members, teachers, parents and students from schools in the Wingham district.

YMCA Series

A new series of six transcriptions is being distributed by the YMCA to its branches in the U.S. and Canada. The programs, entitled "Broadened Horizons," contain dramatizations illustrating the requirements of youth in war-ravaged countries.

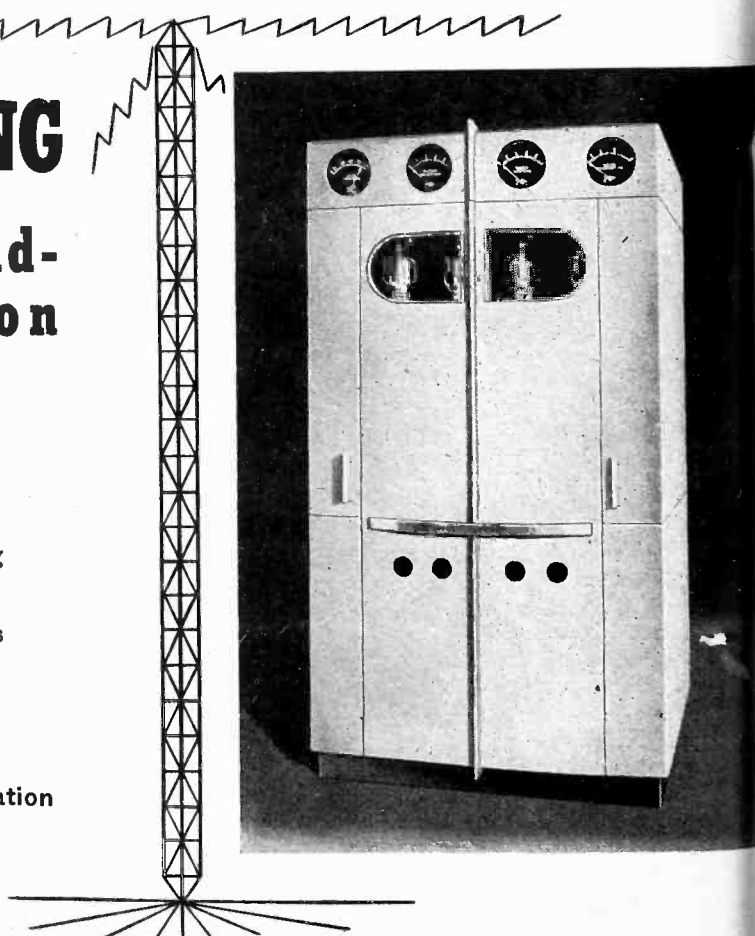


EVERYTHING

for your broad-
casting station

FROM MICROPHONE TO ANTENNA

- | | |
|------------------------|--------------------------------------|
| Broadcast Transmitters | Ground Systems |
| Speech Input Equipment | Test and R.F. Monitoring Equipment |
| Microphones | Monitoring Loudspeakers |
| Microphone Booms | "World" Library Service |
| Reproducers | "World" Feature Transcriptions |
| Vacuum Tubes | Engineering and Installation Service |
| Antennae | Consulting Service |
| Transmission Lines | |
| Antenna Phase Units | |
| Antenna Coupling Units | |



A NATIONAL ELECTRICAL SERVICE

Northern Electric
COMPANY LIMITED

25 BRANCHES ACROSS CANADA



VOICE OF THE FRASER VALLEY"
CHWK
 CHILLIWACK
 REPRESENTATIVES
 ALL-CANADA RADIO FACILITIES • WEED & CO. U.S.A

WANTED — Quality products by an outstanding market, the FRASER VALLEY. Apply through CHWK.

(A BASIC Dominion Net Station)

International Confab

The first post-war international tele-communications conference will be held in Atlantic City in May. The meeting, to be attended by representatives of 70 countries, will be held for discussion of allocation of radio frequencies and the formation of a strong international group to handle such matters.

Success Story

Two weeks after the OFCA agreed to sponsor the CFOR, Orillia, Farm Market Broadcast, they reported receiving more orders for fertilizer than they had up to seeding time last year.

For Distinguished Service
 TO CANADIAN RADIO



BABS HITCHMAN

'By Writing and Producing the Eaton's Santa Claus Programs'

For 17 years H. E. Hitchman was Santa Claus to thousands of children in radio reach of Toronto. 12 years after he started, his daughter, Babs, teamed up with him for five years and then picked it up where "Hitch" laid it down. For ten years past, Babs has been writer and producer of Eaton's Santa Claus broadcasts, heard each year on CFRB, Toronto.

"You start three weeks before the Santa Claus Parade," Babs says, "by getting the old gentleman to hell and gone out of the North Pole. The next two shows he's headed for all points south such as 'Very-Nearly-There-Land'."

Next comes the Parade, and, from then on, the stage is set in Toyland, where all the toys step off their shelves and are animated into Dick Whittington, Humpty Dumpty, Mother Goose and all the fairy tale characters.

Most of Babs' dialogue is written in verse, some to be sung, some spoken.

She is just overflowing with the practical kind of whimsy you'd expect to find in the mother of two sons. Yet Babs can bare her teeth and fight for her brain children just as she no doubt fought for Jack and Frank before they were respectively 16 and 18.

For five and a half years she wrote "John & Judy", which she reconditioned for Canada from the American program, "Those We Love." When she worked on "Color Harmony" for Sunset Soap, they couldn't blue-pencil her commercials, so perfectly were they integrated into the program. Once she introduced a prayer for peace into a "John & Judy" episode. The rules said: "No prayers in commercial programs". Babs went to bat and won. Soon after she was asked to supply a copy of her prayer to every member of the House of Commons.

HOW HIGH IS UP?

During the past year there has been a definite upward trend in advertising costs.

May we suggest that you investigate the coverage of the "Ontario Farm Station"?

You will find that CKNX has increased its circulation with no increase in rates.

To Serve!



For further information on this station contact

JAMES L. ALEXANDER

TORONTO

MONTREAL

C K N X

The Ontario Farm Station

OFFICES AND STUDIO

FIELD'S BUILDING

WINGHAM, ONTARIO

WE DID NOT PREDICT - BUT
WE NOW ANNOUNCE THAT

CFNB

IS OPERATING WITH
5000
WATTS

The Doorway To New Brunswick, C F N B in the Provincial Capital, Fredericton, has been an open sesame to thousands of homes in the Sea Side Province these past twenty odd years. The friendly Maritimers extend their hospitality to the wayfarer, but they welcome enthusiastically, and without reservation, those old friends of long years standing. C F N B listeners are C F N B's friends, and with the inauguration of operation on increased power, the clasp of friendship will be that much firmer. C F N B will now be able to serve the people of the province more effectively and more consistently, but never more sincerely than in the past. With every modern facility, operated at peak efficiency by a competent staff, every person a New Brunswicker who understands the philosophy, living and buying habits of New Brunswick listeners, the Doorway To New Brunswick beckons the advertiser who appreciates the potential New Brunswick Market. As a bonus C F N B offers a very substantial coverage of the provinces of Nova Scotia and Prince Edward Island, and a very large and faithful following in the neighboring State of Maine. To the advertiser C F N B pledges meticulous handling of the sales message, and its effective delivery to a large proportion of the radio homes in the province. To the listener, C F N B pledges careful scheduling of GOOD entertainment, selected for its appeal to Maritime men, women and children.



THE DOORWAY TO NEW BRUNSWICK

All Canada Radio Facilities

Weed & Company, U.S.A.

TRAIL
BRITISH COLUMBIA

Congratulations
to Beaver Winners
from
CJAT

FLASH
&
SPOT
get Results

Marks Quarter Century With 5000 Watts

CJCA, Edmonton, is completing construction of a new transmitter site at Ellerslie, Alta., in preparation for increase in power to 5 kw. The new transmitter layout includes two all steel masts, a modern transmitted building and a garage and home for the engineering staff.

A double celebration will be held approximately May 1 when CJCA will mark the power boost and its 25th year of broadcasting.

Among various features planned for the event will be a display of a miniature of the transmitter layout in a window of the Hudson's Bay Company store in Edmonton.

For Distinguished Service
TO CANADIAN RADIO



ROSS MacRAE
Cockfield Brown & Co. Ltd.

"By Devotion to his work during the Steel Company of Canada Strike"

Ross MacRae broke into radio at CKCK, Regina, in 1938, rose to the position of program director, came to Toronto in 1945, and that September joined the radio department of Cockfield, Brown & Company Ltd.

Son of the late D. B. MacRae, well-known editor of the Regina Leader Post, Ross laid aside his fiddle which was his original idea for a career, and started in pursuit of something a little nearer to the bustling exciting life his Dad had lead. He says he has found it in his present job.

Radio takes men and women to unexpected and unusual places. Take two of last year's Beaver Awards winners for example. Claire Wallace, nationally known women's commentator, has broadcast her program thousands of feet in the air from an airplane. She also did it from the San Francisco Peace Conference. Grace Webster, character actress supreme, recently had the misfortune to break her leg. So Grace did her part in "The Craigs" from her bed, where she was lying encased in a steel cast.

During last year's Hamilton Steel Strike, the public was kept informed by radio from both outside and inside the plant. As a tribute to all those whose work in broadcasting has taken them to strange places or caused them to work under strange conditions, the staff and writers of "Canadian Broadcaster" singled out Ross MacRae, from the Radio department of Cockfield Brown and Company Ltd, whose assignment it was to spend six weeks in the strike-bound steel plant, keeping the outside world au fait with what was going on among the 2,500 men who had elected to stay inside.

Ross is 28, married to Phyllis Burrows of Regina, and has a son, Paul, who was born a few days after his father came out of the Steel Plant.

Mass Production

The stork worked overtime last month paying two visits within 24 hours to CKGB, Timmins. Gerry Hall, salesman, became the father of a son and Gordon Allen, announcer, was presented with a baby girl. The mothers shared the same room in the maternity hospital.

"Vets' Broadcast"

A weekly half-hour "Vets' Broadcast" is presented from various veterans' hospitals in the Saint John area. Programs are broadcast over CHSJ and recorded for later presentation over other Maritime stations.

A musical troupe from CHSJ entertains the patients who are interviewed by Cleve Stillwell. Programs are dedicated each week to various local committees. Vets from those towns are invited to send greetings to their families over the air.

Opposing Views

"Pattern For Prosperity," public service program of CJKL, Kirkland Lake, which airs discussions by members of Kirkland's Board of Trade, recently discussed Communism. Immediately following the program, "A Nation's Music", was broadcast. The program featured the music of Russia—the home of Communism.

Mental Program

A series of six quarter-hour programs titled "Mind's Your Business," dealing with various aspects of mental illness, is being aired on CBC's trans-Canada network, Tuesday evenings.

The dramatized series has been approved by leading Canadian and American psychiatrists and is endorsed by the Department of National Health and Welfare.

Congratulations
to **EVE HENDERSON**,
CKRC Women's Editor,
on winning a Beaver Award
for her outstanding Public Service

E. Gary
MANAGER
CKRC

CKRC
630 ON YOUR DIAL
WINNIPEG

Announcing

the appointment of

HORACE N. STOVIN & Co.

as

Exclusive

National and Local Sales Representatives

CJBC TORONTO

1010 Kc. — 5000 Watts

Basic Station of the CBC Dominion Network

CJBC

An Established Station with an Assured Audience

NOW OFFERS THESE ADDED NEW VALUES

To Advertisers in the Greater Toronto Area
using Commercial Radio:

- NEW, Audience-Building Programs
- NEW, Aggressive Program Merchandising
- NEW, Striking Station Promotion
- NEW Personalities and Services

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG



CAB officials met with radio representatives in Montreal to discuss broadcast advertising, public service, and general policy for the industry. It was a useful, day-long session, and gave the reps more info about general CAB strategy than they would pick up at a dozen conventions.

The morning session, presided over by Harry Dawson, dealt with general policy; and also with the plans of the Public Service Division. Jim plans schemes for the latter were heartily endorsed. To get the help of broadcasters in carrying them out, the industry should soon smell much sweeter in the public nostrils.

After a luncheon, provided by All-Canada Radio Facilities, Don Scott gave detailed plans for the Department of Broadcast Advertising. Already a tremendous mass of sales ammunition has been gathered. When the series of regional meetings has been completed, this ammunition presumably will be used to build a concise, effective story for radio which can then be presented to potential advertisers.

My own impression of the meeting was that CAB, with these three young executives plowing into the industry's problems for a while, they're worth, is sure to make worthwhile progress. If the older heads in the business will get busy and formulate a policy, Allan Dawson, and Scott will sell it to the membership and put it in action.

* * *

Hal Roach, account executive at McKim Advertising, is leaving the Agency to manage the new Benton & Bowles Toronto office. This is a break for Toronto both ways. Benton & Bowles ranked 8th in the USA in radio billings last year.

* * *

At the recent rep meeting, Jim Allard urged more public speaking by the members of the radio fraternity. Montrealers have been doing well in this regard. W. D. George, president of Whitehead Broadcasting, spoke last week at the Young Men's Canadian Club. This week, W. D. Hannan, radio time buyer at Cockfield Brown speaks to the Ad-libber's Club. Roland Beaudry and Paul L'Anglais have spoken on a dozen different occasions in the interest of radio.

* * *

Visitors: Walter Blackburn, CFPL, London, at the Ritz; Tom Campeau, CKLW, Windsor, at Elsworth Rogers, CFRB, Toronto at the Windsor; Gordon S. Hearn, CJCA, Edmonton, Bert M. Cairns, CFAC, Calgary, and Hal Crittenden, CKCK, Regina, at the Mount Royal.

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 Broadcast Equipment Manufacturers.

OPPORTUNITIES FOR AMATEURS

CKRC Runs Drama Classes

Everyone wants to get into the radio act, and nobody knows just where to start except CKRC's actor-announcer, Maurice Desourdy.

"Ask any radio man how to get into radio," Maurice says, "and then watch him splutter. Is an audition the answer? Well yes, if there happens to be a job opening up, and if you have the right voice and if you have the experience, and if . . ."

Because of the number of times he has heard genuine talent go down to defeat via the control room speaker for lack of experience and the means to get it, this one enterprising radio man decided that something should be done and then went ahead and did it.

Desourdy persuaded CKRC to let him establish a free radio school. This was two years ago, and the results make a real success story.

Two hundred auditions were held. Free classes began, with studio, control room and recording studio made available to the students by CKRC, and Desourdy contributing his own time.

All an aspiring student had to do was to convince Maurice of his or her possibilities. But no pro-

misés were made. You could join the class for fun, as some did, or because you wanted to get into radio, as others did. The sole purpose of the class was to provide knowledge and experience which might be used at the student's discretion. How much they learned or how they used their knowledge was entirely up to them.

Out of the hours of gruelling line reading, mike training and general instruction which Maurice has dispensed for two years now to classes averaging twenty students, has come success in various forms.

Doris Bennett graduated to leads in several CKRC dramatic productions. She played lead on one serial program for a year and is now established as an accomplished network actress. She plays child parts and ingenues, and recently amazed everyone with her characterization of an old hag in a CBC play.

Sherry Gordon emerged from the class into a network appearance on "Canadian Party."

Gregg Anderson became an announcer for CJGX, Yorkton, and then CJRL, Kenora; Sita Crombie does character roles on the network; Elaine Mills, Mona Werrier, Ted Follows, Meredith Robinson, Keith Murray and Gordon Harrower have all tasted professional success in one way or another. Originally they were in stenography, advertising, newspaper, or book-keeping. Radio was a closed door, because they had no experience and nowhere to gain it.

After two years' operation of the class, CKRC plans airing students in actual productions.

Aid Library Fund

Harry Grant, educational broadcast director of CKCW, Moncton, conducts a weekly quarter-hour review of new books in Moncton's Civic Library. The free air time programs are part of a campaign to raise funds for a new library building.



KEN McADAM

Singing Star of "Light Up and Listen."
"For a Rich Voice, Generously Shared."

Ken McAdam, at 30, is a success in three fields—sports, music and friendship. In January, 1938, in his graduation year at McMaster University, Ken suddenly decided to go into professional hockey.

Ken had a sick father at home in Ottawa and he went into sport to make money fast. Actually music was his real goal as he had a great ambition to follow in the footsteps of his father who had been an outstanding tenor. So he contracted to the Maple Leafs and was called upon to play all weekend double headers with the Syracuse Stars. A special proviso allowed him to sing lead in the University production of "HMS Pinafore." Along with all this, he was president of the Students' Council and a member of the Athletic Council. He also found time to win the shot-put event in the British Empire Games Trials in Hamilton.

One summer, shortly after his father's death, Ken took a job as a waiter on the steamship, "Noronic." The ship's hostess heard him singing in his quarters and for the rest of the voyage, he sang for the passengers.

That fall, he won a lot of prestige, with \$50 thrown in, in the Canadian Music Festival at London, Ontario.

In 1940, he married Barbara Wearing, a former McMaster classmate, and joined the YMCA Auxiliary Services. He went to England, North Africa and Italy, entertaining Canadian troops. Later he won his wings and a commission in the RCAF.

After his return, Metropolitan Opera star Donald Dixon, who was scheduled to sing on a Victory Loan program in Hamilton, missed his train and Ken did the job for him. Dixon took a great interest in the unknown singer's ability.

Now a star in his own right, Ken loses no chance of flying to New York for singing instruction from the eminent teacher, Paul Althouse. He is also attending McGill University, where he hopes to win his M.A.



Meet the Queen!

Dorothy Lawson,

who reigned as queen of the

**KENORA
THIRD ANNUAL
SNOW CARNIVAL**

BONUS AUDIENCE

For four joyous winter weeks Kenora's famous Snow Carnival attracts visitors from other cities, provinces and the United States. All summer long, tourists, campers and holiday-makers throng Kenora and the Lake of the Woods, Canada's loveliest vacation paradise. That's why all year 'round, CJRL has an extra—plus—bonus audience for advertisers.

For further information write the Horace N. Stovin man, Toronto, Montreal or Winnipeg. In the States, it's Adam J. Young, Jr. Inc.

CJRL
KENORA ONT.

DOMINION NETWORK

REACH THIS RICH MARKET through **KKNW** NEW WESTMINSTER, B.C.

\$11 1/4 MILLIONS in **EGGS - POULTRY - CHICKS** produced annually **WITHIN 15 MILES** of **OUR TOWER**

FOR DISTINGUISHED SERVICE IN 1945



There's a wired photo appearance in the above photograph of last years' Beavers who travelled a total of over 18,000 miles to Toronto and back to collect their citations on February 18, 1946.

These were the winners in the wide picture above — from left to right, standing:

Carson Buchanan, now retired from radio, whose station, CHAB, Moose Jaw, was cited for program promotion.

Elwood Glover, CBC, Toronto announcer, who is heard also on a large number of network commercials.

Edmund T. Littler Junr., of the Walter M. Lowney Co. Ltd., Montreal, who accepted his firm's Beaver "for their encouragement of safety through Lowney's 'Young Canada Club'".

Earle Connor, chief engineer CFAC, Calgary, whose citation read: "For his willingness to co-operate with other station engineers during the equipment shortage."

John Fisher, commentator for the CBC and Purity Flour Mills, "for his enthusiastic portrayal of the Canadian scene on 'John Fisher Reports' and 'This is Canada'."

"Wayne & Shuster" first Beavers to repeat, won their awards last year for "their comedy writing of the 'Johnny Home Show'."

Jack Kannawin accepted a Beaver for the CBC Overseas News Department "for distinguished service to Canadian radio through World War II."

John Adaskin, Toronto producer, carried off a Beaver for "his musical production of 'The Voice of Victor', 'Singing Stars of Tomorrow' and 'Dreamtime'."

Frank Lynch of CKLW, Windsor, won his for "his work overseas with the AEFPA after being seriously wounded in action."

Sitting, from left to right:

Mercer McLeod, Toronto actor, was cited for "A distinguished program, 'The Man with the Story'."

Grace Webster, Toronto actress, was cited simply as "a traditional trouper."

Claire Wallace, Toronto commentator, was beavered for "her radio work in the public service, especially her 'Visits with Vets' on her 'They Tell Me' program."

Howard Cable, Toronto conductor and arranger rang the bell with his "all-round musical ability as arranger and conductor".

The Alouette Quartet, Jules Jacob, Roger Filiatrault, Andre Trottier and Emile Lamarre came from Montreal to be recognized for their "brilliant interpretation of French Canadian songs at home and abroad."

Fred Lynds, then manager of CKCW, Moncton, (now its owner) accepted an award for his station's community service.

Dorothy Deane, Toronto Singer, was acclaimed "for her songs and her personality."



Off the top, they looked as though they were glad it was over—or glad anyway—Bob Simpson, Young & Rubicam; your editor who was just as amazed as you were; Cliff Stewart, then "Cavalcade" Producer; Jack Lawrence, Borden Co. Ltd. We shared the mike with Beavers Grace Webster and Mercer McLeod; then Captain Budd Lynch took the treatment; finally the Alouette Quartet.

Carson Buchanan of CHAB, Moose Jaw, and CBC's Elwood Glover reminisced between the dinner and the program; songstress Dorothy Deane justified her Beaver to listeners from coast to coast; John Wayne and Frank Shuster made like they were happy about the whole thing; finally Earle Connor, the CFAC Calgary engineer, who told that he owed a long-wanted trip east with his wife, to his Beaver Award, ad-libbed his pear-shaped "thanks".



... YOURS TO HOLD IT HIGH

Congratulations to all recipients of 1946 Beaver Awards! Don't rest on your laurels, however, but continue the good work in the interests of Canadian radio.

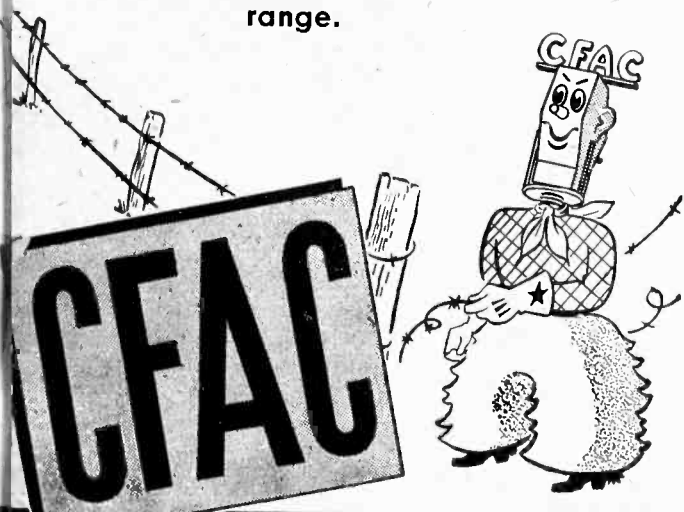
As a former "Beaver" winner in the community service field, CKCW still carries on its community service work. This year's number one project is the revival of the Moncton music festival, during May, in order to give this city an outstanding annual attraction and provide an outlet for Maritime musical talent.

Becoming part of the community is the big reason for Lionel's popularity and we intend to retain it.

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

Corral Added Sales

Plan right now to take advantage of our increase in power soon to be effected. The whole of Southern Alberta will then be in our range.



STUDIOS: SOUTHAM BLDG. CALGARY

Representatives:

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

Reform Listeners

People complaining about broadcasting should blame their own bad radio habits, says Margaret Cuthbert, in her article, "Treasures in the Air," in the April issue of "TODAY'S WOMAN". Miss Cuthbert, NBC's director of programs for women and children, suggests revision of old listening habits and respect for radio as a source of pleasure and learning.

To improve listening habits, the writer suggests that listeners refrain from concentrating on one type of program to avoid restriction of point of view. Work should be planned so as to give the listener an opportunity to listen attentively to worthwhile programs. The promotion of a listen-and-discuss group is recommended as is the following up of programs with special reading. Many radio programs issue special handbooks concerning broadcasts. When old interests die, new ones can develop if the listening schedule is revised.

"The intelligent listener makes listening time pay dividends," writes Miss Cuthbert.

Long Distance Request

John Marsh, announcer of "Forces Favorites" on BBC's General Overseas Service, recently received a telephone call from a listener in Macon, Georgia. Natt McSerris, the American, expressed his appreciation of the program, requested a selection for his wife, and asked Marsh to call a friend at the American Embassy. The request was played the following morning.

TIME SALESMAN

We have an opening for a permanent staff member on our local sales department. The man we want will be at present employed in this type of work and will have had several years experience handling radio advertising for retail community clients. To the right man we offer an attractive proposition with excellent commission and weekly guaranty.

Reply in confidence, supplying details of past sales volume, earnings, marital status, previous employment and references.

STATION CHUM
21 Dundas Square, Toronto



"ONTARIO PANORAMA"

with Alan Savage and Gordon Sinclair at the microphone, supported by Advance man Bob McStay and engineer Bill Baker

"By Spot-lighting the By-ways of Ontario"

There was nothing brilliant about "Ontario Panorama". Yet in three seasons, the four-man cast of Alan Savage, Gordon Sinclair, Bob McStay and Bill Baker visited 75 Ontario towns and villages, covered a total of nearly 12,000 miles, and spoke to 28,656 people in the live audiences which turned out to see the programs.

Originally "Panorama" was a CFRB sustainer, with a group of city newsmen plus one country editor as guest. Then Savage decided to take radio to the country.

Before the first of the new style broadcasts—October 13, 1944—McStay had gone ahead to line up guests with a story. The first one, a lighthouse keeper, told Savage he walked into town on his evenings off. Savage's expression brought the house down, because no one had told him the lighthouse was attached to the town pier.

Everyone, from Baker the engineer to Savage who combined the duties of Sinclair's co-performer with those of producer and announcer, had a hand in what was termed loosely the script. Much of the informal air can be credited to McStay who spent three days ahead of each show digging up characters with a story. Baker too contributed far more than an engineer's skill. He provided music before the show, loaned his P.A. system and generally made like a neighbor.

At all broadcasts except two, an admission charge was made, and this money, together with \$50 donated by the sponsor, was left for a worthy charity.

Ontario Panorama brought radio to these towns, and took away nothing but the goodwill of the townsmen.



Kayo Oakleys

Local "pix" get the "nix" at CHUM. Frigidair for the film boys who dole out theatre passes to radio, earmarking the advertising dollar for newspaper space.

Radio Pitfall

A national account, buying time on two Toronto stations, gets only one-third product-identification rating on station with high program ratings. This station therefore costs the advertiser three times as much in terms of results! In the final reckoning, results, rather than program ratings, will be the time buyer's yardstick.

R.S.V.P.

"Does anyone listen to these programs?—is it worth the time and effort?" With this pitch, Mayor Bob Saunders recently signed off his 63rd Sunday "Report to the People" broadcast. By week's end, over 1,000 letters had poured in from CHUM listeners.

Tele-Flash

"Every listener is a news-reporter" is the theory behind CHUM's novel Tele-Flash news idea.

In one day CHUM listeners reported news of (a) a girl who jumped beneath a street-car, (b) taxi collision, (c) a fire, (d) a cute story of the small boy who clipped off all his mother's hair while she slept.

More Local Accounts Than Any Station In Toronto!



Representatives:
Canada: J. L. Alexander U.S., Weed & Co.

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 frequency modulation, several systems have been used to effect the modulation. In many cases, phase modulation is actually employed, which is converted into frequency modulation.

In one system, the frequency of an oscillator is varied by an electronic inductance which shunts the circuit determining the frequency. The audio signal is fed into the tube and circuitry comprising the electronic inductance, so that the inductance, and hence the frequency, is varied by the audio signal. As it is necessary to maintain the mean frequency within close limits, when such a system is used commercially, the output of the system is monitored automatically and compared with a crystal oscillator having the desired mid-frequency. The correction is then made to the oscillator which is being modulated, so that it is held to the mid-frequency required. In some cases this is done by having the comparison voltage

control a motor which tunes the oscillator circuit mechanically.

Another system first used by Armstrong, consists essentially of dividing the signal from a crystal controlled oscillator into two parts. One of these signals is passed through a network which shifts the phase by 90 degrees, while the other part is passed through tubes which do not shift the phase. The audio frequency signal is fed into the tubes comprising this latter section, and vary the amplitude of its output. The output of the two signals are mixed and limited, and the output consists of a phase modulated carrier, but for the fact that the audio frequency signal has been pre-emphasized so that radio frequency energy becomes frequency modulated by the original audio frequency voltage. A further method for producing frequency modulation is by producing a circular trace on a cathode-ray tube target of a special shape. This target consists of metal plates in a spiral shape radiating from the centre of the face. The beam, striking the plates, as it moves in its circular path, produces pulses of current with a mean frequency equal to the number of spirals of the target times the frequency with which the electron beam traverses the circular path. The diameter of the circle traced by the electron beam is caused to vary by the audio modulation. As the circular trace thus moves in and out on the spirals of the target, phase modulation of the out-

put is produced which is converted into frequency modulation, in the conventional manner.

A later modulation system employs what is known as a phasitron tube. This tube is designed with a special electrode structure, so that when the tube is properly energized, a disc of electrons is formed. Radio frequency energy from a crystal oscillator is fed through a network which provides 3 phase RF voltages, and when these are applied to the proper electrodes of the tube, a disc of electrons is formed, but is deflected so that the circumference of the disc, where it strikes special take-off electrodes, takes the shape of a sign wave in space. The take-off electrodes develop a single phase RF voltage, due to the manner in which the electrons strike them. The tube is surrounded by a coil which is coaxial with the cathode and the electron disc. Audio frequency voltages are applied across this coil and the resulting magnetic field either speeds up or retards the sinusoidal waves in the electron disc and as a result the phase of the RF voltage of the take-off electrodes, either advanced or retarded by the audio frequency voltage applied to the coil. As in other systems, the AF is pre-emphasized before application to the modulating coil and as a consequence, the output from the phasitron is frequency modulated. This system offers advantages in respect to simplicity of the circuitry required.

CKAC MONTREAL
A Bright Station
French Canadians spend 3/4 of a Billion Dollars a year and CKAC covers 82% of this retail market
See WILLIAM WRIGHT Victory Bldg.
AD. 8481

CBC May Synchronize

"It is now understood that the CBC is looking into this possibility" says a news story in the SUDBURY STAR referring to a proposal that synchronization of CBC stations on one or more networks would solve the wavelength shortage problem.

The plan, which the Star claims as its own, has created a good deal of favorable comment, the story continues, and was "picked up" by various trade journals and has been investigated. It is now understood that the CBC is looking into the possibility."

CHNS BULLETIN BOARD
NOW WE HAVE A BEAVER !!!
All the staff of the busiest community station of the Maritimes are proud and pleased that our Managing Director is celebrating our station's 21st Birthday, with the award of a Beaver for his Distinguished Service to Radio Broadcasting.
Signed "The Lads and Lassies of CHNS"
The Voice of Halifax.
960 ON YOUR RADIO

**5 Times
more Powerful**

33% UP

We took a count of all listener response letters received at Vancouver's CKWX from January 27th to February 15th—the three weeks immediately following our jump from 1000 to 5000 watts. Then we compared it to the mail count for the three weeks immediately preceding the power boost.

The result: a 33% increase. All things were equal for the six-week period . . . except that increased power and the promotion that went into it. There wasn't a single major "hook" added to draw more mail, and not a single mail-pulling program raised the ante!

A fair indication of the new, high-powered selling force CKWX can put behind YOUR message in Canada's third market!

**Vancouver's
CKWX**

**DIAL 980
NOW 5000 WATTS**

**The VOICE OF MUTUAL in Vancouver
An "ALL-CANADA" Station**

Riled At Radio Control

The reluctance of the Department of Posts and Telegraphs of Newfoundland to allow privately owned radio stations to increase their power must be disturbing to all who cherish freedom of speech, according to an editorial in the "FISHERMAN'S ADVOCATE" of Port Union, Newfoundland.

"Why is it that the voice of independent stations be restricted? Is it that there is freedom to talk but not too loud?" asks the paper.

Recalling the growth of Freedom of Speech from Magna Charta, through the Bill of Rights and subsequent legislation, the protection of freedom which has been fought on battlefields, the paper asks, "Why, then, should the freedom of speech over the air be curtailed? For limiting the power of a broadcasting station prevents its voice from penetrating beyond a certain distance. It is like restricting the circulation of a newspaper. It is intolerable."

Power Boost

CFNB, Fredericton, officially commenced operating with 5 kw on March 19. 5,000 letters were mailed to householders advising them of the boost, inviting them to become listeners and requesting their co-operation in commenting on CFNB's programs.

More Shows For Russia

CBC's International Service plans increasing the number of its Russian language broadcasts when suitable personnel are available. Since its formation two years ago, only six Russian programs have been aired, one of which was re-broadcast over the Russian home service.

Winter Holiday

J. Narcisse Thivierge, managing-director of CHRC Quebec is at present motoring through the Southern part of the United States. He will return to his station in Quebec early in June. Mr. Thivierge is President of the Quebec Association of Broadcasters and a member of the Board of the Canadian Association of Broadcasters.

Friendly Border

Wib Perry, formerly with CJBC, Toronto, and Jack Conway, previously with CBC's program department, and RCA Victor, are on the staff of KOCS, a new 250-watt AM daytime outlet in Ontario, California.

Conway is assistant manager and Perry is program director.

A 250-watt FM outlet operates in conjunction with the AM station.

**For Distinguished Service
TO CANADIAN RADIO**



WAYNE AND SHUSTER

"For their comedy program, *The Wayne & Shuster Show*."

Johnny Wayne and Frank Shuster have been up to their eyebrows in the serious business of being funny, ever since they wrote a series of comedy dramas for the Harbord Collegiate (Toronto) Dramatic Guild when they were 14. At the University of Toronto, they wrote for the student paper, "Varsity", and wrote and produced a number of successful comedy shows for the "Varsity Follies."

"Javex Wife Preserver" was their first venture into professional radio and this comedy program of household hints ran over a network of Ontario stations for three seasons.

During their last year on the Javex show, the boys were hired to write and perform their own comedy program for Buckingham Cigarettes. They were heard for one year over Trans-Canada when they joined the Army and were replaced by Alan Young.

In the Army, they wrote and assisted in the production of "The Army Show," composing a great deal of the original music besides. They also wrote and acted on a series of 26 programs for Army Recruiting.

Overseas, they played to service personnel in the British Isles and most of the occupied countries. Most of the small unit Army Shows which toured Europe were written and in part produced by them. Last year, back in civies, they were engaged by the War Information Board to originate and write the "Johnny Home Show." For writing this series on veteran rehabilitation, the boys last year won their first Beaver.

This year, Wayne and Shuster carried off their second Beaver, this time not only for writing, but also for producing and appearing in "The RCA Victor Show," heard currently on Trans-Canada.

ADVERTISERS NOTE

RESULTS

POSITIVE !

when you use these ACTION STATIONS.

CKPC

BRANTFORD, Ontario

CFJM

BROCKVILLE, Ontario

CKFI

FORT FRANCES, Ontario.

CKVC

NIAGARA FALLS, Ontario.

CKDO

OSHAWA, Ontario.

CJIC

SAULT STE. MARIE, Ontario.

CHNO

SUDBURY, Ontario.

CHUM

TORONTO, Ontario.

CKNX

WINGHAM, Ontario.

CHLP

MONTREAL, Quebec.

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ANTIGONISH, Nova Scotia.

CFAB

WINDSOR, Nova Scotia.

CJ CJ

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No Reasonable Offer Tendered

By Joseph Easton McDougall
(Stolen from the privacy of
"Radio World")

Our friend, Mr. Dick Lewis, publisher of the Canadian Broadcaster, is much more than the fashion plate many of his admirers suppose him to be. A large man, built somewhat along the lines of the late Heywood Broun (whose general appearance was once described by a pal as resembling an unmade bed), Dick Lewis has also a large heart. He is a friend of the under dog—whom in this instance he conceives to be the independent broadcasting station. He is right often enough to make his criticisms of the CBC sufficiently redoubtable that the average reader may be moved to wonder just which one the under dog is.

Dick's wit is sharp, his gestures wide. His latest is the devoting of a full page in his journal to an advertisement, signed by himself, in which he offers for sale his one share in the CBC. Mr. Lewis is not satisfied with the operation of the corporation and wishes to dispose of his share—"No reasonable offer refused."

Our first impulse was to make Dick an offer. However, we notice that he insists upon a reasonable offer. That makes it a tough question. Dick paid presumably, (unless he bought it in the black market) two dollars and a half for his license. But it should be born in mind that our corporation operated at a deficit last year. This deficit was estimated in the 1946 report at "approximately \$78,000 before providing for depreciation and obsolescence. With some million and a half licensed receiving sets, we estimate that the share of the loss per share of "ownership" would be about five cents. That would mean that Dick's share is now worth only \$2.45. But you can't altogether shake off that depreciation item. Dick Lewis, himself, has been knocking the CBC so hard that it must have suffered some pretty bad depreciation losses. We've even said an unkind thing or two ourselves—say about one sixteenth of a million worth. But it's liable to get worse. Eventually a share in ownership may be practically valueless, and Mr. Lewis' anxiety to get out from under before the crash becomes an indication of the devilish shrewdness of the man.

After mature consideration we have decided not to buy Dick's share. We would like to be able to buy up enough shares to own a controlling interest. Then we could walk in and insist that people like Mr. Ouimet, the assistant chief engineer of the CBC, refrain from making silly statements to the effect that the cost of advertising increases the cost of consumer goods—fantastic poppycock that serves only to strengthen the hand of the CBC critics—but it cost too much. And, even if we held the proxies of the seven or eight hundred thousand people necessary to control the voting we would find it very difficult to represent their wishes adequately—perhaps as difficult as the CBC finds it with more than twice that number.



CC TO JACK BOOTHE

In compiling the 1947 issue of "Canadian Radio Year Book", we would ask the editors to note that we have recently joined the "Book of the Month Club."

PUBLICATION REVIEW

Saturday Night is the loneliest night of the week.

ONE LITTLE WORD

We have hastily joined the "Society for Abolishing Dear in Business Letters," but now we are worried as hell in case they go to work on epithets we simply can't sacrifice if our epistles are to have any color.

SPEAKING OF SOCIETIES

How about one to be called "The Society for the Abolition of May I Tell Him Who Is Calling Please," as though it made any difference?

KALEIDOSCOPIC

We wish to apologize to Gordon Sinclair for not having a color camera at the Beaver dinner with which to do due justice to his spring ensemble.

PRODUCTION LINE

Now that Art Benson has no more dinner tickets for sale, maybe he'll get back to "producing" the Canadian Broadcaster, unless it's true what we hear—that he's going in the cigar business.

CO-OPERATION

May we acknowledge the large number of briefs we received for this year's Beavers, besides 27 "Radio World" Vote Coupons.

ATTENTION PLEASE

"Remember that but for the Red Cross, someone you love might now be under a white cross".

—Bill Stern

BRITISH COLUMBIA - A MAJOR CANADIAN MARKET

**BRITISH COLUMBIANS ARE
RADIO CONSCIOUS!**

Fact No. 7:

British Columbia, on a per capita basis, has **MORE RADIO HOMES** and **MORE RADIO STATIONS** to serve those homes, than any other province in Canada.

The people are equipped to listen—they enjoy the Dominion's highest weekly income — and are serviced by private radio in a superb manner from city to hinterland. British Columbia's people are conscious of the great part radio plays in their day to day lives.

*You're not selling
Canada
unless you cover
British Columbia
by **RADIO***

SPONSORED BY THESE INDEPENDENT STATIONS OF BRITISH COLUMBIA

**Chilliwack • Kamloops • Kelowna • Nelson • New Westminster
CHWK CFJC CKOV CKLN CKNW**

**Prince George • Trail • Vancouver • Victoria
CKPG CJAT CJOR CKMO CKWX CJVI**

CFRB spells

"SERVICE!"

Co-operation in every project of community interest

Featured personalities on all topical subjects

Regular newscasts—local, Canadian and world

Balanced programming that holds a loyal audience

Yes, in the CFRB lexicon, "service" means all these things!

During twenty years of operation, CFRB has maintained these vigilant standards. As we enter our twenty-first year of broadcasting, we renew our pledge . . . to benefit the community and serve the people . . . to produce balanced programs for you, our listeners . . . to produce better results for you, our advertisers. Towards this goal, we will carry forward our policy of PUBLIC SERVICE . . . through the *next* twenty years!

CFRB
TORONTO

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UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

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ONTARIO'S FAVOURITE RADIO STATION!