Canada Newsman
In United Kingdom

Press Agent
FOR PRIVATE ENTERPRISE

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

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

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

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

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

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

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

No Ban On Provincial Networks

Ottawa, (BUP) — No obstacles will stand in the way of Premier Maurice Duplessis establishing a provincial government-owned broadcasting system in Quebec providing the network complex with the Federal Radio Act. Reconstruction Commissioner C. D. Howe recently told a press conference that the Minister said that the Province of Manitoba at the present time operates a broadcasting station and that the Ontario Government exercises high frequency radio communication rights into northern areas of that province.

A provincial government, he said, has the same rights as any other applicant desiring authority to operate a broadcasting station. He pointed out, however, that control of such a service is vested in the Federal government. Whether or not the proposed "Radio Quebec" could carry out the provision in the present version of the Act which would permit it to expropriate private stations at will and still comply with the Federal Radio Act is a point on which no legal opinion seems to have been expressed thus far.

The opinion is quite widely expressed that the Quebec bill is aimed, if it is ever to be made effective, to fall short of the qualifications of the Federal Act, and thus to become a direct challenge to the CBC. The view has also been put forward that Mr. Howe's statement may be a second political gesture designed to take the wind out of Premier Duplessis' sails. (See later story on page 13)

Conference News
For CAB Stations

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

UNITED TRANSCRIBED SYSTEM

New York — Toronto — Hollywood

Sales Representatives:

Exclusive Radio Features Ltd.

14 McCaul St. — Toronto 2
Sounding Board

Since the policy of your paper is "pass* the CBC and cry "down with leadership" on the private stations", to answer this letter blow by blow one must start with the basic. The CBC is not a private outlet. It is a national service of the government. I should like to ask why live dramatic entertainment must depend on a livelihood almost entirely on the CBC—other than sustaining commerical.

Most programs which carry a heavy talent load (carrined mostly on live programs) go out on network's because a unique station talent cost would overcome the economic losses. CBC has a network monopoly by law, so they are the only buyers of talent, and they have discovered that is a far network programs.

I understand that Toronto private stations are going to carry a five-week run "Pass, friend". This appears to be the end of history in Toronto, there being only a few live dramatic serials. Canadian Broadcasting originated by the station "Van's Diary".

While our previous paragraph answer's this point in part, it is a fact that individual stations, especially those of the size of CFRB, to whom we are referring, could carry many more live programs, dramatic and otherwise. But since private stations' program requires economic policy on television and what people might be asked to hear, the failure to produce even shows is attributable in part to the failure to find even shows to produce. Though this state of affairs must be evident in talent, talent has never been any effort to produce saleable "packages", ready for sale, but prefers to depend on stations and advertisers to put scripts in their hands ready for broadcast. Talent needs the stations for more than the stations need talent, for transcribed programs are easy to find. It isn't right to offer to talent to offer something tangible for sale, before complaining that private stations don't use their services. What assurance have we, who are "live amiable talent", that when the private stations succeed in taking over, and in future Asian conditions to the Canadian airwaves, we won't sit at home listening to our overhead, listening to recorded "on" music with five program sponsors to the 15 minutes. We would lose forever. Imagine you will have a lean and hungry look, and nothing to take a little nostalgic about is "good old days." There is very little possibility of the private stations "taking over". One day they may be stirred into action (can't be in three, fourteen stations) and when that day comes private radio will have the privilege of competing with the CBC by operating a network of its own on a fair competition basis. Then you, who use live dramatic talent, will have the same encouragement that you will bring your stations at your choice careers as have Frankie Sinatra that he will be sold in a year from now, the popular store that it will still be in business, and the Canadian Broadcasting that it will still be producing. The key to this success is of course continued to be offered here the community, they east, which is the whole and only principle of legitimate business. For those to whom radio is nothing more than a "glamorous hobby", it makes little difference what happens. But to those of us who are vitally interested in Canadian radio and the share of things to come, and who depend entirely on there being live dramatic shows, the whole question becomes a serious one, both artistically and economically. Perhaps you can reassure us.

We can assure you that under private operation, earth-while talent would not only be employed but would be properly sought, for it is the only means the stations would have to please their listeners and improve their advertisers. Just as you drive your car because you like it best, just as you suddenly switch to another radio station when you believe it has something to offer which you are not already receiving, in exactly the same way talent is valuable to its user only as long as it is the best obtainable. If talent would be as in the case management: does do keep on improving its product, and generally improve its "market", introducing worthwhile inventions and distracting features which have led their attraction and money no advantage to enhance its usefulness, then it would, in fact, give a service of private operation as it has never produced before. But if talent persists in living in the touch-me-not generation of its career, we carefully suggest that it will reside in unproductive and unimpressive territory.

Yours very truly,

ROXANA BOND

Variety Award

"Variety" Awards for 1944 include a plaque to CKEY, Toronto, for Local Station Initiative. This station appears to be the only Canadian one to receive recognition from the New York paper this year. In '36 CFB received a Variety Plaque in the same field.

It's an old joke, but-

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

YOU CAN GUARANTEE THE CLARITY* OF YOUR MESSAGE BY USING

Duophonic Transcriptions

*Eveready Earlybirds (12" br. musicale) on 37 stations—2nd year.
When Radio-advertising

IN

Call us...

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

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

Winston Churchill
March 15th, 1945

HORACE N. STOVIN
& COMPANY
Radio Station Representatives
MONTREAL
TORONTO
WINNIPEG
JEAN BAPTISTE IS AN INDIVIDUAL
But He's Also A Billion Dollar Market
by G. ALEC PHARE
Radio Director, R. C. Smith & Son, Ltd.

What do you really know about the Province of Quebec? You know Montreal and its night clubs, its restaurants, and its more tolerant attitude in the matter of alcoholic beverages, but its mountains where crooked brooks over the years, perpetually and non-considerately. You know Quebec, whose grim rock an indefinable medieval castle rears itself at the gray - where Murray Bay and the Saguenay lie just down the road where the history book lies to life. But all you have seen is the show windows of the Province. You have torn a page from the guide book and said, "There is Quebec." You have not begun to grasp the meaning of Quebec.

Statistics are dull things, and yet we can never know the soul of a people. Consider this one fact: Whatever. Although Quebec has been singularly backward in developing those resources over rich, by the provision of Confederation, they were given control of it; not less than one-fifth of the wealth of Canada is owned by French Canadians.

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

1. Quebec has grown more rapidly than any other province in Canada, and now has a population of over 3.1-3 million or 25% of the whole Dominion (1931 Census).

2. Internal changes during the last decade - and accelerated change during the past five years - have entirely altered marketing conditions, and made necessary new methods of reaching that market.

3. Quebec Province is predominantly French, whereas the rest of Canada is not. This may appear elementary, but is actually fundamental.

It is well to consider the thought that no merchandising campaign in Canada can yield satisfactory results unless practical application of these three suggestions to the Province of Quebec is kept in mind.

The change in the character of the province has had a marked effect on the outlook and habits of the people. Today they are more receptive than ever before and are keenly anxious to keep pace with modern developments. This fact is definitely recognized by their leaders in religious and social thought. Especially through the rural and agricultural portions of the province, evidences of definite progress and modernization are plain. War industries throughout the province, many of them located in smaller centres, have put real money in the hands of workers.

Many other people have lived in a large city for the first time. They have seen new standards of living, and they have asked how long this has been going on.

While this development in outlook has been, in the main, an economic triumph, without doubt the growing influence of radio broadcasting throughout Quebec has been a most important contributory factor in bringing to rural French Canada knowledge of urban conditions, products and prices which it previously did not possess. Radio has made French-Canadian farmers aware of the possibilities for obtaining the conveniences and comforts which they are anxious to enjoy.

Remember, there is no Saturday Evening Post, no Maclean's Magazine, no Ruralist Digest for the masses in the French market. Radio is a unifying influence, and is so intensively listened to that it is generally admitted, results are secured through this medium at a lower cost in Quebec than in any other province.

When it is remembered that there is a large rural population in Quebec which has tilled the same land for 500 years, it will be realized how radio has opened up a new world to an unsophisticated audience. The major consideration in approaching this growing and receptive market is the vital need of recognizing the individualistic nature and character of the French Canadian.

Centuries of living close to the soil in a new world have left their mark on the French Canadian character. They have inculcated a spirit of independence that has made these Canadians preserve their language, traditions and religious intact, although merged into another nation nearly 200 years ago.

French Canadians demand that this individualism shall receive personal consideration, and it is this psychological trait in particular which puts Quebec into a market category requiring individual special treatment.

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

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

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

Nor is the "innovendo" appeal particularly effective in Quebec, no matter how delicately phrased, for the French - Canadian resents any hint that he is not as particular about his person as he should be.

All references to natural bodily functions are completely "taboo." Any form of "comic-strip" advertising is largely ineffective in Quebec, where it is regarded as childish. Mass appeal rarely sfms him to action. The mere fact that thousands of other people are using a specified brand of soap, shavers or shirts is to him, no reason why he should buy. He is an individual, not one of a group.

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

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

Walter A. Dales
Radio scripts
420 Medical Arts Bldg.,
Montreal, Que.
Queens Starts Summer Radio Cours

CBC Promises University Co-operation

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

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

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

The staff, which will be made up of "instructors who have had extensive teaching experience as well as professional experience or training in radio", will consist of Dr. William Angus, M.A., Ph.D., director of Dramatics at Queen’s University, Charles B. Ritthem, Supervisor of Speech Training and Dramatics, Montreal Protestant Board of School Commissioners. The visiting staff will consist of Aurele Seguin, Director of the Institute, and Director de Radio College, CBC, Montreal; W. H. Brodie, supervisor of Language Broadcast for the CBC; Andrew Allan, Supervisor of Drama for the CBC. The following are named as guest lecturers: R. S. Lambe, CBC supervisor of Education Broadcasts; Miss Alice Feet, Senior Editor, CBC Drama Dept.; N. Morrison, CBC Supervisor of Tal and Public Affairs.

Manpower Shortage

Jack Murray is completely happy. The daddy of Wrigley’s "Treasure Trail" who heads the radio activity responsible for the airdings of Wrigley’s and Dr. Morse Pills among others, says he’s happy now because there just isn’t anything left to do wrong, after string of mishaps on his CBC shows.

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

As the crowning glory, 15 minutes before "Best of the Week" (Dr. Morse) went on the air, Hugh Bartlett’s throat went on the blink again, so Jack Murray did a stand-in, and nearly broke his neck when a chair was slipping under his weight.

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

It’s Jo-Jo’s Birthday

At CJCA

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

To Date the Returns Exceed

$7,000.00

Made Up of Pennies, Nickles, Dimes

Sent in by Jo-Jo’s Admirers
News Sponsors Must Be Hand-Picked

Dramatic Self-Censorship on News Advocated by U. S. Private Broadcasters

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

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

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

As to the length of commercials, the committee recommended that, "a guide, stations think in terms of a maximum of 150 to 250 words commercial, respectively for five and ten minute news programs, these figures to include open and close." An unfavorable view was expressed of the practice of taping in a sponsor's message with news copy, and also of other artificial devices employed to attract listeners' attention to commercials. The use of a separate announcer is helpful, the report says, but is not mandatory as long as a clear-cut identification of the commercial placement of the broadcast is given. Whether news commercials should be given before, after or within newscasts is predicated on local conditions, it was felt. The committee urged that, "Regardless of the position of a commercial with respect to its proximity to certain subject matter of the news, particularly in wartime. When placed within the news, the commercial may be delivered at the conclusion of any news item, but there should always be a clean-cut line of demarcation between the news and commercial copy. Individual news story should never be interrupted for the sponsor's message. It is also important to guard against improper placement from the standpoint of the nature of the news immediately preceding the commercial. For example the commercial should not immediately follow reports of casualties, ship sinkings, domestic disasters, etc. The number of stations reporting elimination of middle commercials is increasing, the report says.

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

The committee emphasized the necessity, for the sake of accuracy and clarity, of identifying the source of all news (especially unconfirmed reports) even at the expense of a few extra words. For example, "The Russian armies today reached a point 350 miles from Berlin, the Berlin radio announced this afternoon in a broadcast which has not been confirmed by Mos- covy."

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

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

Fresh Heir Dept.

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

About Johnny Perkins

JOHNNY Perkins, "Radio's 99.6 Pounds of Good Nature," is going great, even these days in both the radio and dance orchestra fields.

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

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

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

As such, work you can hear Johnny featured on Cashmere Bouquet's "Mozart Monday," the "Radio's Early Bird," "Pay Parade" and other national features and programs.

Because this big, friendly band leader and featured instrumentalist has public appeal, he has developed into a valuable radio property and is today, an established personality from coast to coast. We predict even bigger and better things for him. Good luck to you, Johnny Perkins!"
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37 Bloor Street West, Toronto 5, MI. 7375

RAI PURDY PRODUCTIONS

has a

New Managing Producer

Welcome

JOHN CROSBIE

BOB SIMPSON

AFTER three years as our Managing Producer, Bob Simpson is leaving us to join Young & Rubicam as Radio Director for Canada. John Crosbie replaces Bob. We thank the CBC for releasing him and we feel sure that his ten years of radio experience will do much to maintain the Purdy tradition.

It's Jo Jo's Birthday

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3

...Programmes

2 Power

3 Popularity

Programmes are first in importance to CKY. They are most essential to good broadcasting service. With Trans-Canada network connected, Thesaurus and other fine transcription facilities, and with local features developed by a staff of experts, CKY's programmes rate high in all surveys. 15,000 watts of power put CKY far above competing stations in this area. Intimate contact with the audience throughout 22 years of operation keeps CKY's finger on the pulse of popular opinion.

About Johnny Perkins

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

This explanation is simple—Johnny E Perkins's style of music and friendly personality have caught the public's fancy and there is another reason as well: a few hits.

CERTAINLY, Johnny Perkins is not Canada's greatest neurologist or pianist, either, for that matter, the says so himself. But Johnny has something that is worth much more than that to him and to those who employ him. The public likes him—listens for him—and sends him fan mail. So they be the biggest fans in the industry.

Each week you can hear Johnny featured on Cashew's Variety Show on the ever-popular 'Musical Mailbox,' Joy Parade and other national programs coming from Toronto.

Because big, friendly bandleader and featured instrumentalist has public appeal, he has developed into a valuable radio property. Today, an established personality from coast to coast. We present every week some of the greatest things for him. Good luck to you, Johnny Perkins!

146 Yonge Street, Toronto
ATelephone 8184

Make the MOST of what WE HAVE

Primary Area Daily...
Listening Audience Average

CFCOS Own Sound

HORACE STOVIN & CO. will tell you more...
POST WAR TELEVISION

by PHIL GLANZER

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

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

Not so long ago, it was said that television would never really go commercial. Networks were impossible due to the characteristics of the high frequencies necessary to carry the video signal. Telephone wires which carry sound broadcasting throughout the country could not carry the television signal, and the cost of coaxial cable to carry the programs was prohibitive. The cost of television program production would run between two and four times that of sound radio programs, with the result that it was questionable whether commercial television could be made to pay. Furthermore, to telecast a program over an individual station with only the limited coverage it would offer might cost the sponsor more than he would care to pay, so the experts said.

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

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

The production of a sound broadcast is a very simple matter when compared with the production of a telecast program. The amount of time required in preparation and rehearsals is much greater for the telecast, and a larger staff of trained personnel is required. Those who appear before the camera must either speak in a temporaneous or memorize their parts, either of which is definitely more difficult than simple reading from a radio script.

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

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

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

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

Various contradictory statements on Television, however, have puzzled many a casual observer. In mature exhibitions of television sets have weakened the confidence of many in final perfection. Many wonder as to just where television stands today—in the laboratory—and also wonder as to its position.

(Continued on Next Page)
FAN - FARE
By JOHN ADASKIN

By way of introduction:
To pinched-hit for Loretta Young is rather a heavy assignment... to give you all the dope is even heavier because I don't know all the deets.

Impartiality is a swell idea and that's going to be a nod in this column. But, if some of our showgoers and artists get the odd special mention I'll only be because of their news value—not publicity! (See you, Ed.)

Now for some more—

Odeh to the producers of Samuel Hearstner's Sunday Night Show "Music for Canadians". The show originates in a studio that cannot, even by remote manipulation, be considered exact—yet the pick-up and the general quality is so good that the listener is given a real moulded sound.

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

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

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

The film "Mort Me In St. Louis" probably has enriched our feeling for that enchanting city. The CBC President tells us there is going to be a special broadcast on April 5th paying tribute to Missouri's love-town.

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

Opening on the 26th of the current month Mary Grantin's "Magic In Spring" series with "Scouty", "The Soldier", "Cherry Chicken", etc., continuing until Good Friday—produced by James Amundson. What a pleasure to hear one keep on the air the other evening—that old classics!

Heard every Thursday in the "Service- men's forum" which is of utmost importance to all servicemen as it deals with the problem of rehabilitation. On the fifth the program will originate from H.M.C.S. Corunalla with Lieut. Don Mc Donnell.

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

See by the New York Times Gene Lock- hart, screen personality from Canada, has just opened on Broadway in a new show entitled "Happy River Ever After"... We hope it runs happily for a long time.

Lockhart has always been more than generous in adding the Canadian Red Cross and veterans material for many of Canada's Victory Loan Shows.

Charles Jordan, former borinie of the WJKN Air Band and later into VFOopped into town week—supposed are guest on Burden's Cavalcade and returned to New York where it is securely whipp- ed he starts a new commercial... maybe even a guest shot on a very popu- lar and famous show where sponsored by people who but you die sooner than you think you will...

Happy Grave's Bert Pearl has brushed away the cobwebs... tucked his freyed nerves back up his sleeve and took over the traces of the radioing frolickers again.

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

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

Formal: Bob Russell, M.C., questions contestants, then toasts subject to "Board of Experts"; Alma Kit- chell, well-known for her Women's Exchange programs and Gaynour Maddox for his syndicated food articles. Experts uncover unusual facts about food in questions and suggest tasty ways the food can be used.

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

March 24th, 1945

Canadian Broadcaster

Page Nine

Continued from Previous Page)

ability and proximity for use in the eye and movie theatre.

There are two problems. One technical — the other financial. Engineers approach solutions to technical questions, industrial- gasp at the cost of television. The technician gets ready to serve television at the service of public, manufacturers and mer- chants are appalled at the apparent costs of an "image service."

There can be no gainsaying the fact that television has made huge in- ceases in the laboratory — in last five years. Although few realize it, right on through the last pression, hundreds of thousands of dollars have been invested in developing television.

Large corporations, including Radio Corporation of America, American Telephone and Tele- phone Company, Philco Radio and Television Company have kept its scientific noses to the grind- stone and are perfecting television. But let us understand that tele- vision will affect all of us quite di- use will change our economic conditions, our social lives and even educations of our children. Just the general introduction of the the radio industry by new television will make new thousands of jobs to me- nics, entertainers, and sales- men. television will do the same. Like the auto and the radio, it will bring the country closer to the of country isolation. Just as car has brought the country to city and as radio has made war news news and the the rice of wheat in Russia today's and so television make the child's events visible as well as lible, while they are happening.

FLASH! FLASH!

CFGP AUDIENCE DOUBLED Over Night

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

CFGP
Grande Prairie
"Voice of the Mighty Peace"

... new NBC Recorded

audience-participation food quiz

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

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ALL-CANADA RADIO FACILITIES LIMITED
Victory Building, Toronto.
PAY ROLLS THAT "PAY OFF" only when you use CJRL.

HOW THEY STAND
The following appeared in the current Elliott-Paynes Reports on the top ten national programs. The first figure following the name is the Eff rating; the second is the change from the previous month.

English:
- Lux Radio Theatre: 37.8 + 1
- Fibber McGee & Molly: 37.0 - 1
- Charlie McCarthy: 36.2 - 4
- Kraft Music Hall: 35.5 + 3
- Treasure Trail: 34.1
- Album of Familiar Music: 33.3 - 1
- Wells Time: 31.4 + 6
- N.B.C. Hour: 29.0 + 1
- Bob Hope: 29.0 - 1
- Abbott Family: 19.4 + 8

French:
- Dy. Marchanges: 34.2 + 2
- La Relassement du Rire: 36.0 + 3
- Météorite: 34.3 + 8
- Compagnon: 33.3 - 7
- La Mine d'Or: 32.6 + 3
- Ceux qui trouss: 32.3 + 2
- La Tintin: 30.3 - 1
- Natur et Beauté: 30.1 - 1
- Café Concert: 25.2 - 4
- Ondées Nouvelles: 24.8 + 5
- Pierre Lutétiape: 25.9 - 2

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

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

Wrigley's Introduces "Orbit"
The withdrawal for the duration of Wrigley's "Big Three" (Spearmint, Doublemint and Juicy Fruit) and the substitution of wartime brand "Orbit" will have no effect on current radio commitments, according to C. B. Kennedy, advertising manager of the Wrigley Junior Company Ltd. "Orbit", he said, "is the best we can do now that our supplies of ingredients are exhausted. This Wrigley name will be played down and commercials will remind the public of the old wrappers rather than drawing attention to the new product."

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

Procter & Gamble Buy CKEY Block
Procter & Gamble's recent purchase of a daily 15 minute block of CKEY's "Make Believe Ball Room" is something of a departure for the soap manufacturer, who wholesale broadcasting activities in the past have been confined to serial dramas, prepared and produced through their U.S. agencies Compton and Dancer Fitzgerald. The CKEY recorded band music program runs 1 1/2 hours each morning and 2 hours early evening (5:30-7:30 p.m.) and is on the latter that the P. & G. people have bought time.

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

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

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

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

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

CKOV spells C(K)OVErage in one of B.C.'s best markets.
COMMUNITY SPORTS VIA COMMUNITY RADIO

When W. T. "Doc" Cruickshank, manager of CKNX, Wing-
ning, acquired the services of "Doc" Gregg, former profession- hockey player, to head his sta- dium activities in the field of com- munity sports, he had in mind the fact that since the war interest in athletics had flagged among lo- dgers, simply because they did not have the forces. One of Gregg's first activities was to gather together a representa- tive group of business clubs, com- munity organizations and members of the various communities who were interested in the encourage- ment of sport and out of this meet- ing emerged the Western Ontario Athletic Association. Though the season was well ad- vanced, the WOAA went right to work and organized junior and ad- dition hockey teams in their towns with the result that approximately a hundred boys were given the opportuni- ty of playing hockey who otherwise would have been left out in the cold as far as any communi- ty sport was concerned. Now that the hockey season is draw- ing to a close, WOAA is laying elaborate plans to sponsor every kind of sport, as the seasons roll on. It is hoped that this year the WOAA will be able to revive interest in lacrosse, an all-Canadian game which, as "Doc" puts it, has been allowed to drop more or less out of sight in the sporting world. "While we may not be able to find enough hardy devotees of the dia- mond to organize a hard-ball league", he says, "it is expected that there will be sufficient interest among the young members of the community to put together a fairly comprehensive effort in the promotion of soft-ball."

The WOAA is not confining its efforts to the male members of the community, incidentally, for in the sphere of hockey, it has already put five girls' teams in the ring, placing about seventy-five girls on the ice. Recently "Doc" Cruickshank took another step. In furtherance of his determination to be West- ern Ontario's impresario of sport, he took over from the town the operation of the Wingham Arena. Previously operating at a loss, and viewed as a liability rather than as an asset, to date this season there has been promoted, with the exten- sive use of radio, a campaign to attract skaters to the rink. They also used radio to promote an exhibi- tion game between the Centr- ala Flyers and the Owen Sound Orphans, an event which attracted a large crowd. The building committee, which is responsible for the record snowstorm of December 12th.

During the summer it is intended to build a floor in the arena that can be used for indoor sports and dances. In addition to this, there will be plenty of use found for the arena, with exhibitions and horse shows, and other features that are of a definite interest to both the rural and urban dwellers of Western Ontario. Through the Western Ontario Athletic Association, public spirit- ed members of the communities are helping out with the activities, and one of Wingham's prominent bar- risters has put up "The Harley Crawford Trophy" for yearly com- petition in the amateur hockey field. In keeping with the enthusiasm now displayed it is certain that similar trophies will be offered in other fields of sport.

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

*

The MEN represented by NBS

JEAN LEGAULT
General Manager of Northern Quebec network

Through his radio stations at Rouyn-Noranda, Val d'Or and Amos, Jean Legault has done much to stimulate the entertaining spirit that has made North-western Quebec one of the most progressive areas in the province. The mining industry already world-renowned for copper and gold, has responded to the demands of war by producing essential metals. This ac- tivity is reflected in the area's business life. Jean reports a 45.4% increase in local radio time sales in 1944 over 1943. Big gains in national business show how highly advertising executives regard his market.

Born in Montreal, Jean's introduction to advertis- ing was through newspaper work in Montreal and Timmins selling space and as manager of the Val d' Or Star and "La Voix Populaire", Bilingual and a proven executive, he was appointed manager of CKRN at Rouyn-Noranda in 1941. A year later he became general manager of the Northern Quebec Broadcasting System, a three- station network connecting CKRN with CKVD, Val d'Or and CHAD, Amos. Although the network is now owned by Radio Rouyn-Abitibi Ltee, Jean still continues to guide its destiny.

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

*RATIONAL BROADCAST SALES

RADIO STATION REPRESENTATIVES

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

| CBC | CJCH | CJAD | Montreal |
| CKSB | CJGK | Timmins | Rouyn |
| CKWS | CKBL | Kirkland Lake | Val d'Or |
| CFX | CFCF | CHAD | Amos |
| CFPA | CHGB | North Bay | Amos |

REPRESENTING

CONEY
Toronto
CJH
CJAD
Montreal
CKSB
St. Catharines
CJGK
Timmins
CKWS
Kingston
CJBL
Kirkland Lake
CFX
Petersburg
CFCF
Chrome
CFPA
North Bay
CJGB
Part Arthur
CKSB
St. Anne de la Pocatiere
French Canadians are sentimental about their own Child Stars

José Forguès

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

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

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

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

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

CKAC MONTREAL
affiliated with CBS


Hal Brown (optical): 15 minutes 1 1/2 week renewed for one year over CKEY, Toronto. Ellis Advertising Co., Toronto.

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


Lowe's Inc.: flash announcements 2 a week for one year beginning April 4 over CKEY, Toronto. Donahue & Co. Inc., New York.


S. C. Johnson & Son Ltd.: reopening on April 3 "Fibber McGee & Molly" over number of CBC Trans-Canada network stations. Needham, Louis and Broby, Chicago.

Hudson Bay Company: started "Rhythm and Romance" over a number of CBC Trans-Canada stations Cockfield Brown & Co. Ltd., Winnipeg.

Palm Dairies Ltd. (Calgary): spot announcement campaign under way over a number of Western Canada stations. J. J. Gibbons Ltd., Vancouver.


Pneumatic Insulating Co.: 30 minutes 1 a week for 13 weeks over CHML, Hamilton. Placed direct.


John Northway and Son Ltd.: 15 minutes 1 a week "Calling All Girls" under way over CFRB, Toronto. J. J. Gibbons Ltd., Toronto.

Quaker Oats Company of Canada Ltd. have replaced "That Brouster Bay" with "Those Women" piped in from CBS to the CBC Dominion Network. Spitzer & Mills Ltd., Toronto.


CKNW Dominates with 38% coverage—

between 8 a.m. — 6 p.m. (E. H. Survey Figures)

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

International Broadcasting Co.

New Westminster, B. C.
Road Powers Sought
For Quebec Network

Estimates of not over $9,000 for manager and $7,000 for the
engineer manager are provided for in No. 12, proposed by Premier
Duplessis in the Quebec Provincial House, which is describ-
ing to authorize the cre-
ing of a provincial broadcasting
voice," the first reading of which
was passed unanimously Mar. 16.

The bill calls for the establish-
ment of an administrative body,
the "Quebec Radio Bureau",
which shall be a corporation and
possess the rights and powers be-
ing to corporations in gen-
ter.

He stated object of the bureau
operates a broadcasting system
called "Radio-Quebec", which
have one or more radio broad-
casting stations erected or acquir-
eds; to be used for the erection
of new stations; maintain and op-
erate all stations erected or acquir-
der under this act; acquire copy-
rights to and establish agencies;
acquire and utilize the benefit of
patent of invention, permit or
cession deemed advantageous;
stitute as a distinct system the
broadcasting stations established
under this act, operate them
part of a system already estab-
lished and make with any person,
party, corporation, or government
agreement calculated to attain
its purposes.

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

Quebec City (BUP)—In support
his Quebec Radio Bill, Premier
Duplessis told members of the
Provincial Legislature that the
bill surpassed partisan consider-
ations and that it was a cultural ne-
cessity that Quebec tell its citizens
its own radio its own interpr-
tation of the provincial thought.

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

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

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

"There is not the slightest ambi-
quity or indefiniteness in judg-
ments of the Supreme Court of
Canada and the Privy Council in
London that the Parliament of
Canada has complete jurisdiction
over radio," ranking justice De-
partment officials stated here com-
menting upon the claim of
Premier Maurice Duplessis of Que-
bec that these judgments are "not
very clear."

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

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

This expressed intention is con-
sidered to go much farther than the
mere possibility of the Quebec
Government buying or expropriat-
ing some privately owned stations.

The Canadian Broadcasting Act
stipulates that CBC must approve
of the transfer of any existing pri-
vately-owned radio station. Thue,
it becomes increasingly apparent
Premier Duplessis's efforts to estab-
lish a Quebec Government provin-
cial radio network are liable to en-
counter some snags.

Du Pont Award
To Kaltenborn

H. V. Kaltenborn, veteran NBC
commentator and the first news
analyst to have a regularly-sched-
uled radio program, has been
amed winner of the third annual Al-
fred I. du Pont Radio Foundation
Commentator Award of $1,000.
Kaltenborn announced that he
will present the cash award to the
Association of Radio News Anal-
ysts.

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

The du Pont award is the latest
of many which have been present-
ed in recognition of his work.
Post War Labor Relations

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

Photo by National Film Board

\"30\"

Dr. Augustin Frigon, general man-
ager of the CBC, apparently had cancell
ation broadcast, told by Kenneth Watts
from Montreal, Feb. 26th, earlier, but
then withdrawn the order after for-
discussion of the matter. As the
administrative head of the CBC, Dr.
Frigon's judgement on such matters should
final and should certainly not be
hidden by pressure from cabinet minis-
ters, Parliament or others in political
administrations. The refusal to
broadcast the programs emanating from most of the sta-
tions on this continent.

\-Star-Telegram, Star-Planes

\"30\"

In its broadcasting activities the CBC has given very far in inflicting
freedom of speech on all of Canada, although there are some provinces where the
majority of residents of French descent are.

Premier of Canada, Dr. Wilfrid Laurier
Manager of the CBC is a French-
Canadian and a French-Canadian resident of
Montreal was a Chairman of the Board of the
Canadian Broadcasting Corporation. These concessions have not satisfied
Frigon, he believes that the govern-
mant's control over broadcasting is
unnecessary. The government proposes to establish a national
radio system.

\-Toronto Star

\"30\"

What good purpose could be served
by establishing a special provincial bro-
dcasting system, it is difficult to disc
The system, in its own right, would
be a great burden on the province and
conceivable case could be made out for
unnecessary. It is the old argument of
social rights once again, but this
right is taken with the odds that we
rarely find in the Provincial Government.

\-Toronto Star

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unnecessary. It is the old argument of
social rights once again, but this
right is taken with the odds that we
rarely find in the Provincial Government.
W.O. 1 WINS WEEK ON BROADWAY IN CHML CONTEST

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

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

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

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

Scores CBC Impudence

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

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

"I can promise the Dominion Government and the CBC Board of Governors that we will not tolerate this impudence for long," Fellow said, adding that the airwaves "groaned with announcements of pill peddlers and peanut pushers," and that it "recks with social soap operas."

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

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

Sold To Highest Bidder

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

To Address Radio Execs

John Collingwood Reade, CFRB overseas war correspondent, will address the Toronto Radio Executives Club at a luncheon at the King Edward Hotel, March 30th.
Pause For Station Identification
by B.T.R.

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

Having no experience with the mid-day programs, i.e., those before seven p.m., I am informed by a reliable housewife that the soap operas in the U.S.A. are no worse than those in Canada. After the evening deadline, the air there is filled with silly, singing commercials, commentators and comics — few of which would be missed. Even must the most intelligent and well informed news, the listener is harassed with repeated warnings that the great American stomach suffers from something that sounds like re-broadcast acidization. The radio is turning the American nation into a land of hypochondriacs. Even Raymond Swing, provisionally our favorite commentator, is sandwiched in by commercial advertising; and Drew Pearson's doctinaire "I predict" forecasts of what the United States government is going to do at precisely 3:47 a.m. Tuesday is framed with gushing ad- vice on the best way to restore the debilitated nerves of the American public.

Let the philosophers figure out the consequences of a daily diet of listening to the average American intellect. What the radio in the United States does to the news creates more obvious problems. Many radio stations broadcast news every hour, with additional special announcements now and then. In a city like Washington, with six radio stations, the listener gets a salvo of news that destroys any pattern or focus the day's events might have. The total effect of half a dozen commentators, some good, some bad, is to blur the outlines of the news and make it incoherent. Treatment of news on the U.S. radio as a whole is confusing, lacking in coordination such as any reputable newspaper seeks to provide for its readers once a day. In the United States there is nothing comparable to the CBC's national news, or the corresponding broadcast on the BBC in the British Isles which has built up a certain measure of prestige for accuracy and fairness and comprehensiveness.

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

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

The fact is that the U.S. Army and navy have created an eight billion-dollar, world-wide, telecommunication system that far distances the resources of any other country for distributing news of its share in the global war. The future of this global war before the public period will have to be clarified before the rest of the world can understand precisely what is involved in the current American campaign for 'freedom of the news' on a world scale.
small-town audiences beyond the reach of wired networks and big metropolitan stations dot the coast to coast, and represent an increasingly important market to the national advertiser. To advertisers a shot at these towns, in 1940 Michael Sillerman set up the Keystone Broadcasting System, a transcription network of 70 smaller stations. Now, with stations in the fold, Sillerman’s job is making more advertisers aware of these hidden markets and the need for Keystone facilities up there. Accordingly, he slated a survey of the circulation of the 200 towns, picked as representative of the three categories of small-town stations operating: 1) stations located in towns of population 1,000 to 4,000, in population, have the Keystone's t a g of "beyond metropolitan". The Hooper survey included representatives of the three categories of small-town station operations: 1) stations located in towns of 1,000 to 4,000 population; 2) those that pick up their signals when listeners tuned in, stations of 5,000 to 10,000, and 3) those in towns under the age of a large city.

keystone study


(Reprinted from "Pulp", March 15)

stations in the second group (in cities with somewhat stronger outside signal) had correspondingly high listening. KGFL (Rosewell, N. M.), for instance, marked 85% in the afternoon, was lowest in the evening with 30%. WLNH (Laconia, N.H.) garnered 33.3% to 34.5% of the local audience daily, while WSNJ (Bridgeton, N.J.) rated from 18 to 31%. KID (Idaho Falls), another in the group, demonstrated in particular some Keystones' transcriptions; listening it had 28.9%, while in the evening it slid to 1.2. Just the high point of the day was at lunch-time, 12:00 to 1:00 p.m., when listening jumped to 34%. From 6:00 to 7:30 p.m., the dinner hour, furnished most night-time listeners. Explanation: most people in these areas regularly get home to lunch and dinner, usually turn their sets on. Sillerman had supplementary surveys made for these periods alone, since advertising-wise they are two of the most important hours in the Keystone clock, particularly the lunch period.

big station rivalry

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

From its continuing research on the small market, Keystone can also wave these figures at the advertisers: towns under 20,000 population support 75% of the automotive dealers, 60% of the nation's grocery stores, 75% of the filling stations, 54% of the soft drink and ice cream shops.

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

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

press and information conference

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

Next Issue April 7th

B.U.P.®

Covers the World

BRITISH UNITED PRESS

SCORES MORE FIRSTS

25 Minutes FALL OF COLOGNE

12 Minutes Official Announcement GRAT ROER RIVER DRIVE

26 Minutes FALL OF JEULICH STRONGBLOOD

6 Minutes GERMANS BLOW UP RHINE BRIDGES

1 Minute DESTRUCTION OF 509 PLANES AT TOKYO

10 Minutes FIRST NEWS OF IWO LANDINGS

2 Minutes RHINE CROSSING OVER FAMOUS LUDENDORFF BRIDGE

These are merely typical of

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

Every Second Counts when you go on the air

BRITISH UNITED PRESS

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

Broadcasts Bonspiel

Fan mail, phone calls and wires from Chilliwack and Nelson, from New York and Albuquerque, greeted Earl and his T. Trail's Bonspiel at the 50th Anniversary Golden Jubilee: Bonspiel of the British Columbia Curling Association. CJAT broadcast 25% hours through the six days during which 70 clubs of the association fought it out for the coveted trophy. Norm Harrold, CJAT sales manager, spent long hours flat on his stomach describing the plays.

The moment you see Earl, or hear his voice, you like him. But he's got more than personality; he's got a head on his shoulders that's responsible for the new high in originality and variety of CKCW programs. Earl knows how to intrigue new listeners and hold old ones because he was born and brought up in this thriving market. He handles the "mike" on "Let's Turn the Tables", 7:00 to 7:30 p.m.

Although Earl rates mighty high in Canadian radio, so do the rest of the staff. Together they comprise one of the greatest selling teams in the country. If you haven't heard Earl's jolly, persuasive voice we'll send a record free. And while you're at it, get in touch with Horace N. Stovin if you really want business in the Maritimes.

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

FURLOUGH PARTY

So sudden

"Yes, Jim Hunter and McKnight are married,"

And we never even knew they were engaged.

Temperament

And now our arts editor, Grey Harkley, wants CJ to move from South Marie to Galt, because it will take less lettering on their ads.

Trespassers will be prosecuted

Where were radio's trespassers at the recent Kiwanis Club's Musical Fling, which unearthed much promising material, radio and otherwise?

Press agent

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

Mail Bag

The last issue of your page with "Leavitt," turned on to Red Cross, was like man who had lost his right arm. We see what you mean.

Note to contemporaries

We respectfully request the writers wishing to display this paper's awards as "Beaver" with a capital B.

Poor Montrealians

"Paul L'Anglais was a unique Montrealer to receive a Beaver Award. Everyone worked at Montreal's elevation to a suburb of Toronto and it's hoped that next year he may give away gothters that non-Torontonians cannot afford to show to sponsors."

* * *

Absolutely free

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

Heads win

And now CBC is airing "Brownstone Theatre" over the Dominion Network, a..."next Tuesday..." "Curtain Time" on CBC May show memory fails, but wasn't the "alternate network" started to offer...eners alternative types of programs?

Revolution

Now that the C.A.B. Committee on Standardized TV Structures has withdrawn the 20 second flash and instituted 15 second one, independent crisis has been avoided.

Post war

Canada's future in the wolf's mouth of radio will be the dictum of the outcome of Canada's present...
there are
DEFINITE
REASONS
Why
CNFN
FRÉDÉRICTON, N.B.

FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE VETERANS

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

Charlie Deifield and Frank Willis.

Len Peterson, a scriptwriter of importance, has written "Love Story" which was produced by Frank Willis. By the 5th of July you'll want this to pay off. It did to me. Bud Knap not being the wounded soldier sent to a hospital behind the lines, portrayed his role excellently. And Ruth Springfield the Red Cross girl with whom he fell in love played cleverly. Appropriate background music was conducted by Samuel Hersenhoren, announcements by Elwood Glover.

From where I sit this article would seem to suggest that Frank Willis stands head and shoulders in the field of production. Make no mistake—he does. But he gives much credit to his actors, to the writing and to musical director Hersenhoren. The other half of this combined operation is clear, conscientious and capable Grace Abraham. This time. It's the girl behind the man behind the man behind the man.

Help to Red Cross means help to our boys.

Bye now. ELDA

Personnally Speaking

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

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

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

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

CFRB
860 KC 10,000 WATTS OF SELLING POWER!
TORONTO

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