Beavers of 1945

As we recently announced in these columns, this paper will, early in February 1946, announce the winners of its second annual Beaver Awards for distinguished service to Canadian Radio in 1945.

In an attempt to clarify a fairly general misapprehension that these awards are given because someone is the best or the loudest or the largest or the smallest performer in some specific field, may we be permitted to utilize this space in this issue to point out what they really are?

Just as the presentation of a medal to someone for their bravery on the field of battle in no way signifies that all his comrades in arms are cowards, by the same token, the presentation of a Beaver Award to one individual in no sense disparages the efforts of those who do not win one.

The original idea of the Beaver Awards was to give recognition, for the first time, to those who, whether as artists or producers, advertising agencies or sponsors, have made Canadian radio a better Canadian medium of entertainment and enlightenment, in the opinion of the staff of the Canadian Broadcaster.

Already nominations for this year's awards are trickling into our office from all parts of the country. Wherever they are from, they are receiving the fullest possible investigation. Some are discarded, and others are filed away among those which qualify for "final" consideration.

We have received nominations from candidates themselves; we have received them from their employers and their sponsors; in one instance we have received one signed by a very large number of listeners. Wherever they are from and whoever may be their senders, they are treated confidentially, and will under no circumstances be disclosed to anyone outside the Broadcaster staff and the regular writers who are jointly assessing them. We should like to point out that this is not a listener poll, and that the only consideration is facts. Long strings of signatures and impressive stationery make becoming presentations, but have absolutely no bearing on the choice of winners. Other journals have, in past months, polled listeners and canvassed producers for their favorites. These projects have our heartiest approval and co-operation, for they help to stir up public interest in the radio medium, and to bring recognition to the men and women who are making broadcasting, in all its fields, their life's work.

The Beaver Awards approach the same objective, but from a trade angle. Last year, the industry's co-operation was a source of tremendous encouragement to us as we launched our new venture, and we should like to bespeak the same willingness to co-operate now, in order that the Beaver Awards of 1945 may bring more public recognition and respect, not only to their winners, but to the whole structure of Canadian Broadcasting.
No budget is completely elastic... and, even if it were, your market might not warrant nation-wide advertising. But both markets and budgets can and should grow. So, in planning today’s campaign it is wise to provide for tomorrow’s expansion.

And that’s where spot broadcasting, over All-Canada’s key stations, has solved many advertisers’ budgeting problems. By judicious spotting of your programs on a combination of these twenty-eight stations, you can reach the maximum market you can afford, in those areas where you have distribution. Then, with the growth of your merchandising, you can increase your coverage... taking in a larger area with each station added to your broadcasting schedule. Ask for All-Canada’s up-to-the-minute market information. It is at your service in planning such a campaign.

*Here are the 28 All-Canada Stations*

**BRITISH COLUMBIA**
Victoria......CJVI
Vancouver......CKWX
Chilliwack......CHWK
Kamloops......CFJC
Kelowna......CKOV
Trail......CJAT

**ALBERTA**
Grande Prairie......CFGP
Edmonton......CJCA
Calgary......CFAC
Lethbridge......CJOC

**SASKATCHEWAN**
Moose Jaw......CHAB
Prince Albert......CKBI
Regina......CKCK
Regina......CKRM

**MANITOBA**
Winnipeg......CKRC

**ONTARIO**
Sudbury......CKSO
Stratford......CJCS
Hamilton......CKOC
Toronto......CFRB

**QUEBEC**
Montreal......CFCF
New Carlisle......CHNC

**MARITIMES**
Campbellton......CKNB
Fredericton......CFNB
Charlottetown......CFCY
Yarmouth......CJLS
Halifax......CHNS
Sydney......CJCB

**NEWFOUNDLAND**
St. John’s......VONF

Ask the All-Canada man! He’ll be at home to W.A.B. delegates, August 6 and 7, at the Palliser Hotel, Calgary.
Sounding Board

Sir: In your issue of July 3rd at Mr. Rob Simpson would like a rating Bollock showing frequency and length of program of the various radio shows.

I might call your attention to the fact that the ultimate rating as shown in Elset-Hermon figures is not the popularity. The popularity rating is based on the rating of a program over a given period of time instead of the number of people who might be interested in the program.

Of course, having an axe to grind, I mention the fact that the Happy Gang consistently rates Number One in popularity, whereas the program Robin's Wife, while it stands at the top, the ultimate rating figures because of a many additional stations purchased which expose the program to a bigger audience has a popularity rating of around 8 or 10, but the Happy Gang both the popularity rating and the ultimate rating stands around 181 for June.

Yours sincerely,
J. W. Spitzer
Spitzer & Mills Ltd.

Wanted One Code Book

The following is the content of wire from Cecil Berry, of CFGP, Brandon, apparently it is intended as instructions for an advertisement. Try and decipher it and on compare your results with us, as reproduced on page 10. You could right just as easily we could:

RETEL AD QUOTE IF ThE FISHING NORTHLAND ALLING N AND C CAPITALS IF YOU'RE WISHING EVENTUALLY YOU WERE HERE, HERE NORTHLANDS CALLING SMALL N APOSTROPE S OR NORTHLANDS SMALL C OR CALLING UNQUOTE HIS MAKES SIX LINES EXCELLENT RHYME FIRST ORDS AS FOLLOWS: WHAT NORTHLAND BET EVEN YOU HERE STOP DO YOU BEST BUT PROBABLY A BIT HISTORY ROW FOR BROADCASTER INTELLIGENCE STOP REGARDS USUAL CFGP PLUG IN TOP — CECIL.

Broadcasts Banned

A number of Australians have been banned from broadcasting for a period up to three months, according to a Canadian Press dispatch, for being associated with selecting, passing and rendering objectionable matter on the radio. This is the first time penalties have been imposed under the Australian Broadcasting Act, which gives the minister power to determine the standards of broadcasts.

New CBC Headquarters

Stations CBL and CJBC, the two Toronto outlets of the CBC, are now operating from the new CBC headquarters at 354 Jarvis Street. Master control and recording studios have been switched to the premises, but, for the time being, three studios in the old Davenport Road location are still being used for live-program originations. All business is now being transacted at 354 Jarvis Street.

Bereavements

The sympathy of the industry goes out to Dave MacMillan of Erwin Wasy, Toronto, whose wife passed away last week, and to Harry E. Foster, who is mourning the death of his mother.

ACA Awards

Under the direction of Lee Simpkin, public relations director of Underwood Elliott Fisher, the Awards Jury of the Association of Canadian Advertisers is meeting as this issue goes in the mail, first to complete its membership, and second to consider winners of the 1945 ACA awards for contributions to Canadian Advertising.

Looking for

Ruby Ramsey Rouse
Maurice Rapkin
Lorne Greene
Mona O'Hearn
Barry Wood
Maurice Bodington
Grace Matthews
Jean Cruchet
George Robertson

YOU CAN CONTACT THEM THRU

RADIO ARTISTS REGISTRY

WA. 1191
TORONTO

Music—Perfectly Recorded

EVEREADY EARLYBIRDS
1½ hour Variety program—3rd series

TORONTO CONSERVATORY OF MUSIC
1½ hour Specialty program—3rd series

CORINNE JORDAN
1½ hour piano monologues—1st series

(four Paulin Chambers Ltd., Winnipeg)

Duophonic Recordings

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO
ARE YOU LOOKING FOR A GOOD TIME

Looking for a good time in the valuable markets served by these live, independent radio stations is an excellent summer assignment. Schedules are important business right now, as new times become available for later on.

Give us time to provide the times for your future requirements.

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

HORACE N. STOVIN & COMPANY
Radio Station Representatives
MONTREAL TORONTO WINNIPEG
MAKE MORE GOODS, LITTLE BUSINESS
And Then Try And Sell Them
by Don Copeland

Is the war over? This question is only answerable by a qualified "yes" or "no", depending on who answers it.

To the Canadian who has, for reasons of another, finished in service in the armed forces, the answer is "yes". From the bureaucratic point of view, the government official whose job depends on the maintenance of war-supplied offices, the answer is "no". It all depends on who is speaking, as we felt before.

That same official must perform the most interesting, yet most appalling feat—giving two entirely conflicting opinions simultaneously, one at each side of his mouth.

From the side turned to the men returning from military service he was fine. Peace advertising does not exist while you are waiting for you ... the government is assisting factories in the change-over from war to peace production ... automobile production will be rolling on new uses ... the plants are re-tooling away ... raw materials are being released as fast as possible for you to go to work on—for peace and plenty.

Simultaneously, and with an eye locked on stacks of government reports and forms, he says "No, no, little business, you mustn't spend any money for the extra sales you are after this peace-time products we're going to allow you to make. Remember the REGULATIONS! Your advertising appropriation must not exceed 10%.-blah! blah! From his hand and that, blah! blah!-excess profits tax—blah! blah!"

So is the war over?

Is it true that thousands of men and women are returning, and industry is expected to absorb them? It is true that business is ready and anxious, when materials—adjust themselves, to go all out on filling the shelves of the stores, with products which have been missing for years. It is true that if the goods are made, they have to be sold, automatically or otherwise.

And it is true that for the nonce (whatever a nonce is), most manufactured goods will find a ready market as conditions are this very day getting more competitive, and advertising is getting more than real sales; goods; it enhances reputations and business is concerned with both goods and reputations.

The Canadian Broadcasting Corporation has decided to cancel its daily news commentaries. The reason, according to its own publication, CBC News Features, is: "During the war in Europe commentaries dealt primarily with war news. Today much of the international news is controversial in nature, and capable of interpretation from more than one viewpoint. In order to encourage full freedom of discussion, it is felt that a well-balanced panel of commentators on current affairs is preferable to a single commentator associated with news programs as a daily feature."

The cancellation by the CBC of its daily news commentaries highlights a basic fault with the organization in the manner of controversial broadcasts. It was all right for the commentators dealing primarily with the war to be critical or critical about what happened in Britain, in the United States, in Greece, or other countries, but when the war runs out as a subject the commentators might turn to domestic matters they must not give their views.

It seems odd that Canadians must be wrapped in cotton wool for protection from domestic controversy. And while it was fine for a commentator to express his views on Russia or Poland or other events in the news, there must only be panel discussion of home matters. If the commentators could be trusted to deal with their subjects during the war years there is no apparent reason why they, or others, should not be permitted to do the same with matters affecting Canadians at home. There was no fear of offending foreign Governments, or the British Government, but apparently there must be every precaution against offending the Canadian Government or parties. This seems to be the principle on which the CBC is working, and it is wrong.

If Canadians can be allowed to listen to competent commentators on external matters, they should be permitted to hear discussion of home affairs.

The system of panel discussion is often used for fear of offending. If there is fear of offending Canadian politicians it was not very brave of the CBC to permit the men it hired to offend American or British politicians.

Millions Visit NBC Studios

New York may be the Mecca of all tourists, but Rockefeller Center and the NBC studios climax their pilgrimage. So states an article, "The Tourists Say Wow!" in an recent SATURDAY EVENING POST.

Don Wharton tells the story of the ten of 5,000,000 persons who have toured the studios and have gone radio in the making, and the more than 2,000,000 who have viewed the human and architectural beauties of the Center. He relates anecdotes and notes the now-famous personalities who once acted as guides through the amazingly fascinating buildings and their contents. Wharton reports that the radio center of the world has attracted more visitors than the Statue of Liberty, Mount Vernon and even the Grand Canyon.
ONTARIO IS AN IVORY TOWER
A Frank Discussion of the Marketabilities of Canada's Most Prosperous Province
by G. E. Rutter
Research Director, Horace N. Stovin & Co.

The general feeling in Canada's other eight provinces that the people of Ontario are smug and autocratic springs partly from the fact that Ontario's population, in the pride of the material things it has amassed, tends to believe that there are two ways of doing a thing — the Ontario way and the wrong way. It should be added, in justice, that the attitude of the other provinces towards Ontario is at least partly inspired by envy. The fact that the editor of this paper believed it necessary to call on a former Montrealer to write an article about Ontario seems indicative of Ontario'sordinate complacency and consequent inability to look at itself objectively.

Nations and provinces, like individuals, must have a pleasing personality if they are going to win friends. While it does not seem to be particularly bothered by it, it is none the less a fact that Ontario is pretty cordially disliked outside its own borders and this unpopularity is no doubt enhanced by the fact that this sad state of affairs concerns Ontario not at all! In spite of the wide popularity of Dale Carnegie's famous book, it is apparent that there are many Ontarians who just don't want to "win friends and influence people".

Possibly Ontario's greatest drawback — if such it is — in establishing amicable relations with other provinces, is her lack of personality, or national character. The far east, Evangeline's country, abounds in tradition and folklore; Quebec has her Old World Culture and her art; the Prairie Provinces are the great out-of-doors, with all the heartiness and hospitality that go with it. All these contribute towards the sum total of Canadian national personality, but it is difficult to include Toronto's huge bank clearing figures in the same picture.

Ontario takes it for granted that it is the standard, thereby angering other immeasurably, the more so because they are forced to admit that it is the standard.

VITAL STATISTICS
Ontario forms such a great part of the whole Canadian economy that any discussion of her economic characteristics almost of necessity becomes a description of the whole Canadian economy.

With 32.9% of the Dominion's population and 41.3% of the total income, Ontario can be bows as the biggest and wealthiest unit of Canada's economy, the other parts of the country admit this, except for British Columbia which thinks St. James Street typical of the Province of Quebec, and the inland Prairie Provinces which likes its own. "We'll call it the Rockies," she says, "and the industrial sections of the Great Lakes, the Eastern Ontario and the Maritime Provinces.

Ontario's advantages arise from her diversified resources and her geographical position in relation to the Great Lakes, as well as the Ontario regions.

Canadian National sales are much greater in every respect than in other parts of Canada. The same is true of the Dominion's manufacturing activities.

(Continued on Next Page)
While Ontario's farm income is 9% of the Dominion total, the
province's farmers may not enjoy as
large a cash income as the Western
mer in the fat years. But this
off by the fact that he seems
to have greater self-sufficiency, (one
factor in the province does
have, and he is perhaps closer to
serving in that he derives his in-
com from a great number of
nents in a kinder climate. On
the whole, the farmer of Ontario en-
joys greater comforts than
is often the case in other parts
of the United States, and
are practically all
powered by electricity.

The Heart of Canada
The quick pace of the province's
ness activity and the comparat-
ively lively and up-to-date atmos-
phere of its cities and towns before
6 p.m. sometimes gives the im-
pression of American influence.
While no doubt the short distance
from Ontario's most thickly popu-
ated areas to the American border
and the red earthy soil result in some American
characteristics, Ontario's large
ness activity and the progressive and
ative spirit are more responsible
for the aura of aggressiveness some
people interpret as American in-
fluence. Actually British heritage,
and traditional ties to the Empire
are strong in Ontario, and while
omarily the border and over-
flow of printed and radio advertis-
ing have undoubtedly influenced
buying habits, wise Ameri-
can merchandising men are realis-
ing that a different kind of selling

Selling Ontario by Radio
With 39% of all Canada's radio
hours and with 39.9% of the Do-
minion's total retail sales, Ontario
presents a potent market to the
radio advertiser. The fact that the
major part of the population is
English-speaking, only about 25%
people are unable to speak
the language according to latest
census figures, tends to facilitate the
sale of merchandise by radio ad-
vertising. On the other hand On-
tario is the only province, apart
from British Columbia, which faces
strong competition from the United
States networks from a listener
stand-point, and, in spite of the fact
that a large number of top-
rating American network commer-
cials are fed to local stations across
the country by the Canadian Broad-
casting Corporation, many Ameri-
can stations have loyal and regular
listening audiences in central and
southern Ontario. So while Onta-
tario provides an ideal market for the
radio approach, that greatest of
improvers, competition, demands
more careful programming.

The Home Province
While there has been some mi-
igration in Ontario from other parts
of Canada, the major part of On-
tario's population was born in On-
tario and has always lived there.
The comparatively small percentage
of European and Asiatic born peo-
ple appear to be well assimilated
and are practically all able to speak
English.

Either by accident or geo-
graphical position or by good business
development or a combination of
both, Ontario has definitely become
the standard and centre of Cana-
dian economy. Personality, how-
ever, is not measured by the figures
in a bank account; sound business
is learning to depend on sound
public relations, and widespread and
general dislike does not en-
courage the customers the richest
merchant must have if he is to stay
in business. On the other hand if
the rich merchant is powerful
ough to control supplies of cer-
tain commodities, he will continue
serving his clientele and serving
them well.

The Canadian Broadcaster

RE-EMPLOYMENT SERVICE
FREE EMPLOYMENT SERVICE
FOR ACTIVE SERVICE VETERANS
To assist in re-establishing men
and women returning to civilian
life from the armed forces over-
seas, the Canadian Broadcaster
offers a free want-ad service for
such men and women who, having
been honorably discharged from
active service with to enter or re-
enter the broadcasting or adver-
tising business. This department
is being run with the full knowl-
edge and co-operation of National
Selective Service. Advertising
 copy, which should be as brief as
possible, should be written clearly
and typed on one side of the paper
only. Include your regimental number and date
of discharge, and please bear in
mind that this free service is avail-
able only to men and women who
have been on active service.
Address copy to "Rehabilitation",
Canadian Broadcaster, 371 Bay
street, Toronto 1, Ontario.

File CB 11: Former RCAF ob-
erver, aged 34, single, wants posi-
tion on station sales staff any-
where in Canada. Since retire-
ment from service last January
he has been working as time sales-
am on small station, and now
wishes to broaden scope. Good
education, accustomed to selling,
will start at salary commen-
surate with experience given
opportunities for progress. Box 999,
Canadian Broadcaster, 371 Bay
Street, Toronto 1.

161 Yonge Street, Toronto
Adelaide 1941

SPOT BROADCASTING!
The selling POWER in a buying MARKET!

MAKING FALL PLANS? ASK US
CEOs SELL THE
OWEN SOUND MARKET
Horace Stovin & Co. will tell you more
MEET THE GANG AT CKW

helen Machum
DIRECTOR OF WOMEN'S PROGRAMS

This not too serious picture reminds us that the war in the Park is still raging, and that as long as it goes on, there will be urgent need for blood serum. Our photograph shows the CKWX staff doing a real "dooing" on their own before the Red Cross workers were ready to send them on a recent CKWX Blood Donor Night.

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

C.K.W.
MONCTON N.B.

HORACE N. STOVIN
Representative
Toronto and Montreal

OTTAWA LETTER
by Jim Allard

Rehabilitation and housing are now Canada's two biggest domestic challenges as far as Ottawa is concerned. From its capital city, the Government sends the rest of the country the straight line. The housing shortage, especially for middle-class and working-class families, is being addressed in a number of ways. The Government is providing financial assistance to home builders, encouraging the construction of rental units, and offering grants to help finance the purchase of homes.

But Helen Machum, Director of Women's Programs at CKW, has observed that the Government's efforts to meet the housing shortage have not been without problems. The construction of homes has been slowed by a lack of materials and skilled labor, and the cost of housing remains high.

The Mayors of some cities have appealed to the Government for financial assistance and for a more urgent response to the housing crisis. They have suggested that the Government consider a more direct approach to housing, such as building public housing units or offering more generous grants to home builders.

Helen Machum has called for a more intensive effort from the Government to address the housing shortage, and for the Government to consult with local authorities to ensure that housing policies are more responsive to local needs.

This article was published in the Canadian Broadcasting Corporation's Ottawa Letter on July 21st, 1942.
Addresses Radiomen

John Tregale, station time and statistical manager for All-Canada Radio Facilities Ltd., shared honors with Gordon Babineau, CKRM Regina announcer, who was tendered a party in which he was presented with a brief case. The occasion was Babineau's resignation from the announce staff. During the evening John Tregale addressed the gathering on the subject of "Time Buying and the Eastern Advertiser".

Workers Of Industry

Through a program series called "Workers of Industry", co-sponsored by the French Chamber of Commerce in Montreal, The Montreal Economic and Tourist Bureau, and radio station CKAC, the story of the system of private business is being graphically presented to French-Canadian listeners.

Described as "a dramatic presentation designed to enhance the part which will be played by workers in Montreal's post-war industries", the series of fourteen weekly dramas has depicted Montreal's growth, through business development, into Canada metropolis; the story of capital's contribution to development, the harnessing by business of natural resources into such industries as the paper business.

"The Friendly Voice of Halifax"

Reprentatives: HORACE N. STOVIN & CO., CANADA

JOSEPH HERSHEY McGILLVRA, NEW YORK CITY, U.S.A.
"Big Annie" Is New CBS Research Baby—
Analyzes Audiences Second By Second

Completion and successful operation of a new Program Analyzer, able to record the likes and dislikes of as many as a hundred listeners at once, has been announced by the Columbia Broadcasting System's Research Department. Christened "Big Annie" by its designers and operators, the new machine can register the opinions of ten times more people than any Program Analyzer that has yet been developed.

Although the purpose of the new Analyzer is essentially the same as that of its predecessors — the measurement of audience reaction to program content — its findings differ in detail. "Big Annie" reports total reactions at second-by-second intervals during a broadcast whereas earlier Analyzers recorded individual likes and dislikes, from which total or group reactions could later be computed. Since there are distinct advantages in both large and small Analyzers, "Big Annie" will supplement rather than replace the smaller machines in future CBS program research.

The new machine, from the standpoint of individuals taking part in a test, operates in the same ways as all other Program Analyzers. Each person in a test group is given two electric push buttons that are connected with wire to the machine. Pressure on one button is recorded as favorable reaction; pressure on the other, as unfavorable reaction. If respondents are indifferent to what they hear, they leave both buttons untouched.

"Big Annie" records positive and negative opinion separately on two slowly revolving rolls of graph paper. So long as all buttons are untouched, vertically fixed fountain pens trace straight lines down the left-hand margins of the moving rolls of paper. Pressure on one button will move the affected pen to "Favorable" or "Unfavorable" almost imperceptibly to the right. If fifty people in a test group press the same button, the pen may move fifty times further to the right than it does under the impulse of a single reaction.

At the conclusion of a test, the Analyzer's completed charts show exactly how the audience reacted to any given second during the test program. "Big Annie" because its speed and accuracy can be used in auditions of proposed programs to determine what kind of reception an untried show may be expected to receive. It can also be used during dress rehearsals of established programs, to reveal unsuspected rough spots in time for them to be corrected before broadcast.

The original Program Analyzer was developed by Frank Stanton, CBS Vice President and General Manager, and Dr. Paul Lazarsfeld of Columbia University. Used continuously since 1940 by CBS researchers, Program Analyzers have become an increasingly important instrument in the qualitative analysis of network programs. Teamed with "Big Annie" conducted since mid-April, are under the direction of Oscar Katz, assistant director of CBS research, and Tore Halloquist, chief of the network's program analysis division.

BUY NEW WESTMINSTER
AND GET A BIG SLICE OF VANCOUVER FREE!

New Westminster (E. H. Ratings 8 a.m. - 6 p.m.)

CKNW

ALL OTHER STATIONS

38% 16% 20%

ALL OTHER STATIONS

17% 30% 17%

Vancouver (E. H. Ratings 9 a.m. - 5 p.m.)

CKNW

ANNOUNCEMENT

The extensive development of the broadcasting industry at large and particularly the importance our market has taken in Canadian business, has necessitated our appointing exclusive representation in Canada as well as we have had in the United States.

This is to announce the appointment as our Canadian representatives, with offices in both Toronto and Montreal, of the new firm of Jos. A. Hardy & Co., Ltd., under the management of Jos. A. Hardy who has been attached to our sales force, for the past fourteen years, and as director of national sales, for the past few years.

This will assure our many clients and advertising agencies a still quicker closer and more personal service.

QUEBEC, Que.

J. Narcisse Thivierge

Managing Director

A GOOD PRESS
WILL GET YOUR SHOW GOING!

Newspaper feature writer experienced in broadcasting, merchandising, script handling, photo features, etc., has available time for two more clients.

Box 99

Canadian Broadcaster

371 Bay Street

July 21st, 1959
As Free As The Press

"Radio, by its very nature, must be maintained as free as the press," according to President Harry Truman in a letter published in a recent issue of BROADCASTING Magazine. The letter, addressed to Sol Tashoff, publisher of Broadcasting, was included in a copyrighted article in a recent edition of that paper.

"Our lawmakers demonstrated admirable foresight," the President said, "by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfeathered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities.

"The American system has worked and must keep working," Mr. Truman continued. "Regulation by natural forces of competition, even with the obvious withers obviations, is to be preferred over rigid governmental regulation of a medium that, by its very nature must be maintained as free as the press".

Henshaw Reporting

Fortune bids fair to smiling her sweetest upon Jules Upton, Toronto radio actor. He recently pulled up the stakes, and, together with his actress wife Gabrielle, set forth to try his luck in Hollywood.

Don Henshaw, who is in Hollywood on work connected with the Ninth Victory Loan, writes that P. MacGregor plans using Jules on "Hollywood Radio Theatre" soon, and also that Arch Oboler auditioned him and "was very pleased with his work".

Speaking of his own activities, Henshaw says his work is rapidly nearing completion at Paramount, Twentieth Century, Fox and Warner Brothers.

"In between other jobs," he writes, "we are adapting "All Star Bouy Rally", the film used in the Eighth Canadian Loan, for use in Australia during their next War Finance campaign.

Stay where you are...do not break the stillness of this moment: this is a time of mystery...this is...

The HAUNTING HOUR

In response to demands for "Mystery at its Best"

● From the moment this program opens, as the clock strikes and footsteps echo...and a voice speaks the words quoted above...this is "Mystery at its Best"—this is "NBC Radio-Recording" at its peak of perfection.

THE HAUNTING HOUR presents original psychological mysteries, "whodunit" thrillers, crime crusade plots...creates true characters...constructs probable and possible situations and spots clues for the solution. 26 half-hour shows, each a complete story...arranged for one-a-week broadcast...all expertly directed and produced by NBC to draw every second of breathless suspense from these mystery dramas.

Mystery is highly popular. Today...more than ever...books, movies, plays, radio shows with mystery and suspense have tremendous appeal. So jump on the "mystery" bandwagon with THE HAUNTING HOUR..."Mystery at its Best"...a mass audience builder...a sure-fire success for every type of sponsor.

Henshaw Reporting

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Air Checks

Micheal FitzGerald
1757 Bay St. Toronto

Available in Canada through ALL-CANADA RADIO FACILITIES, Ltd. Victory Building, Toronto

1946—Radio's 35th Anniversary—Pledged to Victory!
WALKIE - HANDIE - TAXIE - TALKIE

by Aubrey C. Green

It all started in 1860 when army signals experts developed new methods or visual signalling. Since that time army signals have been given by pigeon, morse, semaphore, telephone, radio, and now a combination of the first two — "walkie-talkie".

When news of this latest mechanism used for signalling was revealed, the public imagination was stimulated. Humorists quickly depicted husbands trapped at the poker game by the unsentimental voice of the wife, and so on. But people soon realized that, with the birth of the "walkie-talkie", radio had reached a new and greater era. Broadcasting stations too knew that this latest device would help them present the public with better programs.

The army is using a "walkie-talkie" in every theatre of war. It is not new, however, because it has been developed for use by Forestry Corps and of course the police. By no means the smallest contributor to this development have been the amateur radio "hams", to whom a great deal of credit is due for the perfected device. The latest development is the frequency modulation telephone set. It is completely portable and is carried in a pack on the soldier's back. As this portable receiving and transmitting set weighs only forty pounds, the soldier carrying it usually figures he's getting off easily. The set supplies its own power through large heavy-duty batteries; it has a special antenna, one set of head-phones and one microphone.

The latest models, using FM permit the sending of messages virtually static free. The set is strapped to the man's back and the telescoping antenna is used both to send and to receive. Some sets have two antennas, the regular one and also a curved one, specially designed for military use, so that the sender can lie down if he wishes, to do his transmitting. The "walkie-talkie" can be used while the operator is standing or lying still or while he is moving. During the war it has been extensively used as a means of communication between men in action and various posts of command.

The Handie-Talkie

But when civilians speak about "walkie-talkie", they don't mean a 40-lb. piece of apparatus strapped to their backs. There again another piece of mechanism has been developed for the army known as the "handie-talkie", which weighs only six pounds and can also be used both to send and receive messages. This device has been put to great use by paratroopers and also infantrymen. It is built like a French phone and resembles the small personal radio of pre-war days. It has its own antenna, and it has a telephone transmitter and ear-phones in place of a loud-speaker.

The "handie-talkie" naturally has smaller batteries than the "walkie-talkie". It has a shorter range and less staying-power. There were many difficulties encountered in its production. Small, light dry cells had to be built; then tiny vacuum tubes were developed; all this before production could begin. Finally the improvement of radio transmitter and receiver designs enabled the signalers to get good results from the tiny resistors and the miniature capacitors used in the "handie-talkie".

The "handie-talkie" is operated on a pre-set frequency and there is no tuning necessary. It is automatically turned on when the antenna is pulled out. Platoon and company commanders have found it ideal for short-distance communications. Commercial application is still in the planning stage.

Broadcasting stations are eagerly watching the future development of the "handie-talkie", for with this mechanism they know they'll be able to broadcast special events and spot news from the scene of action without the necessity of elaborate preparation. With a "handie-talkie" the announcer will be able to go to the scene of action and send his description direct to the station for recording or re-broadcasting.

The Pack Transmitter

Use has been made of a "pack transmitter", not unlike the "walkie-talkie" for special events other broadcasts, but, as the name implies, it is a transmitter, and be used for sending only. The announcer carries it on his back and loads his news or description to the station, but he cannot receive messages from the station. CJR in Toronto have experimented with this type of transmitter. It just recently broadcast the Miss Golf Trophy, played at the Island Golf Club, by means of the "pack-transmitter." Bill Birt, from the CFRB engineering department, explained that transmitter weighs a little over thirty pounds. The modulation, said, is of broadcast quality, so the army would not have to worry about their "walkie kies".

He said that the range of the transmitter is only about a mile and a half, and so the operator must be located to a "central man", who transmits the program to the center man. The "centre man" has to make borate preparations before his broadcast can be made. The "centre man" usually slings the microphone around his neck, and as an assistant carries the pack transmitter has an automatic voice control, so that, when the announcer stops speaking, background noises are brought up. This transmitter is excellent for broadcasting parades, sporting events and our "features". Its major disadvantage is that it is not a "two-way", so the announcer cannot receive word from the studio.

Short-wave mobile units are used at several stations, CKRC, Vancouver, having operated one forest six years.

Drivie-Phonie-Talkie

The current development along these lines is the two-way radio car use. This system has of course been already used widely on park cruisers. The radio operates like (Continued on Next Page)
To Talk About Radio

Dick Lewis, editor of this paper, has been invited to address the Vancouver Rotary Club on July 31st. The subject of his talk will be "What Price The Fourth Freedom." Following the Western Association of Broadcasters' Convention in Calgary, August 6 and 7, Lewis will proceed to Winnipeg, where he will address the Winnipeg Sales and Advertising Club, his subject being "The Beautiful Friendship of Press and Radio."

Civvy Street

Jack Stauffer, CJC engineer who was the first Stratfordite to volunteer for active service, and who went over with the first draft in 1939, is back in the control room, after spending a month getting acquainted with his five year old daughter.

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

Walter A. Dales
Radio scripts
420 Medical Arts Bldg.,
Montreal, Que.

WE'RE PROUD OF LETTERS LIKE THIS

Quote:

"The promotion report which you sent to us is outstanding. It is, we feel sure, one of the reasons why the survey reports show such a splendid audience on CKOC not only during our show, but during the entire broadcasting period of your station."

(excerpt from a letter received from one of our network advertisers)

CKOC HAMILTON

The All-Canada Station
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The biggest news, which, though unconfirmed, comes from usually reliable sources, is that the Robert Simpson Co. Ltd., will be sponsoring the “Pop” Concerts of the Toronto Symphony Orchestra, 8 to 9 Friday evenings from Massey Hall.

We understand that the program will go coast-to-coast on the Trans-Canada network.

Bob Simpson at Young & Rubicam’s reports that “Canadian Carvel-cate” is in the sorting out stage, but no information as to starting date or network is as yet available. He says a flash campaign for Ana- chin, 5 a day, 5 a week, Monday through Friday, goes to CHRC, Quebec, August 13 to Nov. 16, and to CHSJ, Saint John, for 18 weeks from July 30th.

Kellogg’s have a one-month contract 9 spots a week on 45 stations coast-to-coast for Corn-flakes. Also CKWX and CJOR Vancouver, are carrying a spot series for Bran-flakes. Roy Madden, of J. Walter Thompson Co. Ltd., currently on vacation, places this business.

Garry J. Carter, of Frontenac Broadcasting Agency, reports that his client, Dibble Coal Co. Ltd., Toronto, has contracted for three fifteen minute transcribed (Library Service) programs a week on CKE, Toronto for a year, commencing August 1st.

General Foods is reported to have a casualty as far as radio is concerned, it being reported that they have relinquished their U.S. place in production. Details are available.

At McLaren’s Maurice Rosen says that Buckingham’s “Come Time” returns to Trans-Canada of 39 weeks from September 12th.

Dorothy Andison, pinch-hitting for Bill Byles, at Spitzer & Nuhn reports that Cashmere Bouquins using a new show along vapid lines but as yet unnamed. Instead of Fridays, as previously, it will be aired 8 to 8.30 Saturdays, immediately following “Share Your Wealth” which will move to 8 o’clock spot. The grapevine reports that George Taggart will be directing the new Cashmere show as previously, with Maurice Raps holding down the emcee and Music, we believe, will be by the method.

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**WE PRESENT 14 YOUTH-PARTICIPATION BROADCASTS EACH WEEK ON THESE 5 PROGRAMS**

1) ON STAGE CANADIANS (youth Vocal)
2) LITTLE RED SCHOOLHOUSE (youth Quiz)
3) KIDDIES PROGRAM WITH JO-JO (youth, instrumental and school groups)
4) GOOD DEED CLUB (talent on theatre stage)
5) PAT, THE PLAYMATES (talent)

PAL (youth vocal and youth activities)

Originating from Crossroads of the World

Another Manitoba-owned Station: CKX BRANDON—1,000 watts

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15,000 WATTS

CKY WINNIPEG

22 YEARS OF OPERATION KEEPS
CKY’S FINGER ON THE PULSE
OF POPULAR OPINION

Trans-Canada network basic station.

The best transcription facilities.

Local features developed by experts.

IN MANITOBA CKY IS A MUST!
```

Exclusive Sales Rep.: H. N. STOVIN

Toronto - Winnipeg - Montreal
MERCER McLEOD’s “MAN WITH THE STORY” GOES NBC

By the time an actor is old enough to play juvenile roles successfully, he is always too old. Thus were the words with which Frank Benson, the noted Shakespearean, answered a young actor’s request for juvenile instead of character parts.

That was when Mercer McLeod was eighteen. Today, as "The Man With the Story", he is still character man, only now his talents are all tuned to radio, and he is trying to prepare for his latest assignment, the recording for the RCA studios in Toronto, of "stories to be carried into the farthest reaches of both the United States and Canada, as NBC recorded programs.

When Tom McClay, program manager of the National Broadcasting Company, first heard one of these programs, he said: "We sought the beautiful art of storytelling, and there had perished with the antlers... until we heard Mercer McLeod, the Man With the Story!"

We were a little deaf to linger a moment to RCA Toronto recording studios to accept Len Headley’s pressing invitation to hear one of the programs. Finally, after the fifth, we were ourselves away to set down impressions in time for the entire.

The "Man with the Story" is different from most radio programs we hear, because it is different. No one could listen to McLeod, as he tells a story — with his amazing voice changes — that savors of the artistic inventive genius of Poe, with the O. Henry surprise ending, and then hear him in a piece of whimsy suggestive of Barry, and say he’s just like so and so. "The Man with the Story" sets a new pace in radio because it has the courage to stand up on its own feet and follow only the designs of its own pattern. Even without the artist and versatility of Mercer McLeod, qualities which he could only have earned in a lifetime of acting which has taken him from London footlights to the West Indies and South America, across Canada and into 42 states of the Union — even without this artist, "The Man With the Story" is an idea as fresh as the singing of a young chorister — as old as the Ave Maria.

When Len Headley and his RCA Recording Studio staff ship the finished recording to the NBC offices in Radio City, New York, for distribution to hundreds of radio stations, McLeod, Headley, and everyone who has shared in the production of the programs will have sowed the seed for further Canadian writing, production and presentation, for the greatest and most pampered radio audience in the world — the American public.

Concerning Pictures

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As an alternative to sending cuts, we are even happier to see glossy pictures in order that we may have plates made the right size and screen.

At the top, the camera catches Mercer McLeod during a program. Centre, Len Headley (RCA Victor Recording Division Manager) and McLeod. At bottom, "Reta" (Mrs. McLeod) who contributes all the feminine voices to the programs.
TRADE WINDS
A COLUMN OF COMMERCIAL NEWS
Edited by
ART BENSON

While the street reports an unusually early season indicated by early bookings of time, holidays make it difficult to get specific details of new contracts.

The biggest news, which, though unconfirmed, comes from usually reliable sources, is that the Robert Simpson Co. Ltd., will be sponsoring the "Pop" Concerts of the Toronto Symphony Orchestra 8 to 9 Friday evenings from Massey Hall. We understand that the program will go coast-to-coast on the Trans-Canada network.

Bob Simpson at Young & Rubin-cam's reports that "Canadian Casual-care" is in the "sorting out" stage, but no information as to starting date or network as yet available. He says a flash campaign for Ana-cin, 3 a day, 5 a week, Monday through Friday, goes to CHRC, Quebec, August 18 to Nov. 16, and to CHSJ, Saint John, for 18 weeks from July 19th.

Kellogg's have a one-month contract 9 spots a week on 42 stations coast-to-coast for Corn-flakes. Also CKW/X and CJOR Vancouver, are carrying a spot series for Bran-Flakes. Roy Madden, of J. Walter Thompson Co. Ltd., currently on vacation, places this business.

Garry J. Carter, of Frontenac Broadcasting Agency, reports that his client, Dibble Coal Co. Ltd., Toronto, has contracted for three fifteen minute transcribed (Library Service) programs a week on CTRY Toronto for a year, commencing August 1st.

General Foods is reported to be arranging a casualty as far as radio is concerned, it being reported that they have relinquished their U.S. spot in productions. Details are un-available.

At McLaren's Maurice Rorhaar says that Buckingham's "Game Time" returns to Trans-Canada from September 12th.

Dorothy Anderson, pinch-hitting for Bill Byles, at Slater & Hill reports that Cashmere Bouquet is going in new show along various lines but as yet unnamed. Instead of Fridays, as previously, it will be aired 8 to 8.30 Saturdays, immediately following "Share the Wealth" which will move to 8 o'clock spot. The grapevine reports that George Taggart will be directing the new Cashmere show, as previously, with Maurice Rorhaar holding down the encore of Music, we believe, will be by Harold Herschoren.

Convention Dates
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PAL (youth vocal and youth activities)

ORIGINATING FROM
CJCA
CROSSROADS OF THE WORLD

Fly your trial balloons over CFCY, Charlottetown, which according to the BBM Report, has 150,810 radio homes in its primary area, representing 47.79% of all radio equipped homes in the three Maritime Provinces—Prince Edward Island, New Brunswick and Nova Scotia.

22 YEARS OF OPERATION KEEPS CKY'S FINGER ON THE PULSE OF POPULAR OPINION

Trans-Canada network basic station.
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That was when Mercer McLeod was eighteen. Today, as "The Man With the Story," he is still character man, only now his tales are all tuned to radio, and he is starting to prepare for his latest assignment, the recording at the A. studios in Toronto, of "stor-"s to be carried into the farthest reaches of both the United States and Canada, as NBC recorded programs.

When Tom McClay, program manager of the National Broadcasting Company, first heard one of these programs, he said: "We ought to start a series of programs that will have the same effect on radio that the wonderful old-fashioned stories written by Poe, with their many surprise endings, and his short stories in "The Mystery of Edwin Drood," and the like, have on the theater-goer... until we hear Mercer McLeod's "The Man With the Story." We were a little loath to linger the RCA Toronto recording studio to accept Len Headley's pressing invitation to hear one of the programs. Finally, after the fifth, we ourselves away to set down our impressions in time for the next one.

The "Man with the Story" is different from most radio programs because it is different. No one can listen to McLeod, as he does a story — with his amazing voice changes — and not be impressed by the power of the story and the distinctive style and sensitivity of the narrator. The "Man with the Story" is a series that is designed to appeal to all ages, from the youngest to the oldest, with its timeless appeal and universal themes.

At the top, the camera catches Mercer McLeod during a program. Centre, Len Headley (RCA Victor Recording Division Manager) and McLeod. At bottom, "Reta" (Mrs. McLeod) who contributes all the feminine voices to the programs.

When two years ago McLeod and Headley dreamed up "The Man With the Story" as a black-out to break a musical commercial which never sold — when the Canadian Broadcasting Corporation gave the program occasional and intermittent airings — they did so unknowingly contributing to the foundation of a tradition for Canadian radio. This program, which is broadcast from the offices of the CBC in Toronto, has become an integral part of the CBC's programming schedule.

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WHAT A SPOT TO BE IN!

The Ottawa Valley Market is over 40% FRENCH

CKCH

85 Champlain Ave., HULL, Quebec
Promotion — D. L. BOUFFORD, 132 Yonge St., Toronto
Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES

Headley & Co., Montreal
Howard H. Wilson Company, Toronto

CKPR FORT WILLIAM

(Represented by H. N. S. & Company in Winnipeg)

Represented by

HORACE N. STOVIN
MONTRÉAL & COMPANY
TORONTO

RADIO GETS YOUR MESSAGE HOME

A quarter million French-speaking Canadians turn daily to CKCH for news and entertainment. Help yourself to a responsive audience by placing your sales message over their proven favorite radio station.

WHAT A SPOT TO BE IN!

We won't offer you a hockey broadcast just at this moment, but we can tell you that for far the best buy on CKPR — a real spot to be in — is our Supper Newcast. It's on the air from 6:15 P.M. Monday through Friday, and at 6:30 P.M. on Saturdays preceding and followed by music that appeals to all ages and classes.
Fly your trial balloons over CFCY, Charlottetown, which according to the BBM Report, has 150,810 radio homes in its primary area, representing 47.79% of all radio equipped homes in the three Maritime Provinces—Prince Edward Island, New Brunswick and Nova Scotia.

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$503,300,000.00
THE LARGEST INCOME INCREASE IN ALL CANADA

Saskatchewan's CASH INCOME FROM THE SALE OF FARM PRODUCTS, in 1944, totalled the amazing figure listed above. This is even more amazing when it represents, as it does, MORE THAN ONE-THIRD OF CANADA'S CASH INCOME FROM THE SALE OF FARM PRODUCTS FOR THE SAME PERIOD.

This figure takes on even more significance when we realize the income was received by a group of people who are anxious to spend it on land and home improvements, on clothing, food, all the necessities which have so long been off the market, BUT WHICH IN THE NEAR FUTURE WILL BE PUT INTO PRODUCTION.

CKCK, Regina, serves the greater part of Saskatchewan's rich farm area. CKCK, through superior programming, and a long-term public service policy, carries your message into this huge income area with authority, listener-interest and prestige. Hitch your product to "the Station with the drive in '45".

THE EARS OF BRITAIN

The work of the Monitoring Service is described by Christopher Saltmarsh, Senior BBC Report Writer.

Listeners to nine o'clock news may often have wondered when the announcer pauses almost imperceptibly to mention that Marshal Stalin's communique 'has just come' how this news is obtained. To describe a complicated process in its simplest outline, the communique was broadcast by the Moscow radio, listened to, recorded and transmitted by the BBC Monitoring Service, and teleprinted to Broadcasting House. This bare description, however, gives little idea of the highly specialized and complex work involved. For example, the Soviet Commissary is not broadcast at any fixed time, so that a vigilant watch has to be maintained by expert monitors who understand the idiosyncrasies of the Russian broadcasting system. There may also be very poor reception conditions, which entail the checking and rechecking from the record of partially inaudible words, and many other factors may intervene before the finished product is ready to dispatch by the "teleprincesses" to London.

This example represents only a fraction of the routine work of the Monitoring Service, which, from a small nucleus at the beginning of the war has, owing to increasing demands, developed into the largest and most efficient listening post in the world. We know how conscious the Germans have been of its efficiency. William 'Haw-Haw' Joyce has on at least one occasion alluded to the BBC's Monitoring Service and has spoken of Churchill's propagandists listening to our broadcasts. And as far back as 1940 American listeners to German short wave transmissions were told that the British 'carefully check up what is said over the German radio'.

Both the Germans and the Japanese have long maintained monitoring services, but it is unlikely that they approach the coverage of our own organization. More than a million words in thirty languages are monitored each day from broadcasts and from more than thirty other agency transmissions, and this formidable volume of material, some 300,000 words a transmission, including a daily average of over 24,000 and 30,000, is flashed by the Information Bureau. Each vast output serves the government, its various Ministries, all departments actively engaged in the prosecution of the war. It supplies the BBC Home and overseas News and the European Near East services, and is available through the Ministry of Information for the British News agencies and the Press. Moreover, American colleagues, working on the spot, ensure that important news is received by a number of U.S. Government departments and agencies within a matter of minutes after its reception.

A constant liaison is also maintained with British and U.S. listeners in Europe and beyond, and watch stations inadmissible in this country. Some idea of the speed of work in effect has now become a vogue. News service can be gauged from a few instances during the past week. On D-day, when 41,000 words were flashed by the Information Bureau, the first monitored inspiration of the invasion put over by the German agency at 0700 was sent out within five minutes reception. On the occasion of the attempt on Hitler's life, some two weeks later, the announcement of the speech, in which the Führer proclaimed that he was unhurt, was attributed his escape to 'Providencia', we, believe, flashed thirty-seven minutes ahead of the voice. The news of the capture of the broadcast by our own United Nations Radio, was put out within seven minutes, while Rumanian acceptance of the Soviet peace terms on 23 August was circulated so quickly that at least one of our own

(Continued on Next Page)
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Who Said Vacation?
by Amos an’ Andy

When we started out on this thing, we were going to write on the subject, “How to Take a Vacation.” You know—one of those recommendations on relaxing, chucking the business worries completely out the window, going off on a fishing trip, etc.

That’s what we were going to write—until we decided we didn’t know a thing about that stuff.

Now, when you get right down to it, that’s a pretty odd statement to make. Everybody ought to know how to take a vacation. We’re 100% back of the idea. The only trouble is, we never got started taking any, and never had a chance to get in practice.

But when it comes to how NOT to take a vacation, that’s right up our alley. Not taking a vacation is something we’ve been doing for some 20 odd years. There were only two exceptions to this. In 1934 we were off the air for a few months during the summer, and in the summer of 1944 we also had a between-seasons breather. But shucks, we were like a couple of fish out of water both times.

On that first summer lay-off we both appeared at our office bright and early in the morning, on the day our leisure was supposed to commence. Our secretary, Louise Summa, looked at us and said, “What are you doing here?” From the way she said it, you’d have thought we were a pair of burglars. And then it dawned on us that there wasn’t any good reason why we should have been there. It was just the habit of almost 20 years that had kept us right on schedule!

We went home and tried our best to take a vacation. There were awhile people started looking at us and saying: “What’s the matter, boys? You look kind of peaked. Been working too hard?”

Then we’d answer: “No, doggone it, we’ve been resting too hard!”

And that was just exactly true. If you haven’t the knack for taking it easy, its mighty tough work. It got so we were all worn out at night, from not working during the day. We were tickled pink when it came time to go back on the air again, because THAT was a kind of life we were used to. It seemed a real luxury to get back in front of a microphone.

The moral to this is: Start taking vacations from the very beginning of your career. Once you let a few years slip by without relaxing, you’ll discover that vacationing is an art that’s as lost to you as the making of Damascus steel is to the metal-workers of today.

By the time this gets into print (if we can flatter ourselves that it will) we’ll be off on an adventure entirely new to us. We have a hunch it’ll be exactly the sort of vacation we want— one in which we can keep busy—on an overseas entertainment tour for servicemen and women, and brother, that sounds good to us!
CKL W WINS IT AGAIN!

For the second straight year CKLW has won The BILLBOARD MAGAZINE Annual Station Promotion Award.

Showmanship counts ... and “prime promotion on both sides of the border” has long been a part of this station’s wide-awake policy. Both program and station publicity has always been carefully planned and consistently used to build AND HOLD our audience and our advertisers.

J. E. CAMPEAU, Managing Director

5000 WATTS—800 KC DAY AND NIGHT
Two sides to every story?

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OF CANADA’S TOTAL buying power, Ontario represents over 40%. This huge slice of such a rich, stable market is covered in Toronto by four stations. So, whether your job is merchandising or time-buying, it is well worth your while to study this four-sided set-up.

LOOK AT POPULARITY! For 17 years, CFRB has maintained a strongly diversified programme policy. It has also been, for many years, the basic Columbia outlet for this rich market. As a result, people know CFRB as the station where their favourites are!

LOOK AT COVERAGE! Station CFRB Toronto is a charter member of the Bureau Broadcast Measurement. It operates on 10,000 watts, day and night, with the largest primary coverage of any station in Ontario, largely concentrated in the rich, south-western area where the people and the money are. Check the BBM report!

LOOK AT INFLUENCE! Because it is the most popular station, with biggest coverage in Canada’s richest market, CFRB is Canada’s most influential station. It influences people, it influences SALES! Check the list of advertisers who, year after year, depend on CFRB to deliver the goods. On CFRB you’re in good company!

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