

CANADIAN BROADCASTER

Vol. 4, No. 14

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

JULY 21, 1945

Industry
Must Share

NEW REP



Joseph A. Hardy, head of the new representative firm of Joseph Hardy and Company Limited, which has opened offices in Montreal and Toronto and is now representing station CHRC, Quebec. Mr. Hardy is well known to the industry, having been associated with CHRC in the sales department for the past 14 years.

CHAB Wins Contest

CHAB, Moose Jaw, have been declared winners of the inter-station promotion contest, for "The Adventures of Jimmie Dale", the Harry E. Foster Agencies Ltd., unsponsored production for Dr. Dickson's Foods Ltd.

Carson Buchanan, CHAB manager, staged children's theatre parties, had Moose Jaw grocery windows jammed with displays, plugged the show with innumerable spots, and advertised it in the local papers. As winner of the contest, Mr. Buchanan received a President Fodel Bulova watch.

Rehabilitation Committee

A "Rehabilitation Committee" has been established by the Advertising and Sales Executives' Club of Montreal under the chairmanship of William C. Stannard, past president of the Club, to assist in the re-establishment of those returning service men who want to enter advertising and allied businesses.

"Thousands of the armed forces recently returned, will be seeking opportunities for rehabilitation after their 30 day leave", Mr. Stannard says. "Many will be interested in advertising and selling. The Montreal Ad-Club has instituted simple, workable and effective plans."

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.

Richard S. Lewis.

Editor.

AGENDA

**Western Association
of
Broadcasters Convention**
Hotel Palisser, Calgary, Alta.
Aug. 6 and 7, 1945
Monday, August 6th — Morning
Session (Open Meeting)

- Registration
- Opening of meeting — election of Secretary.
- President's Report.
- Adoption of Minutes of Previous meeting.
- Appointment of committees and introduction of new members.
- Discussion led by Gerry Guetz, WAB director on subject of WAB annual meetings.
- Messages from Jack Radford, CBC Supervisor of Station Relations, and Michael Barkway, Canadian Representative of the BBC.
- Talk on the functions of the engineering department by Harry Dawson, CAB Engineer.

Afternoon Session (Closed Meeting)

- Round table discussion led by Harry Dawson.
- Discussion led by Gordon Henry on the subject "Selling the Medium."
- Discussion led by Glen Bannerman—subject to be announced.
- Annual Dinner.

Tuesday, August 7th — Morning Session (Closed Meeting)

- Discussion on BBM conducted by Horace Stovin.
- Reports of Committees — Election of Officers.
- Discussion on future activities of CAB Music Committee.

Afternoon Session (Open Meeting)

- Report by Bert Cairns, chairman WAB committee on rate classification.
- Talk by Mrs. John G. Edison of the Wartime Information Board, Ottawa.
- Unfinished Business.

Personnelly Speaking

Bud Rogers and McIntosh McDonald formerly of CJCA, Edmonton and both returned servicemen have been added to the announce staff of CKNW, New Westminster. Al Reusch has left CJCA to handle production for CKNW. Ernest Courtney former announcer with CKGB and CFCH has been freed from a P.O.W. camp in Germany. Marian Brown has joined CKGB as control operator. Larry Hamilton recently released from the Canadian Army after 5 years overseas has embarked on his radio career with an announcing job at CFBR, Brockville. Mark Starbird of Toronto has joined CKBI as an announcer.

Twenty-Eight steps* to better coverage!



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.



ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Sounding Board

Sir: I note in your issue of July 7th at Mr. Bob Simpson would like a rating breakdown showing frequency and length program of the various radio shows listed.

I might call your attention to the fact at the ultimate rating as shown in Elliott-Haynes' figures is not the popularity rating. The popularity rating is based on the rating of each program over the originating network without either concurrent or re-broadcasts of the program.

So many people take this ultimate rating figure as a popularity rating that I think it might be well if you published both.

Of course, having an axe to grind, I mention the fact that the 'Happy Gang' consistently rates Number One in popularity, whereas the program 'Solomon's Wife', while it stands at the top of the ultimate rating figure because of many additional stations purchased which exposes the program to a bigger audience, has a popularity rating of around 9 or 10, but the Happy Gang both the popularity rating and the ultimate rating stands around 16.1 for June.

Yours sincerely,

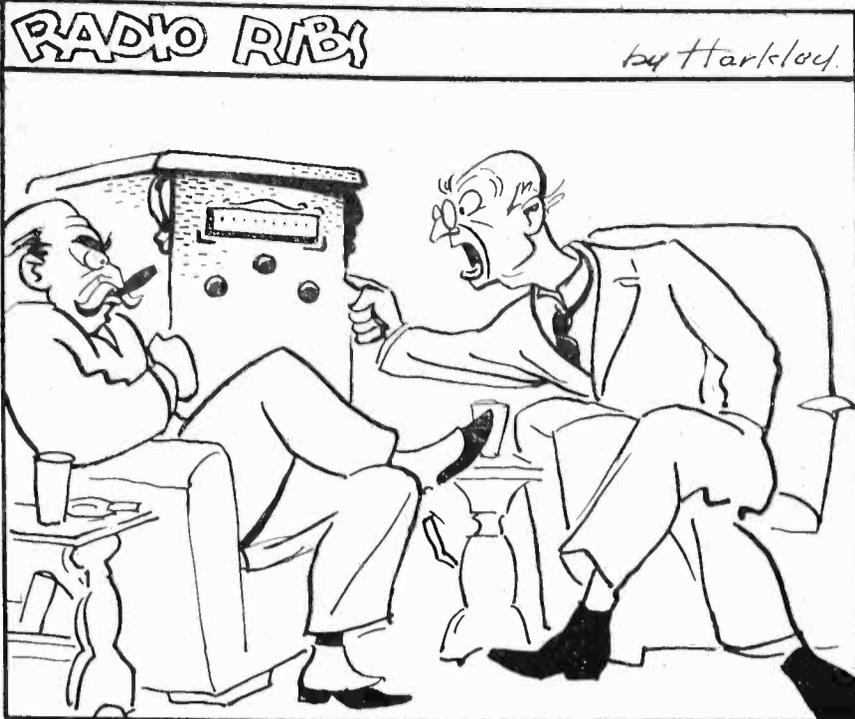
J. W. Spitzer,

SPITZER & MILLS LTD.

Wanted One Code Book

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

RETEL AD QUOTE WHAT WITH FISHING NORTHLAND ALLING N AND C CAPITALS ET YOU'RE WISHING EVEN QUALLING YOU WERE HERE HERE NORTHLANDS CALLING SMALL N APOSTROPHE S OR NORTHLANDS SMALL C OR CALLING UNQUOTE HIS MAKES SIX LINES EXCELLENT RHYME FIRST WORDS AS FOLLOWS WHAT NORTHLAND BET EVEN YOU HERE STOP DO YOU BEST UT PROBABLY A BIT HIGH-ROW FOR BROADCASTER INTELLIGENCE STOP REGARDARDS USUAL CFCG PLUG T TOP — CECIL.



"I tell you this Bloodstained Phantom is not going to get away with it. The law will catch up with him, you mark my words, Grigsby."

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.

ACA Awards

Under the foremanship of Lee Trenholm, 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.

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 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 Wasey, Toronto, whose wife passed away last week, and also to Harry E. "Red" Foster, who is mourning the death of his mother.

?

Looking for

Ruby Ramsay 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

CHML

CFRB COLUMBIA WBEN N.B.C.
 860 900 930

HAMILTON

Music —

Perfectly Recorded

EVEREADY EARLYBIRDS
 1/2 hour Variety program—3rd series

TORONTO CONSERVATORY OF
 MUSIC
 1/4 hour Specialty program—3rd series

CORINNE JORDAN
 1/4 hour piano monologues—1st series
 (for 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	CHOV Pembroke	CKY Winnipeg
CHSJ Saint John	*CHML Hamilton	CKX Brandon
CKCW Moncton	CFOS Owen Sound	CFAR Flin Flon
CJEM Edmunston	CHPS Parry Sound	CJGX Yorkton
CJBR Rimouski	*CFPL London	CKLN Nelson
CFBR Brockville	CKLW Windsor	CFPR Prince Rupert
CKSF Cornwall	CJRL Kenora	CJOR Vancouver

* In Montreal only



HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

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

VOLUME 4, NUMBER 14

JULY 21, 1945

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

Editor: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

TAKE MORE GOODS, LITTLE BUSINESS And Then Try And Sell Them

by Don Copeland

Is the war over?

This question is only answerable a qualified "yes" or "no", depending on who answers it.

To the Canadian who has, for the reason or another, finished his service in the armed forces, the answer is—"Yes". From the bureaucrat, the government official whose job depends on the maintenance of war-inspired offices, comes the answer—"no". It all depends on who is speaking, as we did before.

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

From the side turned to the men returning from military service he uses fine phrases such as: "There are jobs waiting for you . . . the government is assisting factories in the change-over from war to peacetime production . . . automobile production will be rolling on new tires . . . the plants are re-tooling now . . . 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 to get the extra sales of these peacetime products we're going to allow you to make. Remember the REGULATIONS! Your advertising appropriation must not exceed 1941—blah! blah! From this and that — blah! blah!—excess profits tax — blah! blah!"

So, is the war over?

It is 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,—automobiles, hair-pins or whatever they are. 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, but advertising does more than really sell goods; it enhances reputations and business is concerned with both goods and reputations.

So, little business, make more goods — lots more goods. Fill your dealers' shelves, but remember the REGULATIONS! Don't you dare to spend a penny more to tell people the goods are available than you did in the unsure business days of 1941. Don't you dare to expand your markets, and get more sales, and make more goods, and EMPLOY MORE RETURNED MEN and WOMEN, because there is the eternal Form-this-and-that to fill out, and the special reports and the excess profits tax to consider. And the government employee, and the very important bureaucrat who dotes on special tax forms and reports, and lives thereby—he must be considered to.

Oh, by the way, just in passing, we see a news item that, to facilitate the introduction into Canada of more and better supplies of U.S. made goods, the 10% War Exchange Tax has been lifted on quite a long list of items. But then, you little Canadian manufacturers wouldn't be interested in that.

"On Stage, Canadians"

Miss Doreen Stanton, promising young Edmonton pianist, was presented with the CJCA Annual Festival Scholarship award during her appearance as guest star on "On Stage Canadians" just recently. Miss Stanton, age 17, was judged the best instrumentalist at the Edmonton Music Festival recently, thus winning the CJCA Festival Scholarship award of \$50. The award is given annually to the artists judged the best instrumentalist at the festival. Miss Stanton plays the piano.

The presentation was made during the broadcast of "On Stage Canadians" a popular Sunday afternoon program specially designed to promote Canadianism through music, folk lore, and local talent promotion. Miss Stanton was guest artist on the program, playing the two selections that won her the top awards at the Festival.

Previous guest artists on the program included many who won special festival awards at the Edmonton Festival and at the Alberta Musical Festival held at Calgary recently.

Fears Domestic Controversy

Reprinted from The Globe & Mail.

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 commentators 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 matter of controversial broadcasts. It was all right for the commentators dealing primarily with the war to be judicial 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 and 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 Cana-

dians 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 a recent SATURDAY EVENING POST.

Don Wharton tells the story of the more than 5,000,000 persons who have toured the studios and have seen 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 personages 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.

Look to

RCA VICTOR

FOR

OUTSTANDING STUDIO FACILITIES



RCA Victor TRANSCRIPTION STUDIOS

TORONTO • Royal York Hotel • AD 3091 • MONTREAL • Lacasse St. WE 3671

Vancouver's
CKWX

First
IN CANADA'S
THIRD MARKET

1000 WATTS
going to
5000

Mutual Network

REPRESENTED BY
ALL-CANADA RADIO FACILITIES

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's inordinate 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 folk-lore; 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

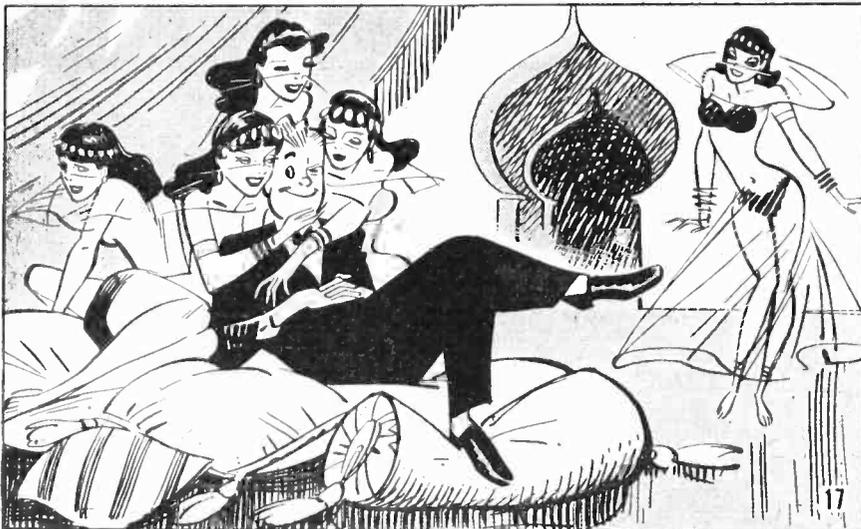
population and 41.3% of the total income, Ontario can't bow as the biggest and wealthiest unit of Canada's economy. The other parts of the country admit this, except for English speaking Montreal, which I think St. James Street typifies the Province of Quebec, and British Columbia which likes to keep its skirts unsullied by the crowd which is formed to live on the Rockies.

Ontario's advantages arise from her diversified resources and from her geographical position in relation to the Great Lakes, and the industrial sections of the

WAB Meeting

Advertisers are requested to get in copy for this issue of August 4th, with the least possible delay, as this will be a special WAB issue and must out in time for the Calgary Convention.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

HE'S at home with his admirers, and we'll bet he wouldn't share his spot with anybody! We have one or two good spots ourselves, here at CKLW, but we aren't selfish about them. "Myrtle Labbit's Home Chats", for instance, is on the air from 9.30 to 9.45 a.m. Monday through Saturday — a real spot for any sponsor to get in on. And Myrtle isn't selfish a bit — she's at home with her audience too — and she'll be happy to share them with you any time.

CKLW WINDSOR

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

DIVISION OF RETAIL AND AGRICULTURAL SALES IN CANADA'S FIVE MAIN MARKETS

	Retail Sales (1941)	Farm Product Sales (1943)
Maritime Provinces		
Prince Edward Island		
Nova Scotia and New Brunswick	7.2%	5.8%
Quebec Province	23.6%	14.3%
Ontario	39.9%	27.9%
Prairie Provinces		
Manitoba, Saskatchewan and Alberta	20.2%	48.0%
British Columbia and North West Territories	9.1%	4.0%

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

ed States immediately to the Cheap hydro-electric power helped to build her industries has added to the disfavor in she is held by some other pro by luring their factories away them.

Geographical position, un resources and proximity to the United States have, as is or tural, made Ontario the logic tre of Canadian manufacturing distribution. Manufacturing counts for 57% of the va

(Continued on Next Page)

CKCO
OTTAWA

A *Bright* STATION

still Canada's Capital City
Still overflowing with busy people.
Reach them through

CKCO

see
WILLIAM WRIGHT
Victory Bl

AD. 8481

Continued from Previous Page)

provincial production. The timber and pulp industries of Northern Ontario and the Ottawa Valley, the rich agricultural lands of the southern part of the province, the gold, copper and other mineral deposits in the North give Ontario a well-rounded and stable economy. With what must inevitably seem to the outsider all these unfair advantages, coupled with no particular concern for or desire to visit its neighbours, it does not seem especially surprising that Ontario is the most loved of the nine provinces.

The Ontario Farmer
While Ontario's farm income is 9% of the Dominion total, the province's farmer may not enjoy as high a cash income as the Western farmer in the fat years. But this is offset by the fact that he seems to have greater self-sufficiency, (one characteristic the province does have), and he is perhaps closer to security in that he derives his income from a great number of products in a kinder climate. On the whole, the farmer of Ontario enjoys greater domestic comforts than his brethren to the east and to the west. For example, 51% of all Ontario farm households have a telephone, 66% own a radio and 70% are equipped with electricity.

The Heart of Canada
The quick pace of the province's business activity, and the comparatively lively and up-to-date atmosphere of its cities and towns before 5 p.m. sometimes gives the impression of American influence. While no doubt the short distance from Ontario's most thickly populated areas to the American border does result in some American characteristics, Ontario's large business turnover, and her progressive competitive spirit are more responsible for the aura of aggressiveness some people interpret as American influence. Actually British heritage, and traditional ties to the Empire are strong in Ontario, and while proximity to the border and overflow of printed and radio advertising, have undoubtedly influenced Ontario buying habits, wise American merchandising men are realizing that a different kind of selling

copy is needed to get the maximum returns from Ontario.

Selling Ontario by Radio
With 39% of all Canada's radio homes and with 39.9% of the Dominion'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 2% of the people being unable to speak the language according to latest census figures, tends to facilitate the sale of merchandise by radio advertising. On the other hand Ontario 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 commercials are fed to local stations across the country by the Canadian Broadcasting Corporation, many American stations have loyal and regular listening audiences in central and southern Ontario. So while Ontario 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 migration to Ontario from other parts of Canada, the major part of Ontario's population was born in Ontario and has always lived there. The comparatively small percentage of European and Asiatic born people appear to be well assimilated and are practically all able to speak English.

Either by accident or geographical position or by good business development or a combination of both, Ontario has definitely become the standard and centre of Canadian economy. Personality, however, 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 encourage the customers the richest merchant must have if he is to stay in business. On the other hand if the rich merchant is powerful enough to control supplies of certain commodities, he will continue serving his clientele and serving them well.

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 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 co-operation 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 regimental 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.

File CB 11: Former RCAF observer, age 32, single, wants position on station sales staff anywhere in Canada. Since retirement from service last January has been working as time salesman on small station, and now wishes to broaden scope. Good education, accustomed to selling, willing to start at salary commensurate with experience given opportunities for progress. Box 999, Canadian Broadcaster, 371 Bay Street, Toronto. 1.

SHOW BUSINESS
by Geo. A. Taggart

Gone Fishing!

16b Yonge Street, Toronto
ADelaide 8784

SPOT BROADCASTING!

THE selling POWER IN A BUYING MARKET!

ASK Us



MAKING FALL PLANS?

CFOS SELLS

THE OWEN SOUND MARKET

HORACE STOVIN & CO. WILL TELL YOU MORE

MEET THE GANG AT CKCW

Helen Machum

DIRECTOR OF WOMEN'S PROGRAMS



★ Creating and arranging programs that have wide appeal to women is really work. But to Helen Machum it's as natural as talking. Her charming air personality, her long experience with many successful radio programs for women, plus her sincere interest in milady's problems makes her one of the most gifted and popular persons in Maritime radio.

This particular faculty is just one of the reasons why CKCW enjoys such a large women's audience. The other reason... the rest of the staff actually "jump through hoops" to help keep CKCW the key to the Maritimes.

You've a real treat in store if you send for the free recording of Helen Machum's voice. It will tell you instantly, and dramatically what we've been trying to say in cold type. Write us or telephone Horace N. Stovin.

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

**C.K.C.W.
MONCTON N.B.**

HORACE N. STOVIN
Representatives
Toronto and Montreal

OTTAWA LETTER

by Jim Allard

Rehabilitation and housing are now Canada's two biggest domestic challenges as far as Parliament Hill is concerned. From 11 major cities of the Dominion there came the chief magistrates to discuss the latter problem with Finance Minister Ilsley and Reconstruction Minister Howe. After a three day conference, the Ministers emerged with a statement:—Everything would be done to get more houses built rapidly. Said the announcement "The Federal Government will make available to some cities and towns certain Government buildings which may now be spared and which might be used for emergency shelter." Upon this part of the pronouncement, the Ottawa city council promptly turned a hard and skeptical eye — publicly. "Further", said the Dominion officials, "the Federal authority will share with builders part of the risk in putting up medium sized homes at controlled prices. Servicemen will be given preference in getting these. The Government will do everything in its power to aid builders in getting labor and materials for such homes. Men skilled in the building trades will be given preference in release from the armed forces."

The Mayors had obviously come to the conference armed with practical knowledge and suggestions. They pushed their contention that the present need is not so much for building houses to be sold, as for houses that are to be rented—and at low cost. With half-an-eye on the future, the mayors also suggested gently that the Federal government study the possibility of sticking to accepted standard construction practices in putting up emergency homes — particularly in relation to basements and central heating. Tenor of the official Federal release indicates that the first suggestion at least met with Dominion approval. This is a departure from present Federal philosophy, as indicated in the National Housing Act of 1944. This laid emphasis upon construction of homes to be owned by the individual putting it up; or upon groups of homes erected by a professional builder for immediate sale. The mayors made one comment about the Housing Act. They asked for immediate proclamation of a currently inoperative section — one that provides for financial assistance from the Housing authority in converting large buildings into duplex or apartment type homes. So far, the official reaction to these suggestions has not been forthcoming. But Ottawa has been aroused to the growing complexity and serious nature of the housing shortage, which now affects almost every city of any size in the Dominion. There is speculation in some

THEY PROMISED IT WOULDN'T HURT



This not too serious picture reminds us that the war in the Pacific 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 "doning" on their own before the Red Cross workers were ready to take them on a recent CKWX Blood Donor Night.

quarters here that present-day methods of constructing and financing homes may have to be radically overhauled. Shifting of emphasis from single to multiple dwelling units and from erection of homes for ownership to rental units, seems to be in the wind. The official statement made it obvious that Ottawa also realizes the necessity for shelter at reasonable cost.

Veterans' Affairs, which has one of the most competent and energetic public relations men in the Capital, seems to be steaming ahead full draught on rehabilitation questions. There is official concern, however, over two points: Some servicemen are said to be unduly anxious to grab off their re-establishment credits and take any old job that offers, ignoring the possibility of educational opportunities. The Act provides rather generously for free education and allowances for the ex-serviceman-student and his family. It is felt that some men who ignore these possibilities now may regret it later, either when stymied in advancement for lack of education, or desiring money to enter a business of their own. Second point is racketeering by shady individuals, all too ready to "help" the serviceman spend his war-service gratuity or re-establishment credit.

plan an educational campaign urging the veteran to consult responsible department officials, Better Business Bureau, Chamber of Commerce, or the Canadian National before investing their money.

Meantime, the post-war trend in public service salaries became more evident with the last release of the Civil Service Commission's notice of vacancies. It included 27 jobs paying over \$3500 a year; 8 paying more than \$4500 a year; 8 over \$5000; 6 jobs paying more than \$6000, and two paying \$7500. About 100 are in the Veterans' Affairs Department.

Capital citizens strolling on Parliament street these nights watch with interest the midnight oil being burned in the East Block — where Mr. Ilsley is working up his budgets. Then they get together with anyone who seems to resemble a financial expert in the public service hoping to find out what will happen to the income tax when the new budget comes down in the fall. The experts, large and small, give all such questions their best guess: Relief on corporate taxes to moderate extent; slight reduction in lower-income brackets of personal

CKCR KITCHENER

DIVERSIFICATION

With over 215 diversified industries in Kitchener alone, this area is one which has always kept sailing on an even keel even when the rest of the country has been beset by economic squalls.

CKCR COVERS THIS "MUST" MARKET

See **WILLIAM WRIGHT**

Toronto
Victory Bldg.
AD. 8481

Montreal
Medical Arts Bldg.
Fl. 2938

CKCR CKCR CKCR



More Hope THAN CHARITY

by Elda Hope

came just like a bolt out of the blue. Without any warning, a gentleman asked "Do you think for one moment all the radio artists are in Toronto or that good shows come from there? The answer is definitely negative. I don't think all good radio comes out of Canada. But, primarily, we in Canadian radio are most keenly interested in Canadian radio, aren't we?"

judging from the rate at which radio artists have poured into Toronto recently there must be a few good ones here. It does not say there aren't equally competent artists remaining in points across the Dominion. This gentleman stated that I had not mentioned a program emanating from another point for over a year. His reading matter when it comes to checking on me has been sadly neglected. I have not only listened to reliable programs from other points, but discussed them.

For instance, I know that the East Coast boasts Don Messer and his Islanders playing rural rhythms — and I like them. I also know I have heard some good shows out of Vancouver, when Alan Young's "Stag Party" left the air — well, that was one of my favorites. There is almost an endless list of good conductors playing good music in Montreal — Beaudet, Deslauriers, Agostini — but, on the other hand, there are programs from that point such as "Mermaid Navy Show" which only serve to encourage my becoming a dial-twister. In my class too, I'd place "Ici L'on Chante" from Quebec. One only needs listen to a scene from "Upon a Time" drama from Winnipeg to realize the ability of script-writer Ray Darby and producer Esse Ljungh. Musical scores for this show are directed by Roy Locksley (originally CFRB). And Jeffrey Waddington, an ex-Toronto maestro, has just returned from the West. Does this prove anything, sir? Or would you like me to admit I tuned in to BEN to hear the summer replacement for the "Jack Benny Show"? Who should be but the orchestra that once sold their sponsor's product — face powder. It was Wayne King. He can sell face powder any old time.

One of the cleverest and probably the most expensive musical shows to come from across the border to our network is "Red Waring and His Pennsylvanians". This program is half-hour in length and remarkable in that it is a morning broadcast. Praise of the Waring group is almost unnecessary for everyone knows its versatility and completeness. If I could say one number excelled another, I'd choose their version of "Onward, Christian Soldiers".

Now I'll go out on a limb and tell my friends about even one more broadcast I saw in Toronto. It was musical and unsponsored, the latter fact requiring only continuity introducing the numbers. It's

title (which is most appropriate) is "Contrasts in Rhythm". Maestro Lou Snider conducts this eighteen-piece orchestra, consisting of strings and rhythm only. Velvet-voiced Patricia Berry does more than justice to the vocals; Del Mott is the very able announcer, and production is by Jack McCabe. Each week this group is augmented by some leading musician. I've heard Paul Scherman, that virtuoso with the violin, and Bert Niosi, master of many musical instruments.

At twenty-seven Lou Snider has run the gamut from artist to arranger to composer and finally to conductor. In itself, this is unusual. On this show, he left the podium in favor of the keyboard to play "Warsaw Concerto". My only comment is that Snider's artistry at the eighty-eight is something to conjure with.

Lou's spare moments are spent almost daily in an air-craft — he loves to fly — he plays a mean hand of gin rummy and is devoted to eating chicken livers. His idol in the music world is Art Tatum whose work he describes as being "simply out of this world".

Well, I must get out of this issue. Bye now. —ELDA.

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 dinner at 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.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

HOW'S this for making your own weather? Cool, wet, with local storms approaching from the North! We can't make the weather for you in Brockville but we do give out frequent, accurate weather reports — and time-signals, too. Our listeners have come to listen for them and rely on them — they're a swell spot for any sponsor to make use of for his message. We'll be glad of your inquiries.

CFBR BROCKVILLE

Represented by

HORACE N. STOVIN

MONTREAL & COMPANY TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

CKNB CAMPBELLTON N.B.

July 21, 1945

Dear Mr. Time-Buyer:

When, after a lapse of several years, organized baseball came back into the picture in Campbellton this year, with the formation of a three-team City League, we wanted to help. So we talked things over with the promoters and agreed to clear time for the games if the physical hurdles could be cleared.

No sooner did the word get around, than one of our public utilities offered us the three thousand feet of wire which the telephone company couldn't supply. The municipal electric light department offered to string the wire on the poles...both offers free of cost.

And on the day of the first broadcast, The Lounsbury Company Limited, who operate furniture stores and automobile divisions throughout Northern New Brunswick, approached us with the request that they be allowed to sponsor the games.

I thought you'd like to know that the people around here like us well enough to do these things.

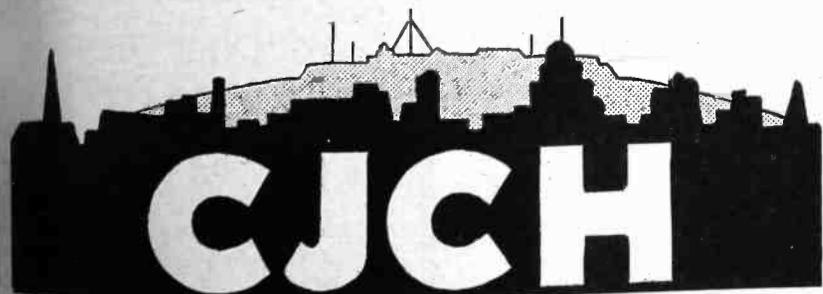
Yours very truly,

Stau Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION



"The Friendly Voice of Halifax"

Representatives: 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

WHAT with fishing;
Northland Calling,
Bet you're wishing
Even squalling
You were here
Where Northland's
calling.

CFGP

Grande Prairie
Voice of the Mighty Peace

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



They vent their feelings on two push-buttons.

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.

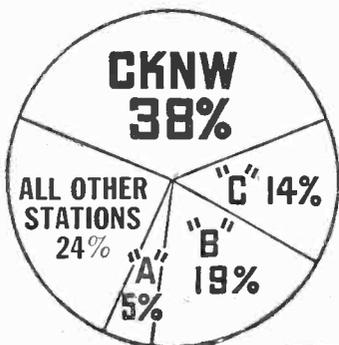
"Big Annie" records positive and negative opinion separately on two slowly revolving rolls of graph paper. So long as all buttons are untouched, vertically-fixed fountain pens trace straight lines down the left-hand margins of the moving rolls of paper. Pressure on one button will move the affected pen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

the same button, the pen will 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 any given second during the test program. "Big Annie" because of 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 moved into dress rehearsals of established programs, to reveal unsuspected rough spots in time for them to be corrected before broadcast.

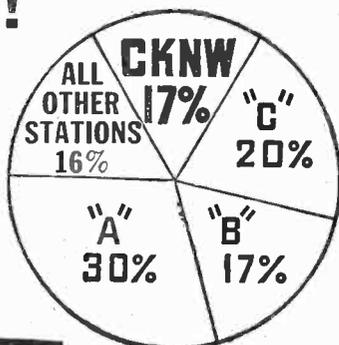
The original Program Analyzer was developed by Frank Stanton, CBS Vice President and General Manager, and Dr. Paul Lazarsfeld of Columbia University. Used continuously since 1940 by CBS researchers, Program Analyzers have become an increasingly important instrument in the qualitative analysis of network programs. Tests 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 Westminister
(E. H. Ratings
8 a.m. - 6 p.m.)

CKNW
NEW WESTMINSTER, B. C.



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

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.

CHRC

800 kc soon 5 kw.

QUEBEC, Que.
J. Narcisse Thivierge
Managing Director

A GOOD PRESS WILL GET YOUR SHOW GOING!

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

Box 99
Canadian Broadcaster
371 Bay Street Toronto

ACCENTUATE the NEGATIVE

Work is already in progress for radio publicity for the Ninth Victory Loan. Pathy resulting from the cessation of European hostilities is going to make the task doubly difficult. To date the voluntary contributions of Canadian talent have been conspicuous by their absence. It is still not too late for you artists to climb on the band-wagon. If your guilds and your unions won't help you organize a radio show, this paper will be glad to assist in any way in which it is able to do so.

Hats are off, or if they aren't they should be, to the Goodyear Tire and Rubber Company who have displayed the courage to conduct an extravagant radio series during these "dog days" when most popular commercials are being replaced by chamber music.

It has long been an alibi that it is not worth spending a lot of money on programs during the summer, because no one will listen to them. While we shrewdly suspect that agencies and their clients are not over anxious to cut into their summer siestas by exploding this theory, we are inclined to believe that the quality of summer replacement programs is at least partially responsible for the drop in listening. (All this is of course predicated on the idea that some of our readers live in kindlier climes than ours, where summer still introduces itself, at least for a week or two, between the spring and the autumn.)

Radio likes to pride itself on the public service it renders, but, as far as the general run of summer programs is concerned, we know many who subscribe to the view that the greatest of all services rendered by the guy who invented the adget that turns the darn thing off. In passing, we cannot refrain from paying credit to the CBC for some enterprising summer programs this year.

And speaking of ratings, while there is always a great deal of talk about the high percentage of the available audience which is listening to the program, the high percentage of sets which are reported to be in use, but how about the silent sets — the ones our friend Alec Phare refers to, between cribbage games, as "The Little Man Who Isn't There." Alec has been threatening for some time to do an article for us on this subject. How about it, G. A.?

There must be considerable activity across the country along what is popularly called "Rehabilitation" lines. Personally we prefer the word "Re-employment." Radio stations, ad-clubs, business houses and others who are devising better ways of helping the returning "good guys" get back onto Civvy Street will always find a ready welcome in the columns of this paper. A good idea in Halifax is a good idea in Vancouver too, but a good idea hoarded is only wasted effort.

It is difficult to understand the thinking of the CBC whose newly issued directive to sponsors and producers of commercial network programs condemns the introduction into dramatic programs of "profane or crude expressions, obscenity, alcoholic beverages, intimate references to child-birth" to name just a few. Besides the fact that it is virtually impossible to portray a boiler-maker, who, in moments of extreme wrath bursts forth with a couple of "toshes" or an "oh fiddle fiddle", it has been our experience that a note of indelicacy has been creeping of late into some of the CBC dramatic sustainers, and we are still shuddering at the time a sadistic drunken soldier, in one of the "Stage 45's" called another character a very thinly obscured son of a bitch, interspersed with plenty of "damns" and "hells", until we wondered if we had tuned in, by mistake, to the current offering at Toronto's Casino.

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 birth place of radio, should have a free, competitive system, unfettered 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 concomitant shortcomings, 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 on Jules Upton, Toronto radio actor, who 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 C. P. MacGregar 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 Bond Rally', the film used in the Eighth Canadian Loan, for use in Australia during their next War Finance campaign."

Air Checks



MICHAEL FITZGERALD
RA. 2377
1175 BAY ST. TORONTO

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

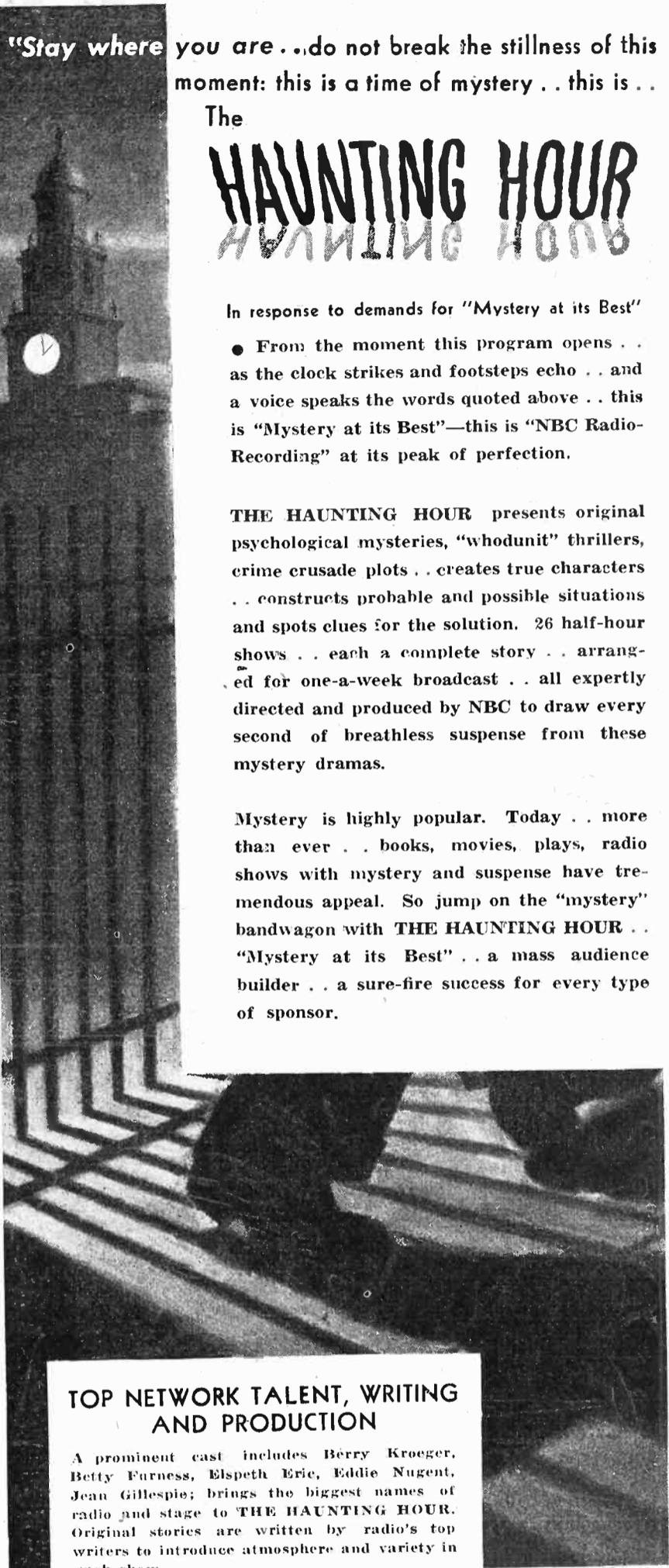
The HAUNTING HOUR

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.



TOP NETWORK TALENT, WRITING AND PRODUCTION

A prominent cast includes Berry Kroeger, Betty Furness, Elspeth Eric, Eddie Nugent, Jean Gillespie; brings the biggest names of radio and stage to THE HAUNTING HOUR. Original stories are written by radio's top writers to introduce atmosphere and variety in each show.

Produced by Bert Wood at NBC, New York.

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

1945—Radio's 25th Anniversary—Pledged to Victory!



NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

WALKIE - HANDIE - TAXIE - TALKIE

by Aubrey C. Green

It all started in 1860 when army signals experts developed new methods of 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 unrelenting 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, because it has been developed for use by Forestry Corps and of course the police. By no means the smallest contributors 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 headphones 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 antennae, 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 an-

other 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 signallers 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 "wal-

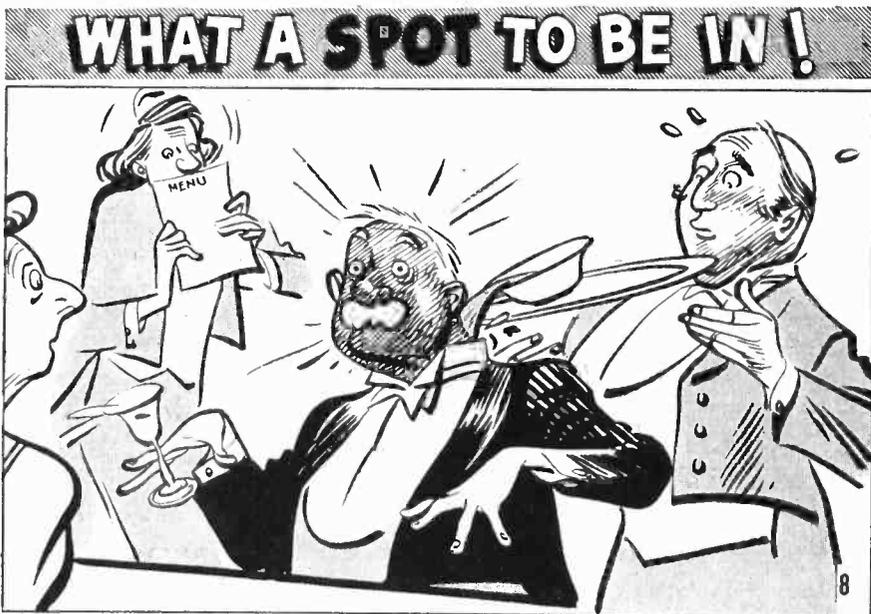
kie-talkie" for special events other broadcasts, but, as the name implies, it is a transmitter, and can be used for sending only. The announcer carries it on his back and sends his news or descriptions to the station, but he cannot receive messages from the station. CJB in Toronto have experimented with this type of transmitter and just recently broadcast the Milton Golf Trophy, played at the Milton Golf Club, by means of the "pack-transmitter." Bill Ball from the CFRB engineering department, explained that the transmitter weighs a little over thirty pounds. The modulation, he said, is of broadcast quality, so that the army would not have to worry about with their "walkie-talkies".

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

Short-wave mobile units are now in use by several stations, CKRC, Vancouver, having operated one for the past six years.

Drivie-Phonie-Talkie

The current development along these lines is the two-way radio for car use. This system has of course been already used widely on police cruisers. The radio operates from (Continued on Next Page)



WHAT A SPOT TO BE IN!

CJBR is the strategic radio station of the lower St. Lawrence Valley, which combines a balanced industry of farming, lumbering, fishing and vacationing. You can cover this wealthy market now — you will be able to cover it next Fall even better, when we increase our power to 5000 watts.

CJBR RIMOUSKI, Que.
(1000 watts now — and 5000 watts by next Fall)

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

167 CARLOADS
FRUIT AND PRODUCE
LOADED AND SHIPPED
FROM THE OKANAGAN
IN ONE DAY!
(Season total over 11,000)

CKOW
KELOWNA
B.C.

The VOICE OF THE OKANAGAN

Ask All-Canada
or Joe Weed

Continued from Previous Page)

the car battery just like an ordinary car radio. Drivers of cars of tomorrow, equipped with the two-way set, will be able to phone from the moving car to all regular telephone subscribers.

The car or truck will have a switch on a disc marked "north — south — east — west". The driver will then select the direction of the nearest relay zone. When he enters a new zone he will have to move the switch. Then, if he wants to make a call, he will signal the operator at the control station from which his radio feeds, and the operator will then put in his call by regular telephone, anywhere in the country. In the United States, the Federal Communications Commission has already allocated twenty-four frequency channels for relay zones, and in this way it hopes to eliminate interference. When a motorist makes a call, and the channel he wants is occupied, he will just have to wait until it is cleared.

The greatest problem foreseen in the post-war development of car radio-phones is that of interference and overlapping. At present the channel provided by the FCC from 60mc to 470mc. is 10,000 Kc. Thus, if sets are built to telephone standards, each set will occupy 3kc, theoretically, 3,333 stations will be able to talk at once without overlapping. Of course though, a high-powered set would cause interference for several miles around.

The Taxi-talkie

Some taxi companies in the United States have arranged for two-way radio systems in their cabs. In such a system switchboards are needed to link the radio receiver in the cars to existing phone circuits. A vehicle equipped to use this system needs a compact short wave receiving and sending set, an antenna and a handset telephone. The phone probably would hang just below the dashboard.

When the auto is on the highway the driver can phone by giving the car's call number to a switchboard operator at a central vehicular office. When the call comes through a red light will glow on the car's dashboard and the driver can then lift the receiver and talk. The radius of such a set is small and once the car drives out of range of the switchboard operator his radio telephone cannot work. This is one difficulty that will hamper Canadian usage more than in the United States.

Trucking companies are also planning to install radio communication systems in a hope that this will enable them to reduce accidents. It will enable the driver to send for immediate help, or cooperate with the police and so on.

Radio communication is steadily leaving its specialized and secluded areas. With these new developments in walkie-talkies, handie-talkies, and car radio telephones the public will be able to utilize the technique developed for army signalling.

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, CJCS 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

Radioscripts
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

CKRC
630 ON THE DIAL

Where else can you buy so much for so little—coverage, audience and sales?

Ask the All-Canada Man

WINNIPEG
ON THE DOMINION NETWORK

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

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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".

CKCK

REGINA, SASK.

THE STATION WITH THE DRIVE IN '45

Owned and operated by the Regina Leader-Post. Representatives: Canada, All-Canada Radio Facilities. U.S., Weed and Company.

There are
DEFINITE REASONS
Why
CFNB
 Fredericton
 is the rural listener's choice

In a recent weekly mail "Quiz" contest, over 12,500 entries for 22 programs were received from every county in New Brunswick, as well as from parts of Nova Scotia, Prince Edward Island and the State of Maine.

The facts speak for themselves
CFNB
 FREDERICTON N.B.

ASK THE ALL-CANADA MAN
 OR WEED & CO. USA.

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 in' 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 transcribed 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 Communique 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 morse other agency transmissions. In this formidable volume of material some 300,000 words are transcribed including a daily average of between 24,000 and 30,000 words flashed by the Information Bureau. This 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 and Near East services, and is available through the Ministry of Information for the British News agency and the Press. Moreover, our American colleagues, working with us 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. Constant liaison is also maintained with British and U.S. listening posts in Europe and beyond, which watch stations inaudible in this country.

Some idea of the speed of work in effect has now become a world news service can be gauged from a few instances during the past war. On D-day, when 41,000 words were flashed by the Information Bureau, the first monitored information of the invasion put out by the Germany agency at 07.00 was sent out within five minutes of reception. On the occasion of the attempt on Hitler's life, some six weeks later, the announcement of the speech, in which the Fuehrer proclaimed that he was unhurt and attributed his escape to 'Providence', was, we believe, flashed twenty seven minutes ahead of the world. The news of the capture of Iwo Jima 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 quickly that at least one of our

(Continued on Next Page)

CKAC
 MONTREAL

A Wright STATION

Reach
 Canada's Largest City
 through
 Canada's Busiest Station
CKAC MONTREAL

See
 WILLIAM WRIGHT
 Victory Blvd

AD. 8481

(continued from Previous Page)

papers was baffled to receive news on its rebound from Washington some twenty minutes

part from the purely news side monitoring, its second important function is the analysis of foreign propaganda. In the words of Miles Siepmann, a BBC pioneer, now holds an important post in the U.S.A. with the Office of Information, 'the importance of knowing what propaganda goes from enemy countries is very obvious. Even more important is comparative analysis of the different slants devised for different nations'. It is largely for this purpose that the Monitoring Service produces a Daily Digest which reduces the unweildy mass of monitored material, a great deal of which is naturally repetitive, to a mere 100,000 words. This carefully edited document is published in two sections, of which one is solely devoted to enemy transmissions, and is fully indexed. The use made of the Digest, as in the case of flashed material, is not confined to this country. It is widely studied in Washington and has even been seen somewhere in the deserts of Iraq.

Although both publications are based upon the same material, the production of the monitoring Report which is also produced daily, or to be more accurate, during the late hours of the morning, differs fundamentally from that of the Digest. Its appreciably larger circulation includes many important readers who require a general picture of monitored material in a concise and readable form and, in particular, an analysis of enemy propaganda trends. In addition, there is a Verbatim Section, which is responsible for 'Deutschlandspiegel', 'France a l'Ecoute', and 'Echitalia', and also produces verbatim transcripts on request. Naturally a great burden of all this work rests upon the individual monitor. Even the unique technical equipment devised by the BBC engineers, without whose facilities the service could not be maintained, cannot always overcome dif-

icult reception conditions. The monitor wages a constant struggle against the unreliability of sound, and his or her knowledge, background, and an intuitive gift for associations are of great assistance in interpreting the phrases heard with difficulty through the medley of interfering sounds. In this way monitors, who include an art expert, a former lecturer in philosophy, and a biologist, have developed a professional attitude towards important broadcasts. Salazar, they will say is the hardest to monitor; the speeches of Goebbels and Molotov are regarded as easily 'monitorable', but those of Stalin more difficult.

Another psychological aspect of the work of monitors, many of whom are refugees, has been the nervous strain of listening to news, often tragic news, from their home countries. Nor has the work itself been without direct danger. Four members of the service were killed at their post as the result of enemy action, but within a few minutes the service was again manned and functioning, true to its watchword of speed and accuracy.

Rodeo By Radio

Radio seems to be a large factor in the promotion of the Weyburn, Sask., Rodeo, scheduled for July 25 and 26. Advance information on the long line-up of rodeo events, the \$2,000 cash prizes, the midway attractions, the Model-T car races, all designed to celebrate Weyburn's 50th Anniversary are being aired on CKRM.

For weeks before the opening of the event, CKRM has been broadcasting spots and programs inviting a record attendance.

Plans have been made for a number of CKRM boys to make the 70 mile trip to Weyburn from Regina, where, complete with ten gallon hats and all the trimmings, they will broadcast most of the big show. Those making the trip will be Ren Graham, CKRM Sales Department; Fred Laight, production manager; Cliff Mann from the operating staff; Grant Carson, promotion manager.

Civvy Street



Discharged last week from the R.C.N.V.R. Lieutenant Ralph Snelgrove has returned to manage station CFOS, Owen Sound, the position he held when he joined up in 1942. Bill Hawkins who has been acting manager for the past two years assumes the duties of assistant manager.

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top ten national programs. The first figure following the name is the EH rating; the second is the change from the previous month.

EVENING		
<i>English</i>		
*Victor Borge Show	15.2	—
*Frances Langford Show	12.6	-9.4
Kraft Music Hall	12.6	-4.0
Album of Familiar Music	12.3	-5.0
Waltz Time	11.6	-3.1
Radio Readers Digest	10.4	-4.3
Green Hornet	10.2	-5.0
Ellery Queen	9.7	-.6
Big Town	9.6	-2.0
Alan Young Show	9.0	-2.1
<i>French</i>		
Ralliement du Rire	17.1	-7.6
Sécrets du		
Dr. Morhanges	16.4	-7.6
Ceux Qu'on Aime	15.3	-12.9
Nazaire et Barnabé	15.3	-8.7
Le Café Concert	13.7	-9.7
La Vie de Famille	13.7	-7.3
Metropole	13.1	-12.3
Théâtre Lux Français	11.1	-4.5
Le Café du Coin	10.6	-3.3

*Summer Replacements



FIRST IN THE FIELD
AND
FIRST IN THE NEWS

Headline News
Not News After
It's Headlines

News With
Largest
Commercial
Sponsorship

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Proved Itself

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Best Coverage
of the World's
Biggest News

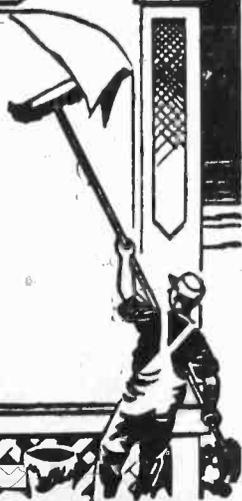
HEAD OFFICE
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MONTREAL

CHNS BULLETIN BOARD

When residents of the rich Halifax-Dartmouth market area turn on the radio, they automatically tune to 960. Nineteen years of fine public service and top entertainment, have made CHNS a habit with Down-Easterners.

Ask the All-Canada Man

960 ON YOUR RADIO



LARGE COVERAGE



The most effective and economical way to cover the Southern Alberta Market is to include CJOC in your advertising appropriation.



AN ALL CANADA STATION
1000 Watts
1060 Kc.

CJOC
LETHBRIDGE ALBERTA

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. After 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, dog-gone 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 creep 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!



CONSOLATION

There is no danger that CBC will one day take all the private stations are assured. Presumably this means they are interested in the professions.

NIL DESPERANDUM

It is hoped that, at the next Association of Broadcasters Meeting in Canada next month member stations of the association will do to associate.

PIONEER INDUSTRY

An article in "Saturday Night" is entitled "Tomorrow We're Going to Movies Too". Once radio leads the field.

DISTANT FIELDS

Now that the post-war period is upon us, let's stop arguing about the post-war.

OFF THE RECORD

Probably one reason why broadcasters are compelled to designate transcribed programs as such is to end the carping critics of to tell how lousy they are. One thing sure — just be that the CBC authorities realize that in them lie the only tough competitors for their own network organizations.

PAN MAIL

Sir: With all your talk about the disappearance of enterprise, you are not but a scare-monger and an alarmist.

Yeah, me and Churchill!

SIC TRANSIT GLORIA

Recently we reported the broadcasting of the first censored newscast to come out of Franco dominated Spain. Immediately comes word that Franco is about to resign.

DEFINITION

Socialism is not made by socialists, and tomorrow socialists are private enterprises today.

WANT AD

J.W.T.'s Iris Alden would exchange anything for print for an apartment for September on.

We have been asked to tradit the rumor that Toronto Globe and Mail been running two funny strips while Chamberlain's column been taking its sur Mesta from Simpson's M ads.

SCRIPT COUNTS



Ernie and Kay Edge

—1945 Beaver Award Winners—

WHO WRITE

"SOLDIER'S WIFE"

AND

"CANADIAN CAVALCADE"

Their experience-backed radio scripts are available exclusively through

RAI PURDY PRODUCTIONS

37 Bloor Street W. — MI 7375 — Toronto 5

CFPA

"Serving the Lakehead"

City Listeners

- Port Arthur 26,050
- Fort William 31,080

National Broadcast Sales

DOMINION NETWORK

CKLW 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

Representatives—

ADAM J. YOUNG, JR., INC., U.S.A.
H. N. STOVIN, Canada

CKLW

CANADIAN BROADCASTING CORPORATION
MUTUAL BROADCASTING SYSTEM
MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS

Two sides to every story?

HERE'S ONE WITH FOUR!

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!

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

Representatives

Adam J. Young Jr., Incorporated — New York, Chicago
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