KIDDIES AND GROWN-UPS TOO
blend their voices every Christmas with the four-part staff
choir of the Robert Simpson Company Ltd., Toronto, which
for the past twenty-one years has led the large crowd which
congregates in the store at 9:10 each morning for the week
preceding Christmas to give forth with 20 minutes of carol
singing. This is the eighth year that the carols have been
carried out over a network of seven Ontario stations.

Silent Night

Noel! Noel!

CAB PRESIDENT OUT

BBM Favors Controlled Ballot

Directors of the Bureau of Broadcast Measurement and mem-
bers of the Technical Sub-commit-
tee have decided that a continuing study is not as satisfactory a method of
making a survey for Canadian radio
stations as a one-time check by
the controlled ballot mailed simultaneously to all parts of the
Dominion.

The principal reason for its re-
jection is that in a period of many
costs, power and wave lengths
(and authorization of new sta-
tions) the continuing method "di-
lutes" and confuses the ultimate
result by adding together samples
taken under differing competitive
conditions.

At the end of its first year, bbm
now has 60 per cent of all Can-
adian radio stations including the
CBC and 85 per cent of Canadian Advertising Agencies affiliated with
the Bureau. In addition there are
47 advertisers members, 8 radio
station representatives and 10 of
the larger United States Advertising
Agencies who subscribe to this

Glen Bannerman has been ad-
vised by Board of Directors of the
Canadian Association of Broad-
casters that the Board would not be
re-appointing him when his term of
office ended on February 28
1946.

Mr. Bannerman has headed the
private broadcasters association for
the past five years as paid president
and general manager. In a state-
ment to the press dated December
11, he said that he had been in-
formed that it was the intention of
the Association to revert to the sys-
tem of having an honorary presi-
dent and a permanent secretariat.
While no definite contradiction of
this has been made officially by the
BBM, it is the understanding of the
Canadian Broadcaster that a successor will eventually be named
although it seems altogether likely
that no permanent appointment will
be made until the annual meeting of
the Association which takes place in Quebec next May.

No News Interference

Following the statement made
recently in the House by the Hon.
L. S. St. Laurent, minister of jus-
tice, that the CBC had been told to
delete all reference to prison riots
from the CBC newscasts, because
such reports might create unrest in
other prisons, A. Davidson Dunton,
chairman of the CBC Board of Gov-
ernors, made the following state-
ment under date of December 7:-

"The Board of Governors of the
Canadian Broadcasting Corporation
has decided that there shall be no
restriction against the inclusion in
CBC newscasts of reports of distur-
ances in penitentiaries. It was
noted by the board that prisoners
in penitentiaries are allowed to
listen to CBC newscasts only, and
it was understood that reports of
minor disturbances in one peniten-
tiary might tend to cause unrest in
others. It was felt by the board,
however, that in peacetime there
should be no restrictions preven-
ting any legitimate news being car-
ried by the CBC to its general
listening public across Canada."

Refuses U.S. Nets

At the recent meeting of the
Board of Governors of the CBC ap-
lications with U.S. networks by
stations C.JAD, Montreal and CKEY,
Toronto, were refused.

It is understood that CKEY was
hoping to bring in Mutual Broad-
casting System programs as an affil-
iate of the network, and that C.JAD
was hoping to make similar ar-
rangements with the Columbia
Broadcasting System.

In the case of the Montreal
station arrangements were planned
wherby station CKAC, present
Columbia outlet in Montreal,
would relinquish all CBC programs
except those musical shows where
French cut-ins are used, while
CJAD would carry musicals with
English announcements and all
other English language programs.

Asked to comment on a statement
of J. Arthur Dupont to the effect
that the Columbia affiliation would
be made with C.JAD, A. Davidson
Dunton told the MONTREAL
GAZETTE that the board had given
careful consideration to the whole
question relating to the affiliation
of private stations in Canada with
U.S. networks. It was decided, he
said, that the whole matter of the
distribution in Canada of programs
from outside the country should be
studied carefully, and that requests
for new affiliations of Canadian
stations to U.S. networks should not
be granted. Under this policy, the
statement continued, requests for
affiliations before the board, in-
cluding that of C.JAD, were not
approved.

A glittering galaxy . . . all heard in one or other of the syndicated shows available through All-Canada Program Division. The largest library of packaged programs in the world . . . All-Canada’s . . . is at your service, for local, regional or national advertising. You can put these big-name stars to work for your client. Get in touch with All-Canada Program Division, the leader in syndicated programs . . . bigger audiences . . . better service.

ALL-CANADA PROGRAM DIVISION

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
Sounding Board

Sir:
Deserving radio artists are awarded "Beaver Awards" by The Broadcaster. I feared much better. The Broadcaster in the last issue credited me with a PhD degree. Thanks. Just to keep the record straight, Dick, The University of Toronto granted me a Master of Arts Degree on the basis of my thesis "Radio and Democracy."

Next year I plan to continue my studies at Columbia University in search of a PhD degree. (The Broadcaster's awards are not recognized in academic circles.) This is my personal solution to the unemployment problem. By continuing to study until such time, and I am eligible for an old age pension, I completely solve the difficulty of working for a living.

Sincerely,
Albert A. Shea.

CFGP Manager

Art Balfour, who before he joined the RCAF, managed station CJOC, Lethbridge and CJAT, Trail, has been appointed manager of station CFGP, Grande Prairie. Art reports that of the 13 male members of the CFGP staff, eleven served in the Second World War.

Spelling Champ Stumped

Roy Ward Dickson, master of the "Money Makers" radio game for Lyons tea, shipped up a couple of weeks ago. The simple word which caused his downfall and sent $500 tumbling into the lap of Mrs. Julia Bain of St. Catharines, was "urari", which, as anyone knows, is a black resinous extract obtained from Strychnos toxifera and other trees, is a deadly poison when injected into the blood, and is used by South American Indians to poison arrow points, especially those of arrows used with the blowgun. Roy shamelessly spelled it "woocre".

With the program in its tenth week and nary a miss, audience excitement reached boiling point, and Mrs. Bain was still in the studio fanning her ample bosom with the cheque an hour after the show. Incidentally this brings Roy's rating as a speller tumbling down to 94 per cent.

Power Boost

The contract for CKSF, Sudbury's 5,000 watt transmitter has been let, and W. E. Mason reports that all the ground system is in construction. Construction will proceed through the winter and Mr. Mason hopes that the three towers will be completed by January 1st, and that the new transmitter will be on the air "before the snow is off the ground."

Marcel Lefebvre, of CHLP, Montreal, reports that a new transmitter site has been bought, and that his station will soon be going out with a 1,000 watt power on the 1150 kcs. frequency.

CKPC Brantford is going to a thousand watts — 1350 kcs.— early in 1946.

Elliott Haynes Re-organize

The resignation of Paul Haynes as vice-president, and the election of Walter E. Elliott as president, and managing director of Elliott-Haynes Limited, highlighted the company's annual meeting, held at the Montreal office this week. Other appointments included Myles Leckie as vice-president and Earnest Comte as secretary-treasurer.

Service Club Auction

The first auction of the Cornwall (Ont.) Kiwanis Club, broadcast over CKSF Cornwall, gave the city telephone exchange the busiest day in its history. 2496 calls were received on ten specially installed telephones at the studios during the auction broadcast. Every one of 287 articles donated by local and national firms was sold. In addition about $1000 in cash was donated to the Kiwanis Club by listeners.

A happy and prosperous new year to all the swell gals at RADIO ARTISTS REGISTRY and thanks a million for the grand job in the past two.

Rap

MAURICE RAPKIN
Waverley 1191

Seasun's Greetings

Again we go on record wishing you the best of everything for 1946.
For Available Time on all, or any, of these live, independent radio stations — for up-to-date Market Data — for Program Information and Intelligent Service — write or telephone any of our 3 offices.

HORACE N. STOVIN & COMPANY
Radio Station Representatives
MONTREAL TORONTO WINNIPEG
Leadership

The termination of Glen Bannerman’s tenure of the presidency and general management of the Canadian Association of Broadcasters brings to a close an administration of this association in which policies of appeasement and middle course have predominated over courage, with the result that private radio finds itself in at least no stronger a political position than it was five years ago. But it would be unjust to attribute all the blame on the management of the association, which has been unable to gather a united membership even for its amiable policies of conciliation.

It is not the purpose of this article to discuss Mr. Bannerman’s behavior. During his regime, broadcasting has developed commercially by leaps and bounds, but so expansive have these leaps been that the growth of the government broadcasting system has been out of proportion with that of the private stations, which year by year are being used sim[ply as facilities for the powerful CBC networks — powerful in both influence and money. Everything points to the day when the CBC will be able to substitute its own 50 kilowatt stations for many of the private stations now living off its networks, and then the CBC will be more than ever in a position to tell the private operators, the network sponsors and their agencies to “take it or leave it, because that’s what you’re going to get.”

So far this editorial is simply a news story, for it has contained only straight statement of fact. The situation is a deplorable one, and the replacement of Glen Bannerman with even a Herculean successor is not going to provide a solution.

Before they select a new president and general manager of the CAB it is our hope that every member of the association will realize his responsibility first in helping to formulate a policy of action and only then in selecting a chief executive who will carry it out. This the new executive can only do with the whole-hearted support of the entire membership. This they can only give if they are prepared to place the well-being of the whole industry above their own personal desires.

It is reasonable to assume that no permanent appointment will be made before the Association’s annual meeting—next May. But it is to be hoped that in the meantime serious consideration will be given by private radio men across the country as to how they can sell more spots in Nova Scotia or British Columbia, but how they can make radio freer and better for the listeners, stronger in unbiased community leadership.

In the past this paper has levelled harsh criticism at Glen Bannerman whose tactics we have regarded as too non-committal, too off-the-record, too peace-at-all-cost to be valuable. These criticisms we cannot—would not—deny. But in the past four years however we have had frequent contacts with him, and, whether we have agreed or disagreed, we have valued these contacts. To whatever new field of endeavor he is going to steer next, he has our sincerest good wishes.

RESPONSIBILITIES OF A SPONSOR

From an address by
SAMUEL C. GALE
Vice-President General Mills, Inc.

There is a little doubt but that the commercial sponsors of radio programs, particularly the experienced sponsors, have increasingly recognized certain responsibilities beyond the selling effectiveness of their commercial messages. This is in part a reflection of increased recognition by advertising as a whole that there is a social and economic and educational responsibility in the use of this selling tool.

But in the case of a radio sponsor this is heightened by the more direct contact which radio gives the advertiser with his public.

On the whole, this seems to be a very healthy situation. Advertising has, during the past twenty years, become such an important force in our whole life and economy, that those using this force should fill an intimate part in it, and should feel that it places upon them a real responsibility to make it more effective and more constructive.

Our company has recently announced three simple principles to govern all of our advertising:

1. Our advertising shall be factual, informative and educational.
2. Our advertising shall render the maximum of helpful service.
3. Our advertising shall, in so far as possible, attempt to expand markets rather than merely take business from a competitor.

We have been steadily working toward these principles for many years. With the approach of the end of the war, last summer, we finally put them down in the following form, had them enthusiastically endorsed by the principal executives of the company, and incorporated them in our annual report to the stockholders at the end of our last fiscal year.

While many factors and considerations contributed to the formulation of this simple platform, our experience as sponsors of many different types of radio programs during a period of twenty-five years was a major force in bringing this about.

In interpreting these principles, in the development of our radio programs, we must think of the public as a whole, because radio is outstandingly a means of mass communication. In the case of radio programs broadcast during the working hours on week days, we consider our public primarily as a cross section of the homemakers of America. In the case of a program broadcast shortly before or after the traditional evening dinner hour, we think first of the boys and girls of the nation even though their parents may be listening with them. In the case of a program broadcast later in the evening, we think primarily of a mixed adult audience. In the case of a program broadcast in the very early morning hours we think first of the farm families and second of shift workers in industrial plants. The latter became a significant radio public during the war period.

As a sponsor we seek variety in our programs. Entertainment has been and always will be the thing most sought after by the biggest segment of the radio audience. In consequence, entertainment suitable to particular public available at the various broadcasting hours is the biggest radio ingredient. News and other informative and cultural broadcasts have, however, shown marked increase in popularity during recent years.

While news as such reached a peak during the latter months of the war, there is every reason to believe that helpful information of various types will be an increasingly important ingredient in radio broadcasting in the future. As a food manufacturer, it has been our great wish to meet this need, and our oldest continuous radio program is devoted strictly to the giving of sound and helpful homemaking advice and inspiration to the women of America. More and more attention is being given to the incorporation in our commercial messages of a maximum of factual information and helpful service. We believe that this is a sound trend which will grow in the months and years to come.

While radio in its twenty-five years has enjoyed phenomenal growth, it is still in many respects a youth. In the next twenty-five years the whole field of broadcasting will probably experience even more profound changes than it has to date. It is our hope and belief that commercial sponsors will grow with this great medium, and will use it not only as an economic force in the distribution of goods and services, but as a helpful force in enlightening and serving the public not only in the fields of entertainment and enlightenment, but in bringing the public and business enterprise closer together through the type of mass personal contact which this medium alone can offer.
VISITS WITH VETS
Claire Wallace Uses Commercial Program to Carry
Messages Home from Wounded

In the farthest reaches of Canada, families of service men in the Dominion's largest military hospital, Christie Street, Toronto, too far away to visit their husbands, brothers or sons, receive messages relayed by Claire Wallace during her "They Tell Me" programs which are broadcast over Trans-Canada for Robin Hood Flour.

The idea was conceived by Claire a short time ago and she promptly put it into effect with the introduction of the "Visits with Vets" section of her program. Since then women from all over Canada have displayed a keen interest in the men, and Claire plans extending her activity to other hospitals in the Toronto district.

A Hanover, Ontario Women's club wrote in asking for the names of three or four boys to whom she might send parcels for Christmas. An invalid girl from Prince Edward Island wants to write to a boy and send him parcels. The RCAF Women's Auxiliary in Edmonton, Alta, many of whose members lost sons overseas, are looking after all the Alberta boys in the hospital over Christmas. A St. Mary's, Ontario family who lost a brother wrote in asking for the name of a man without family whom they might 'adopt' over Christmas. Another woman's organization from Meadow Lake, Saskatchewan, also wants the names of boys to whom their members could send Christmas parcels.

Claire visits the hospital every week. She talks to the boys ahead of the program, chooses the one she is going to talk about, gets his message, gathers information about the appearance of the room in which he is in bed, down to intimate details of the pictures on the walls. She talks about his fellow-patients and what they are all doing to help pass the time. She finds out if there are any particular comforts they want and includes this information in her broadcast.

One thing a lad from Holdfast, Sask., was yearning for was a feed of herring; another asked for some bedroom slippers; yet another wanted her to tell his people about the success of his recent operation. It was his seventeenth.

It was through Claire and her program that a boy with his leg in a cast got Christmas greetings through to his family. He had spent all his available resources on three mink and is looking for property on which to start a ranch. He couldn't afford to go home for Christmas.

A Winnipeg patient told Claire he had been "standing in the wrong place." He lost both his legs following Claire's broadcast he was offered a job in Hamilton, Ontario. Yet another boy, an American and an orphan, with a spinal injury, likes serious reading. Since Claire's broadcast he has kept more than well supplied.

"The whole idea," Claire explains, "is to help keep them cheerful—to explode the idea that nobody cares. Almost everywhere in Canada has been heard from, she continues, "because women who listen to my program, especially those who have lost members of their families, are eager to help when somebody points the way."
Ross Munro, Canadian Press War Correspondent, has written a book to rave about. "Gauntlet to Overlord" will guarantee his position as Canada's top-notch reporter. In this Munro triumph there is a lesson for radio reporters and commentators, a lesson we need to learn—but quick!

The lesson is restraint—the ability to know when a story is a story without being dressed up with fancy adjectives. Perhaps radio must use those devices to dress up actuality broadcasts from packing plants or dime store openings; but we've been misled by casting those techniques along with us to most every on-the-spot reporting job we do.

We are especially groused and simmering when we are trying to do an all-Canadian show, which seems to mean drooling about "the broad stretches from Atlantic to Pacific"—"the great, majestic, unpeopled Rockies"—"the rivers and lakes"—and anything else on the map.

It is only fair to say many splendid didactic radio commentators avoid such statics, but like the late Wilf Lund, Bob Bowman, Pat Freeman, and many CBC broadcasters are guilty; many private broadcasters still romanticize where they should report.

Munro, writing the big story of the Canadian Army, is satisfied to make his paragraphs bristle with facts, names, events. Even the title means something! Gauntlet was the code word for the first large scale Canadian action, the commando raid on the Arctic island of Spitzbergen. Overlord was code word for the D-Day invasion of Western Europe.

Munro gives Canadian readers credit for being big enough to want a big book about the war. He skips little, human-interest stories to build with big timber pictures of brigades, regiments and armies in action.

He will probably be criticized for too much of Lieutenant-Colonels and not enough of Private Jones. That criticism is not fair, and it will be forgotten quickly when readers realize that Gauntlet to Overlord deliberately skipped emotional close-ups in favor of one sledge-hammer account of gigantic effort and achievement. One factual paragraph crowns another. They march along to form a complete and powerful entity. Even in the final sentences, where most of us in radio would have been tempted to "pour it on", Munro is content to nail down the covers with one more tersely-stated fact.

Broadcasters will read "Gauntlet to Overlord" because everybody is reading it. They might well read it on another score—self-interest.

For across Canada more and more broadcasting stations hum with teletypes, and radio increasingly competes with newspapers in the field of news reporting and news presentation.

Munro, in "Gauntlet to Overlord", published by MacMillan, teaches many lessons radio can learn. The most important lesson, perhaps, is restraint...
Many Thanks to

MUTUAL BENEFIT HEALTH & ACCIDENT ASSOCIATION

Who have just renewed “Headliners” for the fourth season through Harry E. Foster Agencies

Gordon Sinclair

Have you read “Bright Paths to Adventure”? A good book, even if it is for boys.

THE gross AGRICULTURAL revenue of the Provinces of Prince Edward Island, New Brunswick, and Nova Scotia for 1942 was $80,918,000.00. CFCY, according to BBM has 72,086 radio homes in its primary area which is 56.48% of all radio homes in the three Maritime Provinces.

TRADE WINDS
A COLUMN OF COMMERCIAL NEWS
Edited by
ART BENSON

Louis Leprohon at Hayhurst’s Montreal office reports that J. A. Simard & Co. (Blue Mountain Coffee) are sponsoring a spot announcement campaign over 7 Quebec stations.

Harry O’Connor at MacLaren’s Toronto office tells us that The Dalglish (Ontario) Company is starting “Easy Acres” for Javex over CPPL, CKCR, CKOC, CKEY and CKCO January 1. The quarter hour transcription (All-Canada) will go 5 a week for one year. Same sponsor has renewed “Drama For Today” for another year over 16 Ontario stations and 3 Maritime outlets.

The commercial department at CKEY, Toronto says that Alter and Kaadan Furriers have taken 39 five minute transcriptions until February 22, 1946.

Eddie Gould at McConnell Eastman’s Toronto office reports that McCormicks Ltd. (Biscuits) have contracted for 25 fifteen minute transcriptions over 19 stations between CJIC, Sault Ste. Marie and CHNS, Halifax, beginning first week in January, 1946.

Ariel Advertising’s Toronto office tells us that J. H. Hardwell (Women’s Wear) is piping in the “Confluence Bennett Show” from ABC. The 15 minute afternoon show is heard over CJIC, Toronto 3 times a week and plans are under way for its extension to other stations early next year.

Cockfield Brown’s Winnipeg office reports that Blue Ribbon Food Products has started flash announcements and daily newscasts over a number of western stations.

McKim’s Montreal office states that a one-minute spot campaign is under way for National Drug (CBQ cold tablets) over a wide list of stations. Same agency started children’s program for Oxo over a number of English and French stations.

According to CFCF, Montreal, Frontenac Breweries have started “Skicasts” a program designed to keep skiers posted on weather conditions, meets and general news. The 5 minute shows go 3 a week.

Jack Murray tells us that W. H. Constock Co. Ltd., of Brockville have extended their coast to coast spot campaign advertising Dr. Morse’s Indian Root Pills by adding CFRB, CKEY, CHUM and CHML. Same agency has also placed a single shot half-hour show “The Littletest Angel” for William Wrigley Jr. Co. Ltd., to be heard Christmas Night over CKEY.

To Regularize Air Lanes

The problem of allocating the various radio frequencies in such a way that the traffic arteries of the ether will be regularized and a minimum of interference caused, has been the subject of a comprehensive study by Canadian Radio Technical Planning Board.

“This planning by members of the CRTPB, said Board President R. M. Brophy at the first annual meeting in Montreal December 6, is a co-operative effort of all branches and phases of the industry, resulting from the need to use and share a common medium—the air waves.”

CRTPB was formed in 1944 to establish sound engineering principles and to organize technical facts “which will assist in the development, in accordance with public interest, of the electronic industry and electronic services of the nation, to advise government, industry and the people of its findings and recommendations.”

The Board already has sixteen sponsors, and in addition, assistance is being given in the studies being made, by the Canadian Standards Association, the National Research Council, and the three armed services.
DEMOCRACY DEMANDS FREE RADIO

Gordon Henry In Talk To Kiwanians

The job done by private radio in Canada’s Victory Loan campaigns, breaking the vast quotas down into figures comprehensible to the average listener, was the key to the success of the national effort. This was a point brought out by Gordon Henry, manager of CJCA Edmonton, in a talk to the Calgary Kiwanis Club, tracing the development of private commercial radio stations and their contribution to the community, especially as evidenced by their work in publicizing all the war agencies and endeavors.

In the early days of radio, he said, the Airld Commission had recommended that the radio industry should be a complete government monopoly. Fortunately this did not happen, and he believed that today’s radio programs proved that his had been a benefit to Canada.

Speaking of the difficulties involved in good programming, Henry said that the best that any station could do was to provide programs that would appeal most of the time to the majority of its listeners, but at the same time serve the minority the programs that they liked.

The CIC, he said, had tended to force certain types of program down the public’s throat, with little or no regard to their entertainment value. On a private station, the entertainment angle was of paramount importance, and the propaganda or goods that were being sold had to be introduced in an indirect manner, yet directly enough to sell them successfully.

Radio, said the speaker, made an effective contribution to Canada’s war effort by the help in recruiting, Red Cross, Victory Loans, price control and rationing. Local radio stations, speaking in terms and figures understandable to the people in the specific communities, had ‘sold’ their listeners on these war needs and made their national success possible.

Private stations in Canada, he went on, received none of the money collected by the government each year in radio license fees. They were dependent on the income from their commercial programs. Without exception, he emphasized, these commercial programs carried the highest ratings of any on the air. The public did not object to commercial programs if they were good programs, with well presented commercials not too long, and handled by a competent announcer.

In conclusion, Henry spoke of the paramount importance of free radio in a democracy. A body such as the CIC could not avoid political influence at all times, as had been shown on various occasions. Private radio, on the other hand, had no editorial policy, and was always fair and impartial to all parties. As long as private radio remained, the freedom of the air under our democratic system could not be questioned.

405 Videos For U.S.A.

Provision is made for 405 television stations in the United States, in the ‘Rules Governing Television Broadcast Stations’ drawn up by the FCC.

Thirteen frequency channels, from 44 to 88 megacycles and from 174 to 216 megacycles, have been set aside for television. Seven of these channels will be available for stations in New York, Chicago and Los Angeles, and smaller communities will be allotted as many as are consistent with their needs.

There are to be two types of television transmitters, community stations for the smaller communities, whose power shall not exceed 1 kilowatt, and Metropolitan stations for the larger cities and communities and the rural area surrounding them. The power limitation or Metropolitan stations is 50 kilowatts.

The FCC rules set a minimum of 28 hours a week for the operation of television stations, and prevent multiple ownership of stations by a network or other group in any one area.

Greetings Are In The Air From

BROADCASTERS TELL US....

"That 76-B2 is a honey!"

COMPACT...COMPLETE...ECONOMICAL...that’s the 76-B2 Speech Input Consolette.

The ease of its push-button control, the completeness of its amplifying and control equipment and a host of other features have made this equipment the favourite of small and medium-sized Stations the country over.

Perhaps your station lacks the efficient service of an RCA Victor 76-B2 Speech Input System. For further information on its advantages and availability, write to Broadcast Equipment Department, RCA Victor Company Limited, Montreal, Quebec.

COMPACT...Console measures 39” wide, 17” deep and 10½” high.

COMPLETE...Answers every speech input need of the small and medium-sized broadcast station.

ECONOMICAL...At a price the smallest station can afford.

HERE ARE SOME OF THE FEATURES WHICH HAVE MADE THE 76-B2 CONSOLEtte SO POPULAR

- Includes all amplifying and control equipment for operating one studio, two studios or two studios and an announce booth, six remote lines and two turntables.
- Frequency response 30 to 15,000 cycles.
- Push button control of monitoring, auditioning, remote lines, cueing and talk-back.
- Independent auditioning and program channels.
- High fidelity program channel affords 6 mixer controls, 4 microphones plus amplifier input channels with switching control for up to 6 microphones.
- High fidelity monitoring channel operates control room and studio loudspeakers.
- Emergency amplifier and power supply circuit.

RCA Victor

RCA VICTOR COMPANY LIMITED
HALIFAX • MONTREAL • OTTAWA • TORONTO
WINNIPEG • CALGARY • VANCOUVER
Formally Toronto Bureau Manager for British United Press, Larry Rogers has an intimate knowledge of Alberta, having lived and worked in virtually every Western City. He is currently operating his own publicity business—Media Associates, Toronto.

Basing his forecast on the Province’s fabulous coal reserves—Canada’s leading geographer, Professor Griffiths Taylor, recently predicted that Alberta will become the economic centre of the continent within one hundred years or so. Many Albertans will differ with the Taylor prediction, on the grounds that Alberta is already the economic centre of North America, or of Canada at least. After spending a few days in either Calgary or Edmonton, the visitor from outside is inclined to agree with Alberta’s claim—if only to pacify the extremely aggressive variety of provincial patriotism found in the Foothills Empire.

Getting back to the Taylor prediction, the world-famous University of Toronto authority believes that the Alberta coal reserves—estimated at anywhere from 40 to 327 billion tons—will bring fifty million people, and most of North America’s steel industry, to the Foothills Province where the fast dwindling coal reserves of the eastern United States are exhausted. This looks like a pretty fair argument—unless atomic power comes along to oust coal as the basis of industry. And even if this occurs the next century, Alberta will be in a strong position—since the Province is the gateway to the largest deposits of uranium ore yet found in this hemisphere. Uranium ore, from which the atomic bombs were built, has been reported at many points throughout the sprawling, unexplored area of the Northwest Territories, but so far has only been mined commercially at the Eldorado property.

Setting the future aside for the moment, and returning to the present, Alberta has plenty of reason for optimism right now. Optimism, of course, is one of Alberta’s greatest natural resources. Whether it’s due to the altitude (which is the highest on the average of any Canadian province except British Columbia), or to the bracing climate, even the Indians are optimistic in Alberta. The white men who first settled the Province one hundred years ago or more caught fire from the red men, and Albertans were legendary optimists by the turn of the century. So much so that when a youthful newspaperman from the east journeyed to Calgary to report on the 1912 oil boom, and cabled back to his editor a dispatch that began thus: “Calgary is optimistic,” the editor wired back the immediate and sarcastic rejoinder: “Now go to Niagara Falls and tell me the water is still falling.”

Unlike many frontier optimists, however, the Alberta pioneers weren’t kidding, when they trumpeted the praises of the Foothills Province—judging by the cold light of statistics. The only region on the continent that can be compared to Alberta in breadth and scope of its economy is the sovereign State of Texas—an area where regional pride runs high and strong—and if the outsider wants to criticize he may be advised to “smile when you say that, stranger.”

In studying our “table of values” it should be kept in mind that Alberta has only 6.9 per cent of the Dominion’s population. The figures show how the Province rates in the Canadian economy, using official totals for recent years available. Alberta’s boosters can make these figures come alive with statistically backed statements like these on 1944 doings in their Province:

In 1944 Alberta led the Dominion in hog production—out of every three little pigs raised in Canada last year, one came from Alberta.

In 1944, Alberta led the Dominion (Continued on Next Page)
the barrels contained in the of pence. thanks: ours, they certainly have pass square and other grain doubt whether Canada will pour down to CKCK. 

many observers believe that the economic possibilities opened up by the Alaska road—and the tributary highways stemming from it—will be of vastly greater importance to Alberta in coming years than the tourist traffic. One way or the other, the Province will probably be a big gain in the long run—and that’s not even considering that rich sediment of Yankee dollars that the floodtide of U.S. Army roadbuilders left through Alberta during the hectic days of 1942 and 1943.

From a radio man’s viewpoint, Alberta, like the other two Prairie provinces, is a top grade market for many very good reasons. It has a well-scattered populated—796,169 people spread out over 248,000 square miles—the kind of market that can best be reached by means of relatively few good radio stations. Alberta agriculture is sufficiently diversified to iron out the ‘hills and valleys’ to which the income of a one-crop region is subject, and Alberta farmers have a higher average annual income than most of their neighbors as a result. (Over the five years from 1940 to 1944 inclusively, Alberta’s 99,372 farms had an average annual income of $3,154.)

The number of radio houses in Alberta is slightly above the Dominion average of 75 per cent since 140,728 Alberta homes, or 80 per cent, have at least one radio set. The far flung geography of the province, as elsewhere on the prairies, gives Alberta’s seven radio stations which appears to be a fair advantage in coverage over Alberta’s six daily newspapers. It figures out something like this (with apologies to Elliott Haynes, the Dominion Bureau of Statistics and Canadian Advertising for data used.

Radio Homes

<table>
<thead>
<tr>
<th>140,728</th>
</tr>
</thead>
</table>

Circulation of six Alberta daily newspapers

125,558

All this emphasis on the Alberta rural market might lead you to believe that there is something wrong with the urban picture in the Province—but such is far from the case. It’s just the opposite, in fact, since Calgary and Edmonton are probably the fastest growing and most promising centres between Toronto and Vancouver.

Take the case of Edmonton, for example—the city that some pes-simists expected to shrivel up and die after the U.S. Army of Occupation pulled out more than a year ago. Instead of dying, Edmonton has kept on expanding and she now claims a population of 112,000 more— as compared with 88,000 back in 1940. The expansion in the mining areas of the Northwest Territories seems to be taking up any slack that was left when Uncle Sam transferred his boys back south—and the Alberta capital is also staging something of a manufacturing boom, a boom that has lifted Edmonton into second place among manufacturing centres of western Canada according to an announcement from station CJCA, Edmonton.

Calgary, still a little jealous of her northern neighbors sky-rock-et- ing climb, hasn’t been sitting idly by nor by any means. The city’s population has continued the slow but steady increase which it has maintained in virtually every one of its seventy-odd years of life and now claims a population of 96,000 plus—as compared to around 85,000 in 1940. As usual, the foothills City is waiting for a new oil boom to explode—and with drilling activity at record levels throughout southern Alberta, Calgary may not have long to wait for another Turner Valley—as the original field may be nearing the end of its long and honorable career.

If this article had closed at the end of the last sentence, the author could have gone down in history as the only man who ever wrote 2,000 words about Alberta without mentioning either Social Credit or the famous chuckwagon. Having mentioned them and lost my chance of immortality, I can only advise my non-Alberta readers to go out west and study these two curious natural phenomena for themselves—since each would require another 2,000 words for an adequate treatment.
MAKING SINGING COMMERCIALS SING

One out of sixty listeners to Cresta Blanca's dramatic show "This Is My Best", questioned in a recent survey, stated that what they liked best about the program was "the advertising." Asked "What did you particularly like about the commercial announcement?", 28 percent of those canvassed gave the reply: "They are brief and to the point".

"Apparently", he continues, "the length of commercial copy is unimportant if the listeners like the copy. And about 86.7 percent of the panel said they disliked nothing about the commercials."

"Twenty per cent", he added, "particularly liked the 'CRESTA BLANCA' musical signature which had been heard continuously since February 1943."

Lazarsfeld and Stanton, in their book "Radio Research 1942-1943", assert that it is much more effective to make the sense of a statement clear to a listener than to repeat it several times. "The Cresta Blanca commercials", Gregory points out, "do not rely on repetition to any degree, but extreme care is taken to make sure that the meaning of all statements is entirely clear."

"This works", he adds, "for the reason given for liking our commercials: '1 out of 4 was that they were interesting, convincing'."

Discussing "How To Remember Commercials", Lazarsfeld and Stanton further state: "Rhythm is widely used in musical commercials, but it can also be applied to words and sentences. Laws of poetry and verse technique could be helpfully applied". According to Gregory, the Cresta Blanca commercials do just this, the opening commercial is in blank verse. And the phrases, "The crest of quality in wine since 1889", and "Whenever you dine, dine with wine, and make it the best wine" have a definite rhythm. "And C. R. E. S. T. A. B-L-A-N-C-A with its syncopated rendition on the air, first spelled to music, then pronounced to music with a rhythmic hesitation between the two words, and again pronounced to music in a normal cadence, is in our opinion the most efficient memory aid of all."

The association of ideas, according to Lazarsfeld and Stanton, is another important principle. The program title, "This Is My Best" and the phrase, 'make it the best wine', utilizes this principle, concludes Gregory, and "leaves in the listener's mind an association of ideas that will make him remember our product when he buys wine."

When the end of a year approaches, it is natural to look back over the preceding twelve months. When you scan that time with the magic eye of radio, some of the changes are noted. Perhaps the greatest days during the past year were V-2 Day and V-J Day. They meant much to a world shaken by a war; and news on these days, as well as every other day, was adequately handled by the Talent. We have much to be thankful for.

Perhaps Canadian radio carries less fan fare and high-pressure salesmanship than that which entertains our American cousins but in our opinion, it's doing a good job. Perhaps sometimes the idea is suggested that we lack talent. This is definitely contradicted by the amount of talent that has left Canada for the States. It is true that far-away fields look greener but, as it looks now, the majority of Talent in Canada is fast approaching the top-flight stage. It is becoming increasingly noticeable how few, if any, people are who say "We rarely listen to a Canadian station", we prefer American programs. The reason is not, always, a reason which may partially be the quality of today's talent plus improved production. Then too, some American programs are piped in on our networks. If you can stand the manner of discontinuance of the shows for the insertion of Canadian commercials, it may all be a good idea. An outstanding example of this is listening to "The Alan Young Show" or "My Best" on a Canadian station. Of course we all want to hear Young because he's clever and he is a Canadian, but must we endure double-talk from announcers?

There are plenty of good Canadian shows today of many varieties, but some of my favourites are missing — and they've been gone too long. One of these was Dodd's "Dream Time" Tandy. It had top quality — Lucio Agostini's brilliant orchestra, that charming and clever vocalist Alys Robi, balled singing Eddie Allen with Mercer McLeod as narrator and Elwood Glover announcer. To tie the whole thing into a very acceptable package was producer John Adamskin.

I'd still like to be able to tune in "Purvis Flour Mills" "This Is Our Canada".

For a pleasant half-hour in the music-world, I liked "Bennuinsing". It featured Russ Gerow's orchestra with his special arrangements. Joan Green and Frank Rockwood in the vocal department.

For downright contentment, I'd choose "Nocturne" programs as choise by Frank Willis. The props were few — just well-chosen verse, a background of organ music and oh! what a voice.

I'd like to hear them all again — they'd make for a Happy New Year. And, by the way, the same to you.

ELDA
OTTAWA

A warm and graceful tribute came to Canada's information services in the House of Commons last week. Canadian Finance Minister Mr. D'Arcy H. Macdonald, in a speech in the national war finance committee, paid tribute to Nova Scotia's famous thrush's round pin-striped broadcasting. Various returns made from time to time during present session of House show quite a number of FM and facsimile applications by newspapers in Canada; many of them not now in radio field.

There is some mild comment around Parliament Hill about CBC Board of Governors decision to brook no interference regarding its news broadcasts. The Justice Minister had informed Parliament that no news concerning prison riots would not be carried by CBC, as such reports tended to create unrest in other prisons. The Governors issued a statement early in December saying "the board of governors of CBC has decided there shall be no restriction against inclusion in CBC news broadcasts of disturbances in penitentiaries felt by the Board that in peacetime there should be no restriction preventing any legitimate news being carried by the CBC." This includes the program "In the West - it's the Fuller Signal."

Dear CBC:

We are MUSICAL and Listeners Love It.
Music All Day On CFPA

ASK NBS

Port Arthur—Ft. William

IN THE WEST - it's

15,000 WATTS

CKY WINNIPEG

22 years of operation keeps CKY's finger on the pulse of the nation.

CHNS-BULLETIN BOARD

In the field of special events, CHNS leads the Maritimes. Special events bring listeners — listeners spend money with sponsors — and — get it ? ? ? Write or wire the All-Canada Man.

He Got The Bird

One wintry day not long ago some sympathetic soul found a lone lovebird shivering on a window ledge of the Fuller Brush Company's Hamilton (Ont.) office. Guy's bird store, on being advised, suggested prompt action to restore the bird to its owner; for what good is one little lovebird without another little lovebird to love?

Ten minutes after the sad story reached CKOC Hamilton, an announcement of the find went out over the air. Five minutes after the broadcast, the Fuller people phoned to say the owner had claimed, and was coming to "get the bird."
December 22, 1945

Dear Mr. Timebuyer;

HAPPY are the prospects for business as we prepare to welcome the first peace-time New Year in many long, long months.

NEW plans are in the making at CKNB; plans for increased power, improved programing, closer public relations; anything and everything to increase and HOLD our ever-growing family of listeners.

YEAR in and year out, it will be our aim to give you more receptive ears for your commercial message; so that, together, you and we may be up there at the top in the prosperous years ahead.

Yours very truly,

Starr Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

Here's to a BIGGER & BETTER

1946

with

SPOT BROADCASTING

It was my pleasure to hear, while in Montreal recently, an audition disc of "Sports Headline Time", a fifteen minute sports talk series with a strong national slant, which several agencies are reported to be eyeing with interest. "Sports Headline Time" is written and presented by Doug Smith, the young Calgarian they brought east from CFRCN to do the play-by-play (English) for the Imperial Oil Hockey Broadcasts out of Montreal. As in his Hockey Broadcasts and his "Big Moments in Sport" Doug brings a refreshing breath of youth into his work, and we'd like to appoint him Canada's "Young Man About Sport". The sample disc shows a great deal of research in back-grounding his stories, a facile pen in committing them to paper, and an intelligent, if somewhat noisy presentation. On this last point we are inclined to think there is nothing so serious that a natty guy with a stop-watch can't fix it. He tries to make every line a headline which seems to destroy the effect of contrast a more intimate delivery might give. He tends to elocute instead of making his voice part of the family circle. But all he needs to do is to preface each sentence with an unspoken "Lookit, Butch" and to forget this "vast audience" stuff. Doug has a happy knack of telling his stories newly and interestingly. The disc I heard would carry listeners right across Canada, and this is important. Give a few more years with attendant joys and griefs, and you'll have elf to elocute. Butch" and a mild dilution of Elixir of Clary. Settelle, here is Canada's embryonic No. 1 Sportman of the ether.

Win Barron, editor and commentator of Canadian Paramount News, and director of Public Relations for Paramount Pictures in Canada has been made a couple of offers to do a Hollywood Gossip show on the Canadian air. Win, whose history in Canadian radio dates back to the late twenties, commutes between Toronto and New York City every week, and is in constant contact with the movie stars. Since his voice is heard across the country in news reels—he modestly sets his regular weekly audience at three million—it seems likely some is going to buy themselves quite a package.

If the grape-vine rumor that a sponsor is nibbling at the CFRB sustaining, "Home on the Range" is true we'd like to see them dig up a stooge who could at least grunt understandingly when Gordon Howard philosophizes to various imaginary characters between the numbers in his role of Big Bill McEachern. Gordon does a nice job with the character, getting into him a quality of intimacy which is not too much and not too little but just right. But with no one to say even "Yes Dad", he is performance looking into a vacuum.

Thanks to everyone for the nice way they take this column's gibes, which you can now tune out until 1946.

82 Years Young

Tuesday December 18 marked the date when A. P. Howells celebrated his twenty first anniversary as leader of the four part choir and their singing in the Robert Simpson Company store during the week before Christmas. Mr. Howells who will be remembered in radio's earliest days when he was associated with CKGW and CKCL, both Toronto, is 82 years young. With his white hair and his bounding good cheer, he is as much a part of the Christmas scene as is Santa Claus himself.

SPARKLING!!

THAT'S DOROTHY DEANE

"CANADA'S FAVORITE SINGER"

For available dates, terms, etc. Call The GEORGE TAGGART ORGANIZATION ADevide 8746

Vancouver's

First

IN CANADA'S THIRD MARKET

1000 WATTS going to 5000

Mutual Network

REPRESENTED BY ALL-CANADA RADIO FACILITIES
Radio Advertising Agencies

Information supplied by Canadian Association of Broadcasters

ARDIEL ADVERTISING AGENCY LTD.: Toronto, Hamilton and Oakville
ASSOCIATED BROADCASTING COMPANY: Montreal
ATHERTON & CURRIER: Toronto
BAKER ADVERTISING AGENCY LTD.: Toronto
CANADIAN ADVERTISING: Montreal, Toronto, Kelowna, B.C.
COCKFIELD, BROWN & CO. LTD.: Montreal, Toronto and Winnipeg
DANCER-FITZGERALD-SAMPLE (CANADA) LTD.: Toronto
D’ARCY ADVERTISING AGENCY: Toronto
A. J. DENNE & CO. LTD.: Toronto
DOMINION BROADCASTING COMPANY: Toronto
ELLIS ADVERTISING COMPANY: Buffalo and Toronto
ERWIN WASEY OF CANADA LTD.: Toronto
FERRES ADVERTISING SERVICE: Hamilton and Toronto
JAMES FISHER COMPANY LTD.: Toronto and Montreal
FRONTENAC BROADCASTING AGENCY: Toronto
HARRY E. FOSTER AGENCIES LTD.: Toronto, Vancouver and Montreal
GIBBONS UNITED AGENCY LTD.: Toronto
HEAGERTY & HAYHURST: Hamilton, Montreal and Toronto
J. E. KELLEY LTD.: Toronto
J. J. KELLEY LTD.: Toronto
MASON’S UNITED ADVERTISING & COMPANY LTD.: Toronto, Montreal, Winnipeg and London (Eng.)
MASON’S UNITED ADVERTISERS AGENCY LTD.: Toronto
MASON’S UNITED AGENCY LTD.: Toronto, Montreal, Winnipeg and London (Eng.)
MCCONNELL EASTMAN & CO. LTD.: London, Toronto, Montreal, Winnipeg and Vancouver
MCKIN ADVERTISING LTD.: Montreal, Toronto, Winnipeg Vancouver and London (Eng.)
METROPOLITAN BROADCASTING SERVICE LTD.: Toronto
MURRAY LTD.: Toronto
WILLIAM R. ORI AND COMPANY: Toronto
ALFRED R. POYNITZ & CO.: Toronto
THORNTON PURKIS: Toronto and Montreal
E. W. REYNOLDS & CO. LTD.: Toronto
RONALDS ADVERTISING AGENCY LTD.: Montreal and Toronto
RUTHRAUFE & RYAN INC.: Toronto
R. C. SMITH & SON LTD.: Toronto
SPITZER & MILLS LTD.: Toronto, Montreal and Vancouver
HAROLD F. STANFIELD LTD.: Montreal and Vancouver
STEVENSEN & SCOTT LTD.: Montreal, Toronto and Vancouver
STEWART-LOVICK LTD.: Vancouver, Toronto, Calgary and Edmonton
TANDY ADVERTISING AGENCY LTD.: Toronto
WALTER THOMPSON CO. LTD.: Toronto and Montreal
VICKERS & BENSON LTD.: Montreal and Toronto
WALLACE ADVERTISING LTD.: Halifax
WALSH ADVERTISING CO. LTD.: Windsor and Toronto
WHITEHALL BROADCASTING LTD.: Montreal
YOUNG & RUBICAM LTD.: Montreal and Toronto

International News

By Private Enterprise

"Private initiative and private facilities can do a very big part of the job of disseminating abroad information from America" in the opinion of William Benton, U.S. Assistant Secretary of State in charge of Public Affairs.

Writing in the New York Sunday Times, Benton says, "In shortwave radio, the role of private enterprise is under study. There is no profit in shortwave radio. The Government must put up the money. Other governments", he pointed out, "are using shortwave on an increasing scale. Technical efficiency grows from day to day. We cannot retire from the field. We have not yet determined how to operate it, or who should run and control it."

The government, said Benton, would gradually step out from the field of news distribution, and hoped that UP, AP and INS would expand their overseas coverage.

"The government", observes Benton, "should not undertake to do what private press, radio and motion picture organizations do better."

"We do not intend to take part in any sort of international 'information race'," he concludes, "but neither do we propose to depend on other nations to speak to the rest of the world on our behalf."

What a Spot to Be In!

"IT'S TOUGH TO BE THE MAILMAN AT CALGARY"

But it's great to be the advertisers whose mail he brings!

Take advantage of the CFAC listening habit!

1000 WATTS —
same to be 5600

STUDIOS: SOUTHAM BLDG.
CALGARY

REPRESENTATIVES:
CANADA: ALL CANADA
U.S.A.: WEED & CO.

WHAT A SPOT TO BE IN!

H ERE'S a spot YOU should be in—"Songs of the Range" — a colorful popular feature listened to every day from 3:00 to 1:45 p.m. And recent mail response proves real coverage — from Winnipeg on the East to the Alberta boundary on the West. Ask

CJGX YORKTON

Represented by
HORACE N. STOVIN
MONTRÉAL
TORONTO
WINNIPEG

RADIO GETS YOUR MESSAGE HOME
PROPAGANDA BY PIDGIN ENGLISH

"Me Taumson. Me like talk along you. Talk along this fella fight, one time Japan."

This sort of pidgin English, broadcast to the natives in Japan-occupied New Guinea from Port Moresby, was effective in keeping them loyal to the Allies. The story was told by Col. G. W. Townsend, who broadcast regularly to the natives himself.

"When war came to New Guinea", he relates, "and the Japanese pushed down towards Port Moresby, small parties of Australians, equipped with portable radios, went into the bush behind the enemy lines, and kept watch on the enemy."

Their presence and movements could not be kept a secret from the natives, whose co-operation was essential," Col. Townsend states. The best way we could prove to them that their government had not been driven out, was to bring them the voices of former district officers whom they knew and trusted, he said.

Villages would be assembled around the portable radio of one of the Australian observers, and then the special broadcast would begin with a native singing. The natives, amazed and delighted, would then hear a voice they knew saying: "Me Taumson. Me like talk along some fella Lulua. Lulua Sioni, you can hear me?" At this Sioni would jump to his feet and shout Me, me Sioni, me hear you." The broadcaster would then urge him to help the Australians against the Japs, and, flattered at being so wonderfully addressed by name in front of all his people, he would be ready to give whatever assistance was required.

Labor Eyes Radio

Organized Labor is making a bid for a strong position in FM broadcasting. Applications for FM stations have been filed with the FCC by the International Ladies Garment Workers Union (AF of L), and by numerous unions affiliated with the CIO, whose Political Action Committee has been urging its member organizations to make use of the opportunities that radio has to offer.

In all, applications for 16 FM stations have been made by the Unions, which are prepared to spend $1,000,000 or more to build and get them into operation. Most of the stations would divide their air time evenly between sponsored and sustaining programs, with educational and public service features afforded a prominent position on their schedules.
FIRST NETWORK TELEVISION Aired by SATEFPOST

The recent Army-Navy football game at Philadelphia's Municipal Stadium not only marked the debut of "network" television, but also was rated a successful commercial experiment by its sponsor, the Curtis Publishing Company.

The game was telecast over Philco's WPTZ in Philadelphia, carried by coaxial cable to New York and transmitted from NBC's WNBC atop the Empire State Building. GE picked up the telecast from WNBC on its supersensitive receivers on a mountaintop near Schenectady, from where a coaxial cable connected it with WNBC, the GE video transmitter.

The Army-Navy contest thus almost certainly was watched by the largest crowd on record. It was estimated that television added several thousand to the crowd of over 100,000 in the Philadelphia stadium.

Generally, the pictures were satisfactory. It wasn't at all difficult to follow the play, see the arrival of President Truman and the pre-game ceremonies. However, due to the relay link, detail was not as sharp as with direct pickup of a local contest.

The best images were those supplied by the newly televised image orthicon, sometimes called a "no-iron" because of its ability to "see" in the dusk of a fall day.

Demonstrated by newspapermen and engineers at the Empire State Building was a super-camera tube which has rid the wartime exhibition that included remote pickups.

The tube's ability to transmit scenes in the candle and match lit up scenes with infra in a blacked-out room.

During transmission in New York, members of the audience themselves televised under conditions that proved the feasibility of the new electronic equipment.

The "see" marks the debut of "network" television. It assures television of 24-hour coverage, in daylight, twilight, or moonlight — in good weather and in bad.

Teletest

Jack Dawson and Gordon Cook have started a new radio game series called "Teletest" over CFB, Toronto, 15 minutes a week for Carter's Little Liver Pills. Release is through Ted Bates Inc., New York City.

TIMELY... LIVELY NBC RECORD SHOW

Tobé's Topics

natural for mass fine appeal

Tobé's Topics is a woman's program that tops for my big reasons: It features Tobé — a woman's power-and-influence wherever women gather ... a convincingly who talks women about problems close to their hearts. To that, this sincere program offers women an active paring this program they want to hear, for Tobé awards prizes for topics and amusing anecdotes chosen from those sent in.

Tobé, leading fashion authority, discusses in her magnetic manner, not only fashion, but homemaking, children and many other subjects of feminine interest. She knows women and what they like to hear.
PROPAGANDA BY PIDGIN ENGLISH

"Me Taunson. Me like talk along you. Talk along this fella fight, one time Japan."

This sort of pidgin English, broadcast to the natives in Japan-occupied New Guinea from Port Moresby, was effective in keeping them loyal to the Allies. The story was told by Col. G. W. Townsend, who broadcast regularly to the natives himself.

"When war came to New Guinea", he relates, "and the Japanese pushed down towards Port Moresby, small parties of Australians, equipped with portable radios, went into the bush behind the enemy lines, and kept watch on the enemy."

"Their presence and movements could not be kept a secret from the natives, whose co-operation was essential."

Col. Townsend states.

The best way we could prove to them that their government had not been driven out, was to bring them the voices of former district officers whom they knew and trusted, he said.

Villages would be assembled around the portable radio of one of the Australian observers, and then the special broadcast would begin with a native-singing. The natives, amazed and delighted, would then hear a voice they knew saying: "Me Taunson. Me like talk along some fella Lulua. Lulua Sioni, you can hear me?" At this Sioni would jump to his feet and shout Me, me Sioni, me hear you. The broadcaster would then urge him to help the Australians against the Japanese.

Labor Eyes Radio

Organized Labor is making a bid for a strong position in FM broadcasting. Applications for FM stations have been filed with the FCC by the International Ladies Garment Workers Union (AF of L), and by numerous unions affiliated with the CIO, whose Political Action Committee has been urging its member organizations to make use of the opportunities that radio has to offer.

In all, applications for 16 FM stations have been made by the Unions, which are prepared to spend $1,000,000 or more to build and get them into operation. Most of the stations would divide their air time evenly between sponsored and sustaining programs, with educational and public service features afforded a prominent position on their schedules.

PREAMBLE

If any of youse guys have read any of these cracks before don't interrupt us because we want to read them again ourselves.

DIAGNOSIS

We'll have you know that British humor is not to be laughed at.

A LOT OF SEA-WEED

Sir: I am a little puzzled about your announcement of a new publication called "Pulse". I always thought this was what they ate with oysters in Nova Scotia.

-Wolf Deppe

DURANCE VILE

The recent disclosure that inmates of Canadian prisons are permitted to listen only to CBC newscasts indicates the determination of the authorities to demonstrate that crime does not pay.

ERRATUM

According to "Radio World", Austin Willis is heard currently in "Soldier's Wife", "Stage 46", "Curtain Time" and "Children's Scrap Book".

We never knew that Austin stammered.

REFERENCES REQUIRED

And then there's the produce section who said, "If the guy had told me he'd been writing scripts for the American network, I'd have known he was good back then."

FAINT DAMN

Sir: Your Christmas issue was a masterpiece. Never did so many people do "Happy Christmas" in so many ways with three type fonts to choose from.

Hey, Art! When did they re-read that third font?

RESOLVED

That in the New Year this column will be as charitable as gentle, as understanding of the failings of our fellow as its charter will permit.
FIRST NETWORK TELICAST
AIRING BY SATEVPOST

The recent Army-Navy football game at Philadelphia's Municipal Stadium not only marked the debut of "network" television, but also was rated as a successful commercial experiment by its sponsor, the Curtis Publishing Company. The game was telecast over Philadelphia's WPTZ in Philadelphia, carried by coaxial cable to New York and transmitted from WPTZ's WNB13 atop the Empire State Building. GE picked up the telecast from WNB13 on its supersensitive receivers on a mountaintop near Schenectady, from where a coaxial cable connected it with WRGB, the GE video transmitter.

The Army-Navy contest thus almost certainly was watched by the largest crowd on record. It was estimated that television added several thousand to the crowd of over 100,000 in the Philadelphia stadium.

Generally, the pictures were satisfactory. It wasn't at all difficult to follow the play, see the arrival of President Truman and the pregame ceremonies. However, due to the relay link, detail was not as sharp as with direct pickup of a local contest.

The best images were those supplied by the newly-developed image orthicon because of its ability to "see" in the dusk of a fall day. Demonstrated to newspapermen and engineers, the Image Orthicon is a super-sensitive camera tube which has just emerged from wartime secrecy in an exhibition that included studio and remote pickups. The tube not only transmitted scenes illuminated by candle and match light but picked up scenes with infrared rays in a blacked-out room.

During the demonstration in New York, recent members of the audience saw themselves televised underlining conditions that proved the superb sensitivity of the new electronic "eye" which solves many of the major difficulties of illuminating in television programming and takes possible round-the-clock coverage of news and special events. The exhibition was capped when engineers blacked out the studio where the writers were assembled and provided the unprecedented spectacle of picking up television scenes in apparent darkness.

Unseen infra-red (black) lights were turned on, but it was so dark that no member of the audience could see the person next to him. Then on the screens of the television receivers in the studio appeared bright mages of a performer and other persons in the room. The Image Orthicon tube, it was explained, chivied the feat through its sensitivity to infra-red rays. It is 100 times more sensitive than the conventional pickup tubes.

"This is the Aladdin's Lamp of television," declared John F. Royal, NBC vice-president in charge of television. "It assures television of 24-hour coverage, in daylight, twilight, or moonlight — in good weather and in bad."

Teletest

Jack Dawson and Gordon Cook have started a new radio game series called "Teletest" over CFRB, Toronto, 15 minutes a week for Carter's Little Liver Pills. Release is through Ted Bates Ins., New York City.

TIMELY ... LIVELY NBC RECORDED SHOW

"natural" for mass feminine appeal

Tobé's Topics

"Tobé's Topics" is a woman's program that you'll rate tops for any big reasons: It features Tobé — a name that has power-and-influence wherever women gather — a convincing personality who talks women about problems close to their hearts, added to that, this distinctive program offers women an active part in making this program as they want to hear, for Tobé awards prizes for winning topics and using anecdotes chosen from those sent in by listeners.

"Tobé's Topics" is an NBC produced — 1 minute — twice weekly program that is your-own show in your own town for a very low rate. It's possible only because of nation-wide distribution.

Leading stores report overwhelming success it offers a great opportunity to catch a home feminine attention and it's now doing a productive stores and specialty shops in 44 U.S. cities from San Francisco to Boston.

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

Gord Cook

A Series of Radio Productions of excellence

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