Nothing of the popularity of the "Eddie Cantor Show", for which Bristol-Myers were recently refused time on the network by the CBC, is indicated by the number of Canadian listeners who tune in this program over American stations.

In the Elliott-Haynes ratings for January 1946, there is shown the percentage of listeners in Toronto, Hamilton, Vancouver and Victoria who tune in to WBEN, Buffalo, in the case of the first two cities, and to KOMO, Seattle, in the case of the second two, while the comedian is on the air.

It should be borne in mind that these surveys are made by telephone and only in the cities named. This is because the majority of people in rural areas do not own radio sets.

The survey shows that in Toronto, during the 9:00 to 9:30 EST Wednesday evening period, 45.8% of the sets are in use, and 41.8% of these are tuned to the "Eddie Cantor Show" on WBEN, giving the program a rating of 18.8 in Toronto. In the same period, the "CBC Concert Hour", broadcast on CHL, recruits 7.3% of the 45.5% of sets in use, showing a rating of 3.3.

According to 1941 census figures, there are approximately 163,000 radio homes in Greater Toronto. Projects the above percentages, we find that 34,404 sets are tuned during this period to the "Eddie Cantor Show" over WBEN, while only 6304 sets are tuned in to the CHL, Toronto, offering.

During the same period in Hamilton, the survey shows a rating of 12.4 for WBEN, or a total of approximately 4,700 sets listening to the comedian. In Greater Vancouver, KOMO, Seattle, gets over 2,400 Vancouver sets for a 3.7 rating, and Victoria contributes nearly 1,000 radios to Cantor’s audience for a rating of 9.9 for the same American station.

Elliott-Haynes discloses that in December the "Eddie Cantor Show" got a rating in Windsor of 10.9 for station WWJ, Detroit, representing 2,500 Windsor sets tuned to the Detroit station, while the WWJ rating in London, 4.2, credited the U.S. airing with about 800 sets.

In considering these figures, it must be remembered that there are many areas in Canada to which NBC outlets carrying the Cantor Show are not as readily accessible to Canadian listeners as are the American stations. At the same time these figures construct a clear indication of Canadian listeners’ preferences, insofar as available programs are concerned. For the six cities named above, according to census figures, 339,000 sets and during this one-week period 80,000 sets are tuned to these six stations.

Average sets-in-use index (Elliott-Haynes) for January for the six Canadian cities mentioned was 38.2%. Consequently the 45,400 sets being tuned from Canadian stations in these six cities by the "Eddie Cantor Show" represents no less than 55% of all sets in use in these six cities, which are being lost to three American stations, carrying a program which the government radio system apparently deems unfit for Canadian ears.

Mona O’Hearn, Toronto radio actress, has been elected Queen of English-Canadian radio for 1946 in Radio World Magazine’s first annual poll of its readers.

The results of the poll show Miss O’Hearn as victor by a margin of 51 votes, with 1994 points, Kay Stokes finishing in second place, with Grace Matthews trailing her by almost 200 votes.

Miss O’Hearn will appear on the "Canadian Serenade" program, sponsored by the Canadian Marconi Company on Jan. 27, together with Nicole Germain, recently elected Queen of French-Canadian radio. Many votes were cast for her under the name of Nadine Hughes, the part on "Soldier’s Wife" played by Mona O’Hearn until 3 months ago. News of her victory was announced on the "Soldier’s Wife" program on January 17.

The coronation ceremony for Canadian radio’s first annual "Queen" will take place at a dinner in Toronto in April.

"Well I’ll Be Blowed"
"Open Quite Widely"
"Behind the B-9-Ball"
"This Is the Picture"

C drives Listeners to U.S. Stations
Canadians Tune Cantor Over Buffalo, Seattle and Detroit

BEAVER AWARDS DINNER
At a dinner of the Radio Executives' Club of Toronto, held Monday evening, January 18 at Simpson's Arcadian Court (Robert Simpson Company Ltd.), seventeen awards will be presented by the Canadian Broadcasters’ Association to stations, programs, sponsors and others who have contributed to the success of the CBC Radio network during the past year.

The presentation of the awards will be made by your correspondent, "Borden's Cavalcade", which will be presented from the floor of the Arcadian Court following dinner.

Tickets for this function, which is being held at $5.00 each, will be available at any office of the Radio Executives’ Club of Toronto, or from the Canadian Broadcasters' Association at 545 Bay Street, Toronto.

view of the fact that the date goes on at 6, no time will be required setting up, you are invited to arrive at the Robert Simpson Company store on 545 Bay Street entrance, at 5.45. Dinner will be served promptly at 6.

Queen of the Air

Mona O’Hearn Toronto radio actress, has been elected Queen of English-Canadian radio for 1946 in RADIO WORLD’s first annual poll of its readers.

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"Well I’ll Be Blowed"
"Open Quite Widely"
"Behind the B-9-Ball"
"This Is the Picture"
PLOTTING A COURSE

the All-Canada way!

Here's the story of an advertiser! His market was growing, and his radio advertising just wasn't keeping pace. Nothing wrong with the show he was using... it was doing a job, as far as it went, but it didn't go far enough! Yet his distribution didn't warrant a national campaign... his budget wouldn't stand it, either. What should he do?

Well, this particular advertiser called in the All-Canada man. Together, they worked out a campaign that met the advertiser's needs... one that fit his appropriation. Through the thirty All-Canada stations, he was able to spot his message right in the key areas where he had distribution... was able to reach more effectively his potential customers in those regions.

This story might apply to you! Whatever your problem... whether your advertising should be local, regional or national... let the All-Canada man help you solve it. Call him right away!

The All-Canada Stations

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ALL-CANADA RADIO FACILITIES

Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER
Managers on the Move

Norman Botterill, manager of station CJOC, Lethbridge, Alta., since 1942 is leaving Lethbridge at the end of the month to manage the new radio station, for which call letters have yet to be announced, at Saint John, N.B.

Norm went to Lethbridge from CKWX, Vancouver, where he was assistant manager. While in Lethbridge, he sat on the Victory Loan Committee, was a director of the Community Chest and the Kiwanis Club and also vice-president of the Lethbridge Board of Trade. He started in radio in his native city of Red Deer, Alta., in 1929.

Management of station CJOC will be taken over by William Guild who for the past four years has been commercial manager of CJOC, Hamilton.

Brass

This one is being told in Vancouver:

At a luncheon in Hotel Vancouver, the head table was crowded with a number of high ranking military officers, many of them with decorations. One of the few civilians at the table was Kenneth Caple, program director for CBC here.

The chairman was introducing the guests: "...this is Gen. so-and-so," with a flock of initials after his name, "and this is Brig. this-and-that," with more decorations. Down the line somewhere he introduced "Kenneth Caple, CBC."

The audience roared with laughter and the chairman looked up. "Oh, sorry," he said, "CFC is where Mr. Caple works. It's not in honor."

Writer Quits

Babs Hitchman has advised the CANADIAN BROADCASTER that she resigned as writer on Pond's "John and Judy." program which she has been writing for the past six years. Miss Hitchman will continue in radio in the freelance writing field.

New Station Manager

W. H. "Bill" Stovin has just been named manager of the new station CJOQ, Belleville, opening of which is scheduled for this spring.

"If the participants in the World Wide Forum would excuse me for a moment, I'd like to mention that you are listening to station CRAB."

Promote Maritime Culture

A radio station to be run in conjunction with a new luxury tour transport is planned by Andrew D. Merkel, Maritime supervisor of Canadian Press, who expects to retire in June after 30 years with the news service.

Newspaperman-poet Merkel proposes to create an outlet for Maritime culture and talent, and for the folk-lore and history of Nova Scotia. Site of the project is Lower Granville on the Annapolis Basin. Application for a 100-watt transmitter is now in the hands of the CBC.

Talent Scouts Note!

More than 500 vocalists, pianists and elocutionists will be heard during the week-long Toronto East Musical Festival which will be held at Glennmont United Church commencing January 28 to February 4. Sessions are being held every afternoon and evening. One $50 and four $25 scholarships are being awarded.

Visitors' Book

Recent visitors at the Broadcaster office were Lou Roskin, production manager of Winnipeg's shortly to open station CJOB. Lou was in town scouting for staff, who have to be ex-service men. Lucien Bernier, CKCV, Quebec commercial manager was on one of his periodical trips through the city. Bas Scully, having resigned as manager of CPBP, Fort William, is looking over the job market. Herb Hyland, down on a flying visit from Sault Ste. Marie never did get away from Jim Alexander and in town, but yet to navigate Bay Street, is Jim Humphreys CJCH, Halifax.

Interesting — if true!

This often-used expression takes on new significance when applied to transcribed programs.

They can be interesting if true to life — with voices, music, sound-effects, everything in the production as it should be.

And it will be as it should be if you use

Dominion Transcriptions
WHAT'S A "SPOT"?

Nice elastic word — "spot"! It means a stain on your coat or your character — a blemish or a birthmark — a dog's name or an oldwife (yes, it DOES) — an observation, a locality or a dollar. In Radio, most people think it always means a Spot Announcement.

Yet SPOT RADIO is most important to YOU, Mr. Advertiser. It means the program which is not on any network, but is given "on the spot" by a local station, and may be of ANY length—from one minute to one hour. Such programs, be they entertainment, information, or inspiration, SERVE a community. They are of local interest and value — they are free enterprise working through radio at its best — they build a loyal, listening audience. No wonder SPOT RADIO is a splendid and welcomed medium for your advertising message.

The live, independent stations listed below, which we are proud to represent, all present SPOT RADIO.

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

*Represented by us in Montreal only

Horace N. Stovin
& Company
Radio Station Representatives
Montreal  Toronto  Winnipeg
Business is Passing the Buck

The re-establishment of returning servicemen in civilian employment is presenting a challenge to business—all business—and it seems extremely likely that business is in the process of missing the boat.

This statement is not a reflection on those who have failed to recognize their responsibility towards boys who have spent their entire time since leaving school fighting for their country. Those who still fail to see this responsibility are beyond persuasion, and anyhow, returning servicemen are not looking for charity, thinly disguised as employment.

Where business, and this is not excluded to radio and advertising though it certainly includes them, is falling by the wayside, is in its failure to recognize that the day will come when it will be looking for junior executives and fail to find them.

It has been the general practice of business—every business you own thing of—to develop a certain number of completely inexperienced young people, taking them into their offices straight from school. This practice has not only been general, but it has been highly successful, for there is scarcely a successful man whose beginnings did not take this form.

During the war these boys, along with all other available manpower, have been engulfed by the services. The result is that every office and other place of business has gaps in its ranks, caused by the absence of those who would normally have entered such businesses as apprentices or beginners in the years between 1939 and 1945. Nothing can be done about this since it is the inevitable result of the war. But is sufficient being done to remedy the situation now that the war is over? Are business houses making room for the legions of alert and healthy returning men, and regarding the move in the light of sound investment? Or is everyone waiting for everyone else?

It is impossible to believe that such a big part of business is satisfied to spend its time solidifying its position for today, and letting tomorrow go hanging. It is incredible that there are not thousands of fathers who are working with the prime objective of having something worth while to hand on to their sons. But credible or not it is still a fact that little if any thought is being given to the development of young hopefuls who will be young indispensable not very far beyond the immediate future.

It is an elementary business principle that it is the task of an employee to make himself indispensable to the boss, while the boss must go to great lengths to see that he is not successful in achieving this. Now then employers are going to attain this end, if five, ten or fifteen years from now they will be unable to continue to function unless they can persuade those now engaged in the menial tasks in the office to continue doing them, rather than moving up the ladder to make way for fresh crop of young hopefuls.

Business needs apprentices and it needs them now.

RICHARD G. LEWIS
Editor

FEBRUARY 1946

Feb. 2 Purification of the Virgin (Candlemas) R.C. and Anglican.
Feb. 12 Lincoln's Birthday (U.S.A.)
Feb. 14 St. Valentine's Day
Feb. 17 Septuagesima Sunday (9th before Easter)
Feb. 18 2nd Annual Beaver Awards
Feb. 22—Washington's Birthday (U.S.A.)
Know What A Sleeper Is?

SURE—it's What you can't get right now, when you want to travel overnight by train. It's also a term used by men in the motion picture business, as you probably know. But if you don't, ask Jack Arthur, Win Barron, Glen Iretson or Sam Goldwyn.

Radio has its "sleepers" too. This is about a 9-year-old "sleeper". It's a daily affair—has no script—no big name guest—no sound effects—no genius—very little pretentious production, and even less publicity. BUT—it does have an audience — according to Elliott-Haynes — and it does have a sponsor, and a darn good one according to Mr. Ilsley's tax.

No, you won't find much about it in the trade papers, nor will you hear much about it from many of the busy people in the industry, (and we're not being catty, just factual.) But, if you should go out knocking on doors in the Maritimes or the Prairie Provinces, or any of the Provinces for that matter chances are some of those folks could tell you about it.

As a matter of fact, several radio people who were laid up with flu and had the leisure to listen for a week or so, became fans despite themselves. Don't get us wrong, we don't wish you any hard luck, but just in case . . . make a note of it. It may even appeal to you.

Oops — almost forgot the name. It's the Happy Gang — Happy Gang that is, CBC Trans-Canada, Monday through Friday.

Every good wish to all our good friends, and bad cess to the others.

Happily yours,

The Gang

P.S.—This unoriginal ad was written and paid for by US. We're proud of and thankful for, whatever success our program has achieved, and we're grateful to those of you who have helped us on our way, and we just thought you might like to know. If not—we're sorry we brought the whole thing up. Besides we feared that if we gave Dick Lewis an ad, he might give us another Beaver Award.

RADIO: Canada-Switzer & Mills Ltd., for Capelet-Television-Port Co. Limited.
TRANSCRIPTIONS: (c/s.—would notify) — Distributed by Gabe Byman—Frontenac Broadcasting, Toronto.
CHARLES REICKER INC. INC. New York City.
RECORDS: RCA Victor.
PERSONAL APPEARANCES: Remaining when Travel Conditions Inconvenient.

OTTAWA LETTER

By JIM ALLARD

—National Film Board here has given same study to television film—generally considered best yet for most stations. Their specialist in the field has had some of his efforts televised from American outlets. Ottawa reaction is favorable to announcement that CBC Board of Governors will hold meetings from time to time in Canadian cities other than the capital. The idea is to give all members some idea of how sections of Canada other than their own operate and what their problems are.

CBS's rising crime wave has not left radio untouched. In addition to attempted holdup reported at CBRC by this publication's last issue, there is "The Case of the Missing Microphones" at CBO in Ottawa.

From its studios in the swank Chateau Laurier three microphones (one complete with stand) have vanished. Official quarters in Ottawa, especially, are watching with some concern the day's trend in crimes, and the next session of Parliament will probably tighten up Ordnance code. Possession of firearms is one of the chief headaches. Government would really like to see confiscation of small-arms, but realizes this is impossible on the one hand, and even if it could be done, would arouse considerable bad feeling amongst owners of souvenirs, particularly in case of veterans. In this connection, Federal police officials might turn up Harold of last session, and study the mild suggestion thrown out by the member from Calgary West, that sale of small-arms ammunition be carefully controlled.

Federal government, far from being a model employer in many respects, is setting a worthy example in relation to what might be termed its "senior executive" group. Whether by accident or design, trend here is toward comparatively young men (some of them unusually young for their heavy responsibilities and at very attractive salary levels. Yearly incomes of six, nine, fifteen thousand dollars and upwards are available to "senior executives" in the public service. Classic example is "Dave" Dunton, former General Manager of the old Wartime Information Board; now Chairman of CBC's Board of Governors. Trend is particularly apparent in the financial field. Such men as Graham Towers, Chairman of the Bank of Canada; Donald Gordon of the Princes Board, Louis Rasmynsky of the Foreign Exchange Control Board, are all in the young or comparatively young, age groups. So is David B. Mansur, head of the New Central Mortgage and Housing Corporation, well known to radio during his wartime tenure in the office with the National War Finance Committee. Many senior officials in External Affairs and Trade and Commerce are young men, or comparatively young, for their very responsible positions. 

Yes, camouflaged in one accord—Canada-Spitzer of Saskatchewan on his reported remark that we cannot "lay the press and radio turned on and controlled by our enemies." Neither publicly owned CBC nor privately owned stations are considered editorial policy, nor have at any time taken stand for or against any particular political group. The statement may or may not be true of press, but it is not true of radio, either public or private, which is not the enemy of any political group or man in political life in Canada. And as our interested inquirer pointed out: "Why has no one ruded this place?"

List of applications for broadcast licenses shows apparent increase in newspaper interest. List for Eastern Canada includes applications by Daily Sentinel Review of Woodstock, Ontario; Midland Free Press; Galt Daily Reporter; Fort William Times Journal; St. Thomas Times Journal; Fraser Publishing Company of Simcoe Ontario; Telegram Printing and Publishing Company of St. John's, Newfoundland; Quebec, all in the standard field. Television includes application from Ottawa Citizen, and Hamilton Spectator; both of which also filed for facsimile licenses. FM applications included Kitchener Daily Record, Wood-Fort Colborne Evening Tribune at Welland; Ottawa Citizen, Hamilton Spectator; Toronto Globe and Mail, London Free Press; Guelph Daily Mercury; Chatham Daily News; Pearce Publishing of Simcoe; some of these already in standard fields. Most net. FM applications also filed on behalf of Toronto Board of Education, North Renfrew Inspector of Public Schools, London Board of Education, Kingston municipal Board of Education, and hockey's Foster Hewitt.
KNOW YOUR NEIGHBOR

Fill a glass with cold water, ace a clean handkerchief over it, and drink the water slowly through the handkerchief. Then set your hold of your ears and pull it until you hear a clicking noise. But don't be alarmed at the sound of the 'click.' It does not mean you've committed suicide. It eases your hiccups are cure.

The directions are just an example of many submitted by letter to the 'Know Your Neighbor' program of CKMO, Vancouver. Any others were submitted during a month-long discussion on this program by the listeners.

The 'Know Your Neighbor' formula is simple. It's just an application of the United Nations good neighbor idea made locally in Vancouver.

Three telephone calls are made during each hour, and here's how it works:

1. The Favorite Recipe Call. The neighbors receiving the call name a pet recipe, and receive one dollar. If the recipe is sent in, it is passed on to other neighbors and request it, the prize is doubled.

2. The Good Deal Call. The person receiving the call is asked to name a good deal, and when she outdoes what she'll do for her neighbor she rates one buck. When confirmation is received from the neighbor for whom the deed is done, the first prize is doubled and the second neighbor also receives a greenback.

3. The Curiosity Call. The neighbor is asked the name of the folks across the street, or next door, and earns a dollar by naming them. Then, by sending in an item of interest from that district for use on the program, her prize is doubled. Any dollars not won are carried over to the next show.

This show is not a 'dollar if you're entertaining' affair. Prize winners do not have to own a radio. All they have to do is be good neighbors. Listeners without telephones take part by mailing in recipes, announcements of coming events, and other items about their districts by mail.

It is all part of a plan to tie up with the name CKMO has given itself, as Vancouver's 'neighborly' station.

Stork Market

Les Chitty, media-man at the Toronto office of Cockfield Brown and Co. Ltd., stopped pacing the floor January 10, when Mrs. C. presented him with his first daughter and second offspring.

TRADE WINDS

Bob Simpson at Young & Rubin's Toronto office reports that Whitehall Pharmacacl (Canada) Ltd., is launching a new daytime show called "Whitehall Stars-to-be" February 5. The 15-minute program goes twice a week from 1:45 p.m. to 2:30 stations of the Trans-Canada and will be advertising Kolynos Toothpaste and Anacin.

According to Thornton Purks' Toronto office Salada Tea started "What would you do?" (All-Canada) over Maritimes stations Jan. 21. The 5-minute transcribed programs will go 3 a week. Same sponsor started 10 Sunday news cast over CKKN, Winnipeg, January 13.

Harry O'Connor at MacLaren's Toronto office reports that "Listen Ladies" starts February 4 over CKKEY, Toronto for Christie Brown Co. Ltd. (Biscuits). The new 10 min. daytime show features Roxana Bond and takes the 12:45 noon slot Monday through Friday.

Cockfield Brown's Montreal office reports that Canada Packers Ltd. (Show Gain) have started two 15-minute French language programs weekly called "Farmers Forum" over CKAC, Montreal and CHRC, Quebec. Same agency is also starting a series of daily transcribed announcements February 4 for Bovril (Canada) Ltd., over a number of Ontario stations.

WHAT A SPOT TO BE IN!

WHAT A SPOT TO BE IN!

Dictionaries define "Hub" as a "center of activity," and that's exactly where CKC W is located in the HUB of the Maritime Region. Rail and Air Terminals, manufacturing, fishing and lumbering industries employ many thousands—all potential consumers. Carefully guard your merchandise. Care to hear and see it? In the meantime, catch Titus on the Cashmere Bouquet "House Party" program. Trans-Canada network, Saturday Night, 8:30.

165 Yonge St. Toronto, Ont.
Adeleman 8746

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Within a very few days after
the official announcement of the
Japanese surrender, Canadian and
American "hams" were allowed to
return to the air. Officialdom moved
with unwonted swiftness in
clarifying the first of the frequency
bands set aside before the war for
the exclusive use of amateur radio
operators, but withdrawn for the
duration of the emergency.

To some "hams" the speed at
which they were reinstated seems
to indicate some recognition by the
authorities of the important part
they and their brethren have played
in pioneering almost every new
development in radio transmitting
and receiving technique.

The value of the "ham" fraternity
was never greater than during the
early days of the war, when trained
men were at a premium, and
"hams" with their specialized
knowledge of radio and electronics
took over many key communica-
tions jobs in each of the fighting
services.

In the years before 1939 there
were many interests rivaling each
other for possession of certain sec-
tions of the short wave bands-
aircraft, radiotelephone and other
commercial services and broadcast
stations—and on more than one
occasion chunks were bitten off the
already overcrowded "ham band" to
accomodate these rivals. Today
the advent of widespread FM and
television services, and the existence
of various newly developed radio
communications devices, might
lead us to squeeze the "hams" into an
entirely new segment of the radio
spectrum. It may not be forgotten,
however, that many of them have
for ten years or more been opera-
ting successfully on ultra-high
frequencies of the kind utilized in
FM and television broadcasting, and
their experimenting undoubt-
edly helped to make possible the
establishment of these services on
a commercial basis.

The average "ham" suffers not
only from lack of official appreci-
ation of his contribution to the
community; often he draws on
himself the disapproval of his
immediate family, by the aridity of
his devotion to his hobby—which
makes him sometimes ignore meal
times and keep very late hours.

One of the most remarkable
aspects of "ham radio" is its utter
disregard for national frontiers and
geographical barriers. Amateur
operators the world over are bound
into a most genuinely friendly
brotherhood by their one consum-
ing interest. Radio's ability to reach
across continent and ocean, into
territory whether friendly, neutral
or hostile—made it of course essen-
tial to halt all "ham" activity from
the outbreak of war until the final
surrender. Even difficulties of
language, so often a stumbling-
block to international understand-
ing, do not plague the "ham". For
he has long since made use of a
rather sort of verbal shorthand known
as "ham language", based on English
but understood by "hams" in every
country.

"Ham language" consists of radial
abbreviations of English words, such
as "cugn" for "see you again", with an admixture of cryptic
symbols like "Lb" for "excell-
ent", and "73's" for "cheers and
goodbye"—all of them designed
to shorten and speed up a message
in Morse code, used in most
amateur transmissions. A more in-
timate sign-off symbol is reserved
for contacts with "YL's", or
'young lady hams'. This is simply
"88's", meaning "love and kisses"
or words to that effect. When a
"YL" forsakes a space-bound to em-
bark on married life, she becomes
an "XYL", presumably meaning
ex-young lady. As far as we can
learn the "ham language" has yet
to devise a symbol for reversion
to spinsterhood from the marital
state.

The thousands of "hams" scat-
tered through every town and
city in Canada and the United States,
serve as an important emergency
communications service. One of the
most striking demonstrations of
their importance in this role was
the occasion of the hurricane which
devastated the northeastern states
in 1938. Telephone and telegraph
services were completely severed
and transportation channels were
cut in many communities due to
floods, tidal waves and the tearing
force of the hurricane. Radio ama-
teurs alone kept a number of these
communities in touch with the out-
side world. They sent messages to
relatives of the isolated families,
transmitting requests for urgently
needed medical and food supplies,
and provided many other valuable
services.

Another instance of rather spe-
tacular use of "ham radio" in an
emergency was related many years
back. A New Zealand "ham" was
having a "ragchew" ("ham langu-
age" for a two-way radio chat)
with a fellow amateur in an igloo
far up in the Arctic wastes. Su-
denly the New Zealander noticed
the Morse tappings of his icebound
friend falter and stop. Sensing
that all was not well, he tried
frantically to contact another
"ham" who was known to be only
20 miles or so from his friend. By
means of a third party on the west
coast of the U.S., contact was es-
tablished. This hero then trekked
the long distance across the snow
and ice and found the fellow with
whom the New Zealander had been
chatting sprawled on the floor
of his hut, overcome by fumes
from his oil lamp. The rescue was
done just in time to save him.
MAYBE WE ARE SELLING ACORNS

because the encouraging response to our pre-publication subscription advertisement for "PULSE" in our last issue indicated that the first shoots of our tall oak are sprouting through the soil.

Designed to reflect the national thinking from coast-to-coast, "PULSE" will start out in March as a monthly, and will print speeches and editorials of national interest and importance.

Naturally we want subscriptions, and we also are interested in copies of speeches and editorials for publication.

"PULSE" will sell for five dollars a year (12 issues to begin with). If you would care to enter your subscription now, you may do so by returning the coupon below, instructing us to bill you after the first issue is in the mail.

PRE-PUBLICATION ORDER

R. G. LEWIS & CO.,
371 Bay Street,
Toronto 1, Ont.

You will please enter my subscription to "PULSE" for one year at $5.00 starting with the first issue, scheduled to appear in March 1946. It is understood that you will only bill me after the first issue has been mailed.

Signed ______________________________
MR., MRS. or MISS

Profession ______________________________

Address ______________________________

R. G. LEWIS & COMPANY
Publishers
371 Bay Street
Toronto
MONTY'S "No. 10 THING"
by Ernest Huntly

Among the many mysteries with which the Allies puzzled and enraged the German armies in the closing stages of their defeat, not the least were their battlefield communications. How was it, the Germans continually asked themselves that, amid all the apparent chaos, Montgomery's widely-scattered tactical commanders seemed to be talking to him all the time, and that "Monty" himself was never out of touch with the War Office at home?

All the enemy knew was that no ordinary telephone however cleverly hidden, could have survived the almost daily movements of tactical headquarters, and no ordinary radio link could have remained undetected.

Now six months after the German surrender at Luneberg, the mystery has been explained by Britain's War Office. Soon after "D-Day" and throughout the great battles across Western Europe, Royal Signals were using an ingenious new secret radio device working on wavelengths of only a centimetre. To the Army it was known prosaically as "Wireless Set No. 10", or, as the Field-Marshal preferred to call it his "Number Ten Thing", but the description gave nothing away. What the "Number Ten Thing" was doing was to spin an invisible thread along which as many as eight people could talk at the same time, secretly but in plain language, without interruption from friend or foe.

Closely Allied to Radar

Many people might have mistaken it for a Radar outfit; it uses the same familiar circular mirrors and the same tall masts and is technically an extension more closely allied to Radar than the ordinary radio transmitter and receiver. But it has many new features of its own and is the first instrument to make practical use of micro-waves for speech transmission.

Mounted on 4-wheeled trailers, the odd-looking gadgets, with their 60-ft. masts, provided the only telephonic link across country which had been torn and ravaged by some of the fiercest fighting of the whole war. All speech communication to General Eisenhower from the German side of the Rhine was maintained by No. 10 sets to Brussels and thence by land-line.

Secrecy is the essence of the invention, yet it is obtained, not by elaborate speech-scrambling apparatus, such as is used on long distance radio-telephony circuits, but by a cunning combination of pulse transmission and directional beam.

The centimetre carrier waves go out in the form of short pulses arranged in groups of eight, each pulse carrying a separate speech modulation. At the receiving end, synchronising apparatus splits up the pulses into their separate channels, and thus eight conversations are possible simultaneously.

The pulse method not only makes one transmitter do the work of eight, but goes a long way to neutralising and trebling its own secrecy. "Wireless Set No. 10" gives the enemy no chance even to pick up the signals, for the waves are confined to an extraordinarily narrow beam little wider than a searchlight.

Sites Were Carefully Selected

As with a searchlight, the range is more or less optical. The transmitting and receiving aerials must be situated within each other's line of sight and consequently must be erected at high points such as on towers and the roofs of tall buildings, giving a horizon like 20 miles. During Montgomery's battles the sites had to be carefully selected, and it was no accident that British tactical headquarters were usually on high ground. Sir Horace Stovin signed on Hill 71—one of the high spots of Luneberg Heath.

Communication was unaffected by darkness, mist or rain, but could be upset by any fair-sized obstruction. This was not a disadvantage, but rather the reverse, for it meant that no eavesdropper could attempt to intercept transmission without declaring his presence, and the only practical way would have been to cut across the beam with aircraft and avoid with heavy equipment and hover there.

Apart from its secrecy value, Montgomery's "No. 10" thing saved the British Army all the expense and inconvenience of erecting vulnerable telephone lines. Each "No. 10" Outfit—transmitter and receiver—covered about 20 miles and as there was a chain of ten "No. 10's" stretching across Western France and Holland to Brussels, at least 7,000 telegraph poles would have been needed for an ordinary 'phone service.

First Tests Made in 1942

At the time the first practical centimetre 'phone tests were being made, Britain was still threatened with invasion and the El Alamein victory had still to come. In 1942 speech was exchanged between a high roof top in London's West End and a country home in the Sussex town of Horsham, 30 miles away. But the idea had been conceived a year earlier by Ministry of Supply scientist W.A.S. Bute, and since distinguished for his work not only on Radar but with

(Continued on Next Page)
the radio - proximity shell - fuse which enabled the anti-aircraft batteries to conquer the flying bomb. Laterment worked with three other back room boys", A. J. Oxford, F. W. Anderson and J. C. MacMillan and the "No. 10" set was a triumph for all four. Oxford first suggested the eight-pulse system, and Anderson turned microwave theory into practice.

Full information about the new device was passed on to the United States and the interest aroused was so great that an American team of experts crossed the Atlantic. In November, 1942, to study a "No. 0" set in action. Later on the Americans designed a similar set themselves.

Call From the Kasbah

Maurice Reynolds, former announcer on CKCK, Regina, found his radio-trained voice a valuable asset on one occasion during his RCAF career.

Maurice was a navigator on a trip from Canada to Cairo. Touching down at Dakar in West Africa, he and his crew set out to hit the high spots of the town. Some time after midnight, when they had sampled several of the showplaces, he found himself separated from his companions, alone in a strange and vaguely menacing atmosphere. Many voices babbled in a language he could not understand.

How to get out of this sinister maze? Darkened shops and shadowy alleyways seemed to hem him in. As he stood on a street corner pondering what to do, he heard hoarse footsteps approaching. Quickly he decided on bold action, and yelled at the top of his lungs: "Is there anybody here from Moose Jaw, Saskatchewan?"

This strange cry had the desired effect, and his would-be assailant was heard no more.

Radio Luxembourg, whose Eng- "Thank you"...promised programs enjoyed wide popularity in Britain before World War II, will apparently resume commercial operations despite reported opposition from BBC. It is understood that American sponsored shows will be accepted.

Paul Haynes, formerly vice-president of Elliott-Haynes Ltd., announces the formation of a new research organization, Industrial Surveys Company with offices at 1050 Mountain St., Montreal. Affiliated with the New York and Chicago company of the same name, Haynes is heading the Canadian concern as president and general manager, Miss Marjorie Stepman will be secretary-treasurer, and Mr. Sam Barton of the American company will be chairman of the board. The new organization will operate a consumer and opinion research business with Dr. M. N. Chappell of New York as consultant, and director of a periodic Public Opinion Poll.

New CBS Prexy

Frank Stanton has been appointed president of the Columbia Broadcasting System to succeed William S. Paley. Stanton, aged 38, is the youngest network president in the industry. His appointment marks the first change in the presidency of CBS in 17 years. Paley had been at the helm since the web's early days with a group of only 16 stations.

Paley has been elevated to the new post of chairman of the board of CBS. Paul W. Kesten steps up to vice-chairman of the board.
WAR BROUGHT RADIO TO FORE
CBS Chairman on Peacetime Production

The subtle, devious, persistent techniques of controlled radio, by which masses of people can be led to do and believe what a few other people for them to do and believe, have never been used in this country. For that reason alone, it is difficult for American listeners and broadcasters to conceive that they might ever be used on our stations.

This warning was given by CBS Chairman William S. Paley in a year-end statement.

"Everyone who saw at first hand how radio was used in Europe during the war", he declared, "must necessarily have it influence his thinking about the future of radio in this country. What most of us think of as primarily a medium of entertainment and enlightenment, I saw used by our enemies as a very effective instrument of evil."

"Our system of broadcasting", he continued, "carries with it automatic safeguards against any broadcaster who would direct its operations for selfish ends or in an unfair and autocratic manner. There is the free competition among stations and networks constantly striving for the ear of the listener, and there is the right of the listener to register his likes and dislikes by 'tuning in' and 'tuning out'. Then again there is the great good sense of the American people who realize that any form of controlled information is a firm but definite step away from our democratic form of life.

"It took the war to reveal how big radio really is, and how important its role can be in the years that are just ahead", he added.

"We have opportunities to make strides and show advances because of the very strength of our system of broadcasting. It will be strong as long as it is free."

Video For Sale

"The biggest commercial video program ever undertaken by any body", is planned by Davis & Platte, Inc., New York advertising agency, according to Time.

Called "Television Parade", the program will be an hour-long, six-week show, with sponsors to be brought in on a participation basis. The broadcasts will originate in Ward-Dumont studios in John Wanamaker's Manhattan store between noon and 1 p.m. daily. Sample program ideas include: fashion shows, cooking demonstrations, interior decorating, and for each Saturday a children's party with stories, games and fun.

No sponsors have yet been signed for the series, which is expected to start not later than March 1, but the agency is optimistic over prospects. Rates will be $90 each for two commercials a week for 13 weeks, with frequency discounts.

AIRS DIAMOND JUBILEE

Vancouver's CKWX marked the arrival of the city's diamond jubilee year by recording 90 minutes of city council session on January 2. The matinal, with Reo Thomson announcing, was edited down to a half hour program and broadcast at 7 o'clock the same night.

Actually two council sessions were recorded, the final meeting of the 1945 council and the first meeting of the 1946 city fathers. Bert Canning of CKNX news bureau arranged and wrote the copy. Dick Williams and Vern Wildman of the engineering staff of the station handled the mechanical operations. For the recording they used five mikes and a loop from the city council chamber to the station.

15,306 WEEKLY CIRCULATION DAYTIME

More than all other interior B.C. stations COMBINED

See All-Canada
or Joe Weed

Canadian Broadcaster

January 26, 1946

Personnelities

June Hanson formerly at CKWL, Chilliwack has been added to CKNG, Vancouver as receptionist. Bernice Burday new to radio has also joined the west coast station. Clayton Wilson former engineer with the CBC Overseas Unit is back at CKBS, Vancouver. Tyler Spafford just out of the air force has been added to the announce staff at CKGC, Hamilton. Jim Ward former CKGC announcer has rejoined the Hamilton station. Fred Darling has left CHFX, Peterborough to handle special features for CKFV, Toronto. Herb Scammel formerly with the RCAF Overseas and new to radio has been added to the sales staff of William Wright, Toronto. John Acton for the past seven years with the BBC in London and at one time at CPFCN. Calvary is back in Canada with CBC International in Montreal.

Don Ramsay formerly with CJBC, Sault Ste. Marie and Richard Campbell just out of the air force have been added to the announce staff of CHML, Hamilton.

George Retzlaff former chief operator at CKGK, Winnipeg is on his way to CFRA, Toronto. Gordon Lee CKRC operator will be added to staff of Winnipeg's new station CJOB. Irene Potvin the "Alice Mayfair" of Eaton's daily show on CKRC is leaving the Winnipeg station to organize the Commercial School for veterans in Fort William. Allan Acres former CKFR librarian has replaced Alf Stansfield as librarian at CKGY, Toronto.

MORE DIALERS

for your

DOLLARS

when you use

spot radio

... it's tops!
The war, ended at long last, has left at least one fact with us. As well as turning out exceptional women at a riveting machine, we find that females can provide miraculous results at a microphone. The war period naturally coined the new phrase, "man-power shortage", and it was just that. The scarcity of women created a necessity for boys to fill their jobs. This the girls did — and capably.

Today we have girls in all phases of radio from engineer, as Mary Swinton, to musicians to announcers to producers such as Kay Stevenson, Iris Alden and Baba Hitchman. And there are numerous dramatic actresses ranging from juveniles to those who are more mature.

We have been inclined to take the "girls" for granted, and it doesn't seem exactly flattering. However, there are situations where things for granted have something in its favor. For example, isn't it commendable for listeners to take for granted a role will be well played if taken by a certain actor or actress? Producers must feel just that way about the work of Grace Webster. She is a dramatic actress of repute and her range in this field is very elastic. Grace is "Mrs. Home" on "Johnny Home Show", "Carrie" on "John and Judy" and "Mrs. Craig" in "The Craics". These are but a few of her achievements because she plays numerous other roles. On Buckingham's "Curtain Time" Grace was no less than thirty-four characters. An ovation to her!

Corinne Jordan spins homey philosophies and actually plays her own backgrounds on the piano, on weekly transcribed quarter-hour program for McCormick's Limited. And twenty odd stations. Her shows are cleverly styled with plenty of personality.

That "The Martins" grew to network proportions (Dominion) and increased from two to three times weekly, their opening broadcast featured only the regular characters in order to familiarize listeners. Of these seven characters, four are female. That proves something, doesn't it? Mary Martin of course, is blissed as only she can do it with Muriel Ball; her daughter Janie, strictly collegiate, by Eleanor Swan; her mother-in-law on truer to tradition by Grace Webster; Scottish housekeeper Jece, by Ruth Swinburne who is practically infallible and thus never fails out of character. Scripts for these natural and every-day stories come from the pen (or typewriter) of another member of the fair sex, Morna King.

I'd strongly recommend that you put your best foot forward, fellow, because girls are definitely in the radio picture. Chances are that a gal will never replace you a husband, but...

EELDA

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**Canada Year Book**

Publication of the 1945 edition of the Canada Year Book has been announced by the Dominion Bureau of Statistics. A comprehensive reference book of statistics and information about business, trade, transportation, incomes, prices, and many other facts about the Dominion, the Year Book includes numerous feature articles on such matters as Oil Production, Canada's Northern Airfields, and the Democratic Functioning of the Press.

Several sections contain material of interest regarding the postwar transition period, such as a review of postwar trade prospects in the chapter on External Trade.

Statistics derived from the 1941 census in the Agriculture section show the rural and urban farm population figures, farm values, revenues and expenditures.

One appendix gives results of the 1945 Dominion elections in full. Another gives a breakdown of gainfully occupied persons by industrial groups and by provinces.

The Year Book is available on application from the King's Printer, Ottawa, at $2 a copy. By special arrangement, a limited number of paper-bound copies have been set aside for ministers, school teachers and students, for $1 apiece.

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**RCA Appointment**

Recently appointed Manager of the Electronic Apparatus Division of the Engineering Products Sales Department of RCA Victor. Lt. Col. K. R. Swinton, recently retired from the army, is a graduate of the University of Vienna in Radio and Television Engineering and Applied Mathematics and Physics. He came to Canada in 1940, shortly afterwards joining the RCCS. He was responsible for the design of all radio and telephone equipment for the Canadian army, and of considerable material for the British War Office.

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**New P.R. Firm**

Independent Business, Inc. a new organization formed to do a public relations job for free enterprise and small business, has been established in Washington D.C.

The new firm is opening its battle in behalf of the small U.S. businessman with a 26-week subscribed radio series, to be sponsored locally by business groups. The 26 transcriptions are being sold to sponsors for $1500 exclusive of radio time.

The programs feature a three-minute talk to servicemen, an interview, an address by a prominent business personality, such as trustbustor Thurman Arnold and NAB president Justin Miller.

Charles G. Daughters, tireless crusader for small business, is the initiator of Independent Business, Inc.

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**Canadian Broadcaster**

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**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.
1923
- 5 WATTS

1946
- 5000 WATTS

EXCEPTIONAL Progress in

* Power
* Programming
* Promotion
* Proven Audience

CKOC
HAMILTON

The All-Canada Station

Instituting something new for Canadian radio in both trade and listener promotion, station CHUM, Toronto's new dawn-till-dusk, has established its own merchandising division. This department has to its credit to date a monthly publication with separate editions for the grocery and drug trades, and is currently experimenting with a listener sheet distributed free to every home in greater Toronto.

Content of the trade publication, "CHUM, The Retailer's Friend", is largely merchandising information about products in these two fields advertised over the station. It draws attention to point of sale display material available and so forth. In order to get on the permanent free list, retailers have only to mail in a card. In signing the card they indicate their interest in the publication, their willingness to use display material and their preparedness to use a Decalcomania transfer in their windows.

This transfer, illustrated above, is roughly 8" square and is printed in blue and gold.

The paper is distributed to interested wholesalers and retailers in these two fields in the station's primary listening area, totalling around five thousand.

The listener paper, "CHUM Radio News", started as an experimental one shot, and has just been distributed to 200,000 Greater Toronto homes. Its primary mission appears to be selling the wave-length. The paper advises readers of four ways to win cash prizes.

The plan is that the station will be sending out a crew of "CHUM men" through the district. If the radio where they call is tuned to the station at the time, the listener wins $5. 50 to the household whose radio is not tuned to CHUM but who can dial it correctly, and so forth.

PERSONALITY PLUS!

That's

DOROTHY DEANE

"Give me Dorothy Deane every time... she's a real with singing personality plus"!

(esp.) Bert Noal

Management
GEORGE TAGGART
ORGANIZATION
Adelaide 3784

CKAC
MONTREAL

Canada's foremost
French Radio Station

CKAC (Montreal)

Facts and data from

WILLIAM WRIGHT

Victory Bldg.
ACCENTUATE the NEGATIVE

Take the average press release concerning a radio program, cross out the qualifying adjectives, such as interesting, phenomenal, colossal and so forth, and all you have left is the name of the show. Seeing that no publication which operates under any semblance of journalistic standards will print press releases verbatim because there is absolutely no reader interest in the publicity man's paid-for opinion, it is small wonder that every story ends up in the waste paper basket.

It is highly doubtful whether any degree of credibility can be attached to the statement: "Sadie Glutz' brilliant coloratura soprano voice has been delighting audiences from coast to coast for more than 18 years". This is the opinion the publicity writer is paid to write. If an editor lets it creep into his columns it appears in print the opinion of the paper, and it is shown out because the paper does not feel disposed to go on the limb on such an unimportant question as Sadie's singing. Here we are every chance, however, at the story would have appeared print if it had been phrased something like this: "Sadie Glutz' guest appearance on this week's 'Microatre' will mark her 5644th appearance before Canadian auditors." This is a straight recital fact, and as such, will at least give editorial consideration. Another way of selling Sadie might be "Sponsors of the 'Microatre-Theatre' are putting themselves back since Sadie Glutz, coloratura soprano, did a guest spot on their show last week andaped the rating by four full units. What - facts. Let's have more publicity releases and more releases.

Pictures play a great part in program promotion, but it occurs to me that other papers would be appreciative as we would if we were offered exclusive rights on color photos, rather than the current practice of sending out everything to everyone. You people pay money for pictures and we usually follow suit by buying photos. But has it occurred to you that candid action shots carry a great deal more interest than the ordinary "death-mask?" Even the most unphotogenic of individuals indulging in his favorite hobby of playing golf or cribbage, than one of these beautifully posed tooth-paste studies for brands.

Present tendencies to use Canadian radio for Canadian glorification are commendable. Because of such programs as "Canadian Cavalier", "Northern Electric Hour", "Dearie Parade" and N.H.L. Hockey on a national basis, and "Ontario Panorama" from a provincial standpoint, more Canadians are becoming better acquainted with one another, and finding out how they differ. Important fields of national interest which perhaps merit attention are the romantic industries of lumbering, mining and fishing.

Northern Electric's new series of Canadian "firsts" bring a novel twist onto the air-waves. It was interesting to know that the first fog-horn was invented by a Canadian, though Canada's development of hydro-electric power, though not a "first", is probably more important. Let's measure Canada first in terms of usefulness.

Poultry School

An eight-week course by radio for poultry farmers took to the air this month from Vancouver. CBC's "B.C. Poultry School of the Air" consists of eight talks by poultry experts supplemented by printed bulletins.

Listeners who register for the course will be required to answer five questions on each week's topic. Those who emerge with a satisfactory standing at the end of the series will receive a certificate through the Extension Department of the University of British Columbia, which together with some of West Coast poultry breeders' organizations is supporting the program.

The broadcasts will be incorporated in CBC's "Farm Forum" series, and will be carried by Trans-Canada network stations in B.C. Fee for the course is one dollar.

More Plastic Than Plastic

"Today's unprecedented demand for new radios -- estimated at many millions of sets -- is a mandate to broadcasters as well as to manufacturers", declares Paul W. Kesten, CBC board vice-chairman.

"The manufacturer", he says, "can fulfill his obligation with metal, wood and plastic. The broadcaster must meet his obligations with something more plastic than plastic -- with the high art of the spoken word, the creative idea, the flow of music and drama."

"The public's increased demand for radio", adds Kesten, "expresses, at least indirectly, its approval of the job radio did during the war. If we are to keep that approval, however, we must continue to deserve it. The radio audience has changed since 1940; it changed in character and changed in composition. It is a better informed audience, more aware of and more interested in world affairs than it was five years ago.

Window display secured by CKCK
in Regina's largest downtown department store
AND ALL REGINA KNOWS IT!!

The first station in Saskatchewan
GAINS IN GOOD WILL BY ENCOURAGING LOCAL ARTISTS!

LOCAL TALENT MAKES FAVORED LISTENING!

CFAC

COPS TEACH SAFETY

From the left, principal of winning school holding shield; immediately behind, Sergeant Eddenden, Hamilton Police; flag-bearer, Chief J. R. Crocker, Public School Director, R. H. Cranston; Inspector Harry Burville. At right, Chief Crocker helps youngest present shield to Mr. Weir.

"Remember,—it's up to you," is the slogan with which Sgt. Fred Eddenden of the Hamilton (Ont.) Police Department concludes his daily Safety Campaign broadcasts over CKOC, Hamilton.

The broadcasts which were aired continuously through 1945, stimulated inter-school competition in the devising of posters, slogans and ideas to promote the Safety Campaign. The climax came in December with the presentation of a Shield to the Hamilton school having the best all-around safety record.

In ten months the program has drawn over 30,000 letters, poster ideas and slogans. In the view of those responsible for the series, the broadcasts have been effective in reducing the number of street accidents in Hamilton, and have done much to make the drivers of tomorrow safety-conscious.

The Shield is awarded by competition, to the school scoring the highest number of marks; any boys violating safety rules who are reported to the police, cause their school to lose marks.

Winner of the 1945 Award was Gibson Public School. The Presentation ceremonies were broadcast by CKOC.

The success of the program has been due to the whole-hearted cooperation of all concerned — the management and staff of CKOC, the Hamilton Police Department, and the teachers and officials of the Hamilton schools.

SIXTY DAYS

IN APPROXIMATELY that time, CHML will be operating on its new power of five thousand watts, day and night. Within our new primary coverage, there reside well over 2,000,000 Canadians. In addition, we will also cover thickly populated portions of the United States.

We aim to turn this tremendous potential into regular circulation — part of our plan calls for increasing our present staff of 39 to approximately 56. The departments that will be affected are — copy and production, announcing, operators and sales (local and national). All positions offer good pay and every opportunity for advancement. We are looking for thoroughly experienced, better-than-average people. If you qualify, write and tell us all about yourself, enclosing a recent photograph.

Applications will be treated with the strictest confidence but we will not engage anyone now employed, unless they can first obtain their present employer's sanction.

Only completely informative written applications will be considered.

Address your replies to

Mr. George C. Logan
CHML
Hamilton, Ont.

RE-EMPLOYMENT SERVICE FOR SERVICE MEN

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 have been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business.

File CB 33 Ex-Air Force and Naval officer, 21, married, no children, would like you to hear an audition disc with a view to considering him for an announcer's job (beginner). If learning salary in sufficient to meet living expenses, wife willing to accept full or part time job in secretarial work. Will go anywhere. File CB 33, Canadian Broadcaster, 371 Bay Street, Toronto.

File CB 34. Employment wanted as assistant radio engineer or transmitter operator. Applicant is 25 years old and single. Education matriculation. Radio servicing course and two-thirds of commercial operator's course. Experience includes ½ years with the RCAF engaged in maintenance, installation and test work on radio equipment. Frank F. Wiley, 572 Beresford Ave., Toronto.

BOOK REVIEW

"Canada's most storied province," claims Major William C. Borrett, station director of CKN, Halifax, "is Nova Scotia." His weekly broadcasts of "Tales To Tell Under the Old Town Clock," give both in style and in the amount a local detail could have been broadened to interest readers as familiar with Halifax and its surroundings.

This attention to local data seems on occasion to get in the way of the story being told, an one or two of the stories seem to slight to hold the interest who are read instead of heart. But Major Borrett is at his best with an action story such as his reconstruction of the bloody tiny on board the "Saladin." His description of the battles of Colonel and the Falkland Islands 1914 is exciting.

"Down East" shows what can be done by a radio station to acquire its listeners with the heritage are the history of their part of the Dominion. Every section of Canada has its own tales of colorful personalites and exciting events and Major Borrett seems to appreciate that radio has a part to play in making them known.

Air Checks

ACME RECORDING

KL 1603
186 HUNTLEY ST., TORONTO.
SCANNING THE SURVEYS

HOW THEY STAND

The following appeared in the current Post-Dispatch Reports as the ten top programs. The first figure following the name is the KH rating; the second is the change from the previous week.

EVENING

Ad Lib.: Fibber McGee & Molly 38.7 +1.1
          Charlie McCarthy 37.0 +3.3
          Lux Radio Theatre 34.2 +1.4
          Bob Hope Show 21.4 -1.4
          Green Hornet 21.4 +4.2
          Album of Familiar Music 21.0 -2.6
          Treasure Trail 23.4
          Record Performance 20.1 -1
          N.H.L. Hockey 19.9 + .5
          Waltz Time 18.1 + .7

.in the first 1946 report off the
55, Jan. 6, evening program
"The Green Hornet" makes its
for first place among shows
Canadian origin, rating 21.4
Treasure Trail and N.H.L.
key close behind, with ratings
20.4 and 19.9 respectively.
Among American programs, Fib-
McGee heads the list at 38.7.
his rating rival, Charlie Mc-
show in fast at 37.0.
- PeppSpot show "Un Homme
" stands at the top of
French list.

Among the English national pro-
ms, two programs are missing
the regular list - "Kraft
Half" and "Peerless Par-
These two programs missed
usual broadcasts on Thursday,
10th because of the re-
acement of the work of R.
Herbert Morrison, who spoke
after that day in Toronto. These
programs will re-appear at
month's report.

low sets-in-use is reflected in
the ratings of all French Sunday
evening programs. (Advertisers please
take note before firing your radio
producer or advertising agency).

In the Montreal English market, "something new has been added", with the appearance of CJOH in the rating report. With a program line-up that looks surprisingly like CJOH's in Toronto, the Montreal station makes its debut by topping 30.7% of the English audience with its 6:00 p.m. newcast, 36.6% of the audience with "Make-Believe Ballroom" at 6:30 p.m. and a high of 38.6% of the audience with "Singing Sam" at 7:30 p.m.

* * *

Among the shows of Canadian origination for the past year, "Treasure Trail" placed first nine times, with "John and Judy" copping the honors in May, "Green Hornet" in July and N.H.L. Hockey in November. In the American Program line-up, the competition was more evident. "Lux Radio Theatre" placed first four times, "Fibber McGee" and "Charlie McCarthy" each led the parade three months of the year and the "Vittor Borge Show", the Johnson Wax summer replacement, led the others during July and August.

In the French market, "Dr. Mor-
hanger" was first of the list four
months "Ralliement du Rivage", three times, "Ceux qu'Ou Aime" and "Course au Trésor" twice and "Un Homme et son Pêché" once in November.

New Production Firm

Paul Baron Inc., is the name of a new production house just established in Toronto under the direction of Paul Baron, former U.S. network producer,

Education By Radio

A well-informed community is essential to a successful democracy, declared J. Shugg, former CBC farm broadcast supervisor, and radio can play an important part in informing and educating the masses.

Speaking to a class in rural education at the University of Western Ontario, Shugg pointed out that the rural population in that area was the largest of any proportionate area in Canada and had the largest listening audience and the largest number of private radio stations. Radio could therefore be particularly effective in carrying programs of educational and public service value to the people.

Waring Sponsored

A new development in daytime radio is the American Meat Institute's sponsorship, on Tuesdays and Thursdays of the "Fred Waring Show" on NBC from 11 to 11:30 a.m. Move may pressure introduction of other top-flight talent shows into daytime slots.

NBC has carried the Show as a sponsor for seven months, in an effort to combat criticism of daytime network fare. It was voted the best daytime radio program in Radio Daily annual poll of radio editors.

Transcription Studio

Jack Cooke has announced the opening of National Program Productions, "a complete radio production and transcription program service," with offices at 444 University Avenue, Toronto. Jack Cooke is president of the new concern, and Dan Carr, until recently radio director of Vickers & Benson, Toronto, is general manager. Dan Carr will be leaving the agency, but expects to continue to handle some of their work on a free-lance basis.

* * *

Fourteen of the 42 networks participating in the Radio School Polls have taken the "special rating" in their "November" figures. The largest number of "special" ratings was made by the Mutual network, with 14. In the American line-up, NBC again tops the list with 21 "special" ratings, while other networks with "special" ratings are: ABC 12, CBS 10, and Red 9.

The "November" figures show a national average of 27.2 for the "special ratings" in the American line-up, with NBC again in first place. ABC and Mutual are in second and third place respectively.

* * *

Canadian Broadcaster

Page Seventeen

THE PROGRAM PARADE AT CKCW

TALENT ON PARADE

THE PROGRAM PARADE AT CKCW

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CBC PRO-LIBERAL TORONTO PAPER CHARGES

As a servant of the public, from whom it draws $3,700,000 a year in license fees for its existence, the Canadian Broadcasting Corporation should have no regard for party, and concentrate entirely on the general public good," declares an editorial in the Toronto Evening Telegram.

"It's must be regarded as purely coincidental," says the editorial, "that the CBC's weekly review of the news is manned by the editor of the Liberal organ in Winnipeg, the Liberal newspaper in Vancouver and a Maritime professor of unknown political affiliation.

"It may be more difficult to regard as coincidental that a government organ TORONTO DAILY STAR has been singled out by the CBC for a gift which has run into many thousands of dollars. This is the donation of free time for advertising purposes. The organ had been supplying a news service to the government system prior to the establishment by the CBC of its own news service. With the inauguration of the CBC news service the government organ was put off the air on the ground that its broadcast served no useful purpose. What strings were pulled at Ottawa has not been revealed, but within a few weeks the government organ was back on the air, free gratis and for nothing. The result is duplicating news service over the same station within half an hour of each other.

"It is a matter for congratulations," concludes the Telegram, "that the CBC is not an instrument for the distribution of party patronage. Otherwise, with its present ability to discriminate it might be necessary to nulldown the furniture in the treasury."

CJOR VANCOUVER

Represented by
Horace N. Stovin

RADIO SETS YOUR MEASLES HOME

WHAT A SPOT TO BE IN!

8:15 to 8:30 p.m. Tuesday nights is now open on CJOR. Preceding program is Dick Dieppecker with the News and "Off the Beaten Track" for H. Roberts Limited. Following program is "The Alan Young Show". There's a chance to be the filling in the sweetest radio sandwich in Vancouver.

STUDIO CODE
(Contributed)

Always dash into the control room a few seconds before going on the air as breathlessness is a commercial sounds as if you're enthusiastic about the Sponsor Product.

At all times find fault with an commercial copy as this will gather you the respect of your co-workers (especially the continuity department), as they will believe you must have majored in English university.

Holler, whistle, and ask around the studios when you're not on duty. This not only lends an edge of informality to the other fellow's program, but is also a great test for your voice, to see how much it can stand before you hoarse.

A recommended prestige builder is to gripe about yo salary. This gives people the idea that you are used to better things and that the only reason you chose radio as a profession is that you dedicated your life to proving the minds of the ignorant listening public.

Never under any circumstances put your discs or scripts away after a show, because after all you weren't hired as a Librarian, and this will only lead yo into more unwelcome jobs.

Never complain about surface noise on discs. This isn't real surface. The discs are just worn so thin that they're playing due with the other side.

Wrestling and horse-play in the control room and studio is "must" at every available opportunity, as one's physique must developed even in radio.

Always talk about how ecle the staff was on the other stations where you have worked. This will give you lots of scope to criticize the other employee, and will keep them from saying too much about you.

Go into a series of con volutions at somebody's else's misfortune. This will add to your popularity. It shows that you have a good sense of humour.

Pick a time when you kiss the Boss will walk into his off to be reading the personal mail his desk. This shows that you are taking an interest in the business and shows him how well you will look as an executive.

In regard to the abs pointers, always remember that they don't Fire you you're impossible; if they do tie the "out to you, you still have your pri
Sincerity...it's priceless

Sincerity...Experience...Youth...Talent...the men who build the fabric and the foundation of our business life agree that these are the qualities needed to sell our goods in the markets of the world.

These are the qualities national advertisers find in McKim's...qualities born of 57 years of advertising know-how, infused with new ideas and creative thought tuned to the needs of tomorrow. In its newly re-organized set-up, McKim Advertising Limited adds the enthusiasm and ambition of youth to the wisdom and stability of close to three-score years in the business of selling to Canadians.

And above all it places the over-riding, unifying quality of all merchandising...

Sincerity...the priceless ingredient in effective advertising, no matter what the media.

We believe you'll like our way of doing things.

McKim Advertising Limited

Montreal • Toronto • Winnipeg • Vancouver • London, Eng.
CALL LETTERS
of a Great Station!

This station's broadcasting schedule is designed to provide a daily pattern of radio entertainment that suits every taste... top Canadian productions, plus the best from Columbia.

This policy has built CFRB's reputation as the station supplying most of the shows most of the people want to hear. Listenership ratings have proved this, time after time.

With its ever-growing popularity, CFRB is in a position to influence more sales in Ontario. And this province represents more than 40% of Canada's total buying power.

Reports from the Bureau of Broadcast Measurement show this station as having the largest primary coverage of any in the Province.

This is the first of a series of advertisements which will reveal startling information about Ontario's listening habits. Watch for the facts and figures!

**REPRESENTATIVES**
Adam J. Young Jr., Incorporated
New York—Chicago
All-Canada Radio Facilities Ltd.
Montreal

**CFRB 860 kc. TORONTO**

10,000 watts of selling power

First for INFORMATION!  First for ENTERTAINMENT!  First for INSPIRATION!