NEW STATIONS GET OTTAWA GREEN LIGHT
Two Stations Ready To Go And Six Under Construction

CBC Kills Labatt Sponsorship
Sponsor Hypos Program In Press

Although CFBR is no longer airing its "Ontario Holiday" program, under the John Labatt moniker, the program is still on the air, and indications are that the "incident" is far from closed.

Currently the program, a guide for tourists, is being aired as a sustainer, sponsor identification having been removed following telegraphed instructions from the CBC, but Labatt's are running frequent display advertisements in the daily press playing up Ontario scenic spots, and these ads carry a plug at the bottom which reads: "Tune In "Ontario Holiday" CFBR 10:50 p.m., Thursday, Friday and Saturday".

CBC objected to sponsorship of the program by the brewing company claiming that it was in contravention of their Regulation 10F which prohibits the broadcasting of beer and wine advertising, although permission to air the program in its original form had been sought and obtained from the Dominion Department of Internal Revenue (CB February 23), by J. Walter Thompson Co. Ltd., advertising agency for Labatt's. On the grounds that no mention of the product or even nature of the sponsor's business was made in the copy, CFBR declined to cancel the program at first, counsel having expressed the opinion that it could in no sense be interpreted as advertising beer. However, following further demands on the part of the CBC, the program has been aired without sponsorship, and an appeal for a clearer definition of the regulation, and a request to permit the program to air in its original form as a black and white presentation, has been made to the Department of Transport for a decision.

RADIO A PROPAGANDA MILL

Canadian taxpayers' money is being used to run a giant "propaganda mill" that is running in competition with privately owned radio stations, newspapers and film companies, declared Major John Basset Jr., vice-president and editor of the SHERBROOKE DAILY RECORD, speaking at Richmond, Quebec, recently.

The CBC, the National Film Board and the Canadian Information Service, he charged, were all being used by the Federal government for propaganda purposes. The Film Board, he said, was flooding newspapers across the country with pictures slanted to show government activities in the best possible light.

"These agencies", said Basset, "are neither responsible to share-holders, Parliament or the people, but report to their own chiefs, who are responsible direct to a Cabinet Minister. The chain of responsibility is too loose."
## MYSTERY

**Haunting Hour**—52 half-hours of mystery at its best. This outstanding series is NBC's most recent contribution to lovers of thrills, chills and hair-raisers... expertly written, dynamically produced.

**Manhunt**—39 quarter-hour shows, every one complete in itself. An exciting chase is begun and finished in each episode. This Ziv-produced series employs every modern trick of the trade... offers mystery lovers plenty of real thrills.

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Sounding Board

RING "VERITAS"

"Veritas" was quite correct noticing the fact that there are 400,000 homes in the city of Montreal. The figures add up for the whole province of Quebec, for which the estimates give the following situation:

3,600 French Radio Homes
14,500 English Radio Homes
8 for greater Montreal, the estimated total number of radio homes in this area is as follows:

1,389 French Radio Homes
189 English Radio Homes

"Veritas" doesn't check his book of statistics and finds there are only 365,000 telephones in the whole province, and possibly business phones as well as private phones. The answer to this is the telephone home owner listens to the same program in the same manner as a telephone home owner, so we have to call every home in the district to establish program presence.

I'm glad to see, Dick, that your letter of the "Scanning the air" column is at least 606% on 1930 circulation.

Sincerely,
J. Myles Lyons
ELLROY THAYNES LTD.

ERS BE DAMNED

Dick: Figure I'd drop you a line to let you know I thought the Beaver Awards dinner was a success. One of the few I've ever attended where the program was better than the meal itself was certainly true. The Miss America help wondering if you got the idea of serving leg of beaver. It was very good. I thought it was darn clever using a "ring Gate" to start the race between the horses to the tables. Before I got to the main course, Alan McQuillin was making book and asking me about his Adaskin and McQuillin. W. was between the blouses and Johnny on the floor, in a way. I think Alan has money enough, as a red-haired man from the rear with a glass of beer in his hand, as one of the hanger-on guests from CFRB. I didn't think many people noticed the cagful of beavers up on their tails over in one of the Arcadian Court. I looked at the beavers after they named your awards of them was gnawing at a chicken. I heard him curse when one of his front teeth broke off, and under his breath he said, "this wood is tough as steak".

The head table guests did an admirable job of eating. Two were a little handicapped working with knives and forks for the first time, but they seemed to get into the swing of things when they saw what they were for.

The broadcast was as smooth as silk. I liked the way the presentations were made. Howard Cable told me, though, that his "Beaver" had bitten him rather seriously in the end of his number.

By the way I was thoughtful of your committee to put the cream on the table in Borden's evaporated milk tins. John Moore, advertising manager of Maple Leaf Milling was at our table, and happened to have a box of Red River Cereal with him, so we enjoyed an extra course.

Rex Frost turned up in his checkered coat, and every ten minutes, lit his pipe. The sound effect was pretty well lost in the hubbub of radio people happily picking their teeth with used scripts. Ernie Edge had a little trouble when he dropped a May 1942 "Soldier's Wife" episode in a lower molar cavity he was supposed to have filled. He chewed on it for awhile and observed that it tasted quite good—albeit the producer's remarks in the margin. The producer apparently uses a cheap grade of red pencil.

"Cavatade" producer, Clif Stewart—well, I wouldn't say he was worried, but he'd drawn a picture of you on the table cloth. There was a rope around your neck. Bob Simpson of Young and Rubicam spent most of the evening at the sponsor's table singing "Oh What a Beautiful Borden".

Sam Ross of CKWX said he was delighted to be honored by the Broadcaster. He's taking his Beaver home to Vancouver. One of his daughters wants the frame for a new picture she has of Van Johnson.

Well, Dick, I just want you to know about those caged beavers over in the corner. As I was leaving I heard one say "Beaver Awards—phooey! I'd sooner be home by the dam-site.

Gimmie a buzz sometime.

Ross MacRae

"If we can just get this by Petrillo, Bud, we've got the contract."

Sounding Board

PRODUCERS!

When You Want

AUSTIN WILLIS

he may be taking a bath, shooting some pool or re-hearing a program.

BUT DON'T WORRY

You can always contact him day or night through

R A D I O A R T I S T S

REGISTRY

at

W A. 1191

TORONTO

"Off the Record"

is a synonym for something told in confidence—except when it's off a DOMINION record.

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Duophonic Transcriptions

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

www.americanradiohistory.com
ALL-CANADA PROGRAM DIVISION

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ALL-CANADA PROGRAM DIVISION


Sounding Board

**RIGHT “VERITAS”**

“Veritas” was quite correct noticing the fact that there do not exist 400,000 homes in the greater Montreal. The figures were actually for the whole Province, for which the estimates give the following situation:

- 2,500 French Radio Homes
- 5,500 English Radio Homes

For greater Montreal, the exact number of radio homes in the area is as follows:

- 4,788 French Radio Homes
- 9,139 English Radio Homes


**VERS BE DAMNED**

Dick: Figured I’d drop you a note to let you know I thought Beaver Awards dinner was a success. One of the few times I’ve ever attended where program was better than the meal itself was certainly one. I can’t help wondering if you got the idea of serving a leg of beaver. It was very

that was darn clever using a “the Gate” to start the race and getting your addresses to the tables. Before we got to the main course, Alan was making book and asking bets from John Adaskin, Pat McQuillin, Wise was betting the blonde and Johnny on his good connections. I think Alan has a lot of money, though, as a red-head is up from the rear with a glass of soda, and looks for one of the hungry guests from CFRB.

Don’t think many people knew the caged beavers were up on the walls, and looked as though they were grazing on the floor. At one point of the American Court, I looked at the beavers after we named your awards to them. They were gnawing at a stump. I heard him curse when one of his front teeth broke off, and under his breath he said: “this wood is tough as steel.”

The head table guests did an admirable job of eating. Two were a little handicapped working with knives and forks for the first time. But they seemed to get into the swing of things when they saw what they were for.

The broadcast was as smooth as silk. I liked the way the presentations were made. Howard Cable told me, though, that his “Beaver” had bitten him rather seriously in the end of his number.

By the way it was thoughtful of your committee to put the cream on the table in Borden’s evaporated milk tins. John Moore, advertising manager of Maple Leaf Milling was at our table, and happened to have a box of Red River Cereal with him, so we enjoyed an extra course.

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Sam Ross of CKWX said he was delighted to be honored by the Broadcasters. He’s taking his Beaver home to Vancouver. One of his daughters wants the frame for a new picture she has of Van Johnson.

Well, Dick, I just want you to know about those caged beavers ever in the corner. As I was leaving I heard one say “Beaver Awards—phooey! I’d sooner be home by a dam-site.”

Gimme a buzz sometime.

Ross MacRae.

**PRODUCERS!**

When You Want

**AUSTIN WILLIS**

he may be taking a bath, shooting some pool or rehearsing a program.

**BUT DON’T WORRY**

You can always contact him day or night through

**RADIO ARTISTS REGISTRY**

at

WA. 1191
TORONTO

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is a synonym for something told in confidence — except when it’s off a DOMINION record.

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**Domino Recording Company**

4 ALBERT ST. TORONTO
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Ask the All-Canada Program Man

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ALL-CANADA PROGRAM DIVISION

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
Sounding Board

URG "VERITAS"

"Veritas" was quite correct stating the fact that there are not 400,000 homes in the city of Montreal. The figures were actually for the whole Province of Quebec, for which the estimates give the following situation:

- 9,600 French Radio Homes
- 13,000 English Radio Homes

For greater Montreal, the expected number of radio homes in 1946 is as follows:

- 1,788 French Radio Homes
- 7,139 English Radio Homes

If "Veritas" doesn't check his book of statistics and find there are only 365,000 telephone home owners listen about the same manner as telephone home owners, we have to call every home in strict order to establish program reception.

I'm glad to see, Dick, that your ship of the "Scanning the Air" column is at least 600% (or on 1600 circulation).

In best regards,

J. Myers Leitch

ERS BE DAMNED

I hope I drop you a line to let you know that Beaver Awards dinner was a success. One of the few times I've ever attended where a program was better than the meal itself was certainly it. I can't help wondering if you got the idea of serving a leg of beaver. It was very
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I don't think many people at the Age of Beavers noticed their tails over on one of the Arcadian Court. I
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Gimme a buzz sometime.

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Duophonic

Transcriptions

DOMINION BROADCASTING COMPA

Y 4 ALBERT ST. TORONTO
ALL-CANADA PROGRAM DIVISION

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Toronto "Veritas" doesn't check my book of statistics and find there are only 365,000 telephones in the whole Province, including business phones as well as private phones. Then he probably start his chorus, "Oh where are the 400,000 phones". The answer to this is for every home owners listen to the same manner as telephone home owners, we have to call every home in district to establish program sequences. I've never attended where the head home owners listen to the same manner as telephone home owners, so we have to call every home in district to establish program sequences. I take great pleasure in saying the following: Dick, that your pamphlet of the "Scanning the Wave" column is at least 0.06% on 1600 circulation.

In best regards,

Sincerely,

J. Ayres Leslie
Elliott Haynes LTD.

This Be Damned

This Piged I'd drop you a line to let you know I thought Beaver Awards dinner was a success. One of the few times I've eaten at a place where the meal was certainly not. I can't help wondering you got the idea of serving a leg of beaver. It was very good.

I was darn clever using a "Scanning Gate" to start the race between the tables. Before I got to the main course, Alan was making book and bets from John Adaskin, and to be sure, young Arq McQuillin. Wex was betting the blondes and Johnny on utensils. I think Alan has been much too much, as a red head up from the rear with a glass of brandy for one of the luncheons from CPRB.

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4 ALBERT ST. TORONTO
For Sale

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.

Radio Gets Your Message Home

Horace N. Stovin & Company
Radio Station Representatives
Montreal Toronto Winnipeg
Copy As She Is Spoke

Wasn't it the late Will Rogers who once said that there's a lot of people who ain't got ain't in their vocabularies who ain't eating? Whether or not these words were actually spoken by the greatest nonsensist the world ever knew, they contain a great deal more truth than meets the eye, and might well be branded onto the foreheads of all of us who live our living setting words on paper for public consumption.

You have to be right among radio-listeners—in town or country—so with them around the loudspeaker, to realize how off the beam radio language can be. Programs aimed at rural listeners seem to use the language either over-done or rare, with never a thought for the farmers. Programs aimed at city listeners seem to use the language either too refined or rare, with never a thought for the city-dweller. To dispense with the over-done variety first, farmers do not speak much, but they have paper clipped on their noses and feel not a little ted when, by inference, copy which they are told is addressed to exudes from their radio as though it were being delivered by a sleek comedian doing a hick act. Farmers are business men, and dislike being talked to as though they were something inferior.

So the other extreme, high-falutin language which even the ancient classics are not sure he understands—he can't be or he wouldn't misquote it so often—must be addressed to a degree especially when in which it is delivered seems to say by prefix: "I know you won't understand this, but here it is anyhow."

The success of radio as an advertising medium lies in the fact that most parallels the seller of the goods talking to the customer across a counter. The best delivered announcement or commercial cannot be fictive as this, but it can come a great deal closer than it does. If you're yelling or wheedling, the coaxing, the selling, the hawking and hollering—well, you've almost got to shoot your copy at that stage. Farmers are business men, and dislike being talked to as though they were something inferior.

To dispense with the over-done variety first, farmers do not speak much, but they have paper clipped on their noses and feel not a little ted when, by inference, copy which they are told is addressed to exudes from their radio as though it were being delivered by a sleek comedian doing a hick act. Farmers are business men, and dislike being talked to as though they were something inferior.

So the other extreme, high-falutin language which even the ancient classiciş are not sure he understands—he can't be or he wouldn't misquote it so often—must be addressed to a degree especially when in which it is delivered seems to say by prefix: "I know you won't understand this, but here it is anyhow."

Language like this is universal, whether you hear it in the exclusive residential districts of Van naer, in the Ward of Toronto, in the industrial sections of Montreal, in the back concessions anywhere across Canada, it sounds genuine sincere instead of hollow and phony. Obviously it would be as stupid to prepare a hog feed spot with even your dining at your club as... as it would tell a city audience they'll appreciate some foot powder after a hard day's ploughing. There are men sitting behind the typewriter who, having followed plough, could phrase rural copy as genuinely as any copy writer write to his own mother. You don't need to major in classics to writing copy either for automobiles or tractors. For some reason, rhaps, comedians want to play Hamlet, policemen want to write love letters and city-bred copy writers want to handle the farm accounts. Be this as it is, but, couldn't Mr. City Copywriter spend a week on the farm once in a while, so that at least the farmer would know what he is talking about. Dante didn't have to go to Hert to write Inferno, but it might have helped.
CJQL Kirkland Lake Pays Off in RESULTS!

That’s what you’re after—RESULTS. And CJQL, Kirkland Lake, with an intense coverage of 75,502 people in this rich mining region, pulp and farming area can make your advertising messages pay off. In addition to Kirkland Lake, CJQL covers the wealthy Temiskaming district including New Liskeard, Haileybury, Englehart, Cobalt and Latchford.

Exclusive Listening Audience

Mineralized rock formations bar reception of outside radio stations. So CJQL, Kirkland Lake, has an exclusive and intensive listening audience. Elliott-Haynes rates CJQL’s audience as 99.1% of all the sets turned on throughout the day and evening, one of the highest ratings in Canada.

Reaches Rich Market

The mines payroll in this metropolis of the north produces an average wage of $2,012. This gives the Kirkland Lake area one of the highest per capita buying powers in Canada. There are 586 retail outlets with $16,102,000 annual sales. The total buying power of this market is now estimated at $28,000,000. CJQL provides the most effective coverage to reach this rich, concentrated market.

For Results—Buy CJQL

Figure quoted from Dominion Bureau of Statistics 1941.

NATIONAL BROADCAST SALES

Bank of Commerce Bldg., TORONTO, E1 1155
University Tower Bldg., MONTREAL, H1 3051

MILESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

April may have its day for fools... but it has been a good month for fires in Canada... Toronto was burned by Americans... Hull and Ottawa had a ten million dollar... a warm and costly month for Canadians.

1. 1872. The ship “Atlantic” was wrecked 22 miles off Halifax and 546 lives were lost.
2. 1911. Manitoba and Quebec boundaries extension acts passed.
5. 1682. Mississippi explored to the sea by La Salle.
7. 1853. Treaty for demarcation of boundary between Canada and the United States signed.
10. 1892. Windsor, Ontario incorporated.
11. 1895. War tax of one cent placed on all mail.
14. 1893. Fire in Toronto causes $12,000,000 damage.
15. 1880. Fire in Hull, Quebec destroyed 400 homes.
17. 1815. Postage stamps first issued.
22. 1883. Quebec parliament buildings burned.
23. 1893. York known now as Toronto, taken and burned by American troops.
24. 1894. Landslide at St. Ann led to great property damage, killed 4 persons.
25. 1838. War to revokie Treaty of 1783.

BBC Broadcasts

37 Hours Day

“The chief pacifist mission of the British Broadcasting Corporation is to promote common understanding and international understanding. If a thorough understanding is developed between nations, will it bring us peace?” said Harding, assistant to the British ambassador in Canada, speaking in Ontario.

Harding outlined the growth of the BBC from its formation Royal Charter 22 years ago. In the past, the BBC carried only one program at a time, but today there were hundreds of programs in 57 different languages, amounting to a total of 137 hours of broadcasting every day.

As a Royal Charter Company, Harding pointed out, “The BBC is subject to interference by any government organization, or to whims of politicians.”

TAKE ADVANTAGE OF OUR LISTENABILITY

GOOD NIGHT, FOLKS... I'M GOING HOME... TO LISTEN TO... CKFI

Use CKFI The Good Neighbour Station Serving Northwestern Ontario

News of the Hour on the Hour

U.S. E. 1.

FORT FRANCES, ONT.

JAMES L. ALEXANDER—Toronto and Montreal

HORACE N. STOVIN & CO.—Winnipeg

ADAM J. YOUNG JR., INC.—New York and Chicago
**B.C. JAZZ SOCIETY**

A wider recognition of good American jazz music, is one of the aims of the B.C. Society for Jazz Promotion, of which CKWX announcer Reo Thompson is president.

The 125 members want more than anything to live down a bugaboo which has been connected with the word" jazz. They are for their jazz mightily, and now its names and its development with all the care and enthusiasm of an opera or ballet fan.

The only requirement for membership is a genuine interest in jazz and a technical knowledge of music required, though the society tries each that members after they have and attend the monthly concerts.

There is no dancing at their concerts, the members just sit there and follow the program like a phony audience.

Reo Thompson, who as an announcer has broadcast more than hours of swing music, hopes that the organization will grow so that there will be similar organizations in other Canadian cities. Then he wants to coordinate all the jazz activities on the continent, with regular meetings of representatives in all over.

Another radio man, CKWX co-conductor, Alan McNab, is vice-president of the society, and its program director was Al Moehl, CKMP program director.

Nab himself is a pianist and also plays the clarinet and alto saxophone.

There is a world of difference, according explains, between jazz and swing. Jazz, he says, is an ad expression, while swing is argued.

In his opinion, Jimmy Dorsey has the top band in the country today.

Joe suiters, Thompson emphasizes, have no connection with real jazz. What makes jazz eeny, meeny, is that it unhappily is for the public to debate the two things, when in reality there is no connection.

---

**News Letter**

"Radiohead", a new monthly promotion newsletter being mailed to local druggists by CKCW, Moncton, N.B., contains news of new products, lists of radio programs sponsored by cosmetic, medical and other firms, statistics and other material of interest to them.

"Radiohead" is intended to demonstrate to the druggists the value and scope of radio advertising. A manila folder is sent to those receiving the newsletter, in which to file monthly issues.

---

**Stork Market**

Producer John Adaskin now has double cause for rejoicing. Only five days after he was presented with a 1945 Beaver Award, his wife presented him with a baby daughter, Susan Frances. Their second, born February 23.

---

**"Coverage Contest" For Admen**

A brand new 1946 Chevrolet sports sedan, value $1460, is the prize offered in CHML Hamilton's Coverage Contest, in connection with the station's increase in power to 5000 watts.

The contest is open to all personnel of advertising agencies and advertising departments of national advertisers—from office boy to manager. Entries must be submitted to Elliott-Haynes Ltd., not later than May 31, 1946.

Contestants will be supplied with estimated coverage maps, population and annual retail sales figures for all of Ontario, and will be required to answer the following questions: (1) What will be the portion contained within CHML's 5000 watt primary directional nighttime coverage? (2) The total annual retail sales contained within CHML's 5000 watt primary directional nighttime coverage? (2) The same two questions as regards the stations non-directional daytime coverage.

DO CONTESTS MAKE HAPPY LISTENERS?

U.S. Trade Papers Argue Pros and Cons of Gimmick Programs

Are contests and giveaways good for commercial radio, or do they arouse as much antagonism as interest among listeners?

As the tide of gifts and competitions sponsored over the air swells toward a flood, the radio trade is attempting to take stock and determine the answer to this question.

A leading article in Time for February 1 said: “You can find in advertising about as many people who detest contests as those who espouse them; but many ad-men feel that, at certain parlous times and for certain hy前列腺ic purposes, there is no substitute for a slamm-bang, prize-money contest. Whether advertising likes it or not, the era of peace seems bound to bring a rash of contests for consumers.”

The first thin returning trickle of many civilian products that had vanished from store windows and dealer shelves during the past three or four years has given such things as nylons, automobiles, washing machines, radios, electric irons and toasters a value far beyond their monetary worth, and many a sponsor has of late been directing this vast public thirst toward his program by featuring these things as dividends, prizes and gifts.

But there are snags that often go hand in hand with these giveaways, the Time article points out. Strikes and delays over fixing prices of new products have prevented some sponsors from making good their gift offers. Variety on February 6 quoted a page 1 article under the headline "Dealers Sour on Free Sugar," warning of another danger: that some of the larger contests aroused listeners to such a pitch of excitement and eagerness, that when the results were announced and the merits of their entries were recognized, tempers rose and there was a lot of ill will generated which was directed at the contest judges and perhaps most of all at the program sponsor. There is little question that a contest, as long as it is running, will often greatly increase the listeners' interest in a given program. But, for all that, the prize-winners' announcement of the results is a tremendous let-down, a bad anti-climax. Here lies the risk which causes many an agency and sponsor to fight shy of the large scale contests, at least until they see that the results obtained are definitely worth the risk.

Most contest sponsors leave the handling of the entries and the judging to independent professional agencies set up specifically for the purpose—thus avoiding many of the headaches and much of the criticism that such events attract.

Lloyd Herrold, marketing professor of Chicago's Northwestern University, engaged as a professional judge for many radio contests, believes that a good contest will always go well, if it is thoroughly promoted. But he thinks that the sponsor would do better to avoid the usual 25-word "I like such-and-such because..." formula for something that gives the listeners more scope.

The Variety reported doubts among agency men and sponsors as to the overall worth of contests. Most observers seem to be agreed that the heavy response to the "I can't stand Jack Benny because..." stunt cued many a bankroll to jump on the contest bandwagon. But many said it is an otherwise excellent show who, in all earnestness, can't stand Jack Benny and the product he peddles on the air. And the same goes for the other contests, slanted commercial aires as well.

Much of the listeners' discontent in such cases is attributed to the fact that usually the prize winning entries are not revealed over the air, and a listener therefore has no chance to measure his own against the winning effort. The reason why winning lines are seldom made public is to prevent squawks from listeners who will claim that their entries are better or that they are exactly the same as the prize winner.

Time for March 1, in another lead article, reviews the giveaway program, as distinct from contest examples of this type of show as "Truth or Consequences" and "People Are Poised!". In a contest, entrants are expected to know something on "Truth or Consequences". Ensign Bartholomew guessed the identity of "Mr. Hush"—actual Jack Dempsey—and reaped a gold gift harvest totalling $13,000 in value. Victims who are willing to make complete fools of themselves in front of the microphone and the studio audience are rewarded handsomely at the end. Sheriff's "Fun Parade" could be heard as a delayed broadcast on 7 Canadian stations from Charlottetown to Vancouver is a Canadian show of this type.

"Network experts and observ-ers react differently to various shows," says Time, "and some set out to doubt the effectiveness of men giving a huge series of prizes to audience building. Most feel that a show must be primed 'good radio' before it can hold or its rating, but no one exists in anyone's mind that everyone wants to measure whatever is offered against the winning offerings in the same show, or otherwise excellent show which benefit publicity wise from the win-
ditions of a big, juicy, highly publicized contest." Though ful people are afraid that a giveaway craze may get out of hand like the bank-night and free-dinner in the movies a decade or so ago, they know that free gifts are never the place of good taste as a good drawing card. "With the entertainment expert's parable that Tito, that's talent, two to one."

Head Office
231 St. James St.
MONTREAL
NBC Thesaurus

puts first things first

Program quality is foremost in the minds of all radiomen who have the sincere purpose of entertaining listeners. That's why THESAURUS puts emphasis on musical excellence—rather than name value of an artist.

The lineup of top-drawer talent on this page represents the best in musical entertainment—skillful performers, finest arrangements and superb NBC direction.

Just a few of the many outstanding program units are illustrated here. And throughout the entire NBC THESAURUS musical library you will find the same high quality performance heard in NBC network shows.

Is it any wonder that Canadian stations from coast to coast are using America's No. 1 Musical Program Service to solve their local programming problems?

IM BRYANT AND HIS WILDCATS...specialists in "American Folk Songs and Music." Ballads, medley and fast hoe-downs add variety and pace.

WING AND SWAY WITH SAMMY KAYE...his compelling dance band...his singing favorites...set all of America swinging and swaying.

ALLEN ROTH AND THE SYMPHONY OF MELODY...Roth gives finesse to every arrangement and his choruses and soloists lead lovely voices.

MUSIC HALL VARIETIES...presents early vaudeville arrangements played by old-style pit orchestra directed by "Professor" Patrick Ciricello.

THE SALON CONCERT PLAYERS...Max Hollander and 25 network musicians bring new magnificence to many glorious salon concert favorites.

THE CHURCH IN THE WILDCOOD...an inspiring program of hymns and music. Jack Seagle, baritone; William Meeder, organist.

NORMAN CLOUTIER AND HIS MEMORABLE MUSIC...25 strings of NBC Symphony immortalize Herbert, Gershwin, Romberg and others.

THE JUMPIN' JACKS WITH PATTI DUGAN...stylized swing by one of the greatest assemblages of jazz musicians, with vocals by Patti Dugan.

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OKAY BUD, WHAT'S YOUR ANSWER

by Tim E. Byer

I am a buyer of radio time. I have been warned that my time costs are to advance in the near future. Already, during the past three years my costs have advanced about 60% per cent. Now I must face a further increase. Why?

I am told that in order to implement the arrangements reached at the Havana conference many Canadian stations must step up their power. Present 1 kw stations will become 5 kw, and so on. I am told that this costs a great deal of money and naturally radio station operators can't do it for free. Hence, as a buyer of time, must pay the shot for the increase in power. And now it's my turn to ask why?

The radio station faced with the necessity of increasing its power to hold its wave-length is in a rather unenviable position, it is true. It may not feel that it needs the extra power, and it may feel that it is an imposition to have to spend large sums of money to increase its power when there is no actual need for it. However, says the station, there is it. I have to increase power to hold my wave-length. I can't do it without increased revenue. You, Mr. Timebuyer, will have to supply that revenue. I don't feel satisfied with that answer.

So I go to a man I've done a lot of business with. He's a representative of a number of radio stations, some of which must increase power and therefore rates.

"Look, my friend", I say, "you've sold me a lot of radio time in the past and I suppose you'd like to keep on doing it in the future?" To which he gives unqualified assent. He certainly does want to sell me time in the future.

"All right.", I say, dragging my hand away before he has kissed it completely clean, "but I want to know something. What more do I get from your stations that are increasing power and rates, than I got before?"

He is just about to embark on an enthusiastic answer (I have my hands in my pockets where they're safe) when a sort of wary and calculating look comes into his eye. And I know the reason why. He looks at his watch, says he'll drop into my office with some data, and hurry away to keep a date with a cup of coffee and indulge in some silent meditation, because he knows what he's up against, and so do I!

So before he comes to my office with his specious arguments, let's look at a few questions he'll have to answer. In fact, let's rehearse the dialogue before the scene starts. I'll be Tim, he can be Steve.

Tim: So you finally got around to seeing me, eh? I thought you looked a bit scared.

Steve: Scared! (hollow laugh) What've I got to be scared of, old pal, old pal—we've done plenty of business before and we'll do lots more again, eh, old pal?

Tim: (otherwise Old Pal) Sure! Sure! Anything you say. But about these rate increases?

Steve: Oh, don't give it a thought, old pal. It's just one of those things.

Tim: I know, just a mere detail. However, let's take a look-at the mere detail as it affects my list of stations. I figure on these eighteen stations the overall increase will be about 27 per cent.

Steve: Oh, come, come! Not much as that. (Looks for figures, counts on his fingers, taps off shoes to add toes in, and returns to fingers again) Yes—look that way. But then (with feigned enthusiasm) look at the way your getting. Look at the way coverage this increased power gives. (He pauses as he gets real load of my baileful look—baileful is the word, brethren!)

Tim: Now just—stop—right there, old pal. The increased coverage, you say? (He nods words) The increased—coverage, he looks, old pal (it's my turn to see?) when you sold me those eighteen stations you took a lot of time and figures and bblt and hoot—Haynes and stuff, maybe chiding some imagination, to show me that those stations were perfectly located, and the time offered so marvelously placed the schedule that I had practicable 100 per cent coverage of my markets Didn't you? (He nodded a gulp) Now (Oh, I'm relented when I'm roused) tell me that these stations, the new ones will get even more coverage than before.

How many new listeners will this higher power give me? (Silen) Isn't it true that measurement gineers have pretty well proved that higher power doesn't get greater distance? (Silence) I therefore higher power doesn't increase coverage to a station? (Silen) And (I am now thundering) eh, if it did, you sold me those stations to give me practically 100 per cent coverage as it was, and you only add a listener to one station by stealing him from another! I'd bought anyway! (More) It was a deeper silence. He's beginning to get that pitiful look of a rooker in his eye. In fact, I lifting one paw beseachingly, I take pity on him and switch a new tack) "Listen, Steve", I say, and he brightens at my softer tone, "did you ever take a ride in a taxi?"

Steve: Sure I have, lots of them.

Tim: And you've had number of scraps with your taxi drivers cause none of them charged..."
Account Executives!  
Radio Directors!  
Time Buyers!  

LOOK AT THIS  
SUMMER RADIO BUY  
ON CKRC WINNIPEG

- Sunday evening  7.30 to 8.00
- 25 weeks only  Apr 14 to Sept 29
- 1945 average (E.H) ...

55.4% of listeners

- Following “Standard Brands” 57.1%
- Preceding “Campbell’s Soups” 48.0%

PROGRAM RECOMMENDATION:

“MUSIC TO REMEMBER”

From Langworth and World Libraries  Produced by Jack Scott

YOUR ALL-CANADA MAN HAS AUDITION PROGRAM AND COSTS

Write, Phone, or Wire  
JOHN THEALE  
JOHNNY BALDWIN  
BURT HALL  
Pierce Guyner

630 ON THE DIAL CKRC DOMINION NETWORK

ADVERTISERS OF THE BAND  No. 3

Morris Surdin

"Heaven help us!"  "Down, you buzzards!"  "Ohy, we'll never make it!"  "I told you we could do it"

Pro of “Voice of Victor” and Buckingham “Curtain Time” Morris has had his compositions played by the Philadelphia symphony orchestra, is the newest music copyist in the business, is an accomplished composer-arranger-conductor with an overgrown boy complex. He is reasonably outspoken, but gets maddest when the boys laugh at him getting mad. He loves publicity even if you spell his name wrong, and also his wife Hazel who does out the spending money.

Photo by Raycroft Pictures
**WHAT IS A PRODUCER?**

"Pair of ears surmounting Index Finger ruminant entirely surrounded by stop-watch," is CBC announcer Bill Beatty's partial answer to the question "What is a producer?"

Other answers, appeared with Beatty's in the February issue of CBC staff magazine "Radio". Supervisor Arthur Phelps, of the CBC International Service, gives this definition: "Producer — One who produces; question as to what often problematical. Alternatives — Nutshell, adjectival; inspiration; flat tire; harry's hope; Habbit — Up in air, out of depth, in hot water."

Montreal producer Tommy Adkins defends his species thus: "Given 2 ounces of peanuts, attempts to make 50 pounds of brittle, everyone else expecting Turkish Delight. An 'angel' to the artists he engages, and a H — of a guy to those he doesn't."

Another viewpoint is put forward by Chief Operator F. C. Hilton of the station in Vancouver: "An announcer whose voice was not good enough. An exhibitionist with no talent. One who inherited a stop-watch. A useless thing in radio because someone must see that the service sheet is signed, point at the musical director when the clock indicates the time for the program to start, and cue the announcer after she has started to talk."

Conductor Geoffrey Waddington summarizes the producer simply as 'The key man in radio.'

Writer George Saverson from Winnipeg says: — "A producer's function is to like your script. Certain odd jobs distract him from this function — matching actors to your characters, co-ordinating musicians, sound men, engineers, to bring your tale to life. Those are the incidents. His secondary function is to take the blame. Your poetic hero turns panzy; your pixie heroine becomes a brat; your comedy is tragedy. Your fault? No — the producer! He missed the whole shot."

"A radio producer is essentially a person of understanding" is the view of Ron Fraser, Maritime farm commentator. "Knowledge is helpful, understanding essential. Add good judgement and ability to draw out the best in his co-workers."

---

**Woodill Bosses CKSO**

W. J. (Will) Woodill, recently returned from overseas duty with the OWI and the U.S. Information Service, has been appointed general manager of CKSO, Sudbury, Ont. Don McGill becomes program director of the station.

Woodill has been in radio since 1929, and has been with CKSO since 1936, when he joined the staff as a studio operator. He became studio director in 1938, and in 1939 took over as station manager. Later he moved to Toronto and became national representative for CKSO and the Sudbury Daily Star. Overseas with the OWI since 1944, he designed equipment for the ARIB studios in London, and later went to Paris to install the Roosevelt studios for the U.S. Information Service.

With the completion of CKSO's new 5000-watt transmitter, the station is planning to devote special attention to various Northern Ontario special events and local features.
CJAD is TOPS
For the "SPOT" Advertiser!

TOPS at best spot hours...
For the "spot" advertiser CJAD is the best buy. CJAD, Montreal, reaches Canada's second largest English market. Choice times are still available for your "spot" campaign. CJAD has availabilities during the most sought after "spot" times in radio, the early evening, Monday through Saturday. At these times CJAD is Montreal's leading English independent station. CJAD offers you the best means to reach the most people.

TOPS in power...
Power and popularity are the two greatest factors in successful radio advertising. CJAD has both. 1000 Watts at 800 Kilocycles. Power to reach the greatest audience and popularity to hold them. Remember, CJAD is Montreal's best "spot" buy.

TOPS in entertainment...
Research on listening likes and planned program sequence built on the results provide you with the best audience for your sales messages. CJAD programs are predominantly music and attract a "bonus" bi-lingual audience. While CJAD is basically an All-English station, the nature of their programming attracts this huge "extra" market.

HAVE YOU SEEN THE RECENT ELLIOTT-HAYNES SURVEYS?

Representatives:
NATIONAL BROADCAST SALES
Bank of Commerce Bldg. - TORONTO, EL. 1165
University Tower Bldg. - MONTREAL, HA. 3051
Manager Johnny Hunt of CKMO Vancouver is busy these days charting course for his forthcoming trip to the Far East (Toronto and Montreal, that is). Agencies, beware!

It may not mean anything, but CJOR'S music director, Wallie Peters, answered the phone the other p.m. to get the following inquiry: "I wonder if you have a pianist available for engagement?" I'm taking a vocal audition at CKWX."

Wallace Garrett, for three years with CKOV, Kelowna, has joined CKWX as a staff announcer.

Alastair MacKenzie, station service director for All-Canada Radio Facilities Limited, of Calgary, is on a month's visit to the west coast.

Since CKMO announcer Eric Ajello hit the sports page of a local paper, complete with bow tie, bobby soxers have been commenting on his resemblance to Perry Como. However, word has been bruited abroad that he does not sing. Occasion: for the picture was the Vancouver Golden Gloves boxing tournament, which he was announcing.

Alan Young's father and mother, long residents of West Vancouver, are moving to Hollywood this month to join their son.

Nineteen year old Jim Stovin, announcer of the Dominion Network "Western Trails" CJOR origination, is probably the youngest Canadian network announcer. He handles the hill billy assignment each Monday at 8.30 p.m., PST.

Baritone Ernest Adams, winner of the scholarship which CKWX Vancouver offers each year through the B.C. Institute of Music and Drama, now has a sponsor in Saha Brothers. He has been in the technical end of radio in the RCAF for three years.

CKMO salesman Jack Quinn has been dealing out high priced stories ever since the arrival of his daughter Patricia.

It takes all kinds, some wise guy once said, and it is proved by the fact that Ross Mortimer, CJOR program director, has a 'secret' that's just been brought to light. Ross, already noted for his slick announcing presentation and organized program division, paged in some not so bad oiling on the side.

University of British Columbia 'Campus Theatre' plays are being carried over CKWX direct from the University.

The Canadian Women's Club held their last monthly meeting in the CKWX Playhouse. Speakers included Georgina Ray, ex-CBC. She is back overseas where she spent two years in the Royal Canadian Navy's office in London. Sam Ross, Director of News and Special Events, CKWX, who was also overseas a war correspondent, was an speaker.

Sam Ross, since his trip to pick up his Beaver Award, crossed the gulf to Victoria to cover the new session of the vicinal Legislature.

CJOR's new transmitter visit from thirty five senior engineering students from University of British Columbia.

The annual CKWX staff tail party and dinner was held at the Royal Vancouver Yacht Club. Harold Carson, general manager of the Taylor, Pr and Carson stations, was a guest. Eric Aylen, manager of Trail, was another head guest. Dave Robkins, news director of CKOC, Hamilton, was out of town guest. Best special was from Herbert Saha careakers, who got a copy of the table for his annual address to the staff, and usually recognizable misdeeds of station manager Elphicke.

CBB's Bill Herbert is in Victoria covering the Legislature on Don Smith, news editor, of California.

A. Kemp, of CBC farm, eastern national office is here for another show.

Gordie Hodgson is in charge of night time studio operations, CJOR.

While producing a Girl's Playlet for Scout-Guide CKMO production manager Willett and engineer Wilf have covered a guide who is Hollywood material. For a scene, one of the guides sat at a desk and hit a beautiful play and Wilf swear they had to do with causing the screen gal was just a Sinatra fan.

Congratulations to

STATION

CKWX

MONCTON, N.B.

for their

1945 BEAVER AWARD

for

COMMUNITY SERVICE

from

STATION

CKW

WININGHAM, ONT.

COMMUNITY SERVICE WINNER

for

1944
It was one thing appearing on local and network programs during "Radio Week 1946" to tell the radio audience of their week's slate. But it was a horse of a different color working with all the people we've been insulting in here collaye without tripping a microphone or meeting up with some other catastrophe.

All started off with the Bore's "Canadian Cavalcade" on which the awards were made. Last big show had an audience.

Young & Rubicam's able publicity men took care of this, and of the network re-leased nobly to our telegaphed staff to assure a maximum audi-

tence for the show by not letting listeners know how tawdry we'd probably be. Kind and conglut-ative remarks after the ordeal need us that we had delivered by now.

On another show we did a fifteen min-

ute interview with Byng Williams and Elywood in "They Tell Me." This was "Voice of Victoria" with Ernie Peddie and Victor Wayne in charge.

Monday we travelled to Winnipeg to see the "My Home Show" to beaverize Webster (Mrs. Home) and Elwood Purdy, who will be broadcasting from Fort William in front of the mi-

rone. Friday we travelled to Moose Jaw to see the "Montrealer" with Belle Wallace and Elwood Purdy in "They Tell Me." Thrus-

tday we did a voice of "Victor" with Peddie and Williams as the voices of the "Beaver" newspaper.

On the next day we did another - this time on wax - for Car-

net, taking the show to Moose Jaw. And were left to the rapt attention of the deep,” said Do-

nough. "It was a love scene between Do-

nough and Ralph Hart. The vice-president, appeared in the show to congratulate Dor-

o and also to demonstrate his

intelligence to the audience. The com-pany of the day, Pete Di Nardo's, was on board.

Next issue we propose to report fully on the Beaver press, but can furnish an interim report that be-

sides Radio Vision which kicked in generously with a centre spread and Radio World with plenty of pictures and comment, fifteen daily papers from coast to coast have reported the affair, and to date we have only received one batch from the clipping service.

If radio must bend over backwards to pronounce "Pussycat" with a truly spaghetti infection, it is no poppier necessary to go back to school for three years to learn the language according to Laddie Dennis, Toronto freelance-actor, who is devoting some time to acquainting the industry with the linguistic services of Dr. E. Waengers, who undertakes to teach announcers and others to pronounce German, French and Italian words authentically, in ten easy lessons. Dr. Waengers speaks these three languages fluently, and has a string of letters after his name to prove it. Classes are being organized by the chief for the doctor for individual attention. Enrollments are through Laddie Dennis.

"United Nations Week"

A "United Nations Week" will be observed by the National Broad-

casting Company, to coincide with the first meeting in the United States of the General Assembly of the United Nations.

The "Week" is part of an en-


tensive program of international broadcasting and educational activities designed to promote United Nations unity and understanding, as planned by the United Nations. Other phases of the project include a conference of program executives and educational broadcasters from member nations of the United Nations, planning a series of cultural exchange pro-


grams between the United Nations; devoting the entire schedule of NBC University of the Air broadcasting to an international education campaign.

That CFP is prefer-


ed by local listeners is evident by the num-


ber of Twin City mer-


chants using CFP fa-


cilities for programs.

Contact NBS

Serving The Lakehead

WHAT A SPOT TO BE IN!

We get results, too! We don't promise you

THREE times what you expect to get, but we do know that spot announcements over CFR, Flin Flon get RESULTS. The advertiser who Flin Flon get RESULTS. For the advertiser who

Flin Flon get RESULTS. For the advertiser who

Flin Flon get RESULTS. For the advertiser who

knows how to get results in the Northwest, we have 620 p.m. available—

we don't say for how long, though.

CFAR, FLIN FLON, MAN.

Represented by

HORACE N. STOVIN

WINNIPEG & C. COMPANY WATTS

1000 WATTS going to 5000

WHAT A TO BE IN!

Rai Purdy, until recently Lieutenant-Colonel in charge of the Army Show is back in Toronto and about to resume his civilian occupation, heading up the production office which bears his name. Among programs produced by the Purdy office are "Canadian Cavalcade", "Soldier's Wife" and "They Tell Me".

FM By Fall

Winnipeg is to have a frequency modulation station "probably by next fall", said CBC Chairman A. Davidson Dunton during a visit to the Manitoba capital. The new station will replace the present CBC outlet in Winnipeg, CKY, but will offer parallel services for the time being. It will have a power of 250 watts.

New FCC Boss

U.S. Radio has a new boss in the shape of FCC Chairman, Charles R. Denny Jr., who succeeds Paul A. Porter, now appointed by President Truman to head OPA.

FRENCH TRANSLATION

Intelligent, accurate translation or adaptation of your copy into good Quebec French. Amateur French or learned translations, will not sell in this market. Send us your advertisements, radio scripts, catalogues or correspondence. Quick Service. Moderate fees. Satisfaction guaranteed.

1440 St. Catherine St. West, Montreal P.O.
OTTAWA Letter by JIM ALLARD

Seven new commercial broadcast licenses were authorized early in February by the Government in Council, according to a recent official release by the Department of Transport. These include a hundred forty-one thousand kilocycles at Dawson City in the Yukon by the Northwest Telephone Company Limited; and on twelve thousand in Quebec, Ontario by T. W. Elliott. Two hundred and fifty watt operations include a station operating on fourteen hundred kilocycles at Riviere-du-Loup in Quebec, this license granted to M. Armand Belle; and the Winnipeg outlet of Johnny Blick and E. O. Usher on thirteen forty kilocycles. Three kilowatt operations were authorized. These include a station in Ottawa itself on five sixty kilocycles, license held by Frank Ryan; in Sudbury on fourteen forty, license held by the Sudbury Broadcasting Company Limited; and in Verdun, Quebec, on nine-ninety, license held by J. Tietolman. The Verdun operation is a “daylight only” proposition. The Ottawa and Sudbury operations are on directional arrays; in both cases to protect stations to the south.

To some extent, these new additions to the fold obtained their start under somewhat different circumstances. Some day that Cabinet considered and duly authorized the licenses, it was devoted most of its deliberations to the question of the so-called “spy-rings”.

To a large extent, Canadian delegates to the Washington frequencies conference return at least satisfied, if not triumphant. As generally expected, Cuba was the only holdout at the conference; was finally satisfied with certain specific concessions. None of these will have any important effect on the Canadian broadcast picture. Majority of concessions were made, in fact, by the United States, and the Bahamas agreed to compen- sate the south forty clear channel. Cuba has agreed to protect Canada up to the northwest territories as her boundaries on channels both countries are interested in. Main point as far is Canada is concerned is that all signatories of the original Havana agreement are willing to permit a three-year extension of their terms. Meanwhile, conferences of engineers will be held to draft a new treaty. This may come into ef- fect before the three-year extension has completely expired, if everyone concerned is willing to have this happen. Extension gives Canada a chance to protect her highpower clear channels by completing the arrangements specified in the original agreement.

Preliminary tests are being conducted for installation of public address system in the House of Commons chamber. Speakers are badly needed (loud speakers that is); House of Commons is probably the only place in Canada where fifty or one hundred people can sit and listen in the galleries all day and then have to buy a copy of “Hansard” to find out what was going on. Even members sitting on back-benches have
difficult time hearing. Construction of chamber is far from perfect. Considered in an acoustical light; and construction of a satisfactory system will probably take quite a while. Some press reports raised the possibility that installation of public address system would be followed by broadcasts of House proceedings. There is some sentiment in favor of this, it could hardly be described as unanimous; some opposition mostly of the same type; and quite a bit of remote indifference. Should policy of making broadcasts direct from Commons floor be adopted, it will probably follow the Saskatchewan pattern; providing broadcast time for important speeches by party leaders. Growing number of “editorial associates” and “public relations” offices are springing up in Ottawa; press representation here is increasing. These signs give some indication of the crowding of the wealthier city news and affairs. Era of “Big Government” is here to stay.

ZENITH BACKS CBS IN COLOR TELE

“No television receivers should be sold to the public for operation in the 50 mc. band (temporarily assigned to television by the FCC) without the public on notice that their 50mc. receiver will shortly be obsolete”, declared Eugene F. McDonald Jr., president of Zenith Radio Corporation, in announcing that Zenith will produce only color television receivers for the new high frequencies.

Further support for color television in the ultra-high frequencies has come from the Columbia Affiliates Advisory Board, representing 145 independently owned CBS network stations. This board has adopted a resolution calling upon the FCC to authorize commercial licenses for ultra-high frequency color television stations, in the belief that “the interests of broadcasting industry, as well as the interests of the American public, will be served by an early change from the standards of present war television”, and that “the public should be spared the expense of double investment in television receiving equipment and the broadcasters the burden of double loss both in capital investment and operating expenses, in establishing two television services.”

Bi-Lingual Team

A new bridge of understanding between the people of Ontario and Quebec is the aim of woman commentator Jane Weston, who covers CBLT Toronto 5 days a week. She has made a woman’s program over CBC’s French network.

Miss Weston, record radio records and French program. Marcelle provides answers to letters and addresses her listeners.

UNO Wants U.S. Stations

Suggestions that the United Nations should have its own stations in the U.S. has stirred considerable interest in circles British Attorney General Sir Harold Shawcross, according to ABC correspondent Arthur Bliss, in making the proposal that the U.S. could compete with existing U.S. commercial stations.

The nugil on Radio Row reported to be quite agreeable to the United Nations, that is, some of the war-built surplus powerful shortwave transmitters in the hands of the U.S. governement— the problem of what to do with this equipment— will be a bothersome one. But Sir Harold’s proposal to set up shop on the air broadcast bands was not all so kindly.

To some extent, these new additions to the fold obtained their start under somewhat different circumstances. Some day that Cabinet considered and duly authorized the licenses, it was devoted most of its deliberations to the matter of the so-called “spy-rings”.

To a large extent, Canadian delegates to the Washington frequencies conference return at least satisfied, if not triumphant. As generally expected, Cuba was the only holdout at the conference; was finally satisfied with certain specific concessions. None of these will have any important effect on the Canadian broadcast picture. Majority of concessions were made, in fact, by the United States, and the Bahamas agreed to compensate the south forty clear channel. Cuba has agreed to protect Canada up to the northwest territories as her boundaries on channels both countries are interested in. Main point as far is Canada is concerned is that all signatories of the original Havana agreement are willing to permit a three-year extension of their terms. Meanwhile, conferences of engineers will be held to draft a new treaty. This may come into effect before the three-year extension has completely expired, if everyone concerned is willing to have this happen. Extension gives Canada a chance to protect her highpower clear channels by completing the arrangements specified in the original agreement.
RCAF Organizes "Hams"

A "ham" network to operate in the Dominion from coast to coast is planned by the RCAF Transmitting and receiving equipment for members of the network will be loaned from RCAF surplus stocks. Groups of "hams" will be affiliated with auxiliary squadrons based in their locality. Licensed "hams" over 16 years old will be granted full membership, with provisional membership for those under sixteen. The Air Force Amateur Radio System (AFARS) as it is to be called, aims to encourage these with service signals training to keep up with technical progress in radio, and to provide an auxiliary of trained and interested personnel as a standby communications network. Air Minister Gibson explained that "the show will be basically the responsibility of the amateurs themselves. The experienced hands in the group will pass on the "gen" to the newcomers."

Textbook on Teleslang

If you hear a couple of television engineers mention a croquet, they're not talking about the wrinkles around their eyes. If they speak ominously of an electron gun they're not discussing warfare in the atomic age.

Television Talk explains croquet as a "three-legged device placed under tripod to prevent television cameras from slipping." The electron gun is an integral part of both television camera and receiver. A dolly in television parlance is not a toy, but a "perambulator or four-wheeled carriage for a camera." Gobo is not a winch- licked sailor on the hoo, it's a "dark mat used to shield camera from light." Woof is not a mild wolf-call, but the teleslang for "okay and goodbye".

Europe Eyes Commercial Radio

American advertisers looking for radio outlets in Europe had someheartening news recently when commercial rates were announced for stations of the Italian broadcasting networks. Several of the more powerful stations such as Rome and Milan were well received even in Britain before the war, so the announcement drove even more thorn into the flesh of the NCB, which has been using its influence to try and limit commercial operations in continental Europe.

Cost for a half-hour show on Rome or Milan stations is quoted as $200. For the entire Italian hookup of 15 stations, the figure is $675; for a spot announcement, $61.

Other European stations reportedly open for American commercial programs are Radiolux Luxembourg, formerly Europe's most powerful broadcaster, which blanket all of northwestern Europe; and Radio Andorra, with a powerful transmitter in the tiny independent state high in the Pyrenees between France and Spain. Reports that the Principality of Monaco might seek to swell its exchequer by installing a powerful commercial radio station to supplement Monte Carlo's lucrative gambling concession, have not yet been substantiated.

Treason Condoned

When CKCW Moncton, found they were to be scooped on the announcement of their "Beaver Award" by their competitor, Station CBA, a notice appeared on the board which read: "To quote only our Rule 99999 is amended thus: 'It will not be considered an act of treason should members of the staff of CKCW be caught tuning in our competitor CBA at Sackville.' Be it known that this ruling is in force only between 9 and 9:30 p.m. during which time Dick Lewis will present Beaver Awards for 1945.'

Pictured above, Margaret Carter of the CKCW Traffic Department is seen reading the notice.

Canadian Broadcaster

March 9th, 1946
Page Seventeen
COMPACT WIRE RECORDER

The day when listeners will be able to leave a pint-sized electric recorder turned on in the living room to record their choice of programs when they are out, may not be so far in the future.

The first model sees in Western Canada is being used by the CBC in Vancouver, and it is obvious that the wire recorder's potentialities are enormous.

Not much larger than a camera, it can be carried around by a reporter to make verbal notes, under circumstances where a larger machine would be out of the question. So far it is not available for public use, but engineers see the day when its likeness will be used for recording Junior's first hamburger at the age of two, and from then on till he makes his graduation speech at high school. By that time he will have discovered where momma kept the original recording, and taken it out and tossed it in the river.

A two and a half mile steel wire takes the voice and other sound to be recorded. It is wound on two discs in the recorder, and the same wire can be used hundreds of times by treating it with a special device before each job.

The new machine has the advantages of FM in that it is free from static and hum.

Bill Herbert, of CBC's special events staff is using the recorder and finds it one of the best developments in years for his requirements on assignments which may take him in car or plane.

The new wire recorder will have wide use for police officers, engineers, newspaper reporters, music lovers who can record entire symphonies from the radio, and teachers.

Finally, it has one mechanical advantage you'll never see in movie work. If the wire breaks you just knot it and carry on.

Double Radio Fees

The recent doubling of the radio license fee in Britain — from ten shillings a pound — was a very unpopular move, according to Patrick O'Donnell writing in Saturday Night, for Feb. 23.

The increase will double the revenue from licenses from 5 to 10 million pounds annually, since there are approximately 10 million licensed listeners in Great Britain and North Ireland.

Besides the license fee collected for ordinary receiving sets, an annual charge of £2 will shortly be collected from British television set owners.

Parcels For Britain

Harry Sedgwick, CFRA president, has instituted a plan under which members of the staff will each send at least one parcel a month to someone similarly engaged in radio in England. Michael Backway, BBC Canadian representative, is cooperating by supplying names to those desiring them, and it is Harry Sedgwick's hope that other stations will feel disposed to follow suit.

Word from the United Kingdom indicates that while supplies of food are just barely adequate from a nutrition standpoint, meals lack color, and morale is suffering in consequence. Suggestions which have reached us for inclusion in such parcels are for flavors, like Vanilla Extract, dried currants and raisins, and other commodities with which, when they are obtainable here, to brighten drab diets.

DIGEST

DIARY ENTRY

Only 349 more days before the presentation of the Day Awards for Distinguished Service to Canadian Radio in 1946.

MAIL BAG

Excerpt from letter to CFRA Extension: "I would like to send me the words Chickie Chick and Tell why my dad doesn't want to come home. Be honest with Goodbye little darling."

PU DEPARTMENT

"Start the Carter's grand dose method today, and get a bed tomorrow, too."

-BIX-O-Test Pro

BRIDGE OF CY'S

It is understood that no one in the future may appear on the air as a team act — "Radio's Last Gasps."

CENSORED

We regret to announce name of the three were when we addressed a meeting of the Kitchen Young Men's Club for printing, even in entirety. For confirmation — Gib Liddle.

HARD TO GET

There's the agency who, when the ad-man, a life insurance concern, called up to offer the exchange of his business, hanged up because he was looking all the insurance he handled.

R.S.V.P.

Wanted to hear from reader with a "constantly suggestion" for next Beavers, whose mailing list is not to add an address to the list, covering radio activity of his.

'TAIN'T SO

This is to contradict Story that Canadian broadcaster is about to co-operate with the network to be the new 250,000 kilowatt of the Canadian Broadcasting Corporation.

BRAINWAVES

"CBC's contention that the broadcast program is a product of the public, when it means only the product not of the broadcasters, that the Commissariat air have now added to other responsibilities of Canadian thought of the other broadcaster."
A slender shaft of steel - with roots firmly implanted in the heart of a great city...
From a vantage point hundreds of feet in the Air, a Radio Antenna realizes the JOB to be done - down there...
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DIARY ENTRY

Only 349 more days before the presentation of the 1946 Silver Jubilee Distinguished Service to Canadian Broadcasting Award.

MAIL BAG

Excerpt from letter to CJE, Edmonton: "I would like to see my old friend Chick Chick and Tell why my dad don't eat chicken. Be honest with little darling." — Ted O'Toole, Pre.

PU DEPARTMENT

"Start the Carter's gradual dose method today, and just out of bed tomorrow, man to go!" — Wally, Hamilton.

BRIDGE OF CY'S

It is understood that the nuncios C Ya Strange and Mack are training at the prior to appearing on the air as a team act — "Radio's Last Gasps." — John P. Hornaday.

CENSORED

We regret to announce none of the cracks we when we addressed a meeting of the Kitchen Young Men's Club was for printing, even in Lt.

HARD TO GET

Then there's the agency who, when the ad manager a life insurance company called up to offer the agency his business, hung up phone because he was ordering all the insurance he could handle.

R.S.V.P.

Wanted to hear from reader with a "constructive suggestion for next year." Beavers, whose main o

tive is to add an entry to the list, covering radio activity of his own.

'TAIN'T SO

This is to contradict the rumor that Canadian Broadcaster is about to send listener poll to determine who is to be the next President of the Canadian Association of Broadcasters.

BRAINWAVES

CBC's contention that television program is addressed to the man when it mentions the product nor the use of the business, so that the Commissions have now added of Canadian Broadcasters and other responsibilities.

MANITOBA'S MOST POPULAR STATIONS!

CKY on the
Trans-Canada
Network and
CKX on the
Dominion
Network give
you complete
coverage of
Manitoba's
large buying
audience.

Are you re-
cieving our
monthly book-leter, "Manitoba
Calling?" We
invite you to
send for a copy
today and read
the latest news
of programs
and schedules
over CKY Win-
nipeg and
CKX Brandon.

WINNIPEG
15,000 WATTS

BRANDON
1,000 WATTS

EXCLUSIVE SALES REP.:
HORACE N. STOVIN
TORONTO, WINNIPEG, MONTREAL.

BBM shows that CKW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.

BBM shows that CKW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.
A slender shaft of steel - with roots firmly implanted in the heart of a great city...
From a vantage point hundreds of feet in the Air, a Radio Antenna realizes the JOB to be done - down there...
This is the fourth in a series of advertisements, revealing startling information about Ontario's programme ratings.

These diagrams illustrate the number of top-ranking night-time programmes broadcast over each of the four Toronto stations.

**THE FACTS speak for themselves . . .**

They clearly show that CFRB carries the greatest number of programmes most popular with night-time audiences in Toronto and Ontario, too.

The figures are based on coincidental telephone surveys in Toronto and fourteen other Ontario communities, recently conducted by independent research organizations.

*Write this station for complete details*

**Representatives**

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

**CFRB**

860 kc. TORONTO

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION