



Photographed during a recent "Canadian Cavalcade" program is Claire "They Tell Me" Wallace interviewing Wally Belfry, editor of the University of Toronto daily "The Varsity". At the close of the interview this team admitted they were mother and son. (At right) Stan Francis settles a bet made on the air with an interviewee on Simpson's "What's The Answer" to the effect that if he was wrong he would eat a gold-fish. He was wrong.

CANADIAN BROADCASTER

TWICE A MONTH

5, No. 6

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

MARCH 23, 1946

MANY IMPROVEMENTS IN 2nd BBM SURVEY

U.S. Measurement System Will Parallel Canadian Technique

The second national survey of the Bureau of Broadcast Measurement, which will be out by the CAB Convention, will supply coverage on 403 areas across Canada, consisting of 213 English speaking cities and census sub-divisions, bi-lingual counties and 100 and towns. The extent of the improvement introduced since the first BBM survey two years ago is indicated by the fact that, while originally only 220 areas were surveyed, the number is now 403. The entire area of every Canadian town is being surveyed, but only certain areas of subscribing stations will be released.

The following are among the improvements which have been incorporated into the second survey, according to L. F. Phenner, BBM president.

Since the first survey, census divisions in the west have been broken down by the government into three or four sub-divisions, and it has followed suit to the extent of reducing its area units so that any census area, where there are a thousand or more radio homes, will be surveyed as one unit. This, it is felt, will correct results in the first survey where attempts were made to give coverage to areas which were too great for accurate measurement. Any subdivision in which there are less than 1,000 homes is being com-

combined with an adjacent sub-division.

Every city and town of 10,000 population or more (1941 Census), and every city, town or village where there is a radio station, is being specifically measured in the current survey, whereas in the last survey measurement was confined to counties and census divisions.

An added feature in the second survey is the use of bi-lingual ballots wherever 10 per cent or more of the population speaks either English or French exclusively.

The arbitrary divisions of "primary", "secondary" and "tertiary" coverage have been abandoned in the reports. Instead, listings for each county will show the percentage of coverage penetration on the basis of once a week listening, the basis of once a week listening, with an individual report and map for each station.

Up to this time there has been a considerable variation between Elliott-Haynes census of radio homes and those of the CBC. An intensive study has been made of this, and a reliable figure arrived at, with both Elliott-Haynes and the CBC in accord.

Constant interchange of information between BBM (Canada) and BMB (United States) has resulted in completely parallel systems which will enable time buyers and sellers to operate from one side

of the border to the other with complete facility. Credit for this is given largely to Horace Stovin, chairman of the BBM Technical Committee, whose work in helping to establish a common denominator in measurement technique with United States radio has been untiring.

The annual meeting of the Bureau of Broadcast Measurement will be held in Quebec City May 28 during the CAB Convention. The story of the joint development of the two measurement bureaus will be told to the meeting in an address by Hugh M. Feltis, president of the American Broadcast Measurement Bureau.

Bermuda Calling

Horace Stovin will shortly be announcing that he has contracted for exclusive Canadian representation of a new station which will soon be operating at Hamilton, Bermuda, under the ownership of the Bermuda Broadcasting Co. Ltd.

Cole Wylie, who will head the new station, is quoted as saying that his station will be a 250 watt, operating on 1,240 kcs, and that arrangements are under way to use delayed broadcasts of American network programs, and that the CBC will be approached in the hope of arriving at a similar deal.

CBC Independent Of Govt. Control

"The CBC provides a great machine for free communication of ideas among Canadians. It has the responsibility of being an important instrument of our democracy in Canada", declared CBC chairman A. Davidson Dunton addressing a luncheon of the Canadian Club in Toronto on March 18.

"Canada is not rich in the channels of communication that connect the minds of people in all parts of the country", he said, "and we need them badly. Canada is a country of much diversity. Her different regions are widely spaced. We have two main languages. Her people come from a number of different stocks."

All these differences, Dunton pointed out, presented problems to a national radio system, and set tasks for it to tackle. An important part of the responsibility of the CBC, he added, was to promote the exchange of information and ideas and creative effort among the different parts of Canada. The diversities made complications in radio, just as in the national structure of Canada. "But", he said, "they are also an extra source of creative possibilities."



Cut your coat according to your cloth!

THE All-Canada man can help you fit your advertising appropriation to your market. He can show you how to spread your message most effectively, whether your distribution is local, regional or national. He can advise on which of the All-Canada stations to spot your program . . . and there are thirty of these stations, dominating key areas from coast to coast. Whatever the extent of the market you wish to reach, he can tell you how to do it *better*, through All-Canada.

All-Canada has become, for hundreds of advertisers, a completely reliable source of accurate, up-to-the-minute data on radio markets . . . an unfailing service in every sphere of spot broadcasting. Let the All-Canada man tackle your advertising problem, today.



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Vancouver CKWX	Stratford CJCS
Prince George CKPG	Hamilton CKOC
Chilliwack CHWK	Toronto CFRB
Kamloops CFJC	
Kelowna CKOV	QUEBEC
Trail CJAT	Montreal CFCF
ALBERTA	Granby CHEF
Grande Prairie CFGP	New Carlisle CHNC
Edmonton CJCA	
Calgary CFAC	MARITIMES
Lethbridge CJOC	Campbellton CKNB
SASKATCHEWAN	Fredericton CFNB
Moose Jaw CHAB	Charlottetown CFCY
Prince Albert CKBI	Yarmouth CJLS
Regina CKCK	Halifax CHNS
Regina CKRM	Sydney CJCB
MANITOBA	NEWFOUNDLAND
Winnipeg CKRC	St. John's VONF



ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

Sounding Board

LEFTAS AGAIN

I wish to thank Mr. Leckie for reply to my previous letter regarding English and French Radio in Montreal, and for his opinion that an error had been made. The matter had been closed — well and good — but he decided in a somewhat facetious way to give me other statistics and to tend to throw the whole subject open again. Once again I thank Mr. Leckie to know I am seeking the truth and reiterating that I am not looking for a fight.

He then please explain how that according to his figures there are 59,130 English Radio sets and 144,788 French Radio sets in Greater Montreal, yet according to a half-page advertisement published in the February 9th issue of "Marketing" by the Montreal Daily Star, there are 247 English families in Mont-

The Star figures are correct, it would appear that only approximately of the English families in Montreal have radios. Mr. Editor simply does not know.

Sincerely yours,
Veritas

Wants Publicly Owned Station

A publicly owned station to be operated by the Public Utilities Commission of Oshawa was proposed by Commissioner Arthur G. Schultz at a recent session of the Commission. Expressing disappointment at the lack of public opinion on this question, Schultz stated that he made his proposal as a feeler to see what the reaction would be. Radio broadcasting as we know it today, is going out of the picture. Something entirely new is coming. I refer to modulating frequency, which will enable programs to be broadcast in a radius of 200 miles without any interference. The Commission of strictly local stations is being set up and I feel sure these local stations should be publicly owned. The members of the Commission should be publicly owned radio stations should be handled by the Commission, and not by the PUC. The PUC was set up to handle water and electricity. The proposal was turned down.



"Now here is what we really came for — the commercial"

Read to the Blind

Blinded war veterans, training at the Canadian National Institute for the Blind in Toronto, gather in the lounge of the Institute around lunch time every day to hear a reading of the news. Announcers from all Toronto stations give their services as readers for this daily affair, each taking the assignment for a week at a time, and selecting and arranging his own material from the morning papers. While news is the backbone of these readings, many of the announcers include sports write-ups—always very popular with the students—and a variety of other features. Attendance at these sessions is entirely voluntary, but is always good.

Visits for Vets

Patients in Winnipeg military hospitals can win a free visit from a relative or friend from anywhere in Canada. Supercraft Limited, sponsors of the *Supercraft Show* on CKRC, Winnipeg, once a month pay travelling expenses plus \$15 for living expenses while in Winnipeg for the person selected. The show is a request program, with Spence Smith and Marjorie Duff playing the selections requested by the veterans, and sending ten packages of cigarettes out each week to those who write in to the show.

Inter-Urban

Hamilton went to Brantford, Ontario early this month, when CHML's "Hamilton Community Concert" was originated in Brantford's Capitol Theatre. The occasion was the opening of Brantford's Community Chest drive. The program, devised and planned by J. W. (Paddy) Conklin, publicity chairman for the drive, was narrated by CHML's Logan Stewart, and broadcast over local station CKPC as well as the Hamilton station.

PRODUCERS!

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You can Reach her day or night through

RADIO ARTISTS REGISTRY

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WA. 1191 TORONTO

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—when you get it, it means you've really got something!

And when you get your program on a DOMINION recording you've got everything! — reproduction that's so NATURAL you won't know it's not a live broadcast!

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"Small local stations throughout the country never used to be considered much of a buy for national advertisers, but they are now. The long, hard haul for the little guys is finally paying off . . .

"Ten years ago a national advertiser wouldn't consider a 250-watter, being of the opinion, and rightly, that nobody listened to them because people got better programs on the webs. Today, however, the small-timer has come into his own as a sales weapon.

"Reason obviously is that the little guys have made themselves a power in their communities. The big guys can't do it because their setups don't lend themselves to such promotion."

(Taken from "VARIETY" Feb. 20th)

We're quite proud of the list of stations we represent — some of them "little guys", some of them bigger — but all local stations that are "a power in their communities".

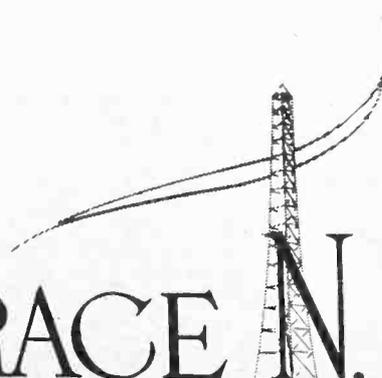
REPRESENTING:

CJCH Halifax
 CHSJ Saint John
 CKCW Moncton
 CJEM Edmundston
 CJBR Rimouski
 CJBQ Belleville
 CKSF Cornwall
 CHOV Pembroke

*CHML Hamilton
 CFOS Owen Sound
 CFOR Orillia
 *CFPL London
 CKLW Windsor

*Represented by us in Montreal only

CKY Winnipeg
 CKX Brandon
 CFAR Flin Flon
 CJGX Yorkton
 CKLN Nelson
 CFPR Prince Rupert
 CJOR Vancouver
 ZBM Bermuda



HORACE N. STOVIN
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Radio Station Representatives
MONTREAL TORONTO WINNIPEG

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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

Editor: RICHARD G. LEWIS
Production Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
Editorial Dept.: DAVID M. ADAMS

Correspondents

Ottawa - - - - James Allard
Vancouver - - - - Robert Francis
Montreal - - - - Walter Dales

VOLUME 5, NUMBER 6

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

MARCH 23rd, 1946

Phelps Yelps

Something of the holier-than-thou attitude which infects the mind of the CBC executive comes to light in the public statement of Arthur Phelps, when he delivered an address before the Royal Canadian Institute on the subject "Radio and Culture", as CBC Supervisor of United Kingdom and Commonwealth Broadcasts.

In his talk, Phelps deplored the apathy which permitted the great radio instrument to be largely taken over by "energetic" ignoramuses and "calculating fools" who brag that they give their audiences exactly what they want to hear.

When a public servant makes insulting remarks of this type to those who are called upon by virtue of his public appointment, to serve, it is surprising to put it mildly that he is allowed to get away with it. Possibly the fact that Mr. Phelps aims his barbs at those engaged in the commercial part of broadcasting, including the advertising agencies and their clients, to say nothing of the commercial department of the CBC, accounts for the fact that his fantastic utterances have passed almost unnoticed. The broadcasting industry is so humble—so loath to express even justified indignation, even at a crass insult, in case such an expression might militate against it some time in the future.

Of course Mr. Phelps does not confine his hates to radio, in which alone he would appear to despise everything except himself. He is also scolded as scoring "the dreadful, nearly negative function of the church; the bland complacency of the universities; the slick morosity of the business world; and the verbose impotence of politicians in their speeches printed in the documents of their busy, earnest graphomaniac clerks." Mr. Phelps is nothing if not thorough.

If these violently negative utterances of tweedy, professorial Arthur Phelps are to be allowed to go unprotested, if, following these ulcerous remarks, Mr. Phelps is allowed to continue to operate in public employment, there is little hope that Canada will ever survive, a freedom-loving nation, and Professor Brebner, of Columbia University, will be right in his statement to the Canadian Social Science Research Council — "Behind the minority of the venturesome (Canadians) there has grown a larger and larger majority of the timid and canny, whose lethargy is denied to Canadians their proper heritage."

Arthur Phelps has thrown down the gauntlet. He has taunted not only radio, both public and private, but he has condemned the church and impeached business; he has indicted the government. If public opinion permits Mr. Phelps to go on his negative and destructive way, not only but surely everything Mr. Phelps criticizes will be eliminated — except Mr. Phelps.

Richard G. Lewis

Editor

BANG! BANG! YOU'RE DEAD

A Frank Discussion of the Radio Thrillers
BY DAVID ADAMS

"Bang, bang! You're dead" shouts a boy playing cops and robbers, or cowboys and Indians. This is a natural, normal boy's idea of entertainment. But lately broadcasters have been accused of encouraging lawlessness and a thirst for excitement through certain programs. Civic and church groups blame radio, along with movies, for a boom in juvenile delinquency. And broadcasters have shown themselves sensitive to these accusations. When the Toronto City Council and other bodies recently called for a ban on radio thrillers, the CBC hastily promised to "clean house".

But there is nothing new about "horror" stories. They're as old as the hills. The tales of the Arabian Nights Entertainments were being told in coffee houses and bazaars of Persia and the Near and Middle East more than a thousand years ago. Those tales of Aladdin, Sindbad and Ali Baba are still great favorites with children of many countries, and yet they are full of people having their eyes torn out, or being roasted alive, or crushed to death by giant snakes. Ancient Greek and Roman mythology too is rich in stories that make some of today's radio thrillers seem pale by comparison, yet they are part of the educational curriculum. Prometheus, who stole fire from heaven, was punished by the gods by being chained to a lofty precipice where the eagles pecked out his liver. Perseus took on quite a job when he set out to slay Medusa the Gorgon, whose hair was a tangle of poisonous snakes, and whose face was so hideous that anyone who saw it was turned to stone. Many of our fairy tales which have delighted countless generations of children have their gruesome aspects. Hansel and Gretel, the dear little angels, coolly popped the witch into the oven; Bluebeard indulged in his pet hobby of murdering his wives; the wolf scared the daylight out of little Red Riding Hood after gobbling up her grandma; the giant in Jack and the Beanstalk recited his catchy but ominous ditty "Fee fi fo fum! I smell the blood of an Englishman"—and many more. Even some of our nursery rhymes have their casually unpleasant moments: "Jack fell down and broke his crown, and Jill came tumbling after" Favorite pastime of the Red Queen in "Alice in Wonderland" was chopping off people's heads.

Would those people who call for the elimination of radio thrillers outlaw all these stories too? What are the elements in say, Captain Midnight or Terry and the Pirates to which they object. Is Stevenson's immortal children's story "Treasure Island" or Melville's "Moby Dick" any less thrilling, any less full of suspense, any less packed with "blood and thunder" ac-

tion? Where shall the line be drawn between what is harmful and what is to be permitted? Is such a sinister character as Captain Hook, in Barrie's children's classic "Peter Pan", to be kept secret from the young folks in case they have nightmares from thinking about him?

The main difference between thrillers on the radio and the older stories, is mostly in their presentation. Sound effects, music, voices and all the tricks of radio production make any story seem more vivid and real than if mom or dad just read it aloud. The urgent music of the William Tell overture which introduces the lone Ranger programs, and all the rigmarole about "a fiery steed with the speed of light" and "out of the past come the thundering hoof beats of the great horse Silver" help to build up excitement and anticipation in the minds of its young listeners. Maybe the thrills and the suspense in Gangbusters or The Green Hornet might stir an overly nervous child, but the story of the Indian Mutiny and the Black Hole of Calcutta or the Massacre of Lachine (Quebec), or many another historical tale, if well told, has just as much drama and excitement as the fiercest radio serial, yet these are served up in the name of education. Parents who are disturbed over their children's reactions to these healthy thrillers might be well advised to consult their physicians.

For normal, strong and healthy children, radio thrillers, like the comics, afford an emotional outlet, and a channel for their enthusiasms. It is noticeable how many of the radio shows introduce mechanical and scientific gadgets into their stories, satisfying most boys' avid interest in such things. Any young boy will have his heroes — people he will admire as his ideals, and whose marvellous qualities and abilities he will try to identify with himself. Superman with his X-Ray vision is really a modernistic version of Sir Galahad, whose "strength is as the strength of ten, because my heart is pure". The lone Ranger is just another Robin Hood. And if the methods of some of today's radio heroes are sometimes open to criticism, so were Robin Hood's in the eyes of the law at least.

Much of the criticism directed against radio thrillers is apparently aimed at such evening shows as "Inner Sanctum Mysteries" and "The Falcon", and parents who allow their children to stay up late enough to hear them have only themselves to blame.

Banning or forbidding something only serves to sharpen the appetite for that very thing.



FRANK "BUDD" LYNCH

At the Radio Executives Banquet in Toronto on February 18th, Frank "Budd" Lynch was awarded the Beaver Award for 1945 by Richard G. Lewis, editor and publisher of Canadian Broadcaster. The award was given to "Budd" for Distinguished Service to Canadian Radio in World War II.

After being hospitalized in France and England due to an arm amputation "Budd" refused a trip home and remained overseas to do troop broadcasting with the Allied Expeditionary Forces Program of the B.B.C. as producer,

writer and announcer. In the spring of 1945 he returned to Canada as supervisor of the forces section of the C.B.C. International Service, Canada's Short Wave Voice to Europe.

"Budd" is back in civilian life as Director of Public Relations and Special Events at CKLW. He also holds the rank of Captain in the Essex Scottish Reserve Battalion.

Two other members of the CKLW's staff, Campbell Ritchie and Don Sharon served on overseas radio assignments, after field service with the Canadian Army overseas.

Representatives

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

J. E. CAMPEAU, *Managing Director*
5,000 WATTS — 800 KC
DAY AND NIGHT

"For Radio Results it's CKLW 800 on the Dial"



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

CANADA'S FIRST RADIO COLLEGE

by Alan D. Gray

News Editor, Station CFRC, Queens University

The call-letters CFRC might well stand for "Canada's First Radio College".

For CFRC, located on Queen's University's campus and operated by Queen's students, has probably made "firsts" to its credit than any other university radio station in the country.

It is the only college station with transmitter and studios right on the campus. It is probably the only college station ever to have been—once was—sole radio outlet in its community. It is the only college station which features a regular round-up of nationwide university news. And it is the home of the CBC's recently-inaugurated Summer Radio Institute.

CFRC is restricted, by contract with the commercial radio station in Kingston, to broadcasting sustaining programs, and for a period of not more than one hour per week.

But preparing for that one hour keeps the student-staff well occupied for many hours every week. Using the experienced personnel and up-to-the-minute equipment which make the work of other broadcasters all but routine, CFRC's managers must devote a disproportionate amount of time to their long shows.

The station is on the air 7-8 p.m. Wednesdays at 1490 kilocycles, and with a power of 100 watts. Two studios, a control booth, and a transmitter room, comprise the outfit. They are all located on the second floor of Fleming Hall, an engineering building at the centre of the campus.

Equipment, while not lavish, is adequate for the type of programs emanating from the Voice of Queen's. Round-table discussions of current events; 15-minute or 30-minute hour plays; quiz periods, featuring students or students and professors; musicales; and a seven-minute summary of Canadian University Press and Queen's news prepared by the editor of the Queen's Journal; are the features usually presented.

At the nominal head of the station, Dr. William Angus of the English department. The real ex-

ecutive head, however, is a student, as are all department chiefs. Every week these chiefs meet to discuss policy and plan future programs. Departments are continuity, announcing, news, feature, drama and a few others.

Two of the leading staffers have had professional experience. "San-

hour weekly.

During the latter part of the war the station discontinued operations; but it reopened last October. Student activities having been cut short by an advanced final examination timetable, the station was compelled to abandon operations at the end of February, two weeks ahead of time.

The CBC chose Queen's University as the site for its first Summer Radio Institute, held last July and August. While details are not available, it is understood last year's program will be repeated along similar lines this season. The first session highlighted a series of lectures by experts, and was under Aurele Seguin, director of Montreal's Radio College. Members of the Queen's Summer School department aided in the administration.

But Queen's will not remain alone for long in the realm of university broadcasting. Several other Canadian universities are already offering programs over stations in their areas, while still others are planning to build their own outlets shortly.

Radio is at last penetrating the thick, conservative shell of the university.



Top picture shows three of the engineers at the Queen's University station, CFRC, in the control room. Below, a group of students taking part in the CFRC quiz program "Whaddya Know?"

ly" Webster, chief announcer, used to be with Flin Flon's CFAR, while Garth Gunter, who takes an occasional fling at announcing and who helped reorganize the station last fall, was connected with CHML, Hamilton and CKWS, Kingston.

Aside from these two, however, CFRC's staff is all amateur. The faculty adviser did take a special radio course at Columbia University in New York last year; but he has never been associated with commercial broadcasting. The other members—all students—have obtained their experience since CFRC resumed operations last fall after a several-year wartime recess. Technical work is done by advanced Engineering students.

As hackneyed as this may sound the station's history has been "a long and glorious" one. When it offered a cornet solo by a student in 1923 it became the first university station in Canada and one of the first on the continent. Its transmitter was rebuilt later that year; and in October 1923 it started its new career with a play-by-play account of a McGill-Queen's rugby game—believed to have been the first such broadcast in Canada.

In 1936 it swung into daily operation, carrying commercials, and was the only station in Kingston. Six years later, however, a contract was signed with the local newspaper when the newspaper set up another outlet, and since that time CFRC has been restricted to one

SHOW BUSINESS

by Geo. A. Taggart

Presenting
A New Concert and Lecture Service

BECAUSE we have been so definitely aware of the need for some central Canadian source of reference for the engaging of outstanding Canadian and International attractions—we are adding to our several services a Concert and Lecture Division.

MIND YOU, this is not a spur-of-the-moment decision. We have given a great deal of time, thought and study to the subject. We've asked a lot of questions and made many trips to various parts of the country. We've investigated thoroughly. We know now that many Canadian communities are without attractions in the Concert and Lecture fields, simply because they have had no organization to turn to, to help them.

OUR NEW Division we hope will correct this situation, by centralizing Concert and Lecture requirements to communities, clubs and associations through one office. We know that this can result in lower costs, better service and fine attractions for all Canadian communities.

165 Yonge St. Toronto
ADelaide 8784.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

DICK DIESPECKER'S 12.30 noon News Broadcasts are now available for sponsorship, after a successful run for a seasonal sponsor. Dick is without doubt Vancouver's best-known broadcaster, and this is the ONLY opportunity to get his services. All other Diespecker broadcasts are sold solid.

CJOR VANCOUVER B. C.
5000 Watts

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

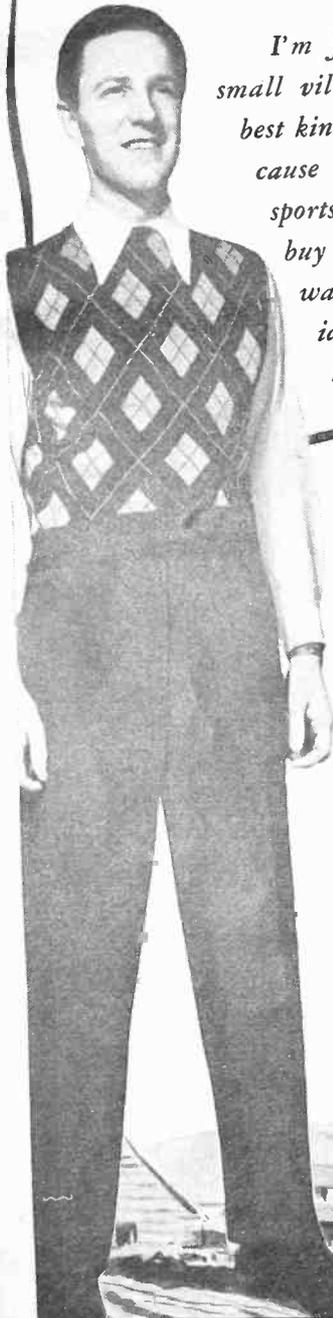
RADIO GETS YOUR MESSAGE HOME

CKNW
has more listeners
than any other 250
Watt Station in Canada
CKNW
NEW WESTMINSTER, B.C.

WE'RE
"Tout oreilles"
 IN QUEBEC...

What's Your Message?

I'm Jean Leduc... I live in a small village. I've got to know the best kind of sporting equipment, because the fellows down here take sports seriously. And when we buy skis and hockey sticks, we want the best! We get a lot of ideas from the radio... course that's CKAC!



JEAN LEDUC...he's typical of the husky, lively French-Canadian youths who listen to their favourites regularly on CKAC. French-Canadians are highly enthusiastic radio listeners, and CKAC, the family station, enjoys their firm loyalty. It's the surest way of reaching this tremendous market, spending annually over \$800,000,000—through their own radio station... CKAC.

Full details of CKAC's dominance, markets, etc., supplied on request.

CKAC La Presse, MONTREAL
 Affiliated with CBS

REPRESENTATIVES: Canada: C. W. Wright,
 Victory Building, Toronto, Ontario.
 United States: Adam J. Young, Jr., Inc.

We don't like to brag, but,

According to latest BBM report, CKAC covers 75 out of every 100 homes in the Province of Quebec.

Also, the average ratings for 1945 show CKAC carried 8 of the first 12 shows.*

Average rating for sponsored evening programmes on CKAC was 20.8.*

*Elliott-Haynes

"Pick the Hits"

4,000 letters in a day—three for every minute of the 24 hours—reached CJAD recently addressed to "Pick The Hits", a noontime musical quiz program heard daily over Montreal's newest station. The draw for one week reached a total of 12,000 letters.

Formula used by "Pick The Hits" emcee Mac McCurdy is this: each day he plays 3 popular hit tunes, and invites listeners to list them in order of popularity with CJAD's audience. Next day the order is tabulated from the letters received. One letter is picked at random on the broadcast, and if the three tunes are listed in the right order, that listener wins \$5. If not, the next day's prize is upped \$10—then \$15, and so on until a winner is found.

Starting April 15 "Pick The Hits" wins itself a sponsor, Londonderry Ice Cream Mix.

Coke Fund

Every time anyone has a "coke" at CKOC, Hamilton, they're doing themselves and the rest of the staff a good turn. The Coca Cola machine there takes a dime per bottle, and the extra money goes to CKOC's Employees Fund. With money raised in this way staff members have staged three or four parties a year, including bingo, dances, a baseball game and so forth. The fund has also contributed to the station's annual Christmas Party and Sleighride, and has provided flowers and gifts for staffers taken ill, as well as weddings and other gala occasions.

Tele Rates

\$200 will buy 10 minutes of television broadcast time on NBC's New York tele outlet WNBT. Cost for one hour of tele air time ranges from \$350 (using film studio) to \$850 (using live production studio). The rates are tabulated in a new promotional booklet issued by NBC, titled "Guide to Commercial Production Procedure".

The Guide also outlines NBC video plans, calling for key stations in Washington, D.C., Cleveland, Chicago and Los Angeles. The Washington station will be built in 1946, and NBC will offer commercial network service between New York and Washington in 1946, extending it to include Boston in 1947.

EVERYBODY'S LISTENING

to

RUSS TITUS

Canada's
 Favourite Male Singer

Management
 GEORGE TAGGART
 ORGANIZATION
 Adelaide 8784



ROAD TO FAME

The farther we progress in business the easier it is to reach us by telephone.

* * *

INFORMATION PLEASE

Why don't they bill "Stage 46" as featuring "Andrew Allen and his Western Gentlemen"?

* * *

CHILD PSYCHOLOGY

Then there's the time buyer whose little boy was so sensitive he used to tell his friends his dad played piano in a brothel.

* * *

LEOPARD SPOTS

Since Malcolm Neil left the CBC to go into private radio at CFNB, Fredericton, he has lost that gleam of piety and replaced it with 15 lbs. avoirdupois.

* * *

OHO DEMOCRACY

In making its decision to refuse network time for the Cantor Program, because it was not wanted by the listeners, CBC seems to have forgotten to ask the listeners for their preferences.

* * *

WHAT'S WRONG DEPT.

I always stand well back from the mike, said the broadcaster, to make sure my voice doesn't drown out the other three.

* * *

PAN MAIL

Sir: What this industry needs is a little less block and a little more programming.

* * *

MUTUAL ADMIRATION

With a parliamentary investigation definitely slated this summer, it would be a good idea if the private stations emulated the CBC getting their haloes out of storage.

* * *

SUGGESTION BOX

Make your studio so acoustically perfect that the inaudible utterances of the studio audience will be inaudible to the air.

* * *

FREE ENTERPRISE

It is now permissible to open a shop without a Board of Trade License. But the ploy of unobtainable good couponless customers who permits is still subject to certain formalities.



THE
WORLD'S BEST COVERAGE
 OF THE
WORLD'S GREATEST NEWS

CFRB
ROGERS RADIO BROADCASTING COMPANY
 LIMITED
 37 BLOOR STREET WEST
 TORONTO 5


 MEMBER
HARRY SEDGWICK,
 President
LLOYD MOORE,
 Station Manager

Monday Night; Feb 18-46

Radio News Editor,
 British United Press,
 Toronto.

Dear Sir:-

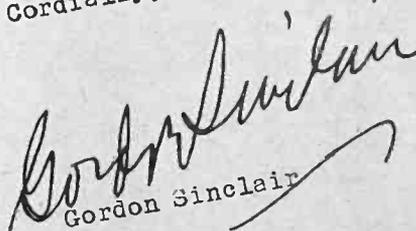
Just a word of congratulations on your excellent coverage of the Ottawa-Russia spy sensation.

Usually on my noon news I rewrite most everything in my own style. Today your coverage was so beautifully done that I let her go.

I've just now (midnight) come home to have a call from Ken McTaggart on the Globe asking where I got such a fine yarn.

Many thanks to you.

Cordially,


 Gordon Sinclair

BRITISH UNITED PRESS

231 ST. JAMES STREET

MONTREAL

For Distinguished Service
TO CANADIAN RADIO



SAM ROSS

*Director of News
and Special Events at CKWX*

Our sincere thanks, Sam, for a grand job! Your citation reads: "for the establishment and maintenance of his local and national news department at CKWX". All of us here know how great the achievement.

Vancouver's
CKWX
DIAL 980

**ACCENTUATE
the NEGATIVE**
by R. O. L.

No, the worm hasn't turned, but BBC programs are being sponsored in Canada! Exclusive distributor in Canada of the BBC recorded programs is Hal B. Williams, president of Dominion Broadcasting Company, Toronto. BBC supplies recording of shows selected by Williams from suitable material in its schedules, making no charge except that of supplying them to Canada. William supplies them in turn to radio stations on request, charging the usual library fee. Stations can then sell them to advertisers at standard rates. CKSF Cornwall is best customer to date for these British originations. Other users are CKTS Sherbrooke, and CHUM and CKEY in Toronto. The recordings are made on 12-inch discs at 78 rpm, with length of shows varying from 15 to 30 minutes, since they are not designed to fit in with the rigid time limitations of commercial schedules. At the risk of being called a damn Limey, I should like to commend these discs as both different and worthwhile.

I have been invited quite often lately by station managers to address ad clubs and service clubs in their towns. Most recent of these was the Young Men's Club of Kitchener and the Ad & Sales Club of Brantford. A round dozen such "appearances" during the past eighteen months, and they have been made as far east as Moncton and as far west as Vancouver, has disclosed a startling fact, namely that few people out of radio or advertising circles have the slightest idea that the broadcasting business is split up the centre with "publics to the left and privates to the right". I have tried, in my subtle way, to explain "the fantastic operation of the most iniquitous act on the Statute Books", and if you think people aren't interested, you should have been with me in Kitchener when the Young Men's Club (they were young when the club was founded twenty years ago) kept me on my feet trying to answer their questions for an hour and a half after my prepared bleat was over. It is earnestly to be hoped that when the CAB meets in Convention in Quebec City, May 27, the industry will tackle the problem, not of chanting their "Oh what good boys are we" sonata ad nauseam, as has been tried before, but of organizing themselves in terms of worth-

while public service to the public where the public will know the private stations are and they are doing without being told. I've said it and I'm glad.

I was taken (in the broadcast sense) to the small town of Milton by Alan Savage and Gordon Clair to see them put together and present their "Ontario Panorama" program (sponsored by Williams) apart from the air audience, is doing yeomen service in giving small-towners their first thrill seeing a radio show. Located halfway between Hamilton and Toronto, my impression, sitting in the audience was that Milton was giving its first on-the-spot taste of radio. Your five, Gord, yours and five better.

Peg Club Officers

Dan E. Cameron, CBC educational producer for the Prairies region, has been re-elected president of the Radio Broadcasters Club of Winnipeg. Other officers elected at the annual meeting, held at the Grange Hotel, were: honorary patrons, CBC regional representative Jim Finlay, CKRC manager Gerry Gaetz and CKY manager Duffield; vice-president, Wells, CKRC; treasurer, Wilf G. Pentier, CKY and H. N. Stovin, Co; secretary, George Secord, member representing musicians agencies, Percy Burdett.

Operator to Cardinal

From radio operator to Cardinal is the story of Dr. Norman Gilroy, Catholic Archbishop of Sydney, Australia, who at the age of 35 is one of the youngest Cardinals in the world. Dr. Gilroy started his career as a telegraph messenger with the Australian GPO, then qualified as a telegraph operator and as a wireless operator. At the outbreak of World War I he volunteered as a wireless operator and served aboard the transport ship Hesson, which took part in the Gallipoli landings. After the war he decided to study for the priesthood. He was ordained in 1924 and won his D.D. in 1924. Five years later he was consecrated Bishop of Port Augusta.

Covers
**THE RICH
FRUIT BELT**
of
BRITISH COLUMBIA
CBC BASIC ★ 1000 WATTS

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD

S. Nets Adopt Block Programming

The concept of "block programming"—planning program schedules in "blocks" to appeal to particular audience groups—pioneered and developed as a highly successful commercial pattern by independent stations in the United States and more recently in Canada. CFCB, Toronto, is now finding favor with the major network circles. It recently wiped the slate clean for the best two hours of its night schedule, and put in brand new half hour shows designed to attract and hold the audience for the whole two hour period; two mystery features, the Hammett's "The Fat Man" and "The Ideal Crime" starring William Gargan; "Jimmy's Diner", a comedy show; "Forever Tops" with Paul McCartney—a reminiscent review of favorite tunes through the years. CBS has revamped its Sunday morning and afternoon schedules, grouping together its religious and cultural programs and broadcast news programs. Davidson Taylor, CBS president in charge of programming in announcing the changes, stated that they were based on research principles of mood selection which we have been studying for the past several years. The Sunday schedule now has "Church of the Air" programmed consecutively between 11 a.m. From 11 a.m. to 12 p.m. carries two long established features, "Wings Over Canada" and the "Salt Lake Tabernacle Choir". The period from 12 p.m. to 1.45 p.m. is now given over to discussion programs—"Radio To Learning", the CBS change feature "Transatlantic" and "People's Platform" and "For Reason".

The "block programming" policy is being adopted on the basis of CKEY Toronto's experience during its two years on the air. And within the last few months two other independent stations, CJAD, Montreal and CFTM, Winnipeg have gone on the air employing the "block pattern" in their schedules. It is understood that CFTM (formerly CFBR) Brockville will operate on a similar plan under its new management.

Support for this method of

grouping programs is strong in some quarters, but other time-buyers are equally as hostile to it. Those who favor the system express the view that higher ratings are achieved from a series of balanced programs than from individual "high spots". With block programming, they claim programs are left in the hands of expert radio men rather than the advertisers and their agencies, just as the editors of a publication plan the editorial content of their paper without advertiser influence. Those who regard block programming with disfavor point out that it is difficult to arrange a series of programs of sufficiently high calibre to buck a competing series of independently produced big-time features on other stations. It is also frequently contended that while listenership to a protracted "block" of music is frequently high, sponsor identification may suffer.

If this paper may add its own reflection on the subject, it is this. The introduction of block programming has definitely incited an increased interest on the part of station operators in questions pertaining to programming, an interest which not long ago seemed to be flagging considerably.

2000th Broadcast

March 18 marked the 2,000th broadcast of "The Happy Gang" consistently one of Canada's top daytime programs, heard 5 times weekly over the CBC's Trans-Canada network from coast to coast.

When it first hit the air in 1937, the Gang consisted of Bert Pearl, a young studio pianist; trumpeter Bob Farnon; organist Kay Stokes; and Blain Mathe, violinist. The show has been sponsored since 1940 by the Colgate-Palmolive-Peet Co. Since that date every seat in the studio has been filled for every performance. "The Happy Gang" has been broadcast throughout the United States, and is carried overseas through the CBC's shortwave International Service.

Want Commercial Radio

It is high time that Britain realized that her newspapers cannot provide her with adequate advertising coverage under present circumstances, declared Sir Thomas Beecham, noted conductor, in an address before the Publicity Club of Glasgow. The solution was to allow the introduction of commercial broadcasting in Britain. Americans were buying up independent stations on the continent, and unless she took action Britain would find no facilities available. Sir Thomas drew attention to the fact that the U.S. networks spent 25 million pounds on radio talent, —more than 30 times the amount paid by the BBC.

Stand Back, Girls!



2387 letters poured into CJOC Lethbridge in response to the station's recent offer of a single pair of nylons for answering a question. Norm Fisher made the draw for the small but coveted prize on his "Good Morning Neighbor" show just 5 days after the first mention of the offer.

"What's On Your Mind"

A series of dramatic narratives dealing with problems of mental health is reaching CBC's Trans-Canada listeners in the new program "What's On Your Mind". Scripter Lister Sinclair is weaving actual case histories into the fifteen-minute dramatizations, and is working with the National Committee for Mental Hygiene to ensure that the programs are reliable and authoritative.

Coming!

"THE MAPLE LEAF"

A new achievement of vital interest to all Canadian broadcasters!

Watch this publication for further announcement.

ENGINEERING PRODUCTS SALES DEPT.

RCA Victor

COMPANY LIMITED

Halifax Montreal Ottawa
Toronto Winnipeg Calgary
Vancouver

CFPA

Serving the Lakehead"

City Listeners

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

National Broadcast

Sales

DOMINION NETWORK

ADD SIMILES:

"As much a part of Calgary as the Calgary Stampede"

CFAC

Take advantage of the CFAC listening habit!

STUDIOS: SOUTHAM BLDG. CALGARY

Representatives:

CANADA: ALL-CANADA • U.S.A.: WEED & CO.

RADIO BRINGS THE NEWS FIRST

Summary of a Talk on "Radio News in Peacetime" delivered by Sam Ross, CKWX News Chairman and recent Beaver Award Winner to the Vancouver Board of Trade.



J. G. Rogan, appointed Toronto district merchandising manager of the Northern Electric Company. A native of Manchester, England, he joined Northern Electric in 1923, serving in Montreal, Calgary and Toronto, until the outbreak of war when he enlisted in the Canadian Army, in which he rose to the rank of Major

Fresh Heir Dept.

The latest survey of radio homes in Toronto reveals a new arrival at the home of Walter Elliott, president of Elliott-Haynes Limited, on Sunday March 10th. The newcomer is second child John Kevin Elliott. Net displacement, 8 pounds.

Radio has been serving Canada through war and peace for the last quarter century.

Because the memory of individuals is short, few of them realize that radio was doing a job prior to the Second Great War. Few of them realize that radio had newscasts before the war. And they were newscasts with a listening audience that was expanding every day.

The men who pioneered radio in Canada more than 25 years ago did not think about its possibilities in news dissemination at first. An example is the announcement which was made when the first radio station was established.

The announcement said the station would broadcast "concerts, lectures, sermons and programs which will permit hearers the finest information and amusements right at home".

Well, you might argue that the reference to "the finest information" could indicate newscasts. But it didn't. And anyway, newscasts are not always "the finest information". News is the story of what is happening, at home and abroad, and because there is always something happening, there is always news.

The newspaper is the best example of that. Newspapers have

published in peace-time and in war-time. News has been their real selling product. They have carried comics and features, but when 99 per cent of the people buy newspapers they buy them to get the latest news.

The story of news on the air is the same, except that radio stations were much slower to see the important part they could play in the distribution of news.

Radio stations first used news as something to fill in with. The next step was the realization that news is a vehicle for selling products on the air. Right then and there it was recognized that radio had something which it had to establish on a firm foundation and the news services stepped in to do the job of maintaining a steady flow of news into radio stations as well as newspapers.

The newscasts on the air in Canada in the early 1930's were built on wire services. One or two stations had leg-men gathering some local news and some even brought in copy from rural points. But the fact is radio was doing a good job in a small way in news before the war broke out.

Then came the war. It became the one big story. It demanded full coverage. The listener demanded news from all battlefronts. Radio went all-out to do a job and it did it well. It summarized dispatches. It put on commentators. It presented broadcasts from the front lines, from ships and from the air.

And in doing so, local news fell by the way-side. Unless it was a major local story, it was squeezed out of the newscast. It was the same in the newspapers. The content of local news went down because the war became the one big story in which everyone was vitally interested.

Now the war is over. That is, the fighting war. But what is the situation in the news field today?

There is more news rolling into the news rooms of radio stations

today than at any time during war. There is greater variety the stories are just as important, in many cases, more important. It doesn't take long to establish that point. Just listen and keep your comparative senses work at the same time.

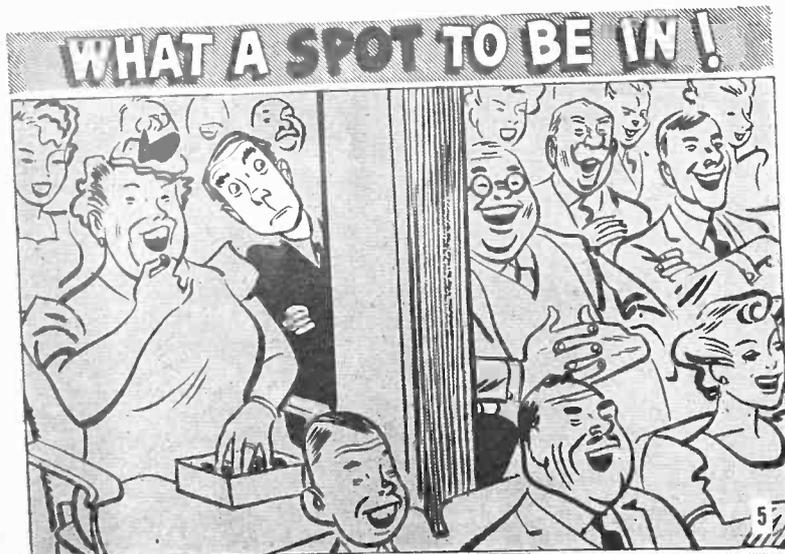
There are upheavals in the Pacific, in Europe, in Asia—where you find the aftermath of war. There is the work of the United Nations Organization and all its ramifications. There is the story of atomic energy and its possibilities. There is aid to Europe, international finances and loans, and the programs of social security in progressive nations throughout the world. There is the new Labor Government in the United Kingdom. The war goes on indefinitely.

Then, across Canada, there is the story of rehabilitation, reconstruction, veterans' affairs, everyone of them a news story every day. We have Dominion-provincial conferences, the industrial and labor situation, the housing program, parliament and legislatures in session.

And within each of our cities we see news budding minute. The city planning programs that lay dormant during war have come to life. Rate Associations have met during war and laid plans. Now they are pressing for those plans to be implemented. There is juvenile delinquency. The search for a solution to the wayward youth is a top story. And in Vancouver we have had our battles over chlorination of drinking water. That is one top story going to be news for a long time yet.

Compare this with 1914-1918 period when the war was progressing. At no time, during the war, was there any equal today's news in variety and interest. The war was one big story.

(continued on next page)



WHAT A SPOT TO BE IN!

IN PLACING community enterprise FIRST, radio station CKCW has won for itself the solid backing of the citizens of Moncton and district. This public service policy has enabled us to build a huge audience of faithful listeners... an audience that is always receptive to the messages of sponsors of commercial programs or announcements.

What a spot to be in when the time comes to put across your story regarding the products you wish to merchandise.

CKCW MONCTON, N.B.

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

CKCO
OTTAWA

A *Wright* STATION

A "Capital" Station
in the "Capital" City
CKCO, OTTAWA

facts and data from
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

(continued from previous page)
 vitly important war and there-
 re vitally important story. But
 day . . . well, war-time news was
 st trickle compared with the
 er of news today.
 It the quality of news that
 angs, and not the interest of
 op in the news. The interest is
 ay there, for ever since the day
 ation men and women have
 en terested in what is going on
 un and what is happening.
 ey re no different today.

Ye cannot put a newscast on
 ir today and cover all
 at is available. The impor-
 ct ing for radio to do is to pre-
 ht ell-balanced newscasts. News-
 pts at give a quick picture of
 nt at home and abroad.

The local field is more important
 n ver. Why? Because it is
 o the individual, and the in-
 d l today has more time than
 in the war to pay attention to
 eal things. They are increasing
 importance. They will continue
 ease in importance. They are
 o a newscast because they
 al to the listeners.

There's another important thing
 e remember. Radio is the fastest
 of the transmission of news.
 ks the big stories first. It
 ll the whole story, but it can
 tory first. While it can do
 ere is no doubt about where
 will turn for news.

et let anyone construe that
 as a suggestion that radio
 g to displace newspapers. It
 Radio has its own field in
 dissemination. So have the
 pper. And so, too, has the
 agazines.

o's job in news is to develop
 field. Add its own wrinkles.
 e best method of presenting
 a the clearest style for quick
 anding.
 ong as radio does its job
 en there will always be news
 air because listeners demand
 d there will always be news
 st be broadcast.

Tax Counsel

le wrestling with the intric-
 the income tax forms who
 o station CKNW New West-
 r, B.C. have been getting
 e assistance this year. Three
 day during the month of
 CKNW has been carrying
 ns of information and expla-
 n regarding these forms.

"Public Opinion"

Moncton N.B. citizens are en-
 couraged to take an interest in
 their city's affairs through a weekly
 show "Public Opinion" heard
 over the local station, CKCW. Res-
 idents are buttonholed on the streets,
 and asked for written opinions on
 topics under discussion by the City
 Council. Their views are presented
 over the air on the program, and
 then discussed and answered by a
 Council member. Guest speaker on
 the opening broadcast February 18
 was Mayor G.F.G. Bridges. Series
 is designed to stimulate interest in
 the Moncton Civic Improvement
 Association sponsored by CKCW.
 Producer is Hubert Button.

English Without Tears

Listeners to CKAC's radio course
 in English have written to the Mon-
 treal station from as far afield as
 New Brunswick and Nova Scotia,
 Maine and Vermont. One letter
 bore the postmark "Attawapiskat",
 a small mission post on James Bay.
 A missionary there, who was fol-
 lowing the course, requested copies
 of the textbook, which was des-
 patched from CKAC without delay,
 but with some misgivings as to
 whether it would reach the mission
 post before the whole series was
 over, since the writer had explained
 that there was only one delivery
 each winter for parcels, though
 letters were brought in once a
 month by air.

Flying Newsroom

A "flying newsroom" is now part
 of the equipment of station CFPL,
 London, Ont. The LONDON FREE
 PRESS, owner of CFPL, has bought
 a twin-engined Cessna "Crane"
 aircraft, which will be used to
 speed reporters from both radio
 station and newspaper to the scene
 of important news breaks, and en-
 able them to cover events of pro-
 vincial and national importance
 which were previously out of reach.
 It is hoped eventually to obtain
 permission for a two-way radio
 telephone circuit to be installed be-
 tween the plane and the FREE
 PRESS offices, which would enable
 CFPL men to broadcast in flight
 from remote spots. The "flying
 newsroom" is said to be the first
 plane to be bought by a Canadian
 newspaper for its own use.

STRUCTURAL STEEL
TOWERS
 OF ALL TYPES

Vertical Radiators for
 Radio Transmission
 Now in Service
 Coast to Coast

The
**CANADIAN BRIDGE
 COMPANY, LTD.**
 WALKERVILLE,
 ONT.

**OUTSTANDING
 IN POWER, POPULARITY
 AND PROGRAMS**

CKY
 WINNIPEG
 15000 WATTS

TRANS-
 CANADA
 NETWORK

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

DOMINION
 NETWORK
 1000 WATTS
CKX
 BRANDON

CJCH

"The Friendly Voice of Halifax"

Representatives: HORACE N. STOVIN & CO., CANADA
 PH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

Canada's 3rd Industry Is Ready For Radio

by Aubrey C. Green
Editor of "Canadian Style News"

Radio has ignored (or been unable to conquer) many aspects of this over-complicated business of life. But it is surprising to find radio completely neglecting \$113,477,662.00. That is a heap of figures, and you wouldn't need a radar beam to see it if the dollars were laid one on top of the other!

Another strange thing is that these same millions are concerned with the most talked about articles in modern commerce.

They refer to the production value (in 1943) of women's fashions, and the figures are larger for 1944-5, and they will be still larger in 1946.

These figures are only representative of the production of women's clothing in Montreal and Toronto, where the bulk of the factories are concentrated. As a matter of fact the grand total for all of Canada (and these figures shouldn't bore) is \$124,837,789. This is exclusive of millinery and furs!

This is an industry that should not be neglected . . . and it is an industry that is not neglected by over half of our population. Ask any husband.

Up until now radio has been able to excuse itself for not being able to get manufacturers of women's clothing to advertise because very few (if any) have indulged in what is called consumer advertising.

But now the picture has changed. This change was first made evident when the manufacturers began to use attractive tags and labels. These labels are not only made attractive but they also contain information.

And all this is directed squarely to the consumer. The tags, all forms and shapes, now carry valuable instructions for washing, care of fabric, etc. Other tags carry general information, things of interest, jokes, tricks.

Following this enlightened use of labels and tags, the manufacturers are beginning (cautiously it is true) to buy space in newspapers and magazines. Consumer fashion magazines now carry more and more direct manufacturing ads.

The word 'direct' is used, because here in Canada we have a great deal of indirect manufacturer advertising. Large retailers like, the T. Eaton Company, Robert Simpson Co., and the Hudson Bay Company often take full-page newspaper ads to feature a specific garment by one manufacturer. This is done regularly for both Canadian and American made garments.

Everyone knows that fashion is big business; fashion makes interesting reading and thousands of articles are written in many publications about latest designs, newest trends, and unique creations. Fashion is big money.

Then, aside from the figures mentioned for actual production of women's clothing we have in Canada now many large textile mills. These mills are big advertisers; and

they too are hitting at consumer recognition. The textile industry now Canada's *fourth* large industry.

And all of this is virgin territory for radio.

Fashions, designs, textiles, make good reading, and consumer make good listening. It is necessary to stress the interest women have in clothes. The interest is there, it is deep and intense. With such a reserve of interest should not be difficult to design radio programs to satisfy this interest . . . radio programs sponsored by manufacturers who have original fashions to promote. (Trade secret. They all think they have!)

The manufacturers are a conservative group when it comes to advertising. Many of them are used to the idea of setting aside special fund for promotional purposes. But as the competition becomes keener, as American garments come better known in Canada they will find themselves forced to every advertising medium available.

This reluctance to advertising is disappearing, and now is the time for radio to step in.

Here is a breakdown of the figures given earlier to show the magnitude of the women's wear industry in Ontario and Quebec.

Over 12 million dollars worth of women's coats and suits are produced in Toronto every year; 14 million in Montreal.

Six and a half millions worth of dresses are made in Toronto every year, and almost thirty million in Quebec.

Over 2 million dollars worth of children's wear is manufactured in Toronto and almost 10 million dollars worth in Quebec.

There are more than 100,000 people employed in this industry in Toronto and more than 16,000 in Montreal.

These are challenging figures for any advertising agency. Radio departments should note that many of the manufacturers are using agencies for their newspapers and magazine advertisements. Manufacturers are learning that tail interest can be no bigger than consumer interest. The manufacturers know that soon the market will again be a consumer market.

Canada's third industry is ready for radio.

CKPG Opens

CKPG, Prince George, is the newest radio station, operating at 1230 kilocycles with a power of 250 watts. Located at the junction of the Fraser and Nechako rivers in the heart of the mining and lumbering country 600 miles north of Vancouver, the new station will serve the scattered population of the Cariboo district. General manager of CKPG is Cecil G. Bl...

Vancouver's
CHWX

First
IN CANADA'S
THIRD MARKET

1000 WATTS
going to
5000

Mutual Network

REPRESENTED BY
ALL-CANADA RADIO FACILITIES

**FOR 25 YEARS
A PROVEN RECIPE**

**CJCA
EDMONTON**

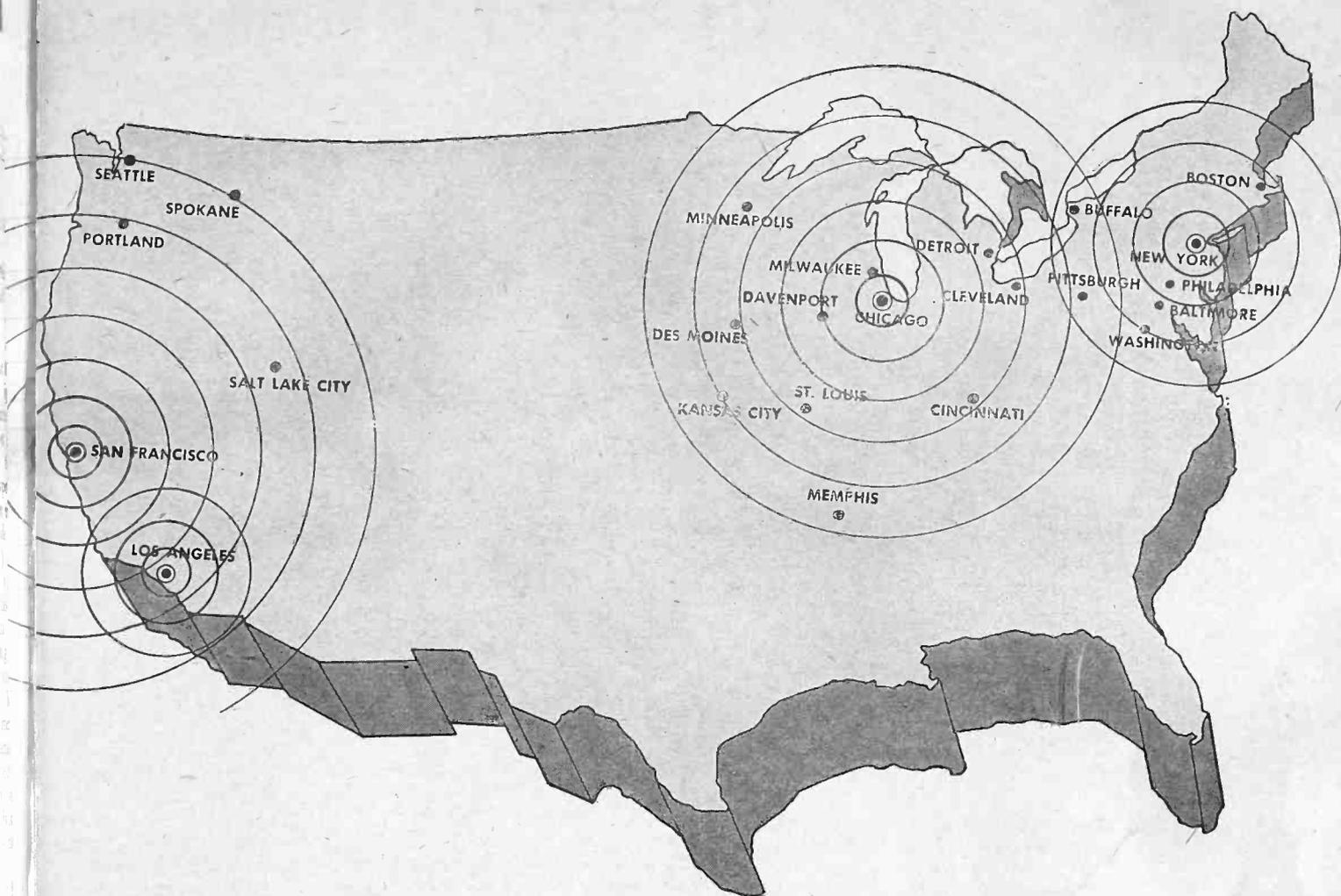
**SOON
5000 W**

Add originality to resource . . . mix in culture, and season with musical spice . . . trim ragged ends and mold into program . . . garnish with courtesy, merchandising and service . . . broadcast regularly. Serves . . . more and better customers.

CHNS - BULLETIN BOARD

CHNS
"The Voice of Halifax"
WILL SOON BE CELEBRATING ITS
20TH BIRTHDAY
AND THIS YEAR WILL ADVANCE TO
5000 WATTS
"ALL-CANADA MAN"
(Representative)

960 ON YOUR RADIO



ADAM YOUNG is the LARGEST Representative for Canadian Stations in the United States

Our four offices centrally located in New York, Chicago, San Francisco, and Los Angeles give coverage in the important areas of the United States. The Adam Young organization is justly proud of being the largest U. S. radio representative for Canadian stations.

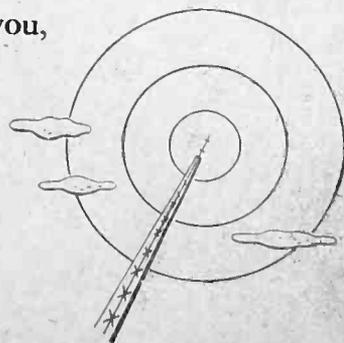
In order to live up to this responsibility and in order to assure fast, efficient service, Adam Young has ten outstanding sales representatives—all specialists in their field. This is the type of operation for which the Adam Young organization stands. They put the accent on helping make sales problems easier. And they like to think this is at least partly responsible for the trust and confidence that has been shown them.

If the Adam Young organization can help you, don't hesitate to call on them.

Adam J. Young Jr.
INCORPORATED

RADIO STATION REPRESENTATIVE

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



ADAM YOUNG CANADIAN STATIONS
 Winnipeg, Manitoba
 Rockville, Ontario
 Brillia, Ontario
 Owen Sound, Ontario
 Toronto, Ontario
 Three Rivers, Quebec
 Sherbrooke, Quebec
 Hamilton, Ontario
 Pembroke, Ontario
 Quebec, Quebec
 Saint John, New Brunswick
 Toronto, Ontario
 Montreal, Quebec
 Mouski, Quebec
 Edmundston, N.B.
 Antigonish, N.S.
 Yorkton, Sask.
 Vancouver, B.C.
 Aurora, Ontario
 Montreal, Quebec
 Fort Frances, Ontario
 Nelson, B.C.
 Windsor, Ontario
 Brandon, Manitoba
 Winnipeg, Manitoba

**Still another
ADVANTAGE
of
SPOT BROADCASTING
is
TIME SELECTION**

... and there are others

ask us



OTTAWA

Letter

by
JIM ALLARD



CBC is mulling over plans to provide regular year-round facilities for speeches by party leaders. Apparently plans as contemplated call for one quarter hour period each week, allocated amongst the party leaders or their designates on the basis of present representation in the House of Commons.

After lapse of more than a year, the Parliamentary Radio Committee will meet again, probably fairly early in this Session of the House. Any familiar faces will be included amongst its membership; but there will also be new ones and amongst these one or two familiar with radio in ways other than committee experience. Both network and CAB presentations to the committee will this year be made "under new management". In CBC's case the post of full-time Chairman of the Board is now filled; in the case of CAB there will be an honorary prexy or a new appointment.

No one is of course perfect, but it's surprising how often permanent officials of the Civil Service or crown companies carry the blame for irritating delays and vagueness when conditions exist "beyond their control". Some applications or requests submitted involve "policy", and must therefore go to the very highest level; others go to that level as a matter of established procedure. Officials put all necessary material in the hands of their Minister, who then tries to get discussion of this; to find that some other major matter has come up which prevents it. Delays thus caused may run into weeks or even months. These are legitimately irritating to the party of the first part, who is quite likely to toss the blame onto the shoulders of hapless public officials, themselves probably trying to get action on the matter.

Budget will probably come down comparatively late in Session; certainly later than usual. It will be affected by whatever comes out of the Dominion-Provincial Conference (Round Three) held during present sitting of Parliament. This point may have been brought up at closed sessions between Federal and Provincial authorities, but no one has publicly emphasized what appears to be a pertinent and important point in these discussions. Inter-provincial drift of population in Canada means, as one official government pamphlet pointed out that some provinces are paying for the education of many people whose services are in adult life utilized by another.

There's material for sober thought in the survey made by Professor Brebner of Columbia University for the Canadian Social Science Research Council here. His published findings are of primary interest to those in educational field, but some of his conclusions are of definite interest to a wider sphere. To quote: "Canada is a country which has always had an adventurous and enterprising frontier and may always have one; but behind the minority of the venture-some there has grown up a larger and larger majority of the timid and canny whose lethargy has denied to Canadians their proper heritage". And later: "Pioneer-

ing Canadians must have found that the inertia of their entrenched elders had drained Canadian life of color, zest, adventure, and the stimulation which comes from free-ranging experimentation in ideas in material enterprises, and in the arts".

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Personnelities

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uity department of CJCJ, Calgary for CKNW, New Westminster. Bob Lee has left the commercial department of CKWS, Kingston to join the music library of CKEY, Toronto. Wally Garrett, former CKOV production chief has joined the announce staff of CKWX, Vancouver. Basil Scully former manager at CKPR, Fort William is now associated with CJCJ, Sault Ste. Marie. Wilf Davidson is back at CKY, Winnipeg, as supervisor of production, after service overseas.

Color TV

The Westinghouse Electric Corporation is the first manufacturer to be granted a license to embody CBS inventions in the field of color television in its studio and receiving equipment. Royalties payable to CBS range from 25 cents to \$1 on receiving sets, and 1 per cent of the net selling price for complete color transmitter and studio apparatus.

Distant Visitor



CJCA reporter Hal Yerxa interviews Doris Kukpah, 17-year old Eskimo, on "CBC News Roundup". Doris travelled thousands of miles by plane before seeing her first automobile when she came to Edmonton from Reed Island near the mouth of the Coppermine River in the Northwest Territory. She is a patient at the Indian Welfare Branch of the Jesuit Military Hospital in Edmonton, brought there from Fort Norman when the hospital was destroyed by fire.

"Tea and Crumpets"

"Tea and Crumpets" is definitely not a suitable sequel to Metropolitan Opera broadcasts, in the opinion of the writer of a column "Pan Dans L'Oeil", in the March 2 issue of RADIO MONTHLY. A commercial sponsor, the Coll-Frontenac Company, banked the Saturday afternoon broadcasts of the Metropolitan Opera French announcements and commentary, the columnist points out. Yet the CBC French network has the decency to show the same regard for its listeners. Both before and after the opera broadcasts schedules network programs are 100 per cent English. The three hours of fine music announced and annotated in French, on the strictly English program "Tea and Crumpets".

"The radio fans of Quebec continues the writer, "by their persistence, succeeded in convincing a commercial organization to pay for a French presentation several hours long; and the CBC, in effect, off the tax imposed on these listeners, hasn't enough judgment to maintain the standards set by a sponsor in the periods preceding following his program. Is it reasonable to allow a private company to contribute money to satisfy the claims of more than three million French Canadian listeners who maintain by the taxes they pay to the institution whose existence they tell them to go to the devil?"

Program Is Alibi

Rebuttal of charges that the program is contributing to juvenile delinquency comes from Atlanta, Georgia. A boy indicted for robbery claimed that he was at home listening to the radio at the time of the crime. He described what happened on the program "The Life of Riley", starring William Bendell. A transcription of the broadcast was brought in as evidence, and the boy's story was found to be true. He was promptly exonerated.

Aid T.B. Fund

Giving new hope and help to T.B. victims and at the same time providing opportunity for amateur talent, a new "Amateur Night Program" is being broadcast weekly on Saturdays over the Regina station.

Air time, studio and production facilities are contributed by the station which is co-operating with the Associated Canadian Travelers Association, Regina, for the broadcasts. Proceeds from the series are given to the T.B. preventive fund of the Association.

Programs originate in a district. Saskatchewan towns each have a local committee select and announce the talent line-up for each minute broadcast. Listeners of this Amateur Night series are hearing from such Saskatchewan towns as Montmartre, Balaclava, Southey, Whitewood, Green Milestone, Midale and Ogema.

*Manitoba's French Population
Will Soon Hear
Its Own Station*

C K S B

ST. BONIFACE
1000 Watts

MANITOBA
1250 Kilocycles

Serving about 52,000 French Listeners
In One Of The Richest Agricultural Centres In Canada

Owned and Operated by

Radio Saint-Boniface Limitée

Louis E. Leprohon— Managing Director

Western Canada's First French Language Station

Complete Details—WILLIAM WRIGHT—Toronto, Montreal

CKNB Goes Culinary

...ing is cooking in the
... the Brunswick Hotel in
... Ontario, home of sta-
... But instead of steaks
... on the grill or eggs sput-
... in the frying pan, the rasp-
... and the clink of hammer
... are heard there, and in-
... chefs and waiters, carpen-
... painters are hard at work.

... which last month entered
... tenth year as a commercial
... s busy enlarging its
... to include the Hotel's
... dining room, in addi-
... the combination studio-
... room-office which it has
... since first going on the
... amateur experimental station
... new quarters will include
... studio, announcer's booth,
... room, library, announcers'
... and control room.

Millennium

... more than two million words of
... have been written by Ernie
... Edge in telling the story
... "John's Wife", the Canadian
... which changed its name to
... "Wife" in tune with
... demobilization at the be-
... of March. The program's
... episode was broadcast over
... s-Canada network on
... On the air continually
... 1942, it has carried the
... message of the Wartime
... and Trade Board to the
... of Canada. The show
... has the highest rating of
... dian daytime program.

Home For CJRL

... Kenora, Ont., has moved
... and completely modern
... in the Brydon Block, hav-
... out of its Kenricia Hotel
... during the six years since it
... established there as CKCA in

... new set-up includes two
... control room, transcription
... news room, private and gen-
... eral offices. Modern soundproofing
... and architectural design of the studios
... ceiling of celotex squares
... placed at an offset angle and
... on the walls.



*"More
Hope
THAN CHARITY"
Elda Hope*

When I ceased being a regular CKWS listener and journeyed toward home territory, I found some radio surprises for me.

My family was in somewhat of a dither about a program called "Beat the Drum" running on CHUM. The Master of Ceremonies who calls himself Daffy Dan, rolls numbered cubes to ascertain whom he will call in the telephone book. He asks a question for which he pays money. At this time the money to be paid exceeded three hundred dollars but by the time the question was answered correctly, it exceeded seven hundred dollars. The hook was that a listener had to be tuned to CHUM and, quite often, it is worth real money to stay tuned!

One of my greatest disappointments was in hearing Pond's "John and Judy" shows. The stories used to be very friendly and intimate; now they sound almost like a story from the "Gangbuster" series. This seems a foolish change because there are skeletons in too many closets. Why broadcast them? Now, this is not a must show of mine.

Recently a show with definite female interests appeared on CKEY called "Listen Ladies". It is broadcast for a quarter-hour Monday through Friday at noon and features Roxana Bond with Howard Milsom. Roxy's programs touch on many subjects of interest to women and should attract a range of ages.

The world may think I'm wrong but I disagree with some of the remarks about Oscar Peterson. There is little doubt that he is a clever pianist but I can think of players who can at least equal him. On a recent "Canadian Cavalcade" broadcast Peterson played "Humoresque". After the first half-dozen bars he could have been playing variations of anything; and only in his opening and closing can a listener detect the melody: If he is trying to break the public into a new trend in piano styling, I think he should sneak up on them gradually instead of giving them both barrels at once.

I've just listened to "Jolly Miller Time" and I think it is one of the finest shows on Canadian air to be heard. George Murray is host and tenor soloist, choosing the better type of popular and semi-classical songs — definitely not the dime-a-dozen type they knock out today. Howard Cables' arrangements one might expect to hear from a Percy Faith pen. Cable's youthfulness and talent are an exceptional combination. The Leslie Bell Singers add definite background to the vocal soloists, coming to the fore in number of their own. In their line they display quality. The feminine attraction is Jeannie Cameron, a pop singer with a sweet voice. The piano team of Snider and Ross adds a bright and diversified touch at the right moment.

'Bye now.

ELDA

CKNB

CAMPBELLTON N.B.

March 23, 1946

Dear Mr. Timebuyer;

When CKNB goes to 5000 watts this summer, there'll be more than just a power increase for our listeners to be happy about.

With our power jump, we're combining an improvement in transmitter site that will mean as much to our signal as will the wattage increase itself.

Better coverage of our territory... better service to our listeners... mean better results for our advertisers. CKNB lives in the present, learns from the past, and plans NOW for the future.

We frankly solicit your business, knowing our ability to pay dividends to our advertising clients.

Yours very truly,

Stau Chapman

STATION MANAGER

AN ALL-CANADA STATION

WHAT A SPOT TO BE IN!

WHAT A SPOT TO BE IN!

A FEW SPOTS are available at the present time between 6:00 and 6:30 p.m. on our "Maple Leaf Ballroom". This period follows a summary of local news and precedes ¼ hour summary of world wide news. Far more people in this area listen to CKSF than any other Station. They like our variety in programming, personalized announcements, and news-cast announcers.

CKSF, CORNWALL

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

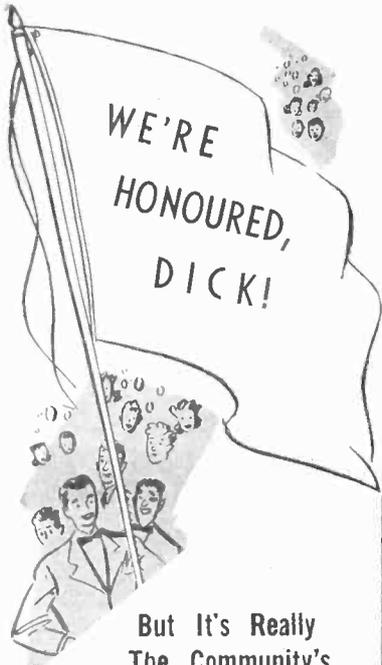
RADIO GETS YOUR MESSAGE HOME

ADVERTISING SALESMAN

for
Major Broadcasting
Sales Organization

Excellent Opportunity.
Agency and Advertiser
Connection in Ontario
an Advantage, but not
necessarily essential.

Box 99
Canadian Broadcaster



But It's Really The Community's

Don't get us wrong, Dick... we're not unappreciative and we hope you won't mind us giving credit for winning the "BEAVER AWARD" to our townfolk. But honestly... their enthusiasm on behalf of community projects really won it for us.

All we need to do is suggest a new community project and the homeowners back us to the limit. Now, do you see why CKCW says... "It's really the Community's".

Horace Stovin can tell you more about this wide-awake City of Moncton that backs CKCW to the hilt.

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



HORACE N. STOVIN Representatives Toronto and Montreal

First Canadian Opera

The first Canadian opera will be given a coast-to-coast radio premiere by the CBC in April. It is "Deirdre of the Sorrows" based on a tragic Irish folk tale, written by Dr. Healey Willan with libretto by John Coulter.

The premiere will be aired on the Saturday following the last of the season's Metropolitan Opera matinee broadcasts. Ettore Mazzoleni will conduct the performance, with Canadian singers taking the principal roles.

Coulter and Willan were commissioned by the CBC to write the opera.

Radio Director of Church

The B.C. Conference of the United Church of Canada has appointed a director of radio, Ralph Spencer, formerly of CKOV, Kelowna, B.C.

Spencer, formerly active in the Greater Vancouver Young People's Drama Festival, will be responsible for 12 programs a week in Vancouver, and several on stations in the interior of the province, according to an item in the VANCOUVER PROVINCE.

The new appointment may mark the expansion of United Church radio plans. A religious forum broadcast and a young people's program are reported to be under discussion.

Air CAPAC Awardees

Music by Canadian composers will be heard by CBC Trans-Canada listeners in a series of three programs starting March 24. The works to be heard are by winners of the 1945 awards from the Composers, Authors and Publishers Association of Canada. The winners are Jean Coulthard Adams, Minuetta Borek, Alexander Brott, Frank Llewellyn Harrison and Oskar Morawetz.



Ralph J. Judge is the newest member of the Toronto staff of Horace N. Stovin & Company, radio station representatives. He has had 15 years of sales experience with the Kraft Cheese Corporation in various parts of Canada, and is known to listeners from his frequent appearances on CBC programs as a tenor soloist. Ralph replaces J. R. "Red" Pearcey who has joined the Toronto office of the Harold F. Stanfield advertising agency.

Cooking at CHEF

Local news and local service general hold an important place in the menu of CHEF, new French language station in Granby, Quebec. On the air from 6 a.m. to midnight, or 1 a.m. on Saturdays, CHEF starts its broadcasting earlier than any other Quebec station. Owned by the Granby Broadcasting Co. CHEF operates with a power of 250 watts. General manager Jacques A. Thivierge has a staff of about 15, most of them with considerable experience gained in other French Canadian stations. Their average age is only 25.

Local news coverage is assured by arrangements made with regional daily and weekly papers, and by a number of CHEF special correspondents spread throughout the station's coverage area. At least 50 per cent of newscasts are to be devoted to news. Studios and transmitter include all the latest North American Electric equipment. The station maintains its own music library to supplement the World Transition Services. CHEF is represented nationally by All-Canada Facilities Ltd.

20th ANNIVERSARY

CJOR, Vancouver will mark a double event April 8, when the new 5,000-watt transmitter is officially opened and the station celebrates its 20th anniversary.

The date is "CJOR Day" in the Vancouver business world and the program includes participation in the weekly luncheon of the Ad and Sales Bureau of the Board of Trade.

Manager George C. Chandler will officiate at all functions, with program details taken care of by Dick "Wake Up Vancouver" Diespecker and promotional arrangements directed by Dorwin Baird. Announcer will be Ross Mortimer with Dave Hill and Larry McCance assisting.

CJOR, founded in 1926 by George Chandler and Arthur, first went on the air with 50 watts of power. The station progressed through the usual stages as power increases through the years, and the current jump is from one to ten thousand watts.

It is the first station in Canada to go on the air full time with authorized post war power increases. The station took delivery of the first Northern Electric war transmitter. Installation of equipment and proving of additional antenna performance completed ahead of schedule, the station actually on the air with 5,000 watts early in March.

Advertisement for CKCR KITCHENER. Text includes: 'You Can't Fool Main Street', 'Our representatives have a list of around eighty local retail stores which have used CKCR in 1945-6. Many of them have used the station for as long as twelve consecutive years', 'See WILLIAM WRIGHT MONTREAL Medical Arts Bldg. Fl. 2938', 'TORONTO Victory Bldg. AD. 8481', and 'CKCR CKCR CKCR' at the bottom.

SCANNING THE SURVEYS

DO THEY STAND

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

EVENING		
McGee & Molly	39.1	+ .6
Radio Theater	35.6	- .4
McCarthy	35.3	-4.5
Music Hall	26.9	+2.1
Fortnet	24.0	+ .4
Trail	21.6	+ .8
Hockey	21.3	+ .2
Request Performance*	21.2	-1.6
Hope	20.5	-1.0
of Familiar Music	19.9	-1.3
ame et son péché	38.8	+2.6
ion de la gaieté	36.8	-1.5
et Barnabé	36.5	-2.0
stant dans le vivoir	36.4	+4.4
ent du Rire	35.4	+2.0
au Trésor**	32.2	+8.8
concert	31.2	+2.5
le	29.5	+1.0
de Chez Nous	29.0	-1.8
Changes	28.7	-1.3
uding Montreal		
age of Time		

national rating report showed a little change in the ratings of English programs. "Kraft Hall", however, moved up more places with a rating of 39.1, while "Charlie McCarthy" hit a downward trend losing points for a March rating of 35.3. Two programs missing from current month's listings were "Parade" for British America, which has been taken off air, and "Those Websters" for Oats.

Among the French programs, a illustration of some smart radio-switching took place when "au Trésor" was changed Wednesday night to Friday at 9.30 p.m. This program, which was "Nazaire et Barnabé" ended up with a rating of 32.2, which was 8.8 higher than last month. The new French show "Maquette Musicale", for McAntenac, appeared on the

French National Rating Report with an initial rating of 21.9.

Radio listening in Hamilton hit a new high last month, when Elliott-Haynes' interviewers were conducting their daytime survey. If one of the interviews is an indication of the trends, then the two Hamilton stations are in for some really fine program ratings. It happened this way: For several years stations CHML and CKOC have been very active in coaxing listeners to tune in their programs. Such shows as "Knowledge College", "Musical Mysteries" and "Know Your Proverbs" have been offering substantial cash and merchandise prizes for their lucky listeners. Hamilton radio listeners, who dream of being called and offered two or three hundred dollars for the answer to a simple question, keep their radios tuned to the station offering the more interesting gift. Lately, however, they have been caught in a quandary, because both local stations were offering very substantial and interesting prizes through the week. One local housewife solved this difficulty very simply and effectively, when she purchased a second household radio, carefully tuned one to CHML and the other to CKOC, and with a memo pad and pencil at each set, sat down to enjoy radio listening to its fullest extent. When the Elliott-Haynes interviewer called her, she very truthfully replied that she was listening to both CHML and CKOC, and not only identified the name of the program and the name of the product advertised, but she was also able to tell in both cases who the master of ceremonies was, what prizes were being offered and what the correct answers were to the questions that were being asked. In order to verify this, an interviewer called at her home and found the situation exactly as she had reported it. Is this a sign of the times and, if so, could radio stations double the size of their potential audience by suggesting to their listeners that they buy two radios and listen in to two stations at the same time?

U.S. SHOWS RATE HIGH ON B.C. STATIONS

Canadian west coast stations in cities bordering on the U.S. are faced with stiff competition from network outlets in the nearby American cities. Whether this situation has a healthy effect on the Canadian broadcasters involved, can be judged from a look at some statistics dealing with the Vancouver area. All the findings are based on Elliott-Haynes survey figures.

Of a total of 13 major programs heard simultaneously over Vancouver and Seattle (Wash) stations, E-H ratings for the four months, October 1945 to January 1946, show the Vancouver outlets sniping higher ratings in 39 cases. Only 9 times ("Request Performance" three times, "Star Theatre" three times, "Charlie McCarthy" twice, and "Lux Radio Theatre" once) were the figures higher for the American stations. And for two samplings the survey found the same number of Vancouver listeners tuned to the American and Canadian outlets.

Of the 9 cases in which the Seattle stations took the lead, six are CBS programs, heard over CJOR Vancouver and KIRO, 50,000 watt station in Seattle. "Star Theatre" follows immediately after "Request Performance", and listeners tuned to KIRO for the first are not likely to retune to CJOR for the second.

KIRO's larger audience for these programs is due to the stronger lead up provided by the CBS newscast heard immediately preceding them, whose average rating is approximately 2 points higher than "Music for Canadians" heard at the same time on CJOR.

Network shows which month month are made available over Canadian outlets to Vancouver listeners include: "Information Please", "Those Websters", Carnation "Contented Hour", "Bob Hope" Show, "Rudy Vallee", "El-lery Queen", "Kraft Music Hall" and "Fibber McGee and Molly".

CKCK

A MUST MEDIUM FOR THE PRAIRIES

Cash Income: \$986,000,000.00

Over \$3,000.00 per farm

(Canadian Advertising)

Reaches the HEART of this MARKET

CKCK • REGINA • 620 Kc • 1000w

AN ALL-CANADA STATION

5 BEAVER AWARDS TO RCA Victor ARTISTS AND ASSOCIATES

We, of RCA Victor, are mighty proud of the honour bestowed upon our associates . . . artists, producers, engineers and advertising agency friends . . . for distinguished service to Canadian radio.

JOHN ADASKIN

The citation reads: "For his musical production of THE VOICE OF VICTOR, Singing Stars of Tomorrow, and Dream Time."
"The Voice of Victor" is RCA Victor's fine musical contribution to Canada's discriminating radio audiences. →



MERCER McLEOD

The citation reads: "For a distinguished program — The Man with the Story." This program was originated, recorded and produced at RCA Victor studios in Toronto — an RCA-NBC recorded feature — for syndication in the U.S. and Canada. ←

JOHN FISHER

The citation reads: "For his enthusiastic portrayal of the Canadian scene on "John Fisher Reports" and "This is Canada."
"This is Canada" is an RCA recorded series for Purity Flour. →



EARLE CONNOR

(Chief Engineer, CFAC Calgary)
The citation reads: "For his willingness to cooperate with other station engineers during the equipment shortage."
CFAC under Mr. Connor's technical direction is about to install a new 5000 watt Transmitter, designed and built by RCA. ←

THE ALOUETTE QUARTETTE

The citation reads: "For their brilliant interpretation of French-Canadian songs at home and abroad."
These fine Victor recording artists have long been favourites with record fans.



Look to RCA Victor
for the best in Radio Transcriptions

RCA VICTOR TRANSCRIPTION STUDIOS

Toronto studios
Royal York Hotel

Montreal studios and plant
1050 Lacasse Street.

Teen-Agers A Market

Teen-agers and bobby-soxers represent an annual buying power averaging around \$200 per annum apiece, which amounts to the considerable sum of \$10,000,000 a year in Greater Toronto alone, according to W. H. Torgis, 23-year old editor and publisher of "CANADIAN HIGH NEWS", teen-agers' weekly with a paid-up circulation of over 14,000 in 85 Ontario Secondary Schools.

In the course of an address to the Advertising and Sales Club of Toronto, Bill Torgis, who has recently added broadcasting to his other activities, with "Highschool Highlights", teen-age newscast on station CJBC, Toronto, and "Hi-Variety" on CFRB, quoted Dr. George Gallup to add emphasis to his claim that besides their own spendings, students exert considerable influence on the spendings of their parents.

"Youth today is maturing at a much earlier age", Torgis said, explaining that this state of affairs had started with the war, when youngsters were called upon to do men's work. "This situation is here to stay", he affirmed, pointing out that youth merits the attention of business because "most of them have allowances and many of them have jobs."

Bill was emphatic in his assurance that the present era of juvenile delinquency was simply the result of the war, when parents had been too busy to give the youngsters the guidance and counsel they had the right to expect. He told how a rough survey conducted by his paper had disclosed that 93% of 400 students interrogated in 25 Toronto Secondary Schools wanted more Youth Centres—not pool-halls. The same survey disclosed that about 55% of teen-agers were planning careers as doctors or engineers, yet only five per cent finally matriculated into university.

"Don't shove teen-agers into jobs at seventeen to twenty dollars a week", he urged, "and then forget them. See that they get a chance to learn to be useful."

Discussing the right kind of advertising copy with which to reach this large market, he pointed out that copy, whether for radio or one of the printed media, will get home to students best if it is written educationally. "Facts, not frills", he emphasized, "impress youth."

Job Ads for Vets

A service to job seekers and employers in the Hamilton (Ont.) district is provided by "Opportunity for Jobs", a five minute program aired six times weekly by Selective Service over CKOC, Hamilton. Series serves as a sort of "Classified Ad Column of the Air", and includes a veterans' service through which discharged men for whom a job is not open on the files can advertise on the air for the position they want.



Once the Pacific Coast League playoffs have been broadcast, CKMO Vancouver, moves right to a schedule of baseball broadcasts for the same sponsor, H. Oil. Ball games twice a week will be covered by Reed Chapman, Duke McLeod.

Vancouver's newest quiz show, "Prizepourri," emceed by Bob Lett and announced by Phil Lett, is being originated by CKMO from Purdy's downtown restaurant. Bob and Phil are said to be interested in a couple of suitcases. The reason: prizes in nylon.

With international DX-ing vogue again, CJOR Vancouver provided a one hour program on March 8, for DX listeners along the Atlantic seaboard.

Perce Gaynor, manager of the Winnipeg office of All Canada Radio Facilities Ltd., arrived at CKMO recently and expects to be around for a month.

Here's a guy who owns 6,000 records. He's Jack Cullen, an authority on canned music (he should be) who recently joined the engineering staff of CKMO as program engineer.

Harold Carson, president of Taylor, Pearson and Carson Productions, has returned to Calgary for a week at CKWX.

"Studio Guest" is a new program being produced for the Dominion Network by CJOR, with Ross Lett in charge of production. It makes a total of four weekly work originations in the CJOR studios.

Gordon Benett, ex-CJAT program engineer, has joined CBB as special events man under Ted Veque.

Ex-navyman Hugh Palmer, will join Broadcast Regulations Department at CBC head office in Toronto. He'll be handling relations with private stations. He is also a lawyer, Palmer started in radio as an announcer here.

CJOR production chief, Diespecker is B.C. man for CBC Overseas Service news roundup, "Dominion Express", relayed also by BBC and Forces Network. Dick provides weekly roundup news and a short feature story.

CKWX is welcoming John Lett to the sales department. During the war he was with Defence Industries and Boeing Aircraft.

Highlight of the recent visit of Hon. C. D. Howe was the minister's speech to a joint meeting of the Board of Trade, CJOR, following a policy of giving wider circulation to outstanding luncheon addresses, recorded the speech for later broadcast. The station handles about a score of such signments annually.

Manager Tiny Elphicke of CKWX has instituted monthly staff meetings, held in CKMO Playhouse, to get departments together and let them know what those other characters are doing around the building.

Don McKim, former Vancouver Sun newscaster, has joined CKMO as promotion man after a hitch in the army.

The Open Sesame to . . .

CANADA'S RICHEST PER CAPITA MARKET!

Jack Murray announces

- NEW POLICIES
- NEW PROGRAMS
- NEW PROMOTION

for

C F J M B R O C K V I L L E

The Richest Per Capita Market,
not only in Canada, but on the
North American Continent

C B C Dominion Network (Basic)
British United Press News Service

FOR AVAILABILITIES, AND INFORMATION
ON THE LAST WORD IN AUDIENCE PROMOTION

JAMES L. ALEXANDER

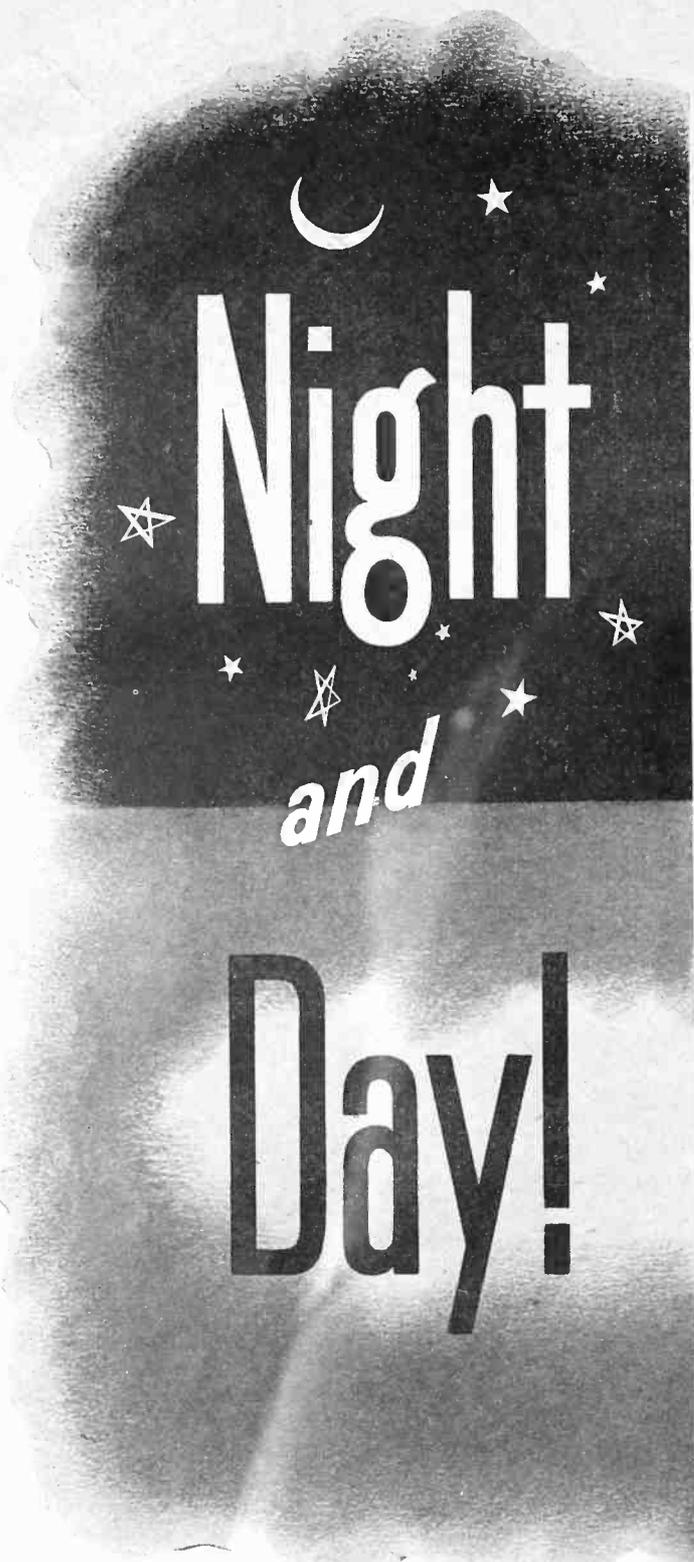
TORONTO

MONTREAL

In The United States

ADAM J YOUNG JR. INC

NEW YORK - CHICAGO - LOS ANGELES - SAN FRANCISCO



Night and Day!

☆ *This is the fifth in a series of advertisements which reveal startling information about coverage, listenership and programme ratings.*

Figures recently published establish CFRB's position among Toronto stations with Ontario's night-time audience. This station has the widest coverage, the greatest share of listeners and the largest number of popular shows of all stations operating in the city from six o'clock on.

The following facts show that this position is maintained with Ontario's daytime audience, too!

1. With a daytime coverage penetration of 50% or better in three-quarters of the Province, this station reaches 454,217 radio homes in its primary area, 88% of the total number.
2. This station has an average listenership from 9 a.m. to 6 p.m. of 21.7% . . . a greater share than that of any other Toronto station.
3. Of the top twenty-five most popular daytime shows broadcast over Toronto stations, twelve are broadcast over CFRB, a greater number than that claimed by any other station.

**WRITE THIS STATION FOR FULLER DETAILS ON DAYTIME COVERAGE,
LISTENERSHIP AND PROGRAMME RATINGS**

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!