

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6. No. 4

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

February 22nd, 1947



Masculine pulehritude steals our front page this issue with J. Frank Willis (at left) making with his elbow as he does the narration on Tip Top Tailors' "Music For Canadians," now in its third year. At right, CKGB, Timmins, announcer Art Laing becomes a three way quick-change-artist as he cavorts in front of the mike. His station has "changed over" to 5,000 watts; the frequency has "changed" to 680 kcs and young Conrad Laporte gets his "change" too.

NEWS in BRIEF

Tickets for the Beaver Awards dinner, March 17, Simpson's Arcadian Court, are available from Sid Lancaster (Radio Reps) or Art Benson (Broadcaster) at \$2.00 each. Indications point to another sell-out.

Increased use of radio is predicted for the Metropolitan Life Insurance Co, through their newly appointed agency, Young and Rubicam.

Frank Ryan has appointed All-Canada national representatives for his new Ottawa station, CFRA which goes on the air May 1st. CHNC, New Carlisle, has appointed Joe Hardy, now back on the job after a prolonged sickness.

Jim Allard, Public Service Director of the CAB, will address the annual radio conference, University of Oklahoma, February 27, on "What U.S. Stations Could Do To Help Promote Friendship With Canada."

Registration for the CAB Convention at Jasper Park Lodge June 9-12 should be requested from Mr. J. P. Stark, Jasper Park Lodge, c/o Chateau Laurier, Ottawa.

Bruce Alloway, who left CFAC, Calgary, to take over his new job in the ACRF Time Sales Division, is now on the job in Toronto.

technical writing has been done on the subject, and it is simply a question of putting it into operation in Canada.

BBC SYNCHRONIZES 21 STATIONS

UK Operation Proves Frequency Plan Feasible

Multiple use of frequencies for CBC stations as suggested by this paper last November and December, is old stuff to the British Broadcasting Corporation, who adopted this plan during the war.

At the present time the BBC is operating 21 stations carrying the "Third Programme" on 1474 kilocycles; it has three stations in Scotland on 767 kilocycles; 9 stations carry the "Light Programme" on 1149 kilocycles; 2 stations in Northern Ireland and 1 in England operate on 1050 kilocycles; and there are two more functioning on 1013.

The BBC operates on a system quite comparable to that of the CBC. Each wants to cover its country with its two networks, but the BBC is accomplishing this purpose through the plan we have suggested for the CBC.

In the case of the 21 stations all operating on 1474 kilocycles, carrier strength varies from 1 to 15 kws., but our British informant stresses the point that power has no bearing on the matter. It is admitted that when two, three or more stations are operating on the same frequency, there will always be a "mush" area which cannot be avoided.

BBC controls this area by beaming its signals at thickly populated sections. If there are three stations in a triangle, each operating on say

900 kilocycles at 15 kws, the "mush area" would be in the centre of the triangle. If the power of one of these stations is reduced to 1 kw, the area is moved nearer to the weaker station. In the case of certain stations operating in Wales, by use of directional array antennae, and by varying carrier strengths, the "mush area" is placed conveniently in the sea. The same principle applies in Northern Ireland, England and Scotland. It could be done just as easily in Canada. On each side we have an ocean, and inland there are the unpopulated Rocky Mountains, the Great Lakes, the barren north, the New Brunswick Bush and so forth.

This principle is actually used by the BBC in this way. Supposing there are six stations between Manchester and London, all operating on the same frequency but with varying strengths, in between each pair of them there will be a "mush area". But in between them there are six other stations built, operated on different frequencies. Thus, in Canada, a station in Toronto and a station in Brantford, both operating on the same frequency would create a "mush area", say in Hamilton. They could simply put another transmitter in Guelph, which would place the mush area out in Lake Ontario.

Synchronizing the CBC-owned stations on one frequency would

mean that CBC network originations would all go right across Canada. The CBC would then be performing the function for which it was created, namely, the function of a truly national broadcasting system. In carrying this project through, precious frequencies which are becoming so scarce would be released to private stations whose function, both the CBC and the radio committee admit, is to render a local community service.

The process is by no means a secret. It has always been used in Europe, and is now in general use in Great Britain. Considerable

CAB EYES BUYERS' MARKET

100% Turnout at B. C. Meet

With costs up, the advertising dollar is going to shrink, and advertisers are going to study their media more carefully before setting their appropriations, Doug Scott, CAB Director of Broadcast Advertising told B.C. broadcasters at a regional CAB meeting held in Vancouver February 13-15. He went on to say that the industry has to make sure that advertisers "appreciate the advantages of radio as a medium." It was with this in mind that Scott's job was set up, to enable the industry to better serve the advertisers and their

agencies.

Harry Dawson, CAB Manager and Engineer, opened the proceedings by expressing his encouragement over the fact that every member station in B.C. was represented.

These regional meetings were instituted last month in the Province of Quebec, and, following the Vancouver gathering, were repeated in Calgary (17), Regina (18) and Winnipeg (19), with a session with the Maritime Association of Broadcasters slated for March, in Halifax.



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SOUNDING BOARD

NO REFUNDS

Toronto: The caption on the picture of Waldo Holden spells Greeley backwards. Greeley said "Go West, Young Man." Holden came east, but he's not so old. If I won, I don't want a year's subscription. I just want a refund of my old one.

—:Jack Murray

NOT DEAD YET

Kitchener: "Yeleg" of course is the reverse of Greeley, Horace. The resemblance between H.G. and Waldo Holden is almost exclusively that both were born in the east, both were attracted by the west, W.H. following H.G.'s now notorious advice, but, in both cases, the lure of the east was too much, both returning. There the resemblance ends, since H.G. died in the east for some reason or other, and W.H. is still a young man, and obviously a very live one.

I appreciate the opportunity of obtaining the "Broadcaster" as my immediate superiors are getting a little weary of my reading their copy over their shoulders all the time.

—:Ed Manning

A special prize to Ed Manning for telling so much we never knew and also for that last paragraph.

SABOTAGE

Medicine Hat: In the firm belief that co-operation is everything, and that we should all enter contests when they rear themselves, I am happy to advise you that, after studying page 17 of your latest issue, I have decided that "Yeleg" means the young man in the picture (shaking hands with the old man) is going west backwards, which, of course, is a novel approach to the East, but not entirely unknown to the East. In your next issue, Richard, if you publish again, I suggest that you reproduce a picture of yourself and ask subscribers to supply the caption. We will be glad to supply the prizes. Your devoted admirer:

—:R. J. Buss

AGENCY DISCOUNT

Toronto: I always felt that you exaggerated things, but it seems to me you have proved it by the picture on the front page of your February 8th issue. I counted the beautiful girls several times, but I cannot see more than five, despite your cut lines. When does six rear its lovely head?

—:Ray Avery



"The horses are now going to the post for the last race, thank God, and if this broadcast doesn't get me a Beaver, I'm going back to Simpson's candy counter."

Experimental Series

Montreal radio producers and scriptwriters were recently invited to submit plans for a new series of weekly evening radio presentations over CKAC. The producers were allotted a standard budget for talent and production costs and were given a free hand in the presentation of what they considered to be the most interesting program for the average listener. Twenty program ideas were received by the station and these have been incorporated into a new series: "Le Studio D'Essai de CKAC" (CKAC's experimental studio) heard Wednesday, 9.30 p.m. The series will continue until May.

WIRE—PREPAID

Montreal: Re Yeleg on page seventeen February eighth issue Broadcaster Horace Greeley said go west young man but unfortunately too many were stopped by Pacific Ocean. Waldo Holden reverses Greeley and goes east and will no doubt be stopped by Atlantic Ocean Q.E.D. Stop. My solicitor Mr. Joseph Sedgwick KC gives as his opinion for free that even if I win subscription I am under no obligation to read the publication. Regards and good luck.

—:Leo Hutton

Drama School

The Hamilton School of Radio Drama, conducted by Marjorie Purvey at CKOC, Hamilton, has trained eight members of CKOC's staff in the finer points of radio drama. Four of the staff members are announcers whose all round air work has been improved by the training, the management feels.

BROADCASTERS

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**DOMINION BROADCASTING
COMPANY**
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OTTAWA
Letter
 by
JIM ALLARD




Our Guest Speaker Is:

GEORGE A. CROMWELL

Manager, CHSJ
Saint John, N. B.

"Radio really sells down here in the Maritimes. Radio builds business and we have had ample proof of its power both to *make sales and keep people sold.*

"For instance, take the story of E. A. Bradley, a Saint John jeweller. Back in 1938, he commenced business in a small way and with very little capital, twisting luck's tail by taking over a store on the main street in which two jewellery firms had failed.

"He started right in using radio—a half-hour program a week over CHSJ. Later he added some spot announcements. He will tell you the impact was almost immediate. He has been on the air over CHSJ consistently ever since. Today, he operates two stores in Saint John, branches in Fredericton and Sussex.

"Of the dozen or so leading independent jewellers in the city today, the firm of E. A. Bradley is second to none. The nice thing about it all is that he quite frankly tells you his success is largely due to Radio."

GEORGE A. CROMWELL
Manager, CHSJ
Saint John, N. B.

HORACE N. STOVIN
 & COMPANY

Radio Station Representatives

for these Live Independent Stations

| | | | | | |
|------|------------|-------|------------|------|---------------|
| CJCH | Halifax | CHOV | Pembroke | CJRL | Kenora |
| CHSJ | Saint John | *CHML | Hamilton | CKX | Brandon |
| KCKW | Moncton | CFOS | Owen Sound | CFAR | Flin Flon |
| CJEM | Edmundston | CFOR | Orillia | CJGX | Yorkton |
| CJBR | Rimouski | *CFPL | London | CKLN | Nelson |
| CKVL | Verdun | CKLW | Windsor | CFPR | Prince Rupert |
| CKSF | Cornwall | CKY | Winnipeg | CJOR | Vancouver |
| CJBQ | Belleville | | | ZBM | Bermuda |

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Scarcely high-g geared yet, the third session of our 20th Parliament is already hearing about the radio industry. Revenue Minister J. J. McCann has already tabled the annual report of CBC. On the order paper is a question by Major W. A. McMaster, Progressive-Conservative Member for High Park (Toronto). Mr. McMaster wants to know: 1. Who are the persons or corporations included in the twenty highest-paid entertainers for the CBC in the fiscal year ending March 31, 1946, and what was the amount paid to each? 2. What large sums entered into the total of (a) \$1,160,674.80 for engineering; (b) station networks: \$971,441; (c) press and information \$145,183.73; (d) commercial division \$130,903.47; (e) international shortwave service, \$577,809.07?

Mr. Park Manross, Progressive-Conservative member for London, Ontario, took up the receiver-set license fee during course of his speech to the House of Commons February fifth last. Said Mr. Manross: "Then there is the nuisance tax field, about which I think we should say something. What is a nuisance tax? The \$2.50 we pay a year on our radios is a nuisance tax. It costs a lot to collect this radio tax, and you cannot see it like you can your motor car license. I know we pay \$2.50 for one every year and then shove the license down at the back of the radio among the tubes. They stay there until we have a fire four or five years later when the permits burn up."

Mr. Manross continued: "I think this tax should be removed. At the time the Canadian Broadcasting Corporation was established this tax was imposed so that we could get the kind of entertainment the government thought we ought to have, entertainment without advertising. But now CBC has become a commercial venture and it accepts advertising. It is competing with the independent stations. Surely this money cannot be for that purpose. It is trying to secure the wave-lengths of independently owned stations who through their own initiative have built up a listening audience ten times as large as that of CBC. In addition, do you not think, sir, this \$2.50 radio tax is a rank injustice to shut-ins, invalids, the blind and pensioners? I do. I know of an arthritis hospital with perhaps sixty or seventy patients. They have to pay a \$2.50 license fee if they have a radio set of their own."

Departmental estimates will get a more thorough going-over this Session than in many years. Opposition members and at least the back-benchers if not others on the majority side are definitely in an economy frame of mind. Obviously, most of them were

prodded heavily on this point by their constituents while back home. The Public Accounts committee will also function this year; it had no existence during the war for obvious reasons. Estimates were in any event prepared by the various departments in a rather cautious frame of mind; and even so, some of these were trimmed by the Treasury Board before being prepared for Parliamentary presentation.

It seems that Opposition fire may be especially heavy on the Canadian Information Service, the National Film Board, and the publicity branches of government departments.

If and when the proposed national labor code becomes operative, it will unquestionably touch the fringes of the broadcast business, possibly take it in completely. Transport and communications are Federal jurisdiction in any event. Possibilities that might enter into such a code have already been submitted to labor unions and to the trade groups which are the largest employers of labor. It will be a long time before anything past the discussion stage is accomplished. The unions are heavily in favor of a national labor code; so are quite a few employers. Some of the provinces are in favor; others so-so; and at least two very distant. Any such code adopted within the next few years would of necessity be somewhat sketchy in character. It could probably only set a minimum of wages; a maximum of hours; leaving either the provinces or the process of collective bargaining to better these where possible. Such a code would strengthen the hands of the unions in some respects. It would also better the position of employers, in that the unions would be made more responsible for their actions. Moreover, it would tend to eliminate low-wage competition in some provinces; thus aiding employers whose salary and wage scales are more satisfactory. To some extent, a national labor code would facilitate the process of collective bargaining, but probably put this on a more sound and amicable basis. The position of Crown Companies in relation to collective bargaining and unionization is still slightly obscure. However, the precedent of Polymer, CNR, and others can and will be effectively argued, and it is difficult to see how the presently non-unionized Crown companies can remain that way very much longer.

Breaking Into Radio

Climbing to the roof and falling through a skylight when unable to gain admittance to "Club 800", afternoon hour-long teen-age program of CJAD, Montreal, a 19-year-old boy put a stop to the show. The boy fell and injured a young girl, fracturing her leg, and two others were injured by falling glass. The boy, himself, was bruised and cut.

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

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Editor: RICHARD G. LEWIS
Production Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
Editorial Assistant: T. J. HOLUB
Photography: AL GRAY

| | |
|----------------|----------------|
| Correspondents | |
| Montreal | Walter Dales |
| Ottawa | James Allard |
| Vancouver | Robert Francis |
| Winnipeg | Erith Smith |



Vol. 6, No. 4

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

February 22nd, 1947

REVIEWS

Get It Out In The Open!

Meetings held in Toronto and Montreal under Association of Canadian Advertisers' auspices and addressed by R. D. Whitmore, chief inspection services of the Food and Drug Divisions of the Department of National Health and Welfare, indicate a desire on the part of this department of government to co-operate with advertisers in facilitating the passing of food and drug copy for broadcasting or publication.

The department is currently planning the formulation of a "code", and Mr. Whitmore hopes that a joint committee of advertisers, agencies and media will assist him in its compilation.

Through this "code", it is hoped to supply a yardstick by which copy may be measured as to acceptability before its submission to Ottawa. In this way it is hoped to minimize both deletions and rejections.

Dick Whitmore has indicated that he is an extremely human individual charged with an awkward task. While he is quite obviously determined to fulfill his responsibilities efficiently, at the same time he is going to leave no stone unturned to smooth out the paths of those affected by the regulations he is charged with administering.

Without going into the rights and wrongs of government supervision of advertising copy, there are definite advantages to the system. One of these is that the department's stamp of approval before broadcasting or publication immunizes the advertiser, his agency and the media against charges of misrepresentation after. Another point is that advertising gains in public repute, through this government approval system, or rather that it would do so if the public had the slightest idea that it was being afforded this protection.

An IODE questionnaire came out recently with the astonishing statement: "Scientific experts have found that only 6.3% of the radio commercials examined were true." In the face of the fact that well over half of all advertising copy falls in either the food or drug category, and, as such, is subject to approval by the department, makes both the IODE and the department look extremely foolish. Yet no attempt has been made by the department or some government public relations bureau to explain to the ladies of the IODE and to the public in general that this allegation cannot possibly be true.

In keeping with his obviously sincere desire to co-operate with the advertisers, as well as to make for the functioning of his department to the greater benefit of the public, it is incumbent on Mr. Whitmore to have steps taken to spread knowledge of his work.

When the public is on the receiving end of what is truly a great public service, and when as prominent a national group as the IODE is obviously unaware of the project, then it seems to be an understatement to say that it is time something was done.

Editor

"I See By The Papers"

Our oft-voiced plaint that without a national newspaper and only a national radio system which is hamstrung by its own bureaucracy, it is impossible for the five "isolations" of Canada to become acquainted with one another may not have fallen on as deaf ears as we had thought. Maybe radio—private radio—is about to make some contribution towards the breaching of the gulf in the shape of a new series of scripts entitled "I See By The Papers," which is being made available to stations across the country by our own Montreal correspondent, Walter Dales.

Scripts, which are the work of Harry Bowley, who has been working with Dales for some months past, constitute a cross-section of editorial opinion from coast to coast. They afford stations an opportunity for fulfilling their obligation to their communities of presenting varied points of view on Canadian affairs, and are prepared for presentation by one voice.

It occurs to us that these scripts might be made to perform a double function by inviting the editor of the local paper to present them over the station. In this way, besides giving them a voice of authority, it might be possible to increase good relationship between the station and the local newspaper. Stations complain continuously that their local papers harbor hostile thoughts towards them. But do most stations indicate their preparedness to co-operate with the papers to the same extent as they would have the papers co-operate with them?

The two sample scripts of "I See By The Papers" which have reached our desk deal one with "Immigration" and the other with "Communism." Each contains excerpts from half a dozen editorials and Bowley seems to have gone to considerable pains to see to it that they represent a cross section of the entire country. There will be those among our readers who will recall that this was, in effect, the purpose behind our own brainchild of a year ago, a publication which was to be (and we hope still will be) called "Pulse". We can only hope that what we sincerely believe to be a more practical method of accomplishing the same end and will be received with greater enthusiasm than we were able to inspire in the minds of community leaders whose co-operation is essential for the success of any such project.

In order that "I See By The Papers" may render a real service to the public, in the name of the community radio stations, and not just act as a sop to the radical members of future radio committees, it must live up to its own publicity and give a truly varied picture of opinion on all topics. The more contentious they are, the more essential it is that they be dealt with. Those station editors who might be tempted to remove from the scripts items which view a question from a standpoint opposite to the view of that editor, should bear in mind that unless all viewpoints are expressed, the program series will be transformed from a report of opinion to straight propaganda for the views held by that station editor or his principals.

Just as "Report from Parliament Hill" has taken the first step towards bringing the Canadian public in closer contact with its individual members of parliament in Ottawa, in the same way, "I See By The Papers" can draw the various segments of Canada into closer intimacy with one another. Such idealistic purposes, however, will not necessarily secure an audience for the programs without the promotion they deserve, and in the case of the latter project, the added impetus of a well-known local personality. **R.G.L.**

"The Province At Ten"

"The Province at Ten" a nightly newscast by Dick Diespecker over CJOR for the Vancouver Daily Province, gives a fresh twist to the straight news presentation formula. The quarter hour roundup not only includes world and local news of a general nature, plus sports, but cuts in any other page from the day's issue.

Quotes from editorials bearing on the day's news are included, carefully labelled for what they are. For example, during the recent controversy between church leaders and university students over the propriety of holding Sunday concerts for charity, a Province editorial urging the application of common sense and backing the students' stand, was tied in with the story and gave a picture of public reaction to the story as well as the facts themselves.

Diespecker has to hit a breathless pace to get it all into fifteen minutes, but its clear, at any rate, and good judgment in its contents makes the roundup a change from Gabriel Heatters who scare you out of your pants and the groaners who put you to sleep. **R.F.**

CFRB CELEBRATES 20th ANNIVERSARY



3 FIRSTS

Cancellation of projected \$10,000 golf tournament in Winnipeg

Prince Albert Orphanage fire with death toll of six

Arrest in Knoxville of man for questioning on Winnipeg "Phantom" murder

FIRST IN THE FIELD AND FIRST IN THE NEWS

HEAD OFFICE
231 St. James Street
MONTREAL



Participants in CFRB, Toronto's opening program, February 19, 1927.

The list of artists who have appeared on CFRB in its twenty years of radio reads like a "Broadcasters' Who's Who".

Many of these artists have gone far afield in pursuit of their chosen calling. Many have continued at home. Many of both groups appeared on CFRB's anniversary program broadcast Wednesday of this week, commemorating the station's twenty-years-to-a-day on the air.

In our photograph, above will be found Jack Sharpe who has been chief engineer since the station first went on the air, February 19, 1927. Now, one hundred thousand broadcasting hours later, he still presides over the technical side of the operation. Bill Baker, chief operator, was with the Rogers factory which built the Rogers Battery-less station, before he joined the station itself. Wishart Campbell, whose voice has been known to CFRB listeners for many years, joined the staff on the station as musical director on his release from the RCAF.

Wes McKnight, program director, joined the station in 1928 and his "Sportviews," still on the air, were the first daily sports broadcasts in Canada. He has interviewed 940 greats and near-greats in the realm of sport. His first—in

1951—was Henry Deglane, at that time the world's wrestling champion. His most recent, from the hockey scene—Maurice Richard and Dick Irvin.

Another veteran broadcaster is Lloyd Moore, station manager who started at CKOC, Hamilton, and joined CFRB in the early thirties.

Harry Sedgwick, president of the station, is well-known in industry circles as chairman of the board of the Canadian Association of Broadcasters, and also for his wartime dollar-a-year job with the Canadian Wartime Information Board in New York. He holds the silver medal of the Association of Canadian Advertisers for contributions to Canadian Advertising in 1944.

"Names" heard on the program besides those already mentioned were William S. Paley, Columbia chairman, Gordon Sinclair and Greg Clark, who did a special "story"; commentator John Collingwood Reade, who went overseas as CFRB correspondent during the war; newscaster Jim Hunter, who just passed his ten thousandth newscast; Rex Frost, veteran commentator and literateur; Claire "They Tell Me" Wallace. CBC producer Andrew Allen who cut

his radio teeth at CFRB; commentator Joan Baird; Roy Ward Dickson; Maurice Bodington for many years staff announcer; Grace Matthews and Todd Russell, now making good in American radio.

Others who have contributed to CFRB's program schedules through the years in their various spheres and who received tribute on the program were: Anne Jamieson, Jack O'Donnell, Bill Kemp, Denton Massey, John Holden, Margueretta Nuttal, Reginald Stewart, the late Luigi Romanelli, Ernest Seitz, Eddie Bowers, Al and Bob Harvey, Charley Shearer (former CFRB manager), Alexander Chahalden, A. S. Rogers, Edgar Stone and Foster Hewitt.

Music on the opening program twenty years ago was under the direction of Jack Arthur who again wielded his baton for the anniversary show. Arrangements were by Tony Bradan. Soloists were Joanne Moreland, Jimmy Shields and Wishart Campbell. Several numbers were sung by the male quartet, "The Four Gentlemen" and Kay Stokes presided at the organ. The entire announce staff collaborated as emcees. The program was produced by Rai Purdy and written by Ernie Edge and Irvin Teitel.

CHNS BULLETIN BOARD

20 YEARS OF PROGRESS
MEANS

5000 WATTS SOON!

C H N S

"The Voice of Halifax"

HALIFAX, NOVA SCOTIA

CONTACT THE ALL-CANADA MAN

960 ON YOUR RADIO

NEW THREAT TO CBC

(Reprinted from "The Printed Word")

There is a fairly strong agitation in the United States to have the radio stations and networks taken over by the federal government. Which goes to show that some people in that country don't know when they are well off.

A government radio in the United States, presumably without advertising, would bring, incidentally, quick starvation to the Canadian government radio. For the Canadian Broadcasting Corporation cannot live on its licence fees, it cannot live on revenue from Canadian advertising, because there are simply just aren't enough Canadian advertisers big enough to create enough good programmes for network broadcasting. The Hollywood and New York shows are the meat and drink for the CBC and its listeners. The CBC's own shows are mainly just the fill table talk with incidental music and much of that is from records.

If, before the U.S. takes the final step, they look at radio in other countries, they will learn several things which should give them pause.

First is that people prefer to listen to free radio, despite the commercial plugs, even the singing commercial; in many parts of Canada radio listeners prefer U.S. stations. Free radio belongs to free countries. Government radio has prevailed in all totalitarian countries. Government radio is subject to government propaganda, witness the present series of programmes in behalf of the Dominion department of labor. Government radio means that government appointees make the rules for broadcasting and interpret them. It means that a change of government brings a change in higher officials, even if operating people are protected by civil-service rules.

Here in Canada where the government networks compete with private stations, the private stations are bossed by the government radio—bossed sometimes reasonably, sometimes capriciously, sometimes arbitrarily and always with no right of appeal to independent authority.

Here in Canada we combine the worst features of both government and private radio, for we are taxed \$2.50 per household for the benefit of government radio and still must listen to the commercials. Of course most Canadians can, and many do, tune in the U.S. stations where the commercial is heard in robust purity, and undefiled by a sanctimonious attitude of culture.

Few say much in favor of British radio, untainted by advertising. The CBC pipes some of the BBC programmes to Canada. But if what is heard here of British programmes is the best they have, the worst must be poor indeed. The King and Mr. Churchill are sure to be listened to in Canada. As for the rest, the ponderous music is better on a record, and of the laymen's talks, there may not have been anything good since 1941, B.A., (before Attlee), when Wickham Steed was telling us that Britons never would be slaves.

Junkets of members of the U.S. Congress are frowned on by editorial writers and other watchers of public men. But a junket to look into Canada's radio, and Britain's radio, probably would convince them that, if the U.S. must make mistakes in their radio policy, they won't be the same mistakes made in this country or Britain.

Western Dept. Store Airs Round The Clock

Programs aimed to all ages are sponsored by the Army and Navy Department Stores over CJCA, Edmonton. Spotting of programs and announcements around-the-clock is designed to reach all types of listeners. Monday to Friday at 10 a.m., a quarter hour of old time music is broadcast. A daily noon hour spot and 8 p.m. time signal is aired. At 3.30 p.m., Monday to Friday, the Army and Navy presents 15 minutes of news. At 6.30 p.m., Mondays, a quarter hour of dinner music is heard and at 9 p.m. Fridays, "The Shadow" is presented.

Prolific Writer

Noel Croteau, scriptwriter of CKAC, Montreal, writes twenty pages of comedy material daily for the 6 to 7.45 a.m. "Eveil" Program, presented by announcer Yvon Blais.

Formerly with Army Intelligence, Croteau was in radio and theatre work prior to the war and played in two Montreal legitimate theatre hits, "L' Ombre du Harem," starring Ramon Novarro, and "Cyrano de Bergerac," with Victor Francen. He won first prize for scriptwriting in a contest sponsored by CKAC, while overseas.

Canucks Score In N.Y.

John Crosby, who usually ribs radio programs in his "Radio In Review" column in the New York HERALD TRIBUNE, has praised "Once Upon A Tune", heard on CBS. The show, written by Ray Darby and Morris Surdin, was broadcast by the CBC last summer under the title, "Once Upon A Time." " . . . week after week", the review reads, "the authors, a couple of talented and tireless Canadians . . . have been turning in new and imaginative scripts each with four or five original songs and lyrics.

CKAC
MONTREAL

A *Wright* STATION

French Canadians spend
3/4 of a Billion Dollars a year
and CKAC covers 82%
of this retail market

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

Covering
KENORA
LAKE OF THE WOODS DISTRICT
NORTH WESTERN ONTARIO
NORTH EAST MANITOBA
with **1,000 WATTS**

The Local Advertiser Knows!
In 1946, the number of local accounts using CJRL, was
UP 70%
and station time engaged by local advertisers:
UP 230%

THE TREND OF LOCAL ADVERTISING
IS A SAFE LEAD TO FOLLOW!
Coverage of this territory is
practically exclusive to CJRL.

CJRL
KENORA ONT.

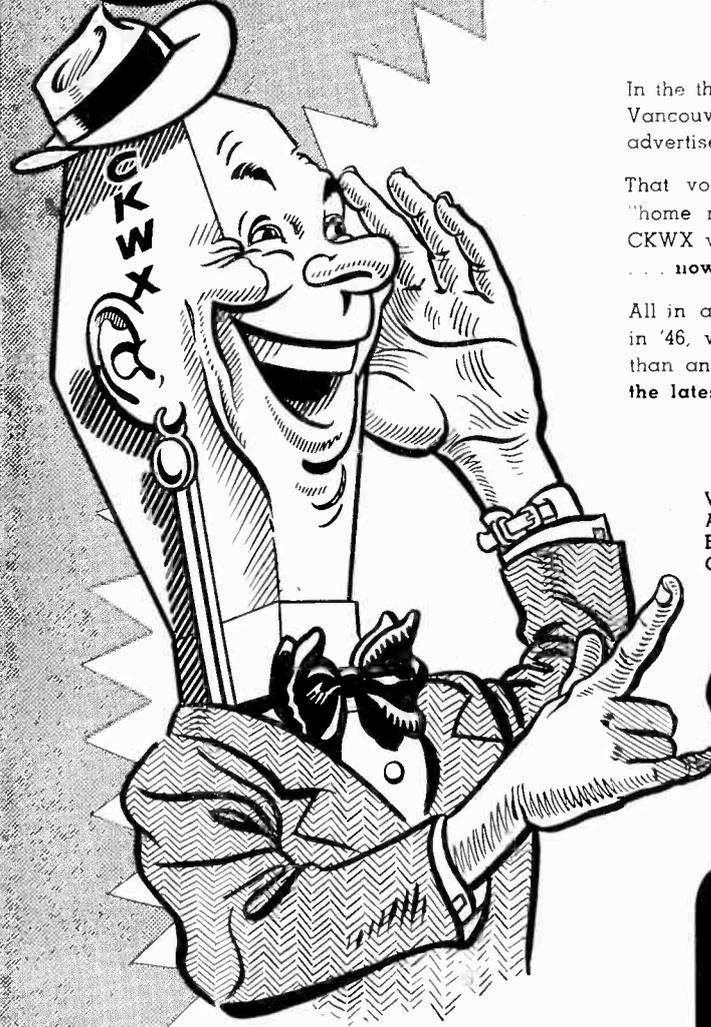
DOMINION NETWORK
REPRESENTATIVES:
Horace N. Stovin & Co.,
Montreal, Toronto, Winnipeg
Adam J. Young Jr. Inc., U.S.A.

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

CKOW

KELOWNA ★ Okanagan BROADCASTERS LTD.

5 Times more Powerful



In the thickly populated hub of the fastest growing province in Canada, Vancouver's CKWX is proud to serve its long list of national and local advertisers with a new, crystal-clear voice . . . 5000 watts strong.

That voice now penetrates into areas far beyond our \$300,000,000 "home market" with new consistency. Our new power has placed CKWX within easy reach of 77% of British Columbia's total population . . . now over the million mark.

All in all, we're mighty optimistic about the immediate future. Even in '46, with only a thousand watts, CKWX had a higher "circulation" than any other private radio station in the province . . . and here are the latest BBM figures:

| | Daytime Radio Homes | Night-time Radio Homes |
|------------------|---------------------|------------------------|
| Vancouver's CKWX | 116,410 | 117,440 |
| A. | 115,060 | 110,250 |
| B. | 75,740 | 60,460 |
| C. | 43,930 | 40,930 |

Vancouver's CKWX

DIAL 980
NOW 5000 WATTS

THE VOICE OF MUTUAL in Vancouver • Represented by ALL-CANADA RADIO FACILITIES LIMITED

RADIO ROAD REPORTS

An accurate summary of road conditions in Alberta has been a long-felt need by motorists in that province. Last fall, the news department of CFAC, Calgary, inaugurated such a public service feature which has become an integral part of the station's news broadcasts.

To obtain reports on Alberta highway conditions, CFAC made arrangements with Canadian Freightways Limited to have their drivers turn in reports on roads immediately they return to their Calgary base. In this manner, a complete survey of roads in the directions of Edmonton, Wain-

wright, Lethbridge and the US border, is aired over CFAC.

The road reports enable motorists to know, before they start on a journey, exactly what driving conditions to expect, enabling them to prepare for the use of chains, allow themselves extra driving time, or use alternative routes.

High C

A high note, sung recently by a soprano on BBC, is blamed for the destruction of a glass tumbler in the home of a British listener.



A thing I've been meaning to go into for some time, but I was too busy attending affairs marking power increases, is this matter of audience reaction.

What I mean is, how are you really going to tell whether people like your program, or whether they're just taken in by your telling them continually how good it is?

For a start, let's not put too much faith in studio audience reactions which you hear on your own radio. Let's face it, chaps. They're a type all by themselves, like the kulaks or the Ubangis. They go to the studio expecting to laugh like crazy, and come nell or high Hooperatings, they do.

Which is fine for the performers' morale, and makes the evening a jolly cozy success, but it's not a representative opinion, taking the average of listeners in the suburbs.

So we're back to the guy who sits home and fiddles the dial. For the sake of this discussion only, let's assume he can make up his own mind and doesn't necessarily base his entire judgment on the racket the studio clients raise.

Now, here's what we have to know: does his real opinion ever get back to the station or the sponsor?

He can telephone after the program and snarl at the operator. That may give her a clue which she can tabulate, but he doesn't have the satisfaction of getting at the character who was on the air. Somebody always beats him to it.

He can sit down at his desk and pen a searing complaint to the station, but by morning he'll feel foolish about having worried about it, and tear up the letter.

Or he can stop listening to the program. But that's a negative way out. Chances are the station will never know it, because when the statistical magicians phone to see if he is listening, he'll say yes in the hope of winning the jackpot, which is usually about two bucks.

Neither can he throw an old egg at the actor, or walk out of the theatre and accuse the manager of getting his money under false pretences.

This is all assuming that he doesn't like what he hears. If he does, of course, he can phone or write and say so. But who ever does write, in spite of those stories about mailmen with spavined legs?

Well, maybe some do take the trouble to register a genuine opinion. But are some, enough?

Pick a program and decide you'll give it an intelligent going over. That's impossible, too. Junior got to the set first, and what junior G-man in 1947 ever took an order from his old man?

B.C. Briefs:

CKWX Vancouver has doped out one for the last week in February which somebody should have started a long time ago. It's "Courtesy in Business" week, a war on bad manners in the world of commerce. If they're mailing circulars, we can supply a list.

Phil Baldwin has been saving this for a dull week at CKMO. It's about the station's new output of 1001 Watts. The extra watt answers to the name Bill and works on sales staff.

News editor Vic Waters at CJOR scored neatly when the jury brought in a manslaughter verdict at the Donald Russell trial. Figuring he could outrun these new fangled telephones, he dashed from the court house to the CJOR studios half a block away and was on the air within three minutes.

Ralph Pashley, in his "Victoria Commentary" over CJVI, appealed for a donor with type A blood for an emergency transfusion, and 125 calls hit the switchboard when he was hardly off the air from a Sunday night broadcast.

Dominion Network carrying "Mayor of the Town" has been extended to CJOR to cover the Pacific region.

At the 58th annual B.C. fruit growers convention in Kelowna, B.C., station CKOV hit a rapid pace getting delegates on the air. Using a wire recorder, engineer Fred Weber caught the main speeches at the convention hall, then rushed to the station to cut a disk, so that practically every speaker could bend a critical ear to his own oratory.

Orrin Botsford, formerly of CKOC Hamilton, has joined the sales staff of CKMO. From Fort William, Pauline Spooner has come west to CJOR. Frank Lindsay, a native Victorian, has joined CJVI.

Don Laws, commercial manager of CJOR, turned lecturer for a special course in advertising and sales being given commerce students at University of B.C. A number of city business men appeared to discuss various aspects of business.

135 Mile Remote

For the third successive year, W. T. "Doc" Cruickshank, of CKNX, Wingham has run his lines 135 miles to Toronto to broadcast the proceedings of the Ontario Ploughmen's Association at their annual three-day convention in the King Edward Hotel.

CKNX carried around two hours a day as a sustaining feature including interviews with government agricultural department heads and visiting farmers which are conducted by "Doc" personally. Tory Gregg, CKNX sports organizer, addressed the convention on the operation of fall fairs.

CKNX, first station to win a Beaver Award (1944) is currently celebrating its 21st anniversary, having come into being when Cruickshank established amateur station 10 BP with a power of five watts in the back of his radio service store. The station is now powered at 1,000 watts and proudly proclaims itself "The Ontario Farm Station."

PRODUCERS AND AGENCIES!

DO YOU WANT TO CONTACT

- Ruby Ramsay Rouse
- Maurice Rapkin
- Mona O'Hearn
- Barry Wood
- Howard Milsom
- Pat Barry
- Laddie Dennis
- Joy Davis
- Laurence Abbott
- Russ Gerow
- Barbara Kelly
- Bernard Braden
- Roxana Bond
- Beth Lockerbie
- Bernard Cowan
- Marjorie Purvey
- Lloyd Bochner
- Sandra Scott
- Dick Nelson

CALL

RATE

Waverley 1191

DAY OR NIGHT

Today and Tomorrow
LOOK TO
RCA VICTOR
FOR

Outstanding
TRANSCRIPTION SERVICE

that includes

- ★ Expert program advice
- ★ Excellent adaption — French and English
- ★ Intelligent programming
- ★ Finest recording ★ Efficient factory processing
- ★ Exceptionally fine service

Top flight studio and sound men plus highly qualified engineers maintain the high standard of this complete service.

RCA VICTOR **TRANSCRIPTION STUDIOS**

TORONTO — Royal York Hotel — Adelaide 3091 MONTREAL — Lacasse Street — Wellington 3671

GOOD OUTWEIGHS BAD IN U.S. LETTER CONTEST

Writers ranging in age from a boy of seven to a woman of one hundred and two years, submitted over 100,000 entries in the American letter-writing contest conducted during National Radio Week in November, on the subject, "What I Think About Radio." Winning entries have been selected by the Association of Women Broadcasters of the NAB and the Radio Manufacturers Association, sponsors of the contest.

200 mantel radio receivers, donated by manufacturer-members of RMA, will be awarded to winners in local ceremonies to be held by stations from whose areas the letters were selected.

Judges were impartial in the selection of winning letters, regardless of whether they were laudatory or critical. Winners are being announced locally by broadcasting stations.

As the contest was sponsored by the Association of Women Broadcasters, letters were chiefly from women and an analysis of the mail affords the average woman's view of radio. News broadcasts and household information programs led in popularity. Weather reports, religious programs, quiz and audience participation shows, farm programs, symphonies and dramas

also are particularly popular with women listeners and about in that order.

A dislike was registered for certain types of radio commercials, serial dramas and the more blood-thirsty mystery programs. More and better programs for children and youthful listeners were urged, as a counter-offensive to juvenile delinquency.

Praise for its virtues and criticism for its short comings were given radio, but the letters usually concluded that the good far outweighs the bad.

Radio Sunday School

The Trinity Anglican Parish Church of Cornwall sponsors a 30-minute Sunday School program over CKSE, Sunday mornings. Lessons are arranged for children of rural communities unable to attend Sunday School in winter due to bad weather conditions and snow-blocked roads. The program is broadcast direct from the Church.

Anglican clergy of the local diocese and Northern New York State have been advised of the series.

Lessons are mailed to listeners and a regular correspondence course is conducted in conjunction with the services.

STATIONS TO FILE FINANCIAL REPORTS

The Department of Transport has invoked Clause 31d of the Radio Act 1938 under which: "The Minister may require periodic or other returns to be made by the licensee of the revenues, profits and expenditures of the station and any other information required by the Minister for the purposes of this regulation and to ensure that such station is operated in the national interest and for the benefit of the community in which it is located."

The original directive called for the return to the department of a five page long financial report on each station on February 15. It is understood, however, that an extension of time has been sought, and that an attempt will be made to persuade the department to simplify the report.

The industry is expressing concern, not only at having to supply the department with this information, but also because these statements will obviously be made accessible to the private stations' competitors, the Canadian Broadcasting Corporation.

Information required in the questionnaire includes: shares authorized and issued; operating

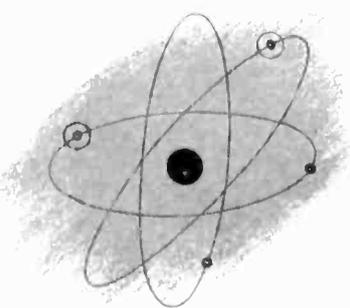
revenue; operating expenses broken down into administrative expenses, artists fees, performing rights, wire lines and other divisions, some 15 in all; profit and loss account in full detail; list of stockholders; and so forth.

Mobile Telephone

The Bell Telephone Company of Canada plans establishment of a mobile telephone service in Toronto. A transmitter antenna has been erected on the Elgin building exchange and three towers for receivers are being constructed on the Grover, Lyndhurst and Hyland buildings. Equipment has already been installed and tests made in several Bell cars. The Department of Transport has authorized the Bell Telephone Company to carry on tests for mobile urban service. No permission has yet been granted for the sale or rental of such service or for its use in other than the company's vehicles.

TV Theatre

A new theatre in London plans regular TV shows early this year, subject to BBC's permission to relay their programs.

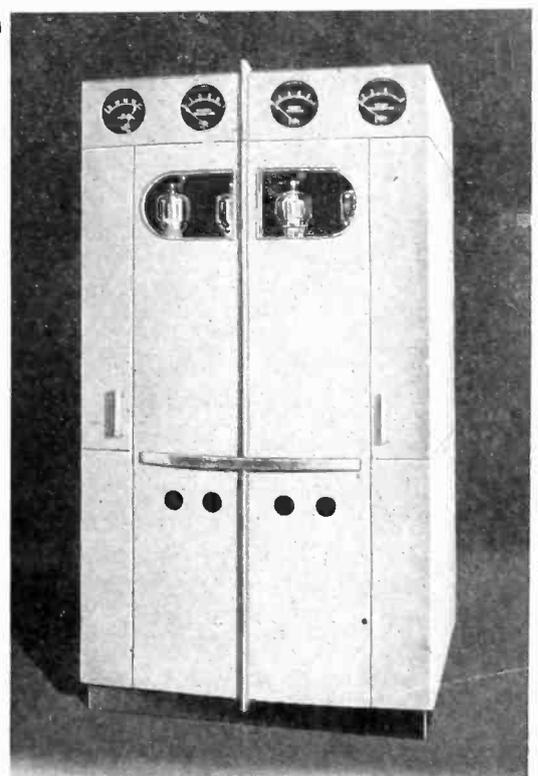
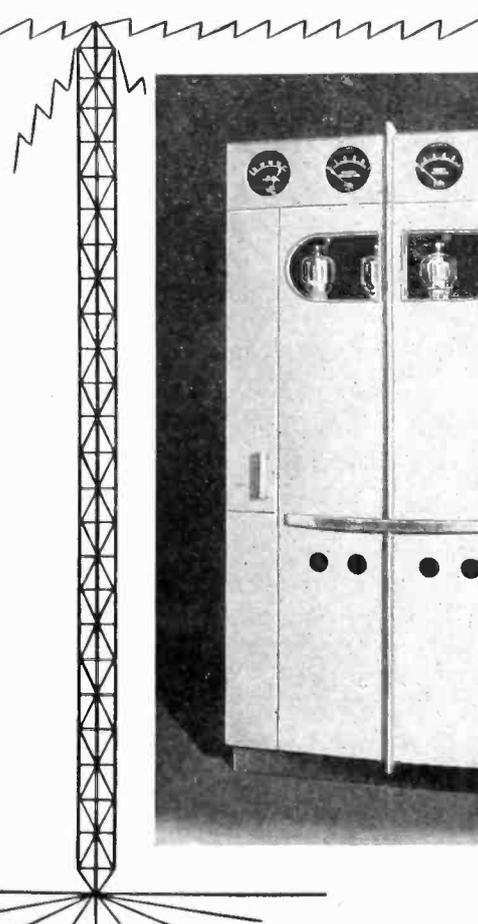


EVERYTHING for your broad- casting station

FROM MICROPHONE TO ANTENNA

- Broadcast Transmitters
- Speech Input Equipment
- Microphones
- Microphone Booms
- Reproducers
- Vacuum Tubes
- Antennae
- Transmission Lines
- Antenna Phase Units
- Antenna Coupling Units

- Ground Systems
- Test and R.F. Monitoring Equipment
- Monitoring Loudspeakers
- "World" Library Service
- "World" Feature Transcriptions
- Engineering and Installation Service
- Consulting Service



A NATIONAL ELECTRICAL SERVICE

Northern Electric
COMPANY LIMITED

25 BRANCHES ACROSS CANADA

How They Stand

The following appeared in the current Elliott-Haynes Reports as the top ten national programs, based on fifteen key markets. The first figure following the name is the E-H Rating; the second is the change from the previous month.

| DAYTIME | | | EVENING | | |
|----------------------------------|------|------|---------------------------|------|------|
| <i>English</i> | | | <i>English</i> | | |
| Ma Perkins | 18.1 | -.3 | Charlie McCarthy | 40.6 | +1.9 |
| Happy Gang | 17.1 | -1.9 | Lux Radio Theatre | 37.5 | +.6 |
| Big Sister | 16.4 | -.6 | Fibber McGee & Molly | 36.1 | -1.5 |
| Pepper Young | 16.0 | -.8 | Fred Allen | 29.3 | +4.4 |
| Life Can Be Beautiful | 14.5 | -.9 | Ozzie & Harriet | 28.9 | +1.0 |
| Laura Limited | 13.9 | -.2 | Amos 'N' Andy | 25.5 | -.3 |
| Claire Wallace* | 13.2 | -1.7 | Alb. Familiar Music | 23.9 | +2.4 |
| Road of Life | 13.1 | -.7 | Duffy's Tavern | 21.6 | +4.6 |
| Household Counsellor | 12.7 | -1.0 | NHL Hockey | 21.5 | +.2 |
| Lucy Linton | 12.4 | -.8 | Take It or Leave It | 21.4 | new |
| * 3 a week (all others 5 a week) | | | <i>French</i> | | |
| <i>French</i> | | | Ralliement du Rive | 43.8 | +5.4 |
| Rue Principale | 26.8 | +3.6 | Un Homme et son Pêché | 42.7 | +2.3 |
| Jeunesse Dorée | 26.3 | +1.2 | Talents de Chez Nous | 39.4 | +5.1 |
| Joyeux Troubadours | 22.3 | +1.0 | Enchantant dans le Vivoir | 38.6 | -2.3 |
| Quelles Nouvelles** | 19.5 | +4.9 | Métropole | 36.5 | +2.5 |
| Tante Lucie | 18.7 | +.5 | Juliette Beliveau | 33.9 | new |
| L'Ami du Consummateur | 15.0 | +.9 | Nazaire et Barnabé | 33.4 | -1.0 |
| Le Quart d'Heure* | 14.0 | +1.4 | Radio Carabins | 31.0 | -3.6 |
| Madeleine et Pierre | 12.7 | +.3 | Café Concert | 30.7 | -1.2 |
| Pierre et Pierrette | 10.1 | +1.8 | Tourbillon de la Gaïeté | 30.2 | -4.3 |
| * 2 a week (all others 5 a week) | | | ** Change of Time | | |

Aldrich International

The Czechoslovakian radio is making arrangements for the translation of NBC's "Aldrich Family" for broadcast over its full network, according to a recent report received by one of NBC's short-wave monitors.

BBC TV Expands

BBC is planning a second television station to augment its Alexandra Palace service. The new transmitter will be located at Birmingham. Service will commence in 1949.



LIONEL HAS THE ANSWER

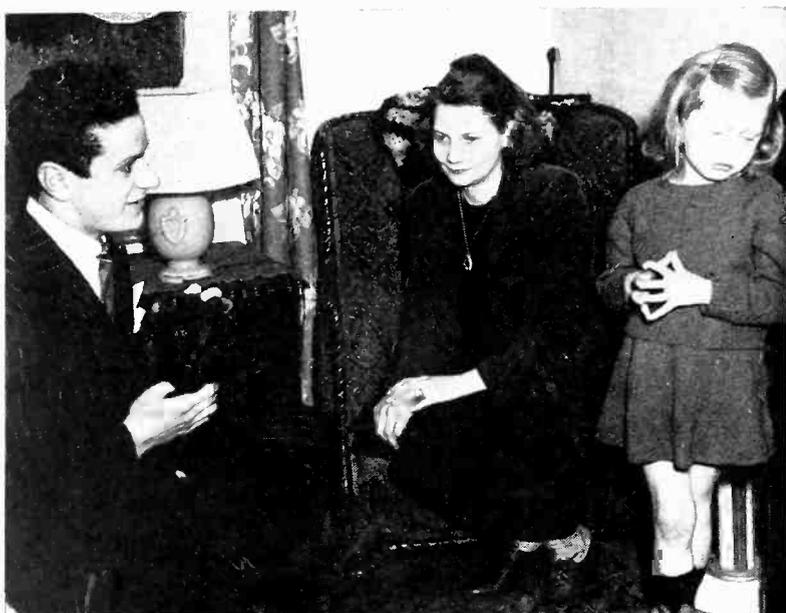
Folks are raving over Lionel's daily "MAN WITH THE QUESTION" program, which sends them feverishly hunting answers that they may claim the rapidly mounting cash prize should he phone them.

Listeners haunt libraries and pester friends for reference books. One report has pupils losing faith in teachers for inability to answer the current question.

Though listeners may find answers elusive, we know that "THE MAN WITH THE QUESTION" is one answer to the sudden soaring of "sets in use" figures in these parts. CKCW can be your answer to successful sales promotion, too.

CKCW
 MONCTON NEW BRUNSWICK
 The Hub of the Maritimes
 Representatives Stovin & Co., Toronto - Montreal..

QUIZ SHOW SAVES LIVES



Paul Hanover, announcer at CHML, Hamilton, recently saved a mother and daughter from possible death from escaping gas.

Hanover, emcee of CHML's twice-daily marathon quiz show, "Crossword Caravan", was introducing the popular novelty song, "Open the Door, Richard." He quipped that he was at work on his own composition, entitled "Open the Window, Linda."

A few minutes after the number had been played, the station received a phone call from Mrs. W. Smith of Hamilton. She said that Hanover had probably saved both her life and the life of her six-

year old daughter, Linda. Mrs. Smith explained that she had been sleeping when her daughter heard the young emcee say, "Open the Window, Linda." The child nudged her mother and asked, "Which window, mother?" Mrs. Smith awoke to find her apartment filled with escaping gas. Later she admitted that the flame on her gas stove had gone out, and that escaping gas had filled the house. "Normally, I would turn the radio off before taking a nap," she said, "but I make it a point of listening every morning and afternoon to your "Crossword Caravan" in the hope I might win a prize."

RCN HAS 80 KW STATION

The most powerful broadcasting station in Canada is located at Newport Corner, Nova Scotia. Clothed in wartime secrecy, details of the transmitter have only recently been released by the Royal Canadian Navy.

Twenty transmitters, one powered at 80,000 watts, which cost the Dominion six million dollars to erect in 1943, were used to increase the efficiency of the Navy's anti-U-boat campaign. It continues to

play an important part in the British Empire's ship-to-shore communications system.

The three towers of the main transmitter are 560 feet in height, topped by 1,500-watt aircraft beacon lights which serve trans-Atlantic planes.

All traffic handled over the transmitters at Newport is sent from Albro Lake, near Dartmouth, N.S.

CKCO
 OTTAWA
 A Wright STATION
 Community Station
 of the rich Ottawa valley
 now heading into its
 21st year of service
 See
 WILLIAM WRIGHT
 Victory Bldg.
 AD. 8481

ALL-CANADA INSTITUTES STAFF TRAINING

First steps in a training plan to build greater efficiency within the industry and reward earnest effort with steady advancement for all personnel were taken at the Annual Meeting of Production and Sales Managers of Western Canadian Radio Stations represented by All-Canada Radio Facilities Limited in Winnipeg, February 3rd to 6th.

The action was described by H.R. Carson of Calgary, President of A.C.R.F. as the first definite step to create a policy of giving personnel an over-all introduction to private station operation and specific training for all jobs within a station.

"Our first job will be to give the newcomer a fairly detailed idea of the different jobs in a radio station, and then help him to move step by step in an education program that will make him an able and efficient staff member", Carson said. "The newcomer will be assisted in learning as well as being given the opportunity to learn."

The definite goals of the training plan are to improve existing staffs, fill the shortage of more-qualified men, raise the standard of performance of announcers, operators and others engaged in production of programs, induct new personnel into the industry and open the way for continued advancement.

Consideration of the training plan occupied the greater part of the time of the Sales and Production men at the four-day session. They analyzed and debated 37 briefs on 22 subjects. The briefs were written by top men in the All-Canada organization and considered by various committees during the convention.

The convention decided the briefs would be mimeographed and forwarded to the Sales Manager and Production Manager at the stations. At the end of each chapter will be a list of questions which Sales and Production staff members will discuss with the department head after reading each brief.

The staff member then will be encouraged to ask any other questions he may wish, and from the additional questions it is hoped to discover additional information which may become incorporated into the training plan. At next year's convention, the whole training plan, briefs and questions, will be reviewed and the final text book produced on the basis of the year's experience.

The text book—in its mimeographed form—includes sections of the principles of operation in

continuity, operating, news, selling and other departments as well as one brief on general operation of a typical private radio station. The chapters outline the work of announcers, operators, salesmen, traffic, continuity writers and others employed in stations.

Two of the convention guests were Wis McQuillin of Toronto, director of the Radio Department of Cockfield, Brown & Co. Ltd. and Norman Cloutier, of Rye, New York, Manager of NBC. Thesaurus recorded library, and musical director of the radio-recording division of NBC.

McQuillin dealt with the work of agencies in development of radio and emphasized the contribution of commercial radio in programming. He said radio's success lay in serving the listener and he emphasized the value of public service programs. He urged stations to maintain a high standard in advertising content, and declared no one opposed good advertising.

Cloutier discussed transcription services. He said popular music had a definite place in radio, but recorded library services had to build on good taste and music that would live. He noted a trend from swing to sweet and more melodic music and said some of the leading swing bands in the U.S. were switching from swing to sweet. He said private commercial stations in Canada presented excellent programs because of the work they did in preparing and presenting them.

The sales and production men held separate as well as joint sessions to discuss varied problems and proposals within the industry, and in the joint closing session, Al MacKenzie of the All-Canada head office in Calgary spoke on the training and development of executives.

MacKenzie said a new type of man is being developed and he called him the professional supervisor. His attributes were skill in management of men and facilities, and ability to guide others in doing the work of a department or overall leadership in an industry.

Gerry Gaetz, Manager of CKRC, Winnipeg was general chairman of the convention. Perc Gayner, Western representative of ACRF at Winnipeg, presided over the production department meetings, and Vic Staples, Commercial Manager of CKRC, presided over the the Sales Department meetings. A feature of the sessions was the reception given for representatives of advertising agencies in Winnipeg.

IT'S THE Local TOUCH THAT REALLY COUNTS

"ACTIVITY IN CIVIC, RELIGIOUS AND SOCIAL AFFAIRS EACH STEP PRODUCTIVE OF NEWS THAT'S OF VITAL INTEREST TO SELF, TO FAMILY, TO FRIENDS, TO THE COMMUNITY."

Covered by CICA's News Bureau daily



BRITISH AMERICAN OIL CO.
"THE WAYNE KING SHOW"
 4:00 p.m. Sunday

Selects

CKRC

WINNIPEG

- and Here's Why!

CKRC is steadily gaining
 in listener preference and
 Dollar for Dollar is ...
CANADA'S BEST RADIO BUY

Representatives
CANADA: ALL-CANADA RADIO FACILITIES
U.S.A.: WEED & Co.

COMMERCIAL PHOTOGRAPHER

needs
STUDIO
and
DARK ROOM
SPACE
in Toronto

Would Share

AL GRAY
c/o Broadcaster Office

OKAY — LET'S ADVERTISE IN FRENCH

by **CLEMENT W. COOK**

(Condensed from "Canadian Business")

What makes a French advertising campaign good? The whole answer to that question can best be found by merchandisers who want results from the French market by pondering on the similar question, "What makes an English advertising campaign good?"

Long before a French advertising campaign, whether a translation, an adaptation or an original creation, is launched, all the standard answers to the standard questions which were used in the English marketing and advertising arrangements should have been answered.

If one half of the patient planning, logical appropriating, and skilful strategy that usually attends the creation and launching of an English advertising campaign were to be devoted to French, most of the bitterly-disappointed merchandisers who have tangled with this incomprehensible French market would be singing of profits instead of throwing away solid advertising dollars as an annual goodwill gesture to the injured feelings of retailers.

The same amount of research on

consumer acceptance should be expended on this French market as on its English counterpart.

What about labels? Packages? Accompanying tags and stickers? The merchandiser who adopts the attitude that all of these are already in English only and the French market can take it or leave it may very soon discover that the French buyer leaves it right where it is. And it is unfortunately true that some manufacturers expect purchasers who do not speak English to take a course in English so that they may understand printed directions.

A translation can be of three different kinds—literal, or word for word, resulting in a bookish, literary abortion of the original English version without the sales-sparkle that marked the original advertising copy.

Better than this is the free translation, in which the translator has at least attempted to make French sense of the English copy and has achieved a result which, if not the finest advertising copy, isn't immediately spotted as a translation.

Best of all is the translation which is, of itself, a piece of French advertising copy which fully measures up to the standard of its English complement. It is, in effect, not a translation at all, but advertising copy written in French by a French advertising writer.

French Canadians, as a purchasing class, are quite as understandable as their English cousins in their responses to advertising and promotion appeals—providing a few good general rules are kept in mind.

They have their own humor and the English mind that attempts to railroad through a translation of a campaign based on humor is just asking for trouble in the majority of cases. It is easier and much more resultful to adopt outright adaptation, retaining only the basic identity of the advertising job.

They are a practical people, interested in honest value without the screaming techniques which are often used to penetrate our salesmanship-sodden English sensibilities. They do not like high pressure in advertising or selling, but are quick to trust obvious sincerity and a straight-forward presentation that betokens friendly interest.

They are emotional and react to emotional appeals. The emotional-

ly-based English advertising we are fond of using is tempered to our conservative feelings. The appeal to which French Canadians would respond must be geared to their own sensitiveness.

Their mental processes are not accustomed to following and understanding our effective around-the-mulberry-bush English advertising dodges. They like simple parallels, explicit information, narratives. They constitute a group which has not yielded particularly to the hurry-hurry tempo we have set up for ourselves. They have retained for many centuries a philosophy of gracious, round-the-hearth living. No amount of blatantly English sales logic and mailed-fist English advertising argument will effect the miracle so many merchandisers expect—their sudden transformation into English-thinking, English loving, purchasing prospects.

Totally French-created campaigns are in a class by themselves. They are put together not for the understanding of the English advertising manager who pays the bill, but for the understanding of the French consumers who will buy the goods. And there is only one approach to this conception of French advertising for those who do not speak French—the setting up of a French advertising appropriation on a basis comparable to the English approach and the launching of a campaign which English minds may philosophically resolve not to try and understand at all.

The real day of success in the French market for the English manufacturer and merchandiser will come when he realizes that if his product has a logical market here, then the way to reach it is to devote just as much time and consideration to his French advertising and merchandising problems as he does to his English ones.

French Canada is a big market, well worth cultivating.

It is a faithful market, once won. But its winning requires a teaming of effort between English and French experts that is all too often lacking in the battle of grammar, ideas, funds and media which usually attends the launching of a French campaign.

And no campaign, French, English, Chinese or plain Latvian, is any better than the brains, ability—and above everything else, the common sense—of the people who make it.



AIR CHECK

YOUR
VANCOUVER
MARKET

RECORDINGS GUARANTEED
COMPLETE FACILITIES

Write or Wire

DON WILSON STUDIOS

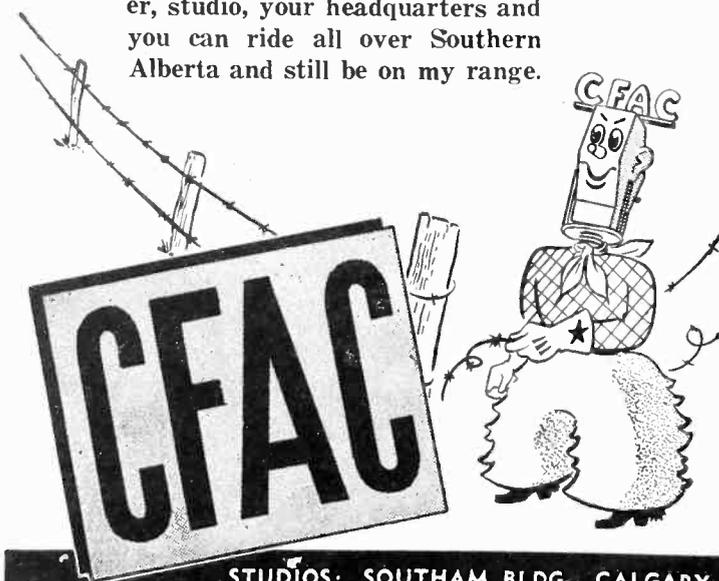
813 Birks Building, Vancouver



"I'M ADDING TO MY RANGE!"

Yes, I'm adding another 4,000 acres—pardon me. I mean watts—to make a total of 5,000. In fact it may be done by the time you read this.

Just make my ranch-house—er, studio, your headquarters and you can ride all over Southern Alberta and still be on my range.



STUDIOS: SOUTHAM BLDG. CALGARY

Representatives:

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

Technicolumn by G.R. MOUNCE & E.W. LEAVER

A question and answer column conducted by two radio engineers who invite readers to submit their questions. The editor reserves the right to print any letters omitted, or to refrain from printing any. Personal replies will be sent if a stamped self-addressed envelope is enclosed. Anonymous letters are not acceptable for publication or for reply. Address "Technicolumn," Canadian Broadcaster, 371 Bay St., Toronto.

The CBC recently gave a demonstration of stereoscopic sound as reported in the last issue of the broadcaster. The arrangement was follows:

Two microphones were set up approximately 20' apart, slightly in front of the stage at Massey Hall. Each microphone fed a separate amplifier and telephone system which in turn drove a loud speaker mounted on the stage of the CBC Concert Studio. The two speakers (one fed from each microphone) were arranged on the stage approximately in the same relative position as were the microphones at the Massey Hall stage. Lines, amplifiers and speakers were of high quality with a frequency response within 2db from 50-15000 cycles.

The Toronto Symphony Orchestra, playing at Massey Hall, was brought to a small audience listening in the CBC Concert Studio. The desired result was to give the illusion to this audience of a symphony orchestra actually on the stage at the Concert Studio by adding an additional "dimension" to the sound reproduction. Due to the placing of the microphones at the pick-up end, the sound reaching each from a given section of the orchestra, would travel over a path of different length—hence resulting in a phase displacement at the two microphones. Since an independent system fed each speaker, this phase relationship would be preserved resulting in the sound apparently originating on the Concert Studio stage from approximately the same position as the originating instruments on the Massey Hall stage. To the audience in the Concert Studio, the effect was certainly markedly better than that obtained from a single channel of comparable fidelity. The realism was considerably enhanced due to the sound apparently coming from the whole stage, rather than from a point on the stage. The relative positions of the various instruments in the orchestra could be roughly determined.

Of course, the system demonstrated is only the first approximation of stereoscopic sound. This system produced somewhat the effect of having the sound originating from two points on the stage, rather than one, with some of the instruments coming out of one speaker and some out of the other. The resulting impression was as if the listener were in a position before the stage with his ears twenty feet apart and not able to decide which ear to listen through. It exactly reproduce the effect of

having a symphony orchestra on the stage, would require a microphone and speaker for each instrument in the orchestra. That is, each instrument or section of the orchestra, would have its own microphone and a reproducing system would be mounted on the distant stage in the same relative position. Conversely, two microphones, set the same distance apart as the human ears could be mounted back in the hall and the listener wear a pair of earphones, one earphone connected to each microphone by a separate channel. Both of these systems have obvious disadvantages and are not very practical. The system demonstrated produced a rather peculiar effect when the pick-up was of a solo piano. Certain notes from the piano seemed to come from one speaker on the stage, while other notes seemed to come from the other speaker. The net result was that the piano was apparently sliding back and forth across the front of the stage.

It is very encouraging to see an interest taken in Canada in the attainment of high fidelity and more realistic reproduction in the broadcast field. Our congratulations to the CBC on a good effort.

FM For Vancouver

The first FM transmitter west of Toronto will be set up in Hotel Vancouver, home of CBR studios, and will be in operation by March 1, CBC officials on the Pacific Coast have announced.

Although there are thought to be less than a dozen FM receivers in the Vancouver region, CBC officials have said that only by taking the definite step of installing the transmitting equipment can people be induced to buy FM receivers.

The new FM equipment will carry the entire CBR service on an assigned frequency of 105.7 megacycles, with 250 watts of power. The station will be known as VE5FG.

It is rumored that one Canadian company will offer a combination AM-FM receiver for general purchase within a matter of weeks.

Arthur B. Ellis, senior engineer for CBC in the Pacific area, and Gordon McKinstry, chief architect for the network, revealed the details of the project on a recent trip west from their Montreal headquarters.

The 40-foot antenna, built by Canadian Marconi, will be erected on the ridge of the Hotel Vancouver's roof, one of the highest points in the city and consequently by far the most suitable within miles, for FM transmission.

Engineers from CBR Vancouver will handle installation of the new equipment.



SIMPLIFY YOUR TEST AND MEASURING PROBLEMS

with RCA VICTOR'S PACE-SETTING Portable Oscilloscope

the
TE-601-A

Especially built for use in shop and field work, where minimum power consumption, small size and light weight are essentials. Can be operated and maintained with minimum difficulty—maximum results.

RCA Victor's remarkable cathode-ray oscilloscope is packed with many advanced features and innovations—a portable time-saver of exceptional value.

A FEW TE-601-A FEATURES

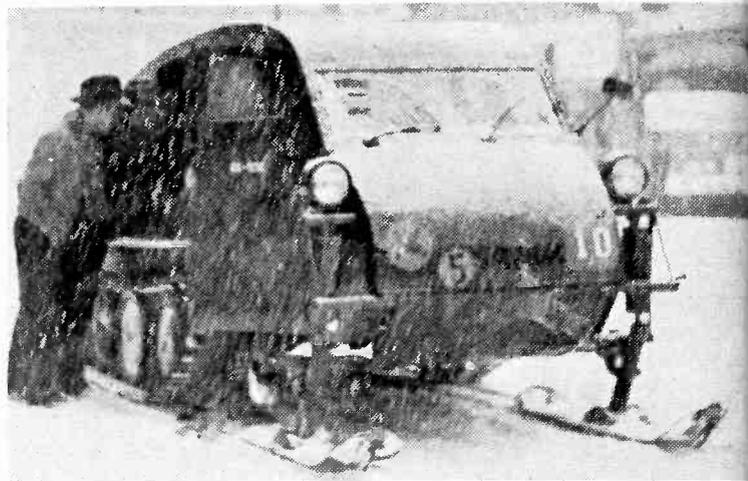
- 3-inch scope traces are sharp, strong, easy to photograph.
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For detailed information on TE-601-A uses by laboratory technicians, service engineers and broadcasters, write: Engineering Products Sales Dept., RCA Victor Company Ltd., 1001 Lenoir St., Montreal, P.Q.

RCA VICTOR

RCA VICTOR COMPANY LIMITED
HALIFAX MONTREAL OTTAWA TORONTO
WINNIPEG CALGARY VANCOUVER

RADIO AIDS SNOWBOUND SASKATCHEWAN



All over Saskatchewan radio stations played, and are still playing at the time of writing, the part of rescuers in the severest blizzards to hit the province since 1925. In Regina the two stations divided their efforts between getting word to isolated areas, and saving their own engineers, who were marooned at the transmitter houses.

CKCK reports receipt of a frantic phone call from their transmitter engineer. Snow had blocked all roads leading to the transmitter eleven miles out of the city on the Winnipeg highway. Food was getting very low and the boys had been there for four and a half days. Drifts as high as fifteen feet blocked the roads and even a rotary plough had been turned back.

A quick check with engineers at CKRM disclosed that they were in the same boat, so it was decided to join forces.

The army co-operated when Major H. Wickware, commanding officer of Headquarters Number 2 Squadron of the 6th Divisional Signals, Reserve, consented to help out with his army snowmobile. Staffers from both stations piled into the snowmobile with a number of army men, and careened out over the drifts. "Operation Snowmobile" was accomplished in 3 hours.

When the blizzard hit its peak Sunday February 2nd, street transportation was tied up even in the city, schools were closed; milk and bread deliveries were suspended; railway facilities on all branch lines were completely paralyzed and many communities were in desperate straights.

CKRM used its facilities all day Sunday and well into the night and most of Monday to advise listeners of the arrangements that were being made to take care of the emergency. Literally hundreds of special announcements about

closed schools and business places cancelled meetings, how to get food from emergency depots, how to get to work in essential industries, and appeals for snow shovellers were broadcast on CKRM. A letter received by the station from the Unemployment Insurance Commission acknowledged the station's assistance in airing requests for snow shovellers, and concluded with the statement: "...we asked for twenty-five or thirty men and we actually obtained twice that number in two hours."

Another CKRM venture, born of the blizzard, was an effort, on the part of the station, to keep ministers and pastors in touch with their congregations. Now CKRM presents a program each week in which half a dozen ministers from different sections of the country are interviewed about conditions in their communities.

Calling All Hockey Fans

The Toronto Staffords, recently en route to Owen Sound for a regularly scheduled OHA hockey game with Owen Sound Greys were held up by a storm. CFOS's 6 pm newscast advised listeners of the delay and to keep tuned for information as to whether the game, scheduled for 8.30 pm would be played. The team's arrival at 9 pm was announced over CFOS and by 9.20 pm, there were 2,300 hockey fans at the rink.

Personnel Relations

CKY, Winnipeg, is broadcasting a series of talks featuring maintenance personnel of Manitoba communication service. The programs are designed to acquaint the public with the work of the employees of the Manitoba Telephone System under the handicap of material and equipment shortages.

CKNB CAMPBELLTON N.B.

February 22, 1947

Dear Mr. Timebuyer:

No more apologies, no more excuses, no more weeping and wailing and gnashing of teeth. We have full electric power service again and are we glad.

Thanks for being such swell friends during our travail.

Yours very truly,

Stau Chapman

STATION MANAGER

CSC/JN

ALL-CANADA STATION

PUBLIC SERVICE

One good reason for CJOR's standing as a good citizen of Vancouver is the weekly broadcast of "Town Meeting In Canada" — a free and open discussion of important current topics, with leading speakers of international repute taking part.

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)

OUR 21st YEAR
5000 Watts, 600 K.C.

*** CJOR**
VANCOUVER B.C.
CSC-DOMINION NETWORK

STEER INTO

Chartered Horizons



STEER into the chartered horizons of southwestern Ontario with CKLW the "Good Neighbor Station", and thrill to the bang-up programming with 5000 watts at 800 Kc. that gives you concentrated coverage where you want it.

For the businessman with a mind to the future, rich rewards lie ahead when he chooses CKLW for his 1947 advertising schedule. Because of its strong audience and buying appeal, and thorough coverage of this market, he is making a good investment. Remember—in southwestern Ontario . . . urban and rural, it's CKLW the "Good Neighbor Station", 800 on your dial.

J. E. CAMPEAU
Managing-Director
 5000 Watts 800 Kc.

CKLW

"THE GOOD NEIGHBOR STATION"

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

"ONE MAN'S OPINION"

5 to 10% of the people in Calgary do not find their radio needs satisfied, is the estimate of Ricard J. Needham in his CALGARY HERALD column "One Man's Opinion". "These people broadly dislike soap opera, dance music and comedy programs", he writes, "They would like classical music, serious drama and informative talks instead."

Only in the really big cities has it been found possible to establish "quality" stations for these minority groups, he continues.

As examples of this type of broadcasting, he mentions WMB5 Boston, which broadcasts no boogie-woogie, no singing commercials, no Sunday sales talks. As evidence of the reception gained by this station he says it received 6,000 letters of appreciation during its first two weeks of broadcasting, and "one grand opera program alone, 'The Marriage of Figaro' presented in full length and without interruption, brought its sponsors more than 700 letters.

In the case of the new station WQQW, Washington (CB Feb. 8) he points out that a group of 125 citizens put up \$100,000 to establish the station "catering to intelligent listeners."

WQXR, New York, has been operated by the NEW YORK TIMES for ten years, and while it too only appeals to 5% of the population in its area, "but 5% of 10,000,000 is 500,000—enough to support WQXR very handsomely."

The writer goes on to explain that WQXR programming is based on its consultations with a "committee" of 4,400 listeners whose services are rewarded with free concert tickets three times a year.

Results of these consultations, as reported by this painstaking

columnist, are that half of the music played consists of "classics, symphony and opera; 25% is light classics and 25% popular "non-swing tunes". Swing and sports are out, he says, and there is only "a minute amount of religious broadcasting". All advertising is prepared within the studio itself, the advertiser being permitted only to furnish the basic material.

"As we say", he concludes, "this kind of broadcasting is possible only in centres of dense population. Calgary (and Canada generally) cannot do it. The only advice we can give to Canadians who want continuous "quality" programs is to move to the cities above mentioned, or else to be fruitful and multiply."

CJVI Seeks 1KW

CJVI, Victoria, is planning construction of two 250-foot towers at a new transmitter site with a view to increasing its night-time power to 1 kw. The station operates with 1 kw. during day-time hours and to avoid interference at night with CKBI, Prince Albert, and Mexican border stations, power is reduced to 250 watts.

The directional antenna is expected to provide better reception of CJVI on Vancouver Island besides protecting other stations.

PROMOTION



Stuart MacKay, regional sales manager of station CKWX, Vancouver, has been appointed assistant manager of that station under Manager F. H. "Tiny" Elphicke.

CCF To Make Radios

The Saskatchewan government plans the manufacture of mantel receivers for sale at cost price to schools in the province, through the Department of Education. The plan is to encourage schools to take advantage of educational broadcasts.

IS YOUR FM Planning Complete?

Time, tide and competition wait for no man. The FM picture is clearing and actual FM broadcasting is on the increase in Canada. Now would be a good time to consider your own situation.

Marconi engineering sales representatives are fully conversant with FM problems and have the necessary qualifications and experience to advise you on every step including initial surveys, preparation of briefs for the licensing authorities and on your equipment needs. An inquiry does not obligate you in any way.

CANADIAN MARCONI COMPANY

Established 1903

MARCONI BUILDING - - - MONTREAL
Vancouver - Winnipeg - Toronto - Halifax - St. Johns, Nfld.

MARCONI - *The Greatest Name in Radio*

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

Two pieces in this issue have inspired this column. First is the report of Walter Elliott's presentation to the Montreal radio and agency men on page 20. Second is our own rehash of "One Man's Opinion" on page 18.

Elliott speaks of improving his research service. Needham tells of large city American stations which broadcast "quality" programs to 5% minorities.

My thought is that there is a potential audience group—and it's not such a minority either—which for one reason or another is not listening to its radio and might therefore, for the purposes of this—for the moment—one sided discussion, be described as "The Little Man Who Isn't There." I admit quite freely that this title is purloined in cold blood from Alec Phare. But many moons since, Alec promised us an article under that title on which he has been "putting the last touches" (the quotes are his) for the past fifteen months. The title is now in the common domain.

This is a direct question—not a rhetorical one.

How many of these listener absentees could be converted into audience if an entirely new kind of programming were aimed at them? It has been said—and not without evidence to support the claim—that Jack Cooke's interminable diet of swing has given birth to a new crop of steady listeners. An examination of Toronto ratings during Jack's meteoric ascent of the E-H ratings would indicate that he brought more sets into use with his new-style programming. These are the swing addicts. How about the classics? drama? hill-billy? Has Elliott-Haynes gone farther than just analyzing who listens. Have they made qualitative as well as quantitative analyses? Have they discovered whether the Jilkes family listen to that before breakfast ribaldry because it wants to be amused or because it wants the time. And those reconstructed hockey games—does Junior sit with his ear glued to the radio because he loves to hear this play by play description of the game based on a telegram of a few hundred words, or is it a fact that all he really wants to know is the score?

I don't know the answers to all this. I am just asking.

Then back to those absentees again.

Has anyone gone to the trouble to find out just why they don't listen? How many of them are there who would nail their dials to the frequency of a station which broadcast only classical music? I wouldn't, but how many are there who would? How many families would make a point of staying home one evening a week if they knew it was a drama or symphony night on a certain station? Of these, how many would want evening long plays. . . one hour or half hour. . . comedy. . . thrillers. . . a little of everything? Research has made remark-

able strides these past years. The answers to these questions should not be hard to find.

This paper will welcome reports on attempts to find the answers to these questions based on fact, not theory.

Airing Swells Gates

Controversy still exists in Hamilton as to whether broadcasting of hockey games helps or hinders gate receipts. All season, gates of Hamilton's Junior Hockey League had numbered between 400 and 500. Broadcasting two of the games by CKOC, Hamilton, increased the gate to 975 on each occasion.

To Survey S.W. Ontario

R. W. Gladstone, M.P., has been urging action on a proposed radio station for Guelph, according to a letter received by the Guelph City Council from A. D. Dunton of the CBC. Dunton said nothing further could be done on the matter until a further study had been made of the Southwestern Ontario situation.

Radio Weather Bureau

A police cruiser, equipped with FM transmitter, co-operated with CKOC, Hamilton, one morning during recent snow and wind storms. When the early morning program staff was unable to contact a utility by telephone for services the public expects during such weather conditions, they telephoned the police who dispatched a cruiser to obtain the required information directly. This was relayed by FM radio to police headquarters and telephoned to CKOC for airing. The station received over 130 calls between 7 and 8 a.m. that morning, all from listeners seeking weather information.

Montreal Producers Elect Board

The Montreal Radio Producers Guild has elected the following officers for the present year: Wilfrid Charlan (Whitehall Broadcasting Ltd.), president; Yves Bourassa (French Advertising Service), vice-president; Bernard Goulet (CKAC), secretary; Walter P. Downs (Walter P. Downs Ltd), Treasurer.

The following have been elected directors: Marcel Provost ("Radio World"); Phil Lalonde (CKAC); Paul Leduc and Lucien Theriault (CBC); Paul Emile Corbeil (Radio Program Producers).

New members are Lovell Mickles, Pierre Ranger and Gabby Wahl.

New Agency Head



Formation of the new firm of McGuire Advertising Limited, with Andrew McGuire as president, is announced from Windsor. Mr. McGuire's background includes 18 years in the advertising agency field, preceded by six years of editorial experience on the London Advertiser. He is an honor philosophy graduate of Assumption College of the University of Western Ontario.

Fresh Heir Dept.

George Arnot, of Bill Wright's office, is passing around cigars on the occasion of the arrival of his second son, George Michael, February 4.

"VOICE OF THE FRASER VALLEY"

CHWK
CHILLIWACK

30% more LISTENERS

Since the Ration Book Issuance of 1944, the population in districts covered by CHWK (as shown by 1946 Ration Book figures) has increased over thirty percent.

(A BASIC Dominion Net Station)

REPRESENTATIVES
ALL-CANADA RADIO FACILITIES . . . WEED & CO. U.S.A.

CKCR KITCHENER

SUCCESS STORY

During the year ended December 31st, 1946, 114 local advertisers and 68 national advertisers broadcast their sales messages over

CKCR

"Smack in the middle of Ontario's Richest Market"

See **WILLIAM WRIGHT**
MONTREAL
Medical Arts Bldg.
Fl. 2938

TORONTO
Victory Bldg.
AD. 8481

CKCR CKCR CKC

BARGAIN DAY ON

CFCN - CALGARY

**FOR SALE — TO A LIVE SPONSOR
WITH A LIVE AGENCY**

RADIO HOMES AT ^{LESS THAN} $\frac{1}{6}$ of a DIME A DOZEN!!

Ask Our Representatives About—

“MYRT & MARGE”

2.15 to 2.30 p.m. — **MONDAY THRU FRIDAY**

E-H For December '46 :

RATING:- 12.4 PERCENT LISTENERS:- 45.2

*12.4% of the radio homes in CFCN's coverage area—
(B.B.M.) is 27,973 — about 100,000 listeners!!*

The PRICE? — \$35.20 Per Occasion 260 Time Rate
—that's CARD RATE plus TRANSCRIPTION—

CFCN's RATE CARD IS ALWAYS A BARGAIN!!

PLANS DISCLOSED FOR BETTER RESEARCH

Elliott Claims Need For Listener Co-operation

Montreal agencies and radio station operators were treated to an explanation of the present Canadian radio survey setup, with suggestions for its more efficient use, at a luncheon at the Mount Royal Hotel, staged by Walter Elliott, president of Elliott-Haynes Limited, last week.

Elliott acknowledged that such an explanation was long overdue, and assured his audience that in future ample opportunities would be given to clients to ask more questions and get more guidance in the use of the coincidental telephone survey.

While praising the method of measuring audience by a mechanical appliance attached to radio sets Nielsen Audimeter, he pointed out that his firm had selected the coincidental telephone techniques instead, because it was more practical for Canada from the point of view of cost. He also justified this choice on the grounds that it was direct, short and simple, reliable, and fast.

Elliott referred briefly to the fact that an American survey concern (Hooper) was contemplating an entry into the Canadian field. In this connection, he warned that the raw material of all survey services is listener co-operation. As the number of telephone calls in any one community is increased, the percentage of listeners who refuse information climbs. Even now, in one community, almost four out of every hundred telephone owners refuse to answer the questions asked, he stated. His organization was overcoming this to some extent, he said, by personal calls on such persons. They also contemplate some type of campaign, possibly radio announcements to explain to the public the importance of such survey work to

the radio industry and the listener. The implication seemed to be that with two survey organizations jangling the telephones of Canadian home owners, the number of people who refuse information would increase to the point where efficiency would suffer.

Elliott then dealt with methods used to guarantee accuracy. He pointed out that 10% of all telephone calls made are verified by special supervisors in the field. In this way they can soon discover which interviewers are either inefficient or dishonest.

There was a further method of tabular verification, which also helped to weed out dishonest or inefficient operators. For example, if out of six operators all but one gave station "A" 40% of the audience, while the other operator gave station "A" only 15% of the audience, there would be an immediate check. He outlined other methods used to guarantee accuracy, but considered that the above two were virtually fool proof.

Beginning in April of this year, Elliott-Haynes intend to add a new service which they call the "Share of Audience Report." This will be a quarterly tabulation of all calls made and will give the sets in use and share of audience for each station for each fifteen minute period of the day. This would summarize the results of 1600 calls per fifteen minute period, or a total of 120,000 calls in all. This retabulation of information would be highly reliable he said.

Give clients further assurance that all reports issued by Elliott-Haynes would be as authentic as it is humanly possible to make them, Elliott announced that a firm of auditors was being engaged to check regularly on all phases of the survey operation.

**THE KEY TO
SUCCESSFUL
PRODUCT
PROMOTION.**



CKW

**WINNIPEG TRANS-CANADA NETWORK
15,000 WATTS**

DOMINION NETWORK

**1000 WATTS
CKX
BRANDON**

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

Executives! Write for a copy of "Manitoba Calling" and know the facts about these two "first" stations.



Jean Baptiste says:-

We are proud to announce the addition of another Quebec Radio Station to the list represented by Jos. A. Hardy and Co. Ltd.—

CHNC New Carlisle

This station, with its new 5000-watt transmitter gives full coverage of the Gaspé Peninsula as well as a large French-speaking population in the Maritime Provinces. (Note—More important news next month)

| | | | |
|---|-------------------------------------|--|---|
| CHNC NEW CARLISLE 5000 Watts | CHRC QUEBEC 5000 Watts | CHLN TROIS RIVIERES 250 Watts (soon 1000) | CHLT SHERBROOKE 1000 Watts |
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For Information, Rates, telephone, wire or write to:

Jos. A. HARDY & CO. LTD.

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|---|---|--|



More Hope THAN CHARITY
Elsa Hope

If there ever was a person who truly deserved to be called a real super in this mad game of radio, that person is Grace Webster. Grace is equally adept at character roles as well as straight parts, which made her return to "The Craigs" most welcome.

Grace had the misfortune to fall through the ice which resulted in a compound fracture of the leg. During the period of her convalescing in the hospital, the industry just have suffered, for her voice continually pops up in radio dramas. It matters little whether the part is that of a mother or a daughter, Grace can do it and do it well. Consequently, when Mrs. Craig returned to the planes, it gave "The Craigs" a new lift.

It is reasonable that Grace may have left the scene of action last year with a Beaver Award stowed safely under her arm. Such a versatile actress would be on the top of the pile.

It has long been a hope of mine that Canadian radio would snap it off it and present some worthwhile gifts on its participation shows. "Playhouse Party" aired on the Trans-Canada Network for an hour each Saturday night, just such a show.

The studio audience enter into the spirit of things with emcees including Whitteker and Bob Kesten who make with fun and keep the show in high gear. Actually "Playhouse Party" is a combination of "Blind Date", "Truth or Consequences" and "People Are Funny." It has an original touch of its own. Any show that will give away a diamond ring, wrist watches, and even white shirts and ties in this day can't go by the boards—especially when it's so desirably handled. It is only fair to mention that Jack Murray's "Lucky Listening" (Dr. Morse) keeps the pace with its better prizes when it started a year ago.

It doesn't matter to me if the artists have been on the air for weeks or years or if their selections are of the older variety, I still like the vocals sung by the male quartet in "The Old Songs". Produced by Kay Stevenson, this program features the vocal talents of Jack Reid, Bill Morton, Ernest Perry and John Harcourt, in close harmony, doing the older type of songs. No matter what the argument to the contrary, there is no doubt in my ear that these numbers stack very high in the musical parade to the average listener. More power to the "Four Gentlemen from Studio A."

It's American but it's piped into our Dominion Network every Monday night, which all adds up to a good reason for my listening. Another excellent reason, if I must give one, is the exceptional quality of the music heard. "Contented" dispenses the best arrange-

ments plus music played in an extraordinary manner by Percy Faith. If I were asked my preference, I'd very probably answer 'Make mine music'. The outstanding feature of Faith's music is the lack of anything blatant. Instead each section of the orchestra blends with the other sections. The announcer's words "An invitation from Carnation" really get me. This show makes for good listening.

Yes, I believe radio is here to stay.
Bye now
Elda.

Shortages Clip BBC

The current coal shortage has curtailed services of the BBC. TV services have completely stopped and the "Third Program" has been suspended. A number of transmitters of the "Light Program" and "Home Service" networks have also gone off the air, in order to conserve electricity.

Editorial Taboo Muzzles Free Speech

The question of whether radio stations should be permitted to editorialize was discussed at a three day meeting in Washington last month of the Small Market Stations Executive Committee of NAB.

Justin Miller, president, and A. D. Willard, Jr., executive vice president of the NAB, reviewed the subject, pointing out that, if a radio station enjoyed the freedom to editorialize, it could more adequately fulfil its responsibilities to the community. The FCC's policy that "radio cannot be an advocate," they claimed, is a violation of the Constitutional guarantee of free speech.

Committee members cited instances of stations actually editorializing, at least to a limited degree. Members stated stations of all sizes have editorialized in some form issues, water purification, recrea-

tional facilities, hot lunches for school children, and similar community activities.

In some instances where stations have not editorialized, they have been told the community would benefit if the station co-operated editorially in promoting community projects.

Broadcasters who are most active in local news presentation, the discussion revealed, tend also to present more community programs, classified as editorials.

People's Choice

Each week, a citizen of Cornwall appears at CKSF's microphone on a half hour program which airs the music he or she prefers to hear. During the interview, the listener explains reasons for the preference. The guest is presented with a fountain pen at the conclusion.

"Dear Folks:—
Enclosed find \$5 in payment of enclosed statement. Have a cigar or some jelly-beans for the balance. I have spent hundreds of dollars in my day in advertising. . . . but I never got so much action for so little money . . . when you started talking they started this way from Ripley to Kitchener . . . as many as eleven buyers (I don't mean prospects) at one time. I think I was sold out before your last spiel. I only advertised six young bulls but they bought everything I had down to three months old and if I had forty, they wouldn't have been enough . . . orders ahead for next year more than I can supply."

*A. M. Holt
Listowel Ont.*

To Serve!

Mr. Holt from Listowel ran a spot about some young bulls he wanted to sell.
Read what he said.

For further information on this station contact

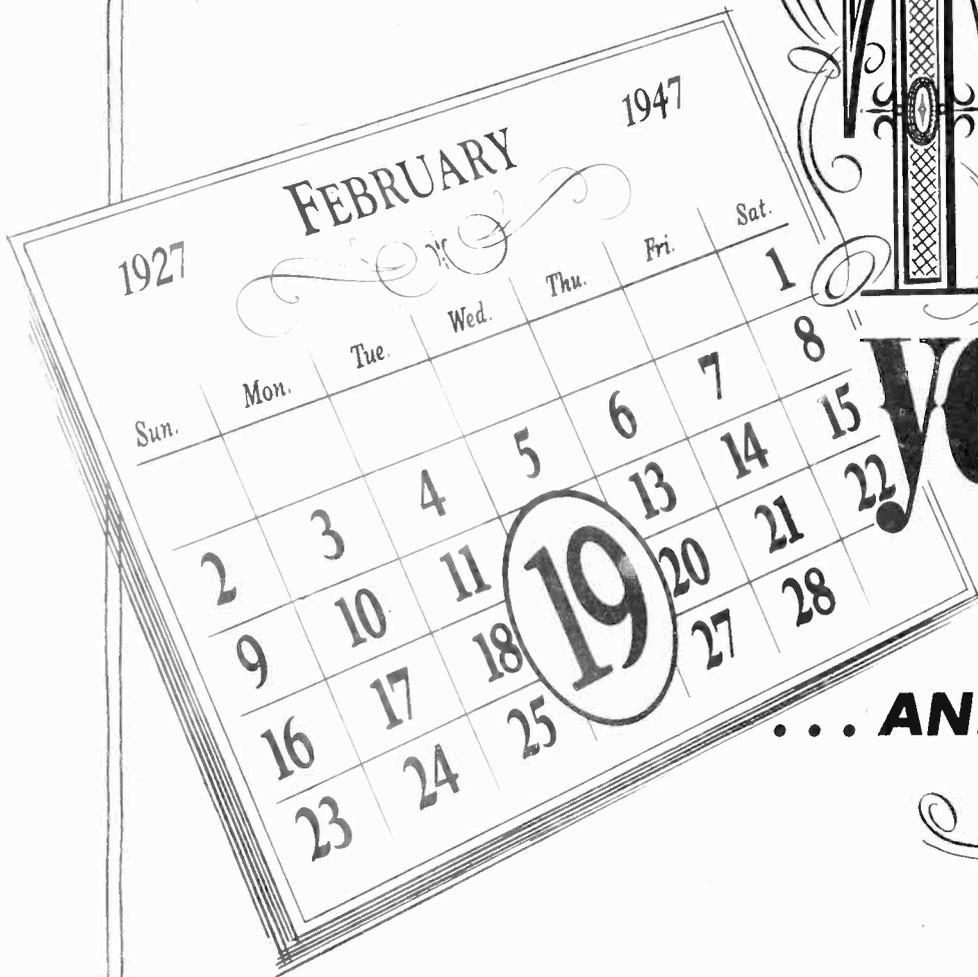
JAMES L. ALEXANDER
TORONTO MONTREAL

CKNX
The Ontario Farm Station

OFFICES AND STUDIO FIELD'S BUILDING WINGHAM, ONTARIO



Twenty years old



... AND STILL GROWING!



CFRB's 20th Anniversary

FEBRUARY 19th CFRB embarks on another twenty years of service to Ontario.

During its years of operation, this station has taken the lead at every stage of broadcasting development . . . in quality and power of signal, in programming policy, in service to the whole community.

And we look forward with confidence to the next twenty years. We renew our pledge to carry on towards the greatest good of the community as a whole. We will keep CFRB "Ontario's favourite radio station". . . first for information, first for entertainment, first for inspiration!

CFRB
TORONTO

*Planning now
for the next
twenty years!*

REPRESENTATIVES:

UNITED STATES
Adam J. Young Jr.
Incorporated

CANADA
All-Canada Radio
Facilities Ltd.