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Hockey Satisfies Radio Listeners-in

Makes Good Either as Bedtime Story or Dinner Party. Requires Big Staff. Personnel for Each General Motors Broadcast Totals 232.

Big league hockey by radio has become a national pastime. A census of radio listeners across the Dominion shows no decrease in the number who tune in each Saturday night on the N.H.L. hockey broadcasts, provided by General Motors Products of Canada, Limited, and its dealers. Between Charlotte-town and Victoria, and here and there from the Arctic to the Gulf of Mexico, Foster Hewitt's weekly audience is numbered conservatively at a million. Start of the broadcast at 9 p.m. E.S.T. (10 p.m. Atlantic, 8 p.m. Pacific Time) enables the down-easters to tune in hockey as a bedtime story, while on the Pacific Coast it is an aperitif before dinner.

Content to follow the fortunes of their favourites in the big league, and delighted with Foster Hewitt's graphic recital of the incidents of play, few of these listeners realize the magnitude of the operation which brings the weekly quota of hockey thrills. According to one of the engineers associated with the hockey broadcasts, each programme requires 25,000 miles of copper wire for its transmission to stations on the network, and the army of personnel employed on each broadcast reaches the astonishing total of 232. This group is made up of full-time men employed as announcers, musicians, production men, production engineers, line companies' engineers, station engineers and station announcers.

The heart of the big hookup is in the broadcasting gondola above the ice of the Maple Leaf Gardens in Toronto. It is from here that Foster Hewitt, conceded to be the best sports announcer on the continent, sends the excitement of the contests pulsing over the ether. The whole mechanical arrangement, however, is essential to the production of a smooth and entertaining programme, and it is due not only to the play-by-play description but also to the marvellous mechanical ingenuity and skill in production that this programme has brought fame to Canada and laurels to itself.

So thoroughly established have the National League broadcasts become—70 per cent. of listening sets in some cities are tuned in to hockey—that when the celebrated Ace Bailey game occurred, the Canadian Radio Broadcasting Commission took the opportunity to broadcast it, retaining the usual personnel for this first Commission sports feature ever to be broadcast from coast to coast.

There are actually two broadcasts each Saturday evening; one from the Maple Leaf Gardens in Toronto and one from the Forum in Montreal. The latter reaches stations in the Province of Quebec and alternately is heard in French and English, according to whether the home players are the Canadiens or the Maroons. The Toronto broadcast reaches from coast to coast, omitting the area served by the Montreal broadcast.

Voices You Have Heard

From Toronto the dominant voice is that of Foster Hewitt. With him in his high observation post are Gordon

Castle and production men. Luigi Romanelli and his General Motors Orchestra, and Bob McIntyre, commercial announcer, are some distance away in the studio of C.P.R.B. the key station of the chain. From there the broadcast is carried to distant radio stations by telephone and telegraph equipment.

From the Forum in Montreal, the voices heard are those of Charles de L. Harwood, Elmer W. Ferguson and Walter Downs, for the broadcast when Maroons play. For the Canadiens games, the announcers are Phil LaJonde, Roland Beaudry and Roland Bayeur. Music in the intermissions is provided by Leo Le Sieur at the console of the Tudor Hall organ.

Occasionally, variations in the programme have been popular with listeners. Celebrities of state, the world of sport, and stage and screen have spoken to Canadians at various times over these networks. The names recalled include Lord Bessborough, Lester Patrick, Ben Bernie, George Raft, and Mayor Stewart, of Toronto.

Naturally these visitors did not all climb to the perilous pinnacle from which Hewitt views the games. Microphones are opened in the control room, at the rail of the ice surface, or at points far distant from the Gardens, and the engineers and production men, by using a little magic and accurate timing, are able to introduce the guest speakers without a second's interruption.

Appreciation

Approval of the vast stay-at-home hockey audience is shown in many ways. There is, of course, a flood of fan mail directed to General Motors Products of Canada, Limited and to Foster Hewitt, and the other play-by-play announcers in Montreal. There are grateful letters from "shut-ins," typewritten or in pencil; occasionally in braille. There are telegrams and sometimes wireless messages from far-flung outposts. There are lucky charms by the score, chiefly rabbits' feet, bearing wishes for the success of the Maple Leafs. And sometimes, instead of letters, the fans come in person to thank the announcers and sponsors. One man and his two sons came from the Western slope of the Rockies chiefly for this purpose.

There is an extraordinary barrage of requests in connection with these broadcasts. People want all kinds of announcements made; all kinds of personal messages carried. They know their friends listen to these broadcasts. What a great stunt it would be if they could just say hello to Bill and Mary out in Saskatchewan. But naturally the broadcast must remain closed to all such appeals.

What with the uncertainty as to duration of play and the length of intermissions between periods, it becomes the chief problem of engineers and production men to send out an uninterrupted smoothly working programme each Saturday night, and departures from routine cannot be lightly undertaken. It all sounds, perhaps, delightfully simple to the listener, and that is the effect desired. One of the most creditable characteristics of these General Motors hockey broadcasts, according to what listeners say, is the brisk, stimulating tempo that is maintained from the opening number at 9 p.m. E.S.T. until the mingled strains of "Jingle Bells" and "O Canada" mark the end of the broadcast.

New Liskeard Loses First Game, 13 to 3

St. Michael's College, Toronto, Runs up Big Score on New Liskeard Team in Junior O.H.A. Finals.

The following is the report of the first game between New Liskeard and St. Michael's in the O.H.A. finals at Toronto, as reported by Wm. J. Walshe in The Mail and Empire:—
St. Michael's College celebrated St. Patrick's day by drubbing New Liskeard, 13 to 3 in the first game of the annual North and South junior hockey finals at the Maple Leaf Gardens. The Northerners were only a shadow of former kid teams from the N.O.H.A. district and the high scoring, high speed Celtic collection just toyed with them.

A crowd of about 5,000 was present, a small attendance for the series that has gone down in history with the greatest in hockey. There was not a great deal to attract attention with the brilliant Irish brigade running in goals at random, five in the first period, four in the second and four more in the last.

With the tourist trouble in the North Country keeping the Sudbury Cubs at home the New Liskeard lads won the assignment of upholding the honours of the district that generally has a team of championship class. With St. Michael's College considered one of the best teams to win the O.H.A. crown and the N.O.H.A. entry being below par it was only a question of how many the Irish would win by.

St. Michael's were too good in every way for the Northerners, having a big margin in individual ability and also team play. New Liskeard's regular front line gave the Irish a little trouble but the reserves were not in the same class as the Celtic subs.

All Share in Scoring

All the Irish took part in the goal getting, Art Jackson and Mickey Drouillard both figuring in four scoring plays. Pep Kelly, Johnny Acheson, Don Wilson and Lefty Bauer, all got three scoring points while John Hamilton, R. Hamilton and Red Metz also took part in the goal getting.

New Liskeard gave the Students and their supporters a sock at the start, getting a goal in the opening minute but in less than five minutes the Irish were well in front and out of danger. Harry Frost, at centre ice and Hugh Allan, on the left wing, played good hockey for the Northerners, comparing with some of the stars on the Saints' staff, but they played almost a lone

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Drouillard, Bauer, Acheson and Wilson.

New Liskeard—Goal, Helmer; defence, Jelly and Jackson; centre, Morris; wings, Frost and Allan; subs, Holland, Williamson, Derrah and Tessolini.

Referees—A. McKinnon and J. Mitchell.

Scoring summary: First period—S. Hamilton (Wilson), Jackson (Metz), Acheson (Bauer); N.L. Frost, Second period—S.M.C., Jackson (Kelly), Wilson (Drouillard), Wilson (Jackson (Kelly); N.L. Frost (Williamson), Derrah. Third period—Jackson, Bauer (Wilson-Drouillard), Acheson (Drouillard), Drouillard (Bauer); N.L. none.

Penalties: First period—R. Hamilton, Jackson, Acheson, J. Hamilton, Allan, Frost, Williamson, Morris. Second period—J. Hamilton, T. Wilson, Kelly. Third period—J. Hamilton, Drouillard, Jackson, Allan, T. Jackson.

To steadily improving indices in virtually every branch of business, accompanied by a solid optimism which appears to prevail throughout Canada, is credited the improvement expansion in manufacturing and merchandising operations undertaken during the last few weeks by the Ford Motor Company of Canada, Limited, according to Wallace R. Campbell, president.

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MAYOR BRISSON OF HEARST AGAIN WINS HIS APPEAL

There are no further particulars available in the matter than contained in the following brief despatch from Hearst on Saturday last—Mayor Vital Brisson has won his appeal against a conviction on a charge of operating a motor car while intoxicated. He was sentenced in January by Magistrate E. R. Tucker to three months as a third offender. His appeal was heard by Judge J. B. T. Caron, of Cochrane. Mayor Brisson was released from jail after serving a term as a second offender in time to wage a successful election campaign.

College Senior: "What would you advise me to read after I have completed my course and graduated, professor?"
Professor: "I would recommend the 'Help Wanted' page."

Abolition of Slum Areas in Province

Hon. Geo. S. Henry Foreshadows Wholesale Replacement of Dwellings on More Sanitary and Comfortable Plan.

Abolition of slum areas through wholesale wrecking of antiquated buildings and their replacement with workmen's dwellings under a new housing scheme, was foreshadowed by Hon. George S. Henry, Premier of Ontario, in the Legislature recently. If a demand develops from the municipalities, the government is prepared to provide machinery by which municipalities may launch housing programmes under the government re-employment grant programme, he said. His statement that he was "fully in accord with the motion" capped a debate in which many members favoured the principle of a motion advanced by Wilfrid Heighington, M.L.A., Toronto. It asked that the government be authorized to consider applications from municipalities for use of government relief grants in rebuilding slum districts. The motion left to the

government the task of devising the exact machinery by which, to quote Mr. Heighington, "private persons, trust funds, cash assets available for investment by insurance companies, and trust corporations could take over blocks of slum areas, lend money on first mortgage security to rebuild them, substituting cheap but attractive workers' dwellings, garden areas, wider streets and modern sanitation for present conditions." Where land-owners would not co-operate, power should be given the government to expropriate for proper compensation, added Mr. Heighington. The government's only actual cash outlay would be through guarantee against ultimate loss in the investment, he proposed.

"I am quite in accord with the motion, and if the municipalities are interested I think some provision should be made, so they can function. If an amendment to the Municipal Act is required, it should be provided, so their activities need not be prevented if they wish to go forward," said Mr. Henry at the conclusion of a speech in which he agreed that revival of the building industry was probably only of secondary importance to solution of the Dominion's railway problems.

TEA AND SALE OF BAKING TO BE HELD SATURDAY, MARCH 31ST

The Ladies' Aid of the United Church announce a tea and sale of baking to be held in the basement of the church on Saturday afternoon, March 31st.

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