

THE VOICE OF CANADA

(Continued from P. 4)

country like Mexico, where mountainous terrain makes reception difficult. The transcription service met with outstanding success in Mexico where the 100 affiliated stations known as Radio Programas de Mexico, broadcast International Service transcriptions. Elsewhere too, substantial success was achieved in stimulating use of I.S. transcribed programmes, despite a great diversity in Latin America in the matter of station ownership.

The transcription service in the Spanish language now contains 133 programmes, varying in content from narratives about the provinces of Canada to plays, and from Canadian folk legends to Canadian historical accounts.

From no area of the world do more requests come for printed material about Canada than from Latin America. Thousands of pamphlets, booklets and illustrated material of all kinds were sent in answer to questions from listeners. One of the most successful publications was a multigraphed booklet on education in Canada. This was widely distributed and led to many students coming to universities in Canada.

In co-operation with Canada's Department of Trade, the Section made copies of all its broadcasts dealing with business and industry available to Canadian trade commissioners in Latin America.

International Service shortwave broadcasts in both English and French were used extensively during the year by CAE, the Canadian Army station in Germany. Transmissions were either rebroadcast immediately or recorded for rebroadcast at a later time. The station broadcast many of the English language transcriptions under the heading Canadian Magazine and also put on the air the Canadian Showcase of Popular Music, a series of thirteen trans-

cribed programmes featuring leading Canadian performers, produced by the International Service.

MUSIC TRANSCRIPTION SERVICE

During the past year the Music Transcription Service recorded and shipped a wide variety of transcriptions to give audiences abroad an indication of the musical life in Canada. In order to maintain a high standard of production on a smaller budget the planning of recordings has included more low-cost programmes such as recitals, chamber music, folks songs and popular music. This was facilitated by closer collaboration between the International Service and the CBC English and French networks in planning and production and in the sharing of costs. The Music Transcription Service prepared and shipped clear music, that is, newly recorded musical compositions for use any time by radio organizations abroad; a series of thirteen packaged in English, French, Spanish and Portuguese. These 15-minute programmes were called Canadian Showcase of Popular Music. Each programme was complete with announcements in the appropriate languages and ready for use by stations to which it was sent; the annual Dominion Day programme, a half-hour programme to mark Canada's birthday, was specially prepared in nearly every case for the language area to which it was sent. There were also two Mozart programmes to mark the 200th anniversary of the birth of the composer. These were widely distributed and broadcast and met with great favor. The year also saw the preparation of a series of thirteen 15-minute programmes featuring folk songs in Canada and these will be distributed in much the same way as the popular music. Between 200 and 300 radio outlets around the world broadcast International Service transcriptions of Canadian music.

*** TRADING ***
from trading in outstanding securities...
000 in June to reach \$29,600,000. There were
net sales of \$7,100,000 to residents of the
United States, contrasted with net purchases
of \$15,700,000 in June. Net sales to the
United Kingdom amounting to \$10,300,000 were
down slightly from \$11,800,000 recorded in
June, and net sales to other overseas coun-
tries more than doubled to total \$13,200,000.
447,654,9 tons (90% 417) 118,513,414
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SWELL HOME LOANS: Central Mortgage and
Housing Corporation reports that in the first
two weeks of the Government of Canada loans
for small homes programme, loans amounting to
\$4.3 million were approved for 442 dwelling
units at cost 662,582 (90% 557,128)
The Corporation said that the programme to
encourage low-cost housing for lower-income
families was estimated to have a potential of
adding to approvals of 2,300 dwelling units
indicating a total possible loan amount of
approximately \$20,000,000