



By Rosattis, Calgary.

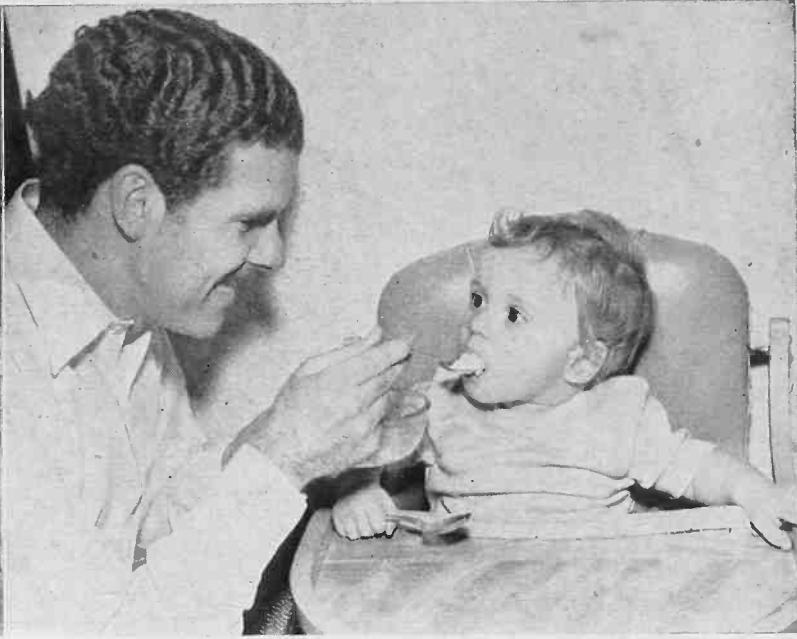


Photo by Raycroft, Toronto

Annual auctions for crippled children started in 1943 by raising \$1,500, collected \$3,500 in 1944, and hit the jack-pot Christmas with \$6,000. Pictured at left is the Calgary station's sale in full swing, with CJCJ manager, Alderman Don at the mike. At right, Maestro Howard Cable of "Jolly Miller Time" and "Canadian Cavalcade" has been bringing ice-cream pretty regularly of late and here he is feeding a hunk of it to Nairn, his No. 3 child, who graduated from being the youngest on the arrival of Greg last month.

CANADIAN BROADCASTER

TWICE A MONTH

10. 8

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

APRIL 20, 1946

RUMAN SIGNS ANTI-PETRILLO BILL

Music Czar Will Likely Appeal To Supreme Court

CAB BOARD PLANS QUEBEC MEETING

The annual meeting of the Bureau of Broadcast Measurement will be held at Quebec City on Monday afternoon, May 27, in conjunction with the convention of the Canadian Association of Broadcasters. This arrangement was approved by the board of directors of the CAB during its meeting in Toronto April 1-3.

Other plans for the CAB Convention were approved at the meeting. Napier Moore, editorial director of MacLean Hunter Publications, has agreed to address the annual banquet on May 28. Entertainment will be provided by Mart Kenney's orchestra, with talent from the Quebec stations CKCV and CHRC. A golf tournament is also to be featured during the convention.

The CAB board appointed Arthur Evans to represent the Association on the Canadian Radio Technical Planning Board Administrative and Publicity Committee, replacing Glen Bannerman. Harry Sedgwick was appointed as CAB representative on the Administrative Committee of the Canadian

Statistical Research Committee, with Arthur Evans going to the Statistical Committee of the same body.

Five stations were accepted into membership of the CAB: CHAT, Medicine Hat, Alberta; CHGB, Ste. Anne de la Pocatiere, Quebec;

CKSB, St. Boniface, Manitoba; CJOB, Winnipeg and CJAV, Port Alberni, B.C.

Appointment of J. E. Campeau, managing director of CKLW, Windsor, to the board of directors of BMI Canada, was approved.

BROADCASTERS AID CANCER FUND

Radio stations, both government and private, as well as advertising agencies and their clients, have been generous in their assistance in the promotion of the current Canadian Cancer Society Campaign, according to Nancy and Spence Caldwell, who have undertaken organization of publicity across the country.

Upwards of thirty stations replied to a request to give their support to this work with spots, quiz programs, dramatic features, talks, and many station executives have helped further by serving on their local committees.

The CBC carried the message over their networks in over twenty outstanding programs, and space does

not permit mention of the large number of sponsors and their agencies who have lent support too.

Highspot of all promotion during the campaign so far was Andrew Allan's production of Lister Sinclair's specially written play, "The Case Against Cancer," aired over Trans-Canada during the first week of the campaign. Another play, written by Allan King, will be fed to the Dominion Network during the closing week.

The startling information that one person in every six over forty will die of cancer, that deaths from the disease are occurring in Canada at the rate of over thirty-three a day, has startled the whole nation into action.



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Candlestick Maker . . .*

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THESE are just a few of the many different types of sponsors. Check the ones in which you are interested. Then ask the All-Canada Program man. He will recommend a top-notch show, ready-made to fit your needs . . . the kind of program which will do an outstanding job. His recommendations are based on successful experience with similar sponsors all across Canada and in the United States. Through All-Canada Program Division you have at your disposal the largest library of syndicated shows in the world—and the best.

ALL-CANADA PROGRAM DIVISION

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chooses Voice of UN

The Voice of UN," an independent worldwide broadcasting service was proposed early this month by David Sarnoff, president of NBC.

neway to "increase the effectiveness of the United Nations and in the cause of world peace," aim "is to provide a worldwide mass communication that reaches all peoples of the world simultaneously."

General Sarnoff's plan calls first for establishment of the basic principle of "Freedom to Listen" to people everywhere. The existing system which he advocates would be owned and operated by the United Nations. It would be used for broadcasting the proceedings of the UN assemblies and meetings, for disseminating news to all parts of the world and spreading knowledge and understanding among listeners everywhere. Broadcasts would be in all the principal languages of the world. "The Voice of UN," however, would not exclude other broadcasters or representatives of the press from covering its activities.

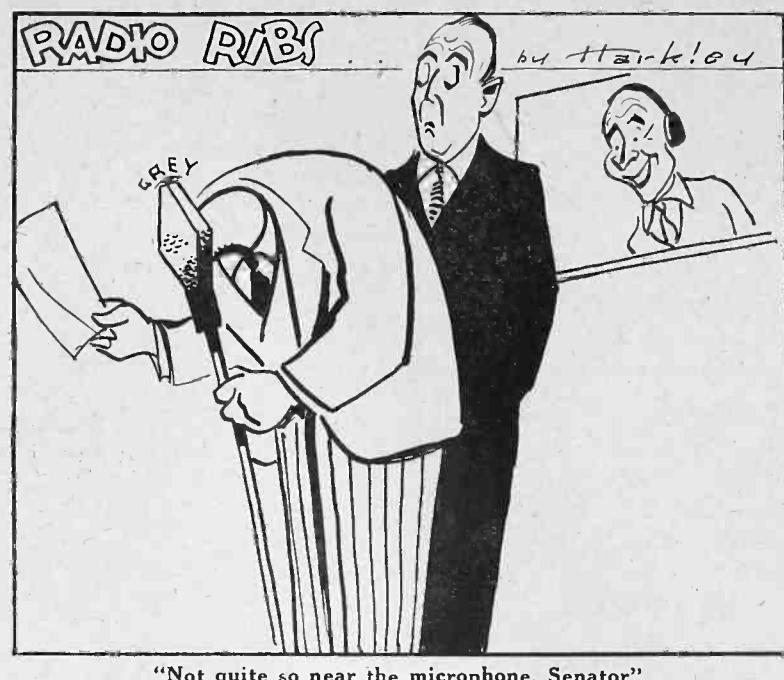
Principal problems involved in adopting and executing the plan are both technical and political, said Sarnoff. "The technical problems can be solved. The political problems require for their solution the consent of the members of the UN and their will to make the plan work."

Saskatchewan Nixes CHAB Sale

C. D. Howe has issued a statement to the effect that transfer of the license of station CHAB, now known as CJAB, to the Saskatchewan provincial government has been rejected. As yet, the minister has declined to state reasons for the rejection.

Negotiations were concluded some time ago between Carson Building, owner of CHAB, and the Saskatchewan government for the sale of the station (CB Jan. 12), and the sale has been held up pending the minister's decision.

It is understood that Carson Building will continue operation of the station as heretofore.

**CJAV On The Air**

Station CJAV, Port Alberni, B.C., went on the air early this month. Operating on 1240 kilocycles with a power of 250 watts, the new station will concentrate on providing local and community service to the people in this rich lumber country of Upper Vancouver Island. Owner-manager Harold Warren announced the following staff appointments to CJAV:

Chief announcer and program director, Frank Eckersley, formerly with CKWX Vancouver and CFAC Calgary; engineer and traffic director, Harold Lunn, who left CJOR Vancouver to take up his new post; commercial manager and news chief, R. O. L'Ami, fresh from four years with RCAF Public Relations; receptionist and stenographer, Florence McKay.

CJAV is represented nationally by Radio Representatives Ltd.

FM Talk For RMA

Major Edwin H. Armstrong, pioneer in the development of FM, will be the speaker at the seventeenth annual meeting of the Radio Manufacturers' Association of Canada, to be held in the Chateau Frontenac, Quebec City, on May 31, following the convention of the Canadian Association of Broadcasters.

CHML

860

900

930

HAMILTON

She Likes 'em Tall

This story comes from CJAD Montreal. Maurice Bedard, emcee of the "Musical Clock" program, told a gag about Barnum's famous midget Tom Thumb, who stood just two feet tall in his stocking feet. A reporter who wanted an interview knocked at the midget's hotel door. The door opened and a strapping figure fully six feet four inches appeared. "Where's Tom Thumb?", asked the reporter. "I'm Tom Thumb!" answered the giant. "That's impossible. Tom Thumb is a midget." "Yes," came the reply, "but this is my day off."

A day or two later, a letter turned up at CJAD. Translated from the French, it read:

"I listen to the 'Musical Clock' every morning. Sometimes your comments are very amusing, but from time to time I do not understand all. Maybe it's because I find the English language a little difficult. For example, I do not know why Tom Thumb had a day off. And how could he grow in so short a time? Did he eat something? My father tells me he does not know of any method in which a short man becomes a tall man. This interests me greatly because my fiancé is very short and me, I like tall men. He also likes tall women. Could you tell me how this is done?"

Joins All-Canada

Eve Silvester joins All-Canada Program Division as head of the Publicity Department.

Eve's from Midland where she worked with the FREE PRESS HERALD. Hired by Spence Caldwell to write publicity for CJBC and the Dominion Network shortly after they opened. She joined All Canada early in April, and is located at 73 Adelaide Street W., Toronto, where the ACRF Program Library is now situated.

"As a Matter of Fact"



May we introduce, as a matter of fact, the proved superiority of Dominion made transcriptions?

Years of experience and use of the most modern recording practices assure you factual reproduction of any type of program if you use

*Duophonic
Transcriptions*

DOMINION BROADCASTING COMPANY
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A
STOVIN
GUEST-SPOT

RADIO advertising, properly co-ordinated with other forms of advertising has contributed greatly to the growth of our business.

We believe in supporting Canadian radio talent whenever budget will allow. At present, we sponsor six shows which are produced entirely by Canadian writers, producers, musicians and actors. In addition, we pipe in an American live show, use recorded spots and live spots. In order to keep alert to consumer and dealer reaction to our shows, we use every tool of audience and sales measurement we can obtain—including BBM reports, Elliott Haynes rating and sponsor identification reports — free offers for listeners — contests — and finally consumer and dealer surveys by our own research department.

Each individual programme, each station and network is under constant study.

This "Guest Spot" contributed by

C. F. Vint

President
Colgate-Palmolive-Peet
Company Limited



HORACE N. STOVIN & COMPANY

Radio Station Representatives

for these Live Independent Stations

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|------|------------|---|------------|------|---------------|
| CJCH | Halifax | *CHML | Hamilton | CKY | Winnipeg |
| CHSJ | Saint John | CFOS | Owen Sound | CKX | Brandon |
| CKCW | Moncton | CFOR | Orillia | CFAR | Flin Flon |
| CJEM | Edmundston | *CFPL | London | CJGX | Yorkton |
| CJBR | Rimouski | CKLW | Windsor | CKLN | Nelson |
| CJBQ | Belleville | *Represented by us in Montreal only. | | CFPR | Prince Rupert |
| CKSF | Cornwall | | | CJOR | Vancouver |
| CHOV | Pembroke | | | ZBM | Bermuda |

MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

SCHOOL RADIOS FOR JAP RE-EDUCATION

At the request of Brig. Gen. Kenneth R. Dyke, in charge of the civilian information and education section at General MacArthur's headquarters in Tokyo, the work of supplying model educational scripts and production aids has been in preparation for some months between Dr. Franklin Dunham, Chief of Radio, U.S. Office of Education, and Maj. Graf. Boepple, Q.M.Q., assistant in charge of school broadcasting.

On Tuesday morning, February 19, actual broadcasting began in the schools of Tokyo under the supervision of the civilian information and education section.

In order to facilitate the delivery of model scripts, the services of Lieut. Col. Edwin M. Miner, formerly Supt. of Schools at Wellesley, Mass., were utilized to carry scripts and other materials via Army Transport Service across the Pacific direct to destination.

Among the sets of scripts were the following: Americans All-Immigrants All, Democracy in Action, Let Freedom Ring, Freedom On the March, The World Is Yours, Destination Tomorrow, Let's Play Fair, and Rivers of America.

The latter named series, now currently being broadcast over the FM Station WBEZ (Chicago Public Schools), was selected to be used as a model in the preparation of similar programs dealing with Japanese river headwaters, towns, and growth of population, following the course of rivers from mountains to the sea.

Burton Crane, in the NEW YORK TIMES article released from Tokyo on Washington's Birthday, describes the results in these words:

"Japan's school children today held their first open discussion of current events under Allied Headquarter's plans to supplant the banned courses in history, education and morals with radio programs and open forums. Today labor unions and inflation held the spotlight."

"Pupils listened on Tuesday to a current events program broadcast on a national hookup reaching the 30 per cent of the schools that are equipped with receiving sets. The proportion of pupils was somewhat larger since the bigger schools are generally equipped."

"On Wednesday the teachers were briefed on how to conduct discussion periods. This morning a twenty-minute discussion from the radio 'classroom', with children's voices, merged into a forty-minute period in each schoolroom."

"The current events broadcast on Tuesday set the tone for today's discussions, notably about the labor union question. It had told in some detail of plans for labor unions in Japan."

"This morning, accompanied by Capt. John M. Pickering of the radio division at headquarters, and

Junnosuke Ofusa, a New York Times interpreter, this correspondent visited Takanawadai national primary school on the south border of Tokyo to discover what reactions were evident to this of teaching among Tokyo's school children.

"The principal, Ichiro Inoue met us, presenting some charts showing that 72 per cent of children had radios in their homes and 25 per cent normally listen to the news in their homes. He led us over to the school, which is a handsome three-story concrete building in functional architecture still wearing its blue and white wartime camouflage. It has its swimming pool and screen playground space on the roof."

"We entered the sixth grade boys' classroom just in time to hear the stirring strains of 'Siboney' end and the discussion program begin. The radio program was arranged like a classroom, with teachers' and children's voices readily distinguishable."

"The sixth grade boys' classroom is like schoolrooms everywhere, with crayon art tacked up and small desks facing the radio. Unlike American schoolrooms this year, however, it is cold as a result of the coal shortage. Under a teacher, the discussion follows closely the lines of the radio show and might have been an extension of it, with the same high-pitched voices."

Further results are being fully analyzed and no doubt will form some part of the report to be made by the committee of educators from the United States who are making a month's study of Japanese schools.

No Broadcast from Commonwealth

The British House of Commons is not in favor of having its proceedings broadcast, says an amendment by a British M.P. quoted by Nancy Hodges in the VICTORIA (B.C.) DAILY TIMES.

In spite of "interest in Labor government being at a white heat, with crowds thronging the lobbies, and gallery seats being booked days in advance", Prime Minister Attlee was definitely opposed to the suggestion that the House be "wired for sound". Attlee called how the House in 1942 rejected Churchill's proposal that the BBC be allowed to install recording equipment with which to transcribe his own war reports later broadcasts.

Whether M.P.'s resent any temptation to intrude into the "privacy" of their exclusive Committee chamber, or whether they are sensitive to the possibility that the respectable snores might be carried into the homes of millions of listening Britons, it appears likely that the proceedings of the House will be broadcast for some time to come.

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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

OLUME 5, NUMBER 8

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

APRIL 20th, 1946

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| | |
|-----------|----------------|
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| Vancouver | Robert Francis |
| Montreal | Walter Dales |

Line Forms On The Left

Ca thing the economic exigencies of war are responsible for is a set-to-operation across the counter in all lines of business. Time I saw that a greater understanding of the other's problems between y and seller, occasioned by the emergency, has become a habit— which makes business relationships both firmer and more tuly advantageous.

It was probably this line of reasoning which lead to the expansion of Wright's Broadcast Sales Club of Toronto, into the farther- ing Radio Executives' Club, with membership open to broadcasters course and also to Agency Radio Executives, Radio Station Repre- ites, Recorders, Advertisers, and anyone in allied fields.

During the past year, meetings have been few, but two of them at- tach an attendance of over 400, and, considering that the club has a aid up membership of only fifty, this reflects considerable credit ident Harry "Red" Foster and his executive, for it proves that ssible can be attained—that it is possible to bring all segments ndustry, besides the agencies and their clients, into close associa- least for a meal, a bit of entertainment and a talk or other func-

With an era of competition returning, this kind of intermingling is increasingly important, and it seems extremely desirable that projects as this club and other clubs in other cities institute mem- drives, and back them with functions which will attract new rs, and which are for the good of the industry and for the good it clients.

During the past year, emphasis with the Toronto organization has on functions which might be described as social. Undoubtedly ult of this policy has been that turn-outs have been larger. There ever those in the business who, while thoroughly enjoying taking nly-minute siesta from their desks for a social gathering during ours, would be still more interested if discussions, lectures and mations of importance to the business of broadcasting could be luded in the curriculum.

Definitely there are two schools of thought on this subject, but does nothove everyone to put in his two-bits-worth, in order that the b'stivities may include items of interest to everyone, rather than usg a there-it-is-so-take-it-or-leave-it policy, which seems to be the du operandi, at least in Toronto.

Y through a wide membership and an active and eloquent mem- can any executive operate to bring pleasure or satisfaction to the at number. Without this kind of support the club's officers can ly rope in the dark, hoping the absentees won't be too numerous, d leads inevitably into meetings being held irregularly, with nsequent apathy among the membership, and a valuable public rela- edium is lost to the industry.

In the interests of better broadcasting, clubs like the Radio Exec- es Club of Toronto can fill a useful purpose, and the process is noneans an unpleasant one. To do this though they need the active ppe of every radio man and woman from top management to office

DANGEROUS CURVE AHEAD

Reprinted from Canadian Business

In Canada there are signs of intense business activity. Even essential consumer demands cannot be satisfied. Production schedules have been revised upward all along the line. Prospects are for maximum output for many months. A boom is on its way.

There are, of course, overtones which are slightly discordant. There is more than a hint of inflation in the stock market and in real estate prices. There are not yet concerted efforts to reduce costs in order to broaden distribution. It's a seller's market. There's a market for almost anything that can be produced. Yet, despite its less satisfactory aspects, the present situation does promise a period of prosperity and high employment which, if intelligently directed, could invigorate the entire country for many years. Nevertheless there are obstacles and dangers ahead.

At the annual meeting of the Bank of Canada, Graham F. Towers issued a timely and pertinent warning. He warned that "the backlog of demand will not be large in relation to productive capacity when industry has been fully reconverted and inventories built up to normal levels." When demobilization is over, government spending will fall, and foreign lending to finance the purchase of Canadian goods cannot remain at the present level. "The prevailing optimism of the North American continent," continued Mr. Towers, "is dangerous if it directs attention from the problems which have to be faced."

Among our more immediate problems is the balancing of the Government's budget. At the same time there must be further relief and greater equity in taxation of enterprise. Quoting the Bank of Canada's governor again: "If mutually satisfactory agreements can be reached (between the Dominion and the provinces) which will adapt present taxation arrangements to postwar conditions, it will be possible for tax rates to be set in such a way as to encourage business expansion and promote high and stable employment." The corollary to this statement is that present rates have the opposite effect.

During the present fiscal year Ottawa will spend about \$5 billion. Revenues will be about half this amount. So far there has been little sign of retrenchment. Expenditures in the domestic field have increased and further increases are pending. Balanced budgets are a long way off.

In Ottawa the theory of compensatory budgets received impressive attention. Under this theory budget deficits are allowable in times of depression on the assumption that surpluses will be built up in prosperous times. We are now

on the fringe of an era of prosperity. If deficits are to be heavy due to lack of control over expenditures we shall enter the phase of reduced business activity in a weakened state.

The United States, despite its increased ordinary expenditures, hopes to reduce its deficit to \$3.6 billion dollars during the coming fiscal year. This is about equal to the actual annual deficits during the years 1935-40. Unless Ottawa can bring its spending under better control, there is little prospect that taxation can be adapted to meet the challenge of sustained prosperity.

Canada's capacity to produce has expanded spectacularly since 1939. At the moment our capacity to consume may appear insatiable but unless industry and business can reduce costs through increased efficiency we shall be face to face with acute deflation and general contraction within a very few years. If wage rates continue to rise without a corresponding increase in productivity, purchasing power, including savings, will be drained away. High and restrictive taxes will have a similar effect of not only retarding expansion but of actually reducing production. The key to the maintenance of a high level of production is, of course, lower costs and lower selling prices. There is no other road to sustained prosperity. At the moment the trend is in the other direction. The danger is disguised and complacency is widespread.

Export credits, loans and guarantees are now bolstering export trade and intensifying the activity of business in this country. The combined effect of deferred demands, immense purchasing power in the hands of consumers, and maximum exports, must be regarded as an abnormal condition. We cannot expect such a favorable combination of factors to continue indefinitely.

In the years ahead we shall have to contend with more austere problems. We may have to accept our responsibilities as a minor world power, and support our more lofty concepts with something more tangible than resolutions.

We shall have to accept a materially higher volume of imports. We must bring our manufacturing costs down to levels comparable with costs in our primary industries. We must seek a higher level of income and a better standard of living through increased productivity rather than through careless spending and financial legerdemain. We must take our stand without clutching the hand of Mother Britain or Uncle Sam. We'll be on our own more than ever before. Unless we face this situation realistically, the impending spree will produce a terrible headache.

Editor

In Montreal It's CKAC *La Presse*

7 out of the first 8

The Elliott-Haynes evening programme ratings for March 1946 award 7 out of 8 firsts in commercial programme popularity to CKAC!

Three of these top shows are directed by our Production Department, for some of Canada's leading advertisers and their alert advertising agencies.

CKAC knows French talent

CKAC knows French listeners

CKAC has the largest staff of any private broadcasting station in Canada

CKAC welcomes inquiries arising from your broadcasting and production problems in Quebec Province.

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21 departments, adequately staffed with experts, to provide complete broadcasting service to the sponsor and agency.

| 1st in Montreal | Rating | Programme | Product |
|----------------------------|--------|-------------------------|------------------------|
| COMEDY | 36.5 | Nazaire & Barnabé | Lifebuoy Soap |
| | 35.4 | Ralliement du Rire | Sweet Caporal |
| VARIETY | 36.8 | Tourbillon de la Gaieté | Buckles Cough Remedies |
| | 31.2 | Le Cafe Concert | Kraft Cheese |
| NEWS | 22.9 | Nouvelles Chez Nous | Molson's Brewery |
| NEWS COMMENTARY | 23.1 | Choses du Temps | Furniture |
| NOVELTY | 36.4 | Living Room Amateurs | Furniture |
| | 31.8 | Theatre Improvisé | Grad Cigarettes |
| QUIZ | 32.2 | Course au Trésor | Wrigley's Chewing Gum |
| SPORTS | 19.6 | Sports Forum | Buckingham Cigarettes |



La Presse, Montreal
Affiliated with CBS

A PRIVATE ENTERPRISE

Representatives: Canada—C. W. Wright, Victory Building, Toronto, Ont.
United States—Adam J. Young, Jr., Inc.

BACK TO THE HOME CORRAL



After a tour from Vancouver to road, with a winter stop-over at Toronto, the Alberta Ranch Boys, who double as an old time modern band, under the management of Lou Gonzy, have returned home to Lethbridge, where they will spend the summer playing in their native province.

Seeds have been sown for a new hit, probably in the fall, and, in broken the eastern ice, Lou and the boys cannot wait till frost is on the punkin and you get back to their new friends.

During the tour, the Alberta Ranch Boys appeared on every radio station route, and made nearly 50 appearances in theatres, rodeos

and dance spots. In Toronto they entertained the boys at Christie Street and other hospitals, and under Citizens' Committee for Troops in Training auspices, appeared at several camps and stations where they were royally received.

Bad luck struck from two quarters. First there was the impossibility to house the boys and their families, and finally there was Lou's nervous breakdown, resulting in two months in hospital. But the cowboy impresario says, with a grin, that this is all history now, and that they'll be saddling up come harvest time and riding back to dish out to eastern listeners the western music they have received so enthusiastically.

RADIO WORLD AWARDS

Contest - Palmolive's "Happy Gang" walked off with double honours in the RADIO WORLD poll closed last week.

Bert Pearl, master of ceremonies of the "Happy Gang's" 5-a-week noon-time show on the Gold Medal award to the most popular Canadian actor. Hugh Bartlett, who carries the "Happy Gang" addicts, won the Radio World trophy for the most popular announcer.

French winners in the French radio field, in the poll conducted by the sister publication RADIO DU MONDE are:

Robert L'Herbier who won the

"Medaille D'Or" for acting, and Alain Gravel who topped the poll for the "Trophee Radiomonde," awarded to the leading French-Canadian announcer.

Here are the final standings of both contests:

Gold Medal: Bert Pearl, 2766 votes; Austin Willis, 2743; Russ Titus 2022.

Radio World Trophy: Hugh Bartlett, 2620 votes; Joe Crysdale, 2589; Lorne Greene, 2342.

Médaille D'Or: Robert L'Herbier, 1946 votes; Pierre Dagenais, 1871; René Verne, 1583.

Trophee Radiomonde: Alain Gravel, 2129; Bruno Cyr, 1663; René Lecavalier, 1532.

Chummers Get Their Man

CHUM, Toronto which bills itself as "The Friendly Station" means anything but friendship to one of the city's evil doers who is at present enjoying the hospitality of the Police Department as a result of the action of two CHUM men.

On the afternoon of April 8th. Ken McLaren and Walter Muzylo, two members of the stations sales staff were returning to the studios and noticed a man dodging through the crowds on the street in a manner usually described in the best "Meller-Drammers" as furtive. At the same time two detectives passing in a cruiser recognized the man as being on the wanted list and started in pursuit.

When he saw the law closing in on him the victim took to his heels and made for a nearby alley. He reckoned without McLaren and Muzylo, however. These two huskies sized up the situation at a glance and hopped into the alley after him. After a short chase they closed in and by using an assortment of wrestling holds had the bad guy subdued by the time the police arrived.

The prisoner, Irving Rantz, is wanted on five charges of breaking and entering and the two CHUM men nonchalantly regard their experience as merely good training for the pursuit of new clients.

SHOW BUSINESS by Geo. A. Taggart

World Premiere

WE ARE proud to announce the signing of an exclusive Canadian management contract with FRANCES JAMES, SOPRANO, who appears in the leading role of the world premiere of the Healey Willan opera, "Deirdre of the Sorrows", to be heard over CBC National Network this Saturday at 2:00 p.m.

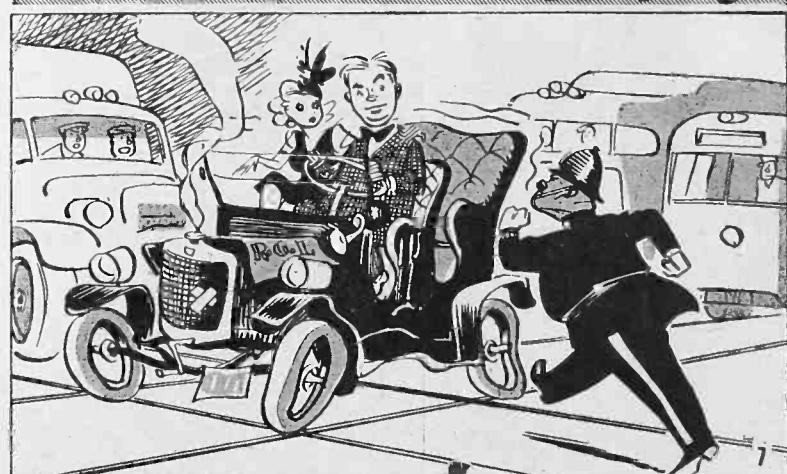
"DEIRDRE of the Sorrows" is the first full-length Canadian opera and was commissioned by the CBC for this occasion.

ITS PREMIERE promises to highlight a career that has seen FRANCES JAMES in concert recital in Boston, Washington, Detroit and major Canadian cities from coast to coast; and as soprano soloist with the Toronto Symphony Orchestra, Ottawa Choral Union, Montreal Little Symphony and Toronto Mendelssohn Choir.

WE WISH the new opera, and all those associated with its premiere, every success, and we predict even greater radio and concert successes for Frances James, both in Canada and the United States, for the 1946-47 season.

Geo. A. Taggart
165 Yonge St.,
Toronto
Adelaide 8784.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

THERE are never any traffic—or other—difficulties in our Community Hour, 12 to 1:30, Monday thru Saturday, as any sponsor will quickly find out who places his own spot in this Participating Program. We reach both urban and rural listeners in this "Community Hour"—which includes World News as well as Local and Town Happenings, and Market Reports.

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RCA VICTOR
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INTELLIGENT PROGRAMMING

EXPERT RECORDING AND
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REPORT FROM EUROPE

For Women
About Women
By
Ace British United Press
Feature Writer

ANN HAGEN

Report from Europe
now appears regularly
in the two popular B.U.P.
radio wire features . . .
"IN THE WOMAN'S WORLD"
"WOMEN IN THE NEWS"

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station about B.U.P.
radio-wire features

**BRITISH UNITED
PRESS**

231 St. James St.
MONTREAL

OUR SHORT WAVE IS ROLLING

Reprinted from the Australian Army Journal "Salt"

Radio Australia is riding the short waves to some purpose. Its voice, strong and telling, is penetrating the far corners of the earth emphasizing the not always recognized fact that as a nation we are now of age.

Not all Australians realize that what we think, say and do interests others intensely. Our national life is a point of news interest to other peoples, next-door neighbors or not. Canberra is in a class with Chungking and Delhi when it comes to the Pacific: in this area we have "arrived" as a major power. That's why Radio Australia has a vast audience ever on the increase. We've got a voice -- one well worth cultivating.

Our short wave radio service began back in 1939. Then, when only a 10-kilowatt transmitter was available someone contemptuously slated our broadcasts as "penny-whistles in the Pacific". But even then the troops in Palestine and the Middle East who listened eagerly to "home" knew that the jibe was unjust.

Since then, Radio Australia has followed the boys around from battleground to battleground, giving them news, entertainment and, sometimes, a chance to talk to the folks. Until the last man turns his face south to the mainland, Radio Australia will continue to broadcast to the troops.

Charming West Australian actress, Mary Ward, is one Radio Australia voice particularly well-known to fighting men. She was Australia's reply to the smutty-tongued lady from Nippon—Tokyo Rose. Mary Ward's admirers are not confined to soldiers—they extend to the Royal Navy and U.S. Navy in the Pacific as well. And that, after all, takes some doing.

In the beginning, the Australian short-wave transmission was admittedly weak in point of distance. Today with three transmitters strong as any on earth, Radio Australia works a wireless pitch which literally extends from pole to pole.

During the war years, Radio Australia performed exacting functions. The first was to tell the truth about the war. The second was to let the world know that Australia was really "over there", that she was girding herself for all-out effort.

After Japan's entry, our short-wave broadcasts became still more important, although there was no sure way of knowing it at the time. War over, we know now that our radio tilts at Jap morale struck home in the place where it hurt most—the uppermost reaches of the Jap High Command.

The Nazis early recognized the quality of the Australian short-wave. Even that microphone master, Dr. Goebbels, was careful to answer Radio Australia because he recognized a direct, incisive note which carried conviction.

He wasn't the only one to pay unusual attention to our short-wave blasts. One considered American opinion given wide publicity throughout the USA was: "Australian news commentators are the saltiest in the world, and even more pungent than the Germans when they really go to town." Which was, in its way, saying a mouthful.

But it was the Nip who really had his ear to the loud-speaker when Radio Australia was on the air. We broadcast (and still do) in Japanese, Chinese, Malay, Dutch, Thai, French and English. Throughout the Pacific War, Radio Australia hit and hit again. Ultimately, it took the lead in the psychological warfare of the air in this area.

In the early days of unbroken Jap success, it wasn't so easy to remain imperturbable. Yet the word, calm and reassuring got through to the stubborn heroes of the anti-Japanese Army of Malaya, mostly Chinese guerrillas, and the bands of unbeatable Filipinos who harried the Japs so unmercifully.

The Filipinos, although inclined by sentiment to tune in to San

Francisco for their news, preferred in fact, to listen to Radio Australia which they praised for its reliability.

The Japs, from Tokyo and points south, carefully monitored shortwave broadcasts. They found it the best way to keep up with the true trend of the war. Evidence of this was given by an Australian journalist POW at Ambon, was forced to take the broadcast down for his Nip captors. He said our radio talk made the Japanese furious.

Proof positive of Japanese hostility to Radio Australia and its effective voice came from the Japanese themselves with horrific blunders they threatened the lives of leading radio commentators. They ganged up on Paul McGuire and Geoffrey Saward, pride of place to two Australians. The others on that notable list were William Winter of San Francisco, Wickham Steed of London, Allington Kennant of New Zealand.

Critics ask. Is Radio Australia heard? It's heard, all right. The sands of letters from the earthy odd spots testify to that.

Significantly, Radio Australia has many fans in Northern Europe, particularly Sweden — a neutral country where short-wave listening was entirely free. They tell why they listen — because Radio Australia has an accurate news service, because they're curious about the country its peoples and its way of life. To many of them it is a prospectus home.

Typical of their comment are these words written from Belgium: "Now that the war is over and we can write freely again throughout the world, I take this opportunity to thank your information service which helped a lot to overcome the German propaganda, especially that which concerned the war."

Malta, key base of the British Mediterranean Fleet, listens to Radio Australia. Apparently, interest in Australia is so great that

(Continued on next page)

CHNS BULLETIN BOARD

CHNS
HALIFAX, NOVA SCOTIA
1926 — 100 WATTS
20 YEARS OF PROGRESS
SOON 5000 WATTS
ALL-CANADA MAN
MONTREAL TORONTO
REPRESENTATIVE
• 960 ON YOUR RADIO •

Continued from previous page)

en's like missing the broadcasts. This is unavoidable at times, editor of the *Malta Bulletin* has given permission to use items on transmissions in his paper. A vote to say that he did this before being bombarded with requests. These sailors are looking Australia for a future: Radio Australia tells them about the ice.

A British listener, recording the events in the Australian broadcasts from his country, observes that some of the data regarding requirements to qualify for immigration could be obtained by post here then I think I myself would have a move."

If further proof that the world looks an ear to Australia were needed, it lies in the two world cups pulled off by Radio Australia. The first was General Macmillan's speech on his arrival in Australia. The other came on VE Day, when the Australian attitude towards Emperor Hirohito was made instantly clear. Without Radio Australia, that opinion which so long girdled the globe might have lost its thought-provoking

In the past, Australia was actually away as a spot news locale in the world press. All that is still by short-wave transmission.

Essentially, the world is Radio Australia's audience. In peace as in war, the radio is easily the best quickest medium to catch the heart. There are no barriers—common language. Australian listeners assisted by a few overseas gathered together during the war, have overcome this problem.

In the NEI, our most popular neighbour, many Indonesians know the Australian call sign in English and Dutch. Despite the Japanese, they learned to listen to the Australian voice. The respect that these people have for us was part of Radio Australia.

With wireless vistas for our short-wave radio may be already near. Radio Australia is the perfect place to make this country better known to millions of would-be migrants seeking new lands of opportunity. Radio, with its in-

THE MOST EFFECTIVE AND ECONOMICAL WAY TO SELL SOUTHERN ALBERTA

ALL CANADA STATION
GOING TO 5000 WATTS
JOE
Bridge, Alberta

MAIL PULL



This is what happened when Mother Parker's "Musical Mysteries" offered five pairs of nylons to program listeners. 15,000 replies were received. Willard King, Emcee of the show which is fed from CHML Saturday nights to an Ontario network, is shown wading through some of the letters, while Ruth Prince, receptionist, waits to help him figure out the winners.

Intimacy, helps to reduce the fear of distance which hitherto prevented people from seeking a home with us. Properly handled, mobile units could reveal the Australian way of life to millions, who, despite our war story, have a lingering feeling that we are still in the skin and boomerang era.

When it comes to advertisement of the goods we can and will produce, Radio Australia will be a big trade booster. What the commercial stations do for the local market can be done by Radio Australia for the world market.

Culturally, too, short wave can do much to put us on the map. From now on, the accent will be on entertainment, although news will still highlight the programmes. Here is a chance for Australian musicianship to prove its creative quality. Our entertainment programmes should be peculiarly Australian in content, suited of course, to a huge diversity of listeners. Australian thinkers, too, through the medium of Radio Australia should have an opportunity to influence world thought and opinion.

Children the world over find distance fascinating. They will thrill at the chance to listen to programmes from a far-off land. They would comprise our most eager audience if we only provide some of the kind of fare that the child mind enjoys. To Europe, to America, Australia is the frontier land. We have the stuff that makes great radio copy for kids—if we only use it.

Technically there is nothing to stop Radio Australia telling its story anywhere. Our short wave comes through as strongly in a London drawing room as 2FC does in Bondi flat. Radio Australia must do something about the kids.

Every nation has taken to the short-waves. It's a comforting thought that we have also—so far, with very good results.

Counter Time Changes With Dubs

The American Broadcasting Company has come up with a plan to overcome the annual turmoil which accompanies the change-over to daylight saving time.

Basis of the scheme is the use of wholesale recordings of its network programs, through which listeners to ABC will be able to hear them at the times to which they are accustomed regardless of whether their localities have adopted daylight saving time or not.

This will be achieved in the following way:

Programs originating in the eastern time zone will be recorded in Chicago, Denver and Hollywood for playback one hour later in the respective time zones.

Programs originating in Chicago and other central time zone points will be aired live in the eastern time zone, and recorded for presentation an hour later in their respective time zones by stations in Central, Mountain and Pacific points.

Pacific zone originations will be staged an hour earlier in the studios, piped live to the Eastern time zone, and recorded for use in the Central, Mountain and Pacific zones one hour later.

In this way the only stations whose broadcast times will be changed are those in the Eastern time zone which adhere to Standard time.

Vancouver's
CKWX

First
IN CANADA'S
THIRD MARKET

1000 WATTS
going to
5000

Mutual Network

REPRESENTED BY
ALL-CANADA RADIO FACILITIES

**HELP TO
CONQUER CANCER**

**ESSENTIAL
TO
MANITOBA'S
LISTENING
AUDIENCE**

CKY WINNIPEG 15000 WATTS

CKY WINNIPEG 15000 WATTS

CKY WINNIPEG 15000 WATTS

CKY WINNIPEG 15000 WATTS

DOMINION NETWORK

1000 WATTS

CKX BRANDON

**TRANS CANADA
NETWORK**

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

TRADE WINDS

The commercial department at CJAD, Montreal, reports that Lewis Ltd. of New York has taken a 15-minute portion of "Make Believe Ballroom" to advertise the "Kelpie Process". Beginning April 15 Peoples Credit Jeweller has contracted for two daily 5-minute newscasts. Frank Starr's nightly sportscast is now being sponsored by Pal Blades.

* * *

Bill Byles at Spitzer & Mills Toronto office tells us that Quaker Oats has extended its current spot series for Aunt Jemima Pancake Flour until June 17 over 17 stations between CHNS, Halifax and CFCN, Calgary. Same sponsor is also holding over the "Lone Ranger" (Quix) until May 17 heard three a week over CFRB, Toronto.

* * *

Harry E. Foster Agencies report that Supertest's fall radio plans include the 15-minute transcribed "Frank Parker Show" (All-Canada) to start week of Sept. 9 over 13 Ontario stations between CKNX Wingham and CKCO, Ottawa for 39 weeks. Same campaign takes the "Kenny Baker Show" to CFCF and CKAC Montreal same date. Supertest is also renewing its flash announcement series for one year as of June 29 over the 15 aforementioned stations. Same agency is starting transcribed spots late in April for Maltby Bros. (Tarn-

off) over CKNX Wingham; CHUM Toronto and CFCY Charlottetown.

* * *

A. J. Denne tells us that client Norman S. Wright has started a 3-month test spot campaign for "Fertabs" over CKWX, Vancouver and CJCB, Sydney.

* * *

Frontenac Broadcasting report that Eddie Black (Radios and Appliances) started "House of Dreams" over CFRB, Toronto for 39 weeks.

* * *

A. J. Freeman, department store, has contracted for 104 quarter hours of "Calling All Girls (All-Canada)" to be heard over CKCO, Ottawa.

Youth Swings High

Recreation and rhythm are accented in a new Saturday morning CBC sustainer, going coast-to-coast over the Trans-Canada network each week until the end of July. "Swing High" will provide teenagers across the Dominion with a summer dance-club time.

Broadcasts originate in the Eaton Auditorium in Toronto, where there is room for 1000 dance members. Music is provided by Ellis McLintock and his orchestra, with vocals by Carl Trevors and Judy Richards. The sessions are produced by Kay Stevenson, with Gordon Keeble as emcee.

Gordon Cook and Jack Dawson, CFRB staff announcers, who do in quiz five afternoons a week on the Toronto station with "Telo Test Carter's", in which listeners are quizzed by telephone

Bensons Click

An all-Canadian team well known to listeners across the Dominion, snagged the leading roles in a coast-to-coast broadcast in the United States over the CBS network, April 13th.

Grace Matthews and husband Court Benson appeared on the program "American Portrait," playing the parts of Mr. and Mrs. Roger Williams—the founder of the State of Rhode Island, and his wife.

Court Benson also took the leading role in an NBC network show, "Playhouse of Favorites" on April 17, in which he portrayed Robin Hood.

Grace was a 1944 Beaver Award winner, and led the casts of many Canadian shows, including "Soldier's Wife," "John and Judy," "Doctor Susan" and "Curtain Time." Court was a lieutenant in the Canadian Army, and served in the Italian campaign before returning to Canada to emcee the all-star Canadian Victory Loan series. Before the war he did the Imperial Oil Hockey Broadcasts, and appeared on several dramatic programs.

Long Distance Fire Alarm

First a little smoke, then the inevitable flame, and a fire was burning in the Park House Hotel, Goderich. Across the street Mrs. "X"—she wouldn't give her name—was listening to CKNX, located 30 miles away in Wingham, completely unaware of the inferno which was blazing a few yards from where she was sitting. Suddenly the program was interrupted by the voice of CKNX newscaster Hugh Gage broke in to tell of the Park House Hotel fire.

Mrs. "X" proceeded to become alarmed for her own home, but, though the hotel was completely gutted, no further damage was done.

After it was all over the relieved lady wrote to the station complimenting them on the quick action of the CKNX news correspondent from Goderich, who was able to phone in the news to Hugh Gage at the station, enabling him to get a bulletin on the air before she, from across the street, knew what was afoot.

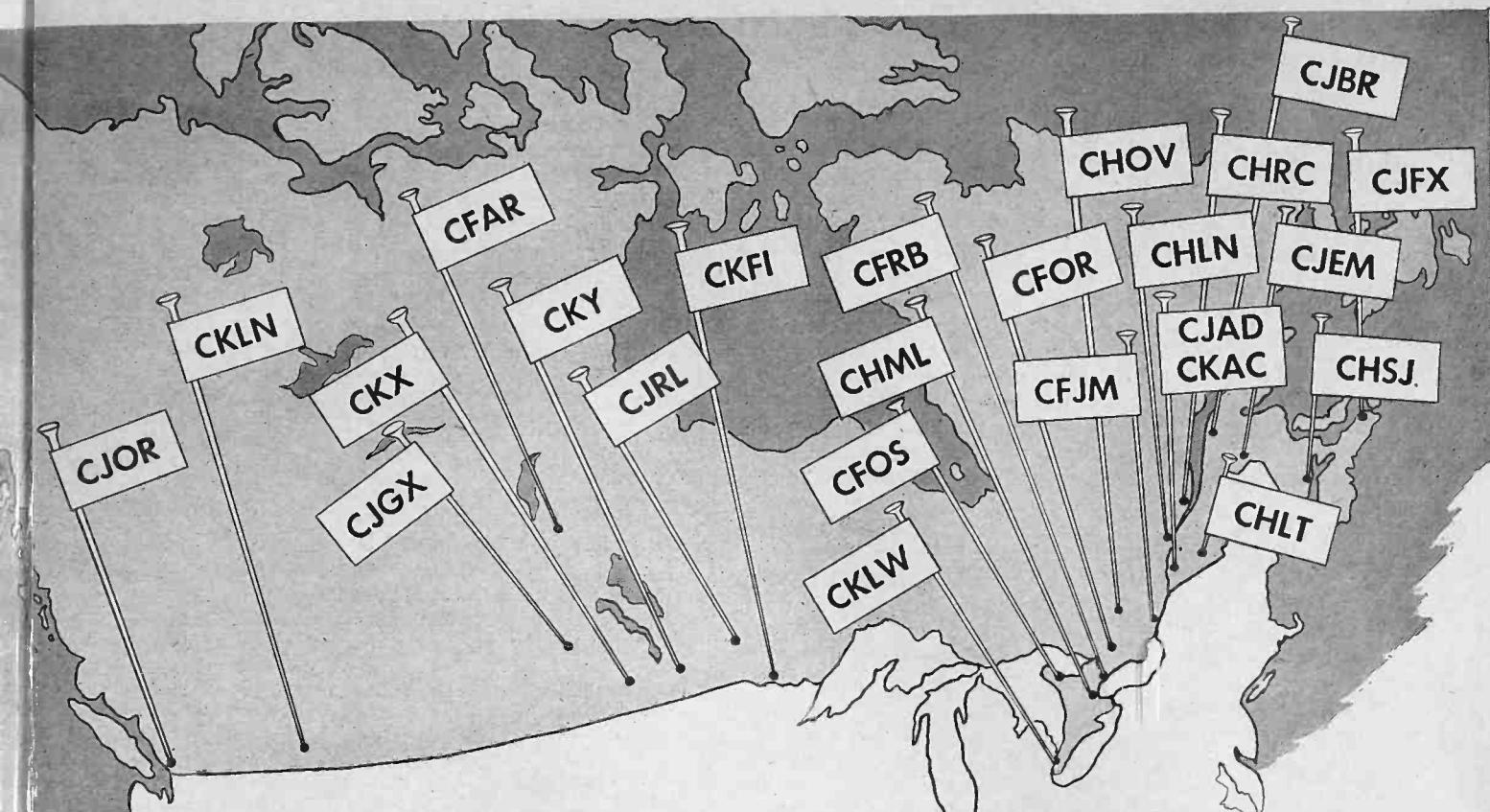
**You're RIGHT, it's WRONG**

CKCK A MUST MEDIUM FOR THE PRAIRIES
Cash Income: \$986,000,000.00
Over \$3,000 per farm
(Canadian Advertising)

Reaches the HEART of this MARKET

CKCK • REGINA • 620 Kc • 1000w

AN ALL-CANADA STATION



ADAM YOUNG'S

COVERAGE

of CANADA

Yes, the Adam Young organization does have coverage of Canada as they represent many of the largest Canadian Radio stations.

REPRESENTING

BRITISH COLUMBIA

CJOR, Vancouver
CKLN, Nelson

PRAIRIES

CFAR, Flin Flon
CJGX, Yorkton
CKX, Brandon
CKY, Winnipeg

ONTARIO

CFJM, Brockville
CFOR, Orillia
CFOS, Owen Sound
CFRB, Toronto
CHML, Hamilton
CHOV, Pembroke
CJRL, Kenora
CKFI, Fort Frances
CKLW, Windsor

QUEBEC

CHLN, Three Rivers
CHLT, Sherbrooke
CHRC, Quebec
CJAD, Montreal
CJBR, Rimouski
CKAC, Montreal

MARITIMES

CHSJ, Saint John
CJEM, Edmundston
CJFX, Antigonish

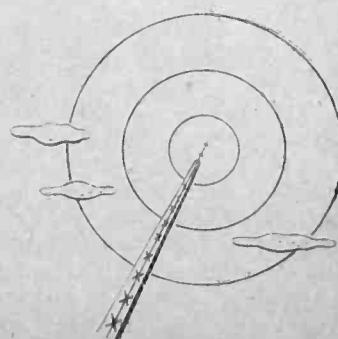
In order to assure fast, efficient service, Adam Young has four offices, centrally located in the important advertising centers of the United States. These offices are staffed with ten radio sales specialists.

The Adam Young organization is designed to simplify your problems. Perhaps Adam Young can help you. If so, do not hesitate to call.

Adam J. Young Jr.
INCORPORATED

RADIO STATION REPRESENTATIVE

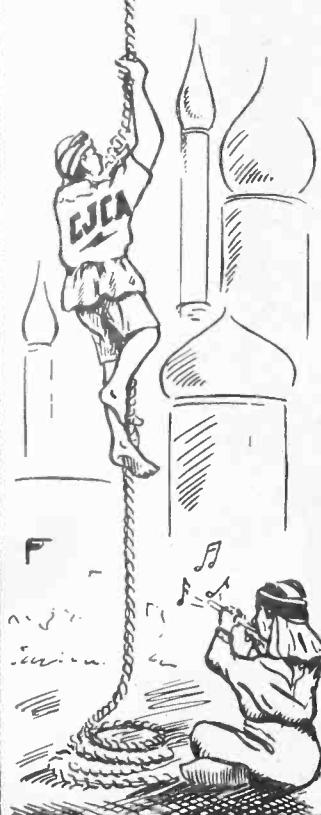
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CJCA

A POWERFUL
SALES MEDIUM
FOR THE PAST
24 YEARS

5000 W =
SOON



CJCA
EDMONTON

Everything Goes With Syd and Anna

"Syd and Anna" is the title of a new 5-a-week show over CJBC, Toronto, heard at 2.30 p.m. Actor-writer-producer Sydney S. Brown and comedienne Anna Russell comprise the newly-fused team to fill 15 minutes with anecdotes, songs, verse and chatter, and whatever else the pair may dream up as time goes by.

MUSIC A LA DON JOSE

An American production man, on his first encounter with the quaint ways of Mexican radio, will according to "Radio Daily" rehearse his program until he has what he thinks is a smooth show. "He looks forward to the broadcast", says the writer, "confident that it is going to be a good program. The musicians play pretty well together considering they were sent over from the Mexican equivalent of the musicians' union for this broadcast."

"Comes the hour of the broadcast", the story continues, "and the orchestra and soloists assemble and everything seems under control, except that the producer is trying to make up his mind whether he has eye trouble or whether he is in the wrong studio. Regardless of how poor a memory for faces he has, the fact still remains that he is looking at a lot of strange countenances. He also knows by now that he is in the right studio. He arrives at the conclusion that somehow, between the rehearsal and the broadcast, there has been almost a 50 per cent turnover in the personnel of the orchestra. This is an intriguing situation and he starts investigating. What he speedily learns is that just because a musician comes to rehearsal and rehearses like mad, it doesn't necessarily mean that he is going to show up at the broadcast too. After collecting his rehearsal pay he is open to

any better offer that comes along. If he gets a better paying job before the broadcast he'll take it. Or, it may be that he just doesn't feel like going to the broadcast, so he sends a substitute. The fact that none of the subs has rehearsed a note of the music for the program doesn't worry anyone but the producer, and he just quietly blows his top. The only reason he doesn't fire somebody is that he can't—without first giving them three months salary."

News Editors Assoc.

A National Association of Radio News Editors is being formed in the U.S. John F. Hogan, news director of WCSH, Portland, Maine, has volunteered to act as temporary head of the Association.

Purpose of the NARE, according to Hogan, is to provide a means for the exchange of ideas among radio news editors, to set standards for news broadcasting and to bring about improvement in the news reporting and editing efforts of radio stations.

News editors from more than fifty stations have already expressed interest in the Association. A meeting will be held later to elect permanent officers, draw up rules and define the policies and aims of the organization.

Pacific Drift
by Robt. Francis

The CKWX Vancouver crew were on hand recently to broadcast a description of an R.C.A.F. air-rescue demonstration in English Bay. Program manager Lam Irving took part, along with news and special events man Bert Cannings, and technical men Dick Williams, Verne Wileman and Jim Collins.

Irving worked from the specially designed Hudson patrol boat which released the lifeboat from its belly. Cannings was in the launch which carried air force officials and newsmen. About two hours of description was recorded at the force base by the technical crew and this was later edited for broadcast.

CKMO's manager, Johnny Hunter, is expected back from an Easter trip and the station is getting ready to help him open the station's new kilowatt transmitter.

Other local travellers have been chief engineer Jack Gordon, manager "Tiny" Elphicke and CKWX. Gordon is still in the east.

Perce Gaynor, manager of Canada Radio facilities in Winnipeg, is back there after a month on this coast.

Betty Ramsay, secy. and right-hand gal to Elphicke, took the leap and changed her name to Cecil Fraser. The owner of the name is a resident of the States.

Over at CKMO, staff writer Holmes is scheduled to meet David Gibberd. The latter is a sponsor and so, the boys say, can't say Irene's copy is not convincing.

Members of the Vancouver branch of the Canadian Women's Press Club were guest contestants on the public opinion show broadcast by CKWX from the Victoria Theatre.

The Vancouver Air Force Association's draw for a plane, cabin cruiser, refrigerator, washing machine and other knickknacks was broadcast by CKMO. Production manager Bob Willett, former A.F. man, bossed the show.

When provincial attorney general Pat Maitland died in a Vancouver hospital, CKWX news scored a neat beat. But the news came from Victoria, where CKMO news and special events man Ross got the word.

Rudy Hartman is back at CKWX in the broadcasting division, after putting in nearly four years overseas with the 5th Canadian Armored Division. While on the other side, Rudy did production work for the Eighth Army station whose programs were heard over BBC.

Classical and semi-classical music in large chunks would be a prominent feature of the programs of the new station sought for Vancouver by M. J. O'Brien, president of O'Brien Gourlay Ltd. Applied for the outlet has been placed with the CBC board of governors power to be between 1000 and 5000 watts.

CKNB CAMPBELLTON N.B.

April 20, 1946

Dear Mr. Timebuyer:

I should, in my usual un-commercial and naive way, be talking about Spring, and tomorrow's Easter Parade, and the break-up of the ice in the Restigouche. But Spring is still flirting with us, the extent of the Easter Parade will depend on her mood in the next twenty-four hours, and the darned ice is still in the river!

I suppose I could go all business-like and get in a rave about our coming boost to 5000 watts...but who isn't!

Anyhow, most of you know that what we have...and we've plenty...is all yours for the asking.

And the salmon will soon be running up the Restigouche!

Yours very truly,

Stan Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

Help to
CONQUER CANCER

COVERS ALCAN CEREMONY

Two men were on hand to conduct the ceremony when control of the Alaska Highway was handed over to Canada by the United States on April 2. Three men from the staff of CJCA Edmonton were flown to Whitehorse in the Yukon to cover the event.

The ceremony was held at an elevated spot on the Highway, nine miles above Whitehorse. The Hon. Atherton, U.S. ambassador to Canada, representing the United States, handed over the operation and control of the Alaska Highway, telephone communications and airfields to General A. G. McNaughton, Canadian Chairman of the Inter-Permanent Defence Board, representing Canada.

The proceedings, which lasted 30 minutes, were fed over teletypes to CJCA studios in Edmonton. There they were recorded fully and condensed into a 30-minute broadcast, which was aired later that same day. The broadcast was handled from Whitehorse by Merrell Dahlgren, studio engineer; Gordon Skutle, director and Ed Bryant, announcer. Gord Shillabeer and Doug O'Hanlon were in Edmonton.

Ed Bryant also broadcast a feature story about "Whitehorse the Son of Sam McGee", which was heard on CBC's "Canadian News Snap" that evening.



(Top) Lt.-Col. J. R. B. Jones, DSO, OBE, of Edmonton, takes over the highway on behalf of Canada from Maj. Bernard Zohn in charge of highway maintenance for the Northwest District, 6th Service Command, US Army. (Bottom) US and Canadian officials, headed by Hon. Ray Atherton and Gen. A. G. McNaughton, participate in the 75 minute ceremonies assisted by a kilted pipe band, and watched by a crowd of 2000 people.

HELP TO CONQUER CANCER

Radio Tops Poll

Eighty-three per cent of the people in Minnesota say that radio is doing either an excellent or a good job in the community. This is the finding of a state-wide poll conducted by the MINNEAPOLIS STAR-JOURNAL and TRIBUNE.

Those questioned were asked their opinion as to how the churches, radio, schools, newspapers and local governments were fulfilling their obligations to the people.

Combining the "good" and "excellent" ratings given to each, radio takes first place with 83 per cent. Churches are voted second, with 79 per cent. Schools come third with 68 per cent. Newspapers placed fourth with 65 per cent, and local government emerged from the bottom of the pile with 54 per cent.

Results of this poll bear a striking resemblance, at least as far as radio is concerned, to those of the nationwide survey recently conducted by the National Opinion Research Centre of the University of Denver. NORC found that 82 per cent of all Americans felt that radio was doing either an excellent or good job in the community.

Conductors of the Minnesota poll claim that the number of people questioned is large enough and representative enough to ensure its accuracy. The polling is done through personal interviews and the results are tabulated by machine.

Personnelies

Lee Fortune just out of the air-force has been added to the announce staff at CKSF, Cornwall. Guelda Edwards new to radio is the new bookkeeper at the Cornwall station. Bud Hall of Toronto and late of the airforce has joined the announce staff at CKGB, Timmins. Tom Benson has left the navy and is back at CKY, Winnipeg as supervisor of announcers. Harold Rodd formerly with KNX, Hollywood, has joined the announcing staff at CJOB, Winnipeg. Joe Duff just out of the "Army Show" and formerly in charge of recordings at the CBC Toronto studios is the new librarian at CKCO Ottawa. CSCA Edmonton, has welcomed back a number of ex-servicemen including commercial chief Art Nichol; announcers Doug Greig, John Bishopric and Fred Gowin; operator Bob Keith. George Kent former announcer at CJGX and CKY and a year out of the airforce has joined CSOB.

Todd Graham formerly of CHML, Hamilton, is the new continuity writer on the production staff of CJAD, Montreal. Allan Watson and Sid King, newcomers to radio and just out of the army have been added to the sales staff at CKGB, Timmins.

They're on The Air !

| | |
|-------------------------|------|
| CJLS Yarmouth, N. S. | 250w |
| CFAB Windsor, N. S. | 250w |
| CJAD Montreal, P. Q. | 1kw |
| CHEF Granby, P. Q. | 250w |
| CHUM Toronto, Ont. | 1kw |
| CJOB Winnipeg, Man. | 250w |
| CJOR Vancouver, B. C. | 5kw |
| CJAV Port Alberni, B.C. | 250w |

These stations have recently gone on the air with their

Northern Electric

BROADCASTING TRANSMITTERS and Associated Equipment

Several others will shortly do the same.

Our congratulations and best wishes to one and all.

Northern Electric
COMPANY LIMITED

24 BRANCHES ACROSS CANADA





GOING
TO
1000
WATTS
ON NEW
FREQUENCY
OF
1150
Kilocycles

Represented by
JAMES L. ALEXANDER
Toronto

THE MICROPHONE GOES TO SCHOOL

Twin Cities Station Airs Collegiate Activities

There's one radio program aired on Canadian air lanes for which the script provides no laugh cues. The audience laughs when it wants to, and if the lines fall flat they are greeted with the stony silence they deserve. But there are laughs aplenty in this program, which, to give it its full appendage, is the Senior Assembly of the Kitchener and Waterloo Collegiate and Vocational School, heard Thursday mornings from 9 to 9.45 on station CKCR Kitchener.

Walter Ziegler, principal of this seat of learning, rules his flock with more than a heavy hand (and we have it on authority from several of his students that that ain't fooling). Mr. Ziegler believes in tempering his discipline by adding interest and loyalty to the school with a large number of completely extracurricular activities, each under a teacher-coordinator who operates with a student committee; and among these activities is the Broadcasting Club. W. J. Unwin, director of student activities is the pivot around whom all these activities revolve, and under his aegis the Broadcasting Club was formed last year by H. R. Partlow, a teacher, who has developed it right along with the assistance of Gib Liddle and Clyde Mitchell of CKCR, who besides donating the time for the weekly assembly broadcasts to the

school, let the students assist in the mechanics of the show, to the point where Gib assures us they could do the job without him, thus permitting him an extra half hour in bed Thursday mornings!

In out-of-school hours, the club rehearses its skits and other features using the school's public address system both for auditioning and trying out their programs. Mr. Ziegler seems to harbor a secret hope—though he didn't quite get around to putting it into words—

of their forthcoming concert on Assembly broadcast. Gib managed to get set up finally without tripping over too many bobby-sox, and just before the proceedings began we were shown up to the stage where completely surrounded teen-agers, we witnessed a smooth running a performance as we seen for a long time, as one of intensely interested and, believe or not, completely silent audience who sat tensely drinking in every word — every note.



It's "MacNamara's Band", and students of the K-W Collegiate really giving it the business

that the day will come when the schools will have their own private network. Probably it was the gleam in our eye which that "private network" phrase always inspires which got him off the subject.

We made an overnight trip to Kitchener late last month to catch the show, which we had heard about on a previous visit.

When we arrived at the school, the stage, much to Gib's consternation, was thronging with kids. They were members of the School Glee Club, slated to do a preview

Outside of the leader of the singing, teachers were conspicuously absent. Mr. Ziegler said he never goes on the air if he possibly help it, because the more of a student activity it is, the greater is its usefulness.

A "madame chairman" of probably fifteen summers presided graciously over the meeting, and on particular occasion, pep talks students about turning out to the game, and notices about other activities were punctuated with

(Continued on next page)

Revised Quotation:

Out West
where men
are men
and people
prefer

CFAC

Take advantage of the
CFAC listening habit!

STUDIOS: SOUTHAM BLDG. CALGARY
Representatives:
CANADA: ALL-CANADA • U.S.A.: WEED & CO.

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

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

(continued from previous page)
ging of the Glee Club and of
quest contralto imported for the
show we had an all too
rt out with Mr. Ziegler in his
ce, during which we found out
t these broadcasts and the
lio club accomplish.

Obviously the whole project pro-
ed outlets for the expression of
ng enthusiasm. Our question as
whether there was a tendency
the youngsters to become im-
lerately "mike-struck" brought
e "no", but Mr. Ziegler
s said that no better means
ld be found for teaching self-
fidence and self-assurance.

First and foremost", said this
cip, whose memory can still
hark back to the days when he was
told himself, "our Broadcasting
provides everyone with a lot
un-
he admitted that this particular
ity provides a strong link be-
tween parents and the school, be-
e, he put it, "it brings those
nts who are interested enough
to right into the school life."
or what is going on, and it
brought to them by their
dren themselves.

He paid keen tribute to the sta-
management who have co-op-
erated only in supplying the
the equipment to make the
possible for the past
years, but who also work with
stents for the betterment of
programs.

Germany Calling

Several messages can now be
radio to people in Germany.
Canadian Red Cross has been
task to handle the messages,
will be broadcast to Germany
via the facilities of the CBC
National Service, under the
conditions and terms as those
ring messages for Holland
and Czechoslovakia.

No large will be made for these
messages, which must be limited
words excluding the address,
not be for individuals, not
companies or organizations.
refers to public affairs, busi-
money matters are also
local Red Cross branches
supply information to anyone
wishes to send a message this

CHUM Beats Fire

When fire broke out in the base-
ment of the Hermant Building,
home of CHUM, Toronto, it cut off
all outside telephone communica-
tions and completely severed the
lines connecting the CHUM studios
with the transmitter in East York.

It was obvious to announcer Bob
Martin and operator Roland Koster,
who were alone in the studios at
the time, that no broadcast could
originate in the Hermant Building
next day. So, hastily rounding up
some more of CHUM's staff, they
decided to set up an emergency
studio in the transmitter building.
Working against time, they up-
rooted turntables, microphones,
transcriptions and all other equip-
ment needed, and shuttled back and
forth between studios and trans-
mitter. By the grey light of
dawn they were able to relax; the
engineering staff had rigged up a
strange but usable studio. CHUM's
regular daily schedule was followed
with none but minor hitches.

Failure of the B.U.P. teletype
news service at first threatened to
hamstring CHUM's hourly news-
casts. But news editor Fred Wilson
installed himself in B.U.P.'s own
offices, and phoned in the flashes
as they came over the wires. A
CHUM girl took them down in
shorthand and transcribed them for
the announcers. And the news went
out over the air, "every hour on
the half hour".

The scene at the transmitter was
chaotic—a mess of box lunches,
sandwiches, paper cups, and chins
badly in need of a shave. But be-
cause they had all pitched in with
a will to lick the emergency,
CHUM's staff finally went home
weary but proud of the job they
had done.

"Daytimes" Lack Variety

"The major weakness of radio
today is not in its programs, but
in its programming" says the
writer of the column "Radio Main
Street" in RALIO DAILY. However
strongly critics may contend that
soap operas are tedious bilge, he
points out, statistics prove that
millions of people listen to them,
just as millions of people read
mystery thrillers. Both mediums
provide a form of escape and relaxation.
"Women apparently find es-
cape in concern over other people's
problems", says the columnist, "so
we find them loyal to daytime drama.
The crux of the problem", he believes,
is lack of variety in day-
time listening. Concentrated attack
on soap opera is made possible only
by this concentrated presentation.
If the nets saw to it that their
schedules permitted listeners to find
something they liked some time
during the day, we would have one
indisputable answer to the critics
of daytime drama per se: "Every-
one to his own taste".

SPARKLING THAT'S DOROTHY DEANE

CANADA'S
TOP GIRL VOCALIST
or Vacay . . . For Sure Fire
advice Appeal . . . for Sparkle
n the air in both song and
pe . . . it's Dorothy Deane
every time!
"Management"
GEORGE TAGGART
ORGANIZATION
Adeelaide 8784

More Power to your Elbow!

CJBR, Rimouski, is now operating with
5000 watts in the daytime. Early in the
summer, our new directional antenna will
permit us to raise our night-time power to
5000 watts also.

SO FAR WE ARE MAKING NO ANNOUNCE- MENT OF RATE INCREASES

According to "Standards of Good
Engineering Practice Concerning Stand-
ard Broadcast Stations", a coverage
area is accepted as primary within the
0.1 to 0.5 mv/m contours.

Noise level being extremely low in
towns of the Lower St. Lawrence terri-
tory, we may justly consider as primary
CJBR's coverage area contained within the
0.1 mv/m contour.

This means, according to our consult-
ing engineer, that the increase in power
will give us an imposing increase in
area.

We're From Missouri

A thorough coverage and economic
survey is now under way to determine
just how much extra coverage our step-
up will afford. This proof of perform-
ance will be the prime factor in deciding
whether or not new listeners will justify
new rates. In the meantime, we are
making no announcement of rate in-
creases.

If, finally, an increase is decided upon:

(1) Present rates will apply to all con-
tracts actually existing, or signed before
a limit date, to be decided upon only
after the survey is completed.

(2) Should an increase be decided
upon, reasonable notice will be given
before it becomes effective.

"The Key to the Lower St. Lawrence"

5000 Watts—900 Kcs.



CJBR
RIMOUSKI

IN THE WHITE CORNER



Barbara Kelly
can be reached
through

**RADIO
ARTISTS
REGISTRY**
WA. 1191
TORONTO

Eighty per cent of the newspaper correspondents polled at the United Nations' Security Council meeting in New York "indicated their preference for black-and-white television", says an NBC release.

CBS President Frank Stanton comes back with this broadside: "There is no longer any question that the great majority of potential television set purchasers want only color television, do not want black-and-white, and will await color rather than accept pre-war low frequency black-and-white standards."

And the battle royal between the two TV camps continues.

John F. Royal, NBC vice-president in charge of television, adds his salvo: "There are some who, crying in the wilderness, are suggesting that television wait for color. I feel that to be an absurd statement. Our country was not made great by waiting."

The black-and-white boys gained an important advantage when the Federal Communications Commission recently decided to grant the first commercial TV licenses to stations using their low frequency system. But CBS, which started almost entirely alone in the development of color television, has been steadily gaining strength and support since it started demonstrating its ultra high frequency color system early this year. Twenty-two broadcasters have withdrawn their

applications for black-and-white TV licenses with the apparent intention of entering the color field at a later date.

Meanwhile another development seems likely to spike the guns of the black-and-white boosters. The recently imposed freeze on all non-essential industrial building may virtually halt TV station building for a year or more, and may cause many more applicants to withdraw and wait for color.

Must Be Non-Partisan

"There is a very great difference between a party radio station and an official government station", says an editorial in the SASKATOON STAR-PHOENIX, commenting on reports that the CCF provincial government was negotiating for the purchase of a radio station and that a Crown company had been set up for this purpose.

"A political party might legitimately use its own radio for political propaganda", the editorial points out, "but the government station would have to lean over backwards to avoid partisanship, or else involve its operators in the kind of trouble that would soon spell the end of the government."

"Granting that the government in its infinite wisdom is going to go ahead with its plan to acquire a provincially owned station", continues the SASKATOON STAR-PHOENIX, this newspaper suggests to the friends of the government that the station should be established under a very definite set of rules laid down by the Legislature. To allow the station to operate under the broad powers of the Crown companies act would be to invite the lightning at the next election."

Problem Children

Juvenile delinquency was the subject of a dramatic program "Society's Problem Children", aired over western stations of the Trans-Canada network April 13. Broadcast was one of the "Workshop" series presented from Vancouver.

Author Frank Rasky, a feature writer on the VANCOUVER SUN, treats the problem of juvenile delinquency as one that has always existed, from Biblical times to the present day.

CFPA

Port Arthur - Fort William

WESTERN AGENCIES
EXPLORING TWIN-CITY
RADIO WILL GET FULL
ACCURATE DATA
FROM

- ALL-CANADA -
WINNIPEG TO
THE COAST

"Serving The Lakehead"



**"More
Hope
THAN CHARITY"**
Elda Hope

When you are discharged permanently from a hospital aimed at home territory, you call ideas about people and things—or, at least, I do. I vividly remember how the patient next to me used to laugh to the point of tears about Stan Francis and Cy Martin on "Share the Wealth" program. Like I've said before, she thoroughly enjoyed them but moreover placed Francis' style of humor comedy above that of Canadian Hope, Young and Skelton variety. It's possible we just don't appreciate the talent at our finger tips.

And, too it's quite probable that the "Happy Gang" will never fully realize the number of laughs and amount of utter joy they spread among listeners. I can speak for one part of one floor of one hospital in one province, they certainly have rolled plenty of fans there who never fail to hear them. Bert Pearl should feel proud of this "happiness" of his present Gang and of the innumerable regular listeners.

While eating breakfast this morning with Don McNeill and the "Breakfast Club" I got a lot of laughs from them and noticed others enjoying them. Peculiar enough, when McNeill struck a serious note, it was "When you've reached the end of your rope, tie a knot in it and hang on". This seems excellent psychology for everyone from producers trying their best to put acceptable shows right down to the public who listen in and buy the products (we hope).

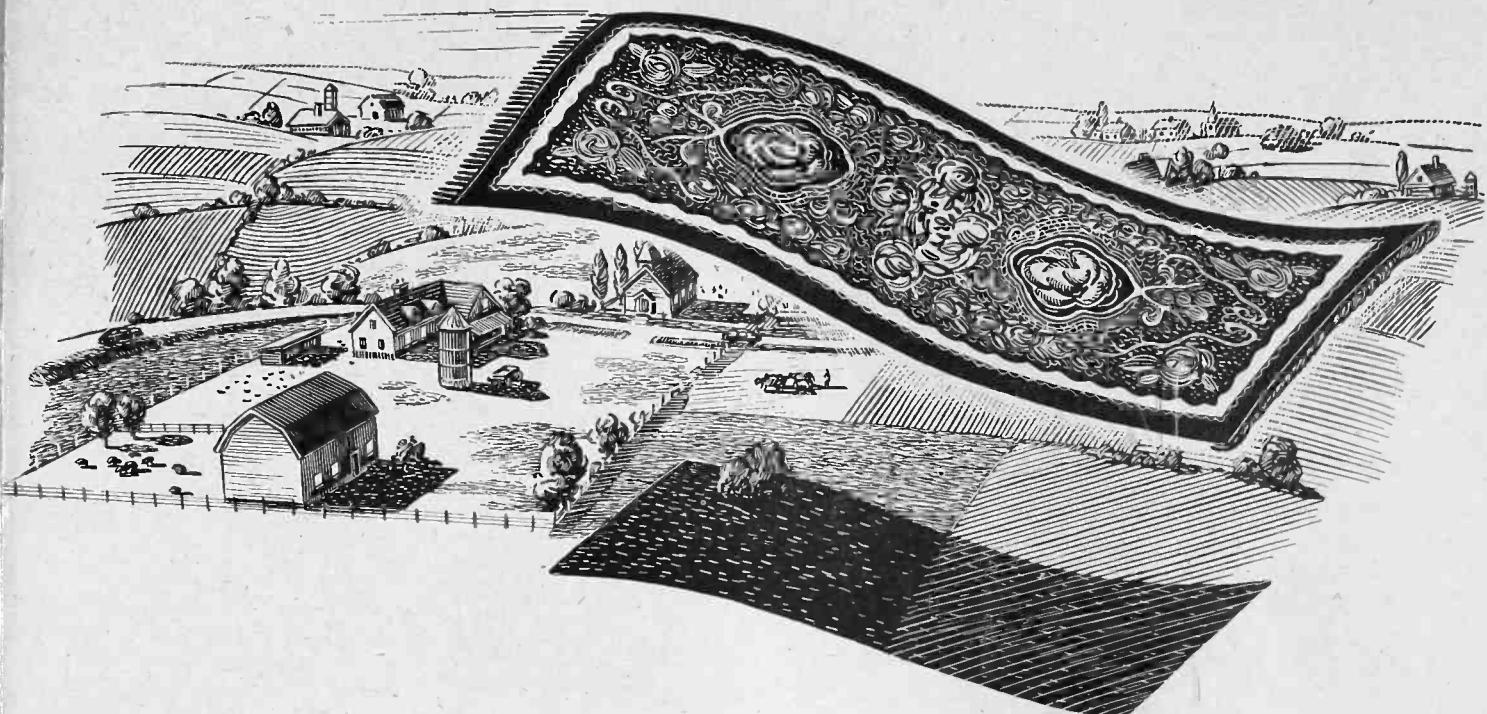
One show on CKWS that came my ear was an old fashioned sing along bee sandwiched between McKnight and Roy Ward Dick on Saturday nights. The local interest was terrific plus a scholastic tie-in. It may have been because spelling was one of my better subjects at school that I felt the words given were rather simple in most cases. But it should be a good idea for a contest on the air work between say Kingston and Regina pupils or other schools.

On the flight home one of the passengers was Dick Gluns, CJBC producer. He seemed quite elated about the return of Alys Robi "Latin American Serenade". His enthusiasm I could share with him as Aly Robi seems a 'natural' for this show. Gluns also recommended hearing "Syd and Anna", a quarter-hour of chat, music and almost anything on CJBC.

Our pilot was Lou Snider hurrying to make rehearsals for his "House Party". Maybe his sense of flying comes from speed with which his fingers over those eighty-eight keys. In any case, he's keen on both with odd golf or cribbage game in.

CFCY
CHARLOTTETOWN
The MARITIME
Must STATION
ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. IN THE U.S.A.

Modern Version of the MAGIC CARPET



The legend of the Magic Carpet has thrilled people for many centuries. To-day, an even more thrilling miracle is Radio.

With CKLW it's coverage that counts—coverage means listener audience and buying influence.

Small wonder why wise advertising men choose CKLW as the medium to reach Western Ontario's rich buying market . . . urban and rural. Both program and station publicity is always carefully planned and consistently used to build and hold our audience and advertisers.

Remember this important radio station when making plans for your activity in this great market. Remember also that CKLW is the preferred radio station in the South Western Ontario area.

Representatives

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

J. E. CAMPEAU, *Managing Director*

5,000 WATTS — 800 KC
DAY AND NIGHT

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

CKLW

CANADIAN BROADCASTING CORPORATION

MUTUAL BROADCASTING SYSTEM

MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS

**Re-Employment Service
FOR SERVICE MEN**

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business.

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A reception and dinner attended by station staff and civic officials marked the occasion.

The new building was erected on Lulu Island, a few miles outside the city, near the 1000-watt transmitter building erected in 1940. The station's potential is now 100 times what it was when CJOR first went on the air in 1926.

The city, as well as Vancouver Island and the Fraser Valley, will

get the benefit of a directional antenna system which will throw those areas a signal stronger than the actual 5000 watts. Reduced power will be beamed toward less populated regions.

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to operate at 10,000 watts. The transmitter incorporates many new technical advances made during the war, and will be used by other stations also jumping their power.

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The following year the station handled the first hockey broadcast in the city, with Charley Defieux airing the Fort William-Hamilton game in the old arena. In 1928 the station began experimenting with crystal control of transmitting. In 1929 the frequency was changed 1030 to 1210 kc, the station moved to its first real studios, and Mart Kenney hit the air for his first professional engagement.

The old carbon mike was on its way out for CJOR in 1930, replaced by the condenser type, and in 1931

the station went up to 500 watts using a water cooled tube that something then. The present frequency of 600 kc, was adopted in 1933.

Special events broadcasting became a feature from 1937 when the station presented a full program from the exhibition grounds. Mikes were on the scene for the famous 1938 Pier D fire opening of the Pattullo Bridge, and other events.

In 1940 came another leap ahead with installation of a 1000 watt transmitter.

The war was as tough for CJOR as for any, with 80 per cent of the male staff away and a big load developing on those who remained.

The station became Vancouver Dominion Network outlet in 1941 and the staff set to work developing programs for network release.

URGES B.C. BUYING

CJOR Vancouver gives practical encouragement to B.C. business and industry whenever possible, station manager George Chandler told the Advertising and Sales Bureau of the Vancouver Board of Trade on April 8. The occasion was a celebration of CJOR's twentieth anniversary, and the inauguration of a new 5,000-watt Northern Electric transmitter.

CJOR is wholly owned by B.C. people, Chandler said, and they were particularly sympathetic to the advice "Buy B.C. first". In keeping with this philosophy, the station had bypassed all established builders of antenna towers when a new one was needed for CJOR and had contracted with the Western Bridge Company in Vancouver for the first antenna tower built B.C. by a B.C. manufacturer.

Against the advice of several people who wanted a consulting engineer brought from eastern Canada, a young Vancouver engineer was retained to supervise the installation of the new transmitter; the installation work was carried out entirely by CJOR's own staff.

Paying tribute to the CBC's part in maintaining a substantial pool of talent in Vancouver, Chandler urged the Board of Trade members to encourage the origination of more commercial network broadcasts from the city.

EVERYBODY'S LISTENING

to

RUSS TITUS

Canada's
Favourite Male Singer

Management
GEORGE TAGGART
Organization
Adelaide 8784

Air Veteran Talent

Veteran talent is the mainstay of a new weekly show heard on CKAC Montreal. Each week "Service Des Veterans" brings the microphone a guest artist who served during the war in Canada's armed forces. Master of ceremony is Louis Belanger, back at his old job as announcer at CKAC after a tour overseas with the auxiliary services. Talent scout and organizer of the series is Jean Forget, who rounds up the ex-soldiers, sailors and men who appear as guests on the program.

"JAVEX"
—a new product
in Manitoba

selects

CKRC
WINNIPEG

"DOUBLE OR NOTHING"
Every Friday 8:30 - 9:00 P.M.

**Yes—Advertisers who
know Manitoba choose**

630
ON THE DIAL

CKRC
WINNIPEG

DOMINION
NETWORK

REPRESENTATIVES:

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



TAWA
ster
ALARD

Radiogram more prominent in the opening weeks of Parliament's current session than ever before. In fact, the broadcast mentioned oftener in the three or four weeks of the month than in most entire sessions of Parliament up to now. The debate began the very first full week with a plug for CKSB by the government in favour of the adoption of the bill.

Selected for hon. was Captain Fernand Léveillé, representing St. Boniface, and the people of Quebec the financial assistance in order to set up Radio-Ouest.

This brought forth a reply on behalf of Georges Dionne, member Progressive-Conservative from Argenteuil, who said "There is much that can be said about that proposal (Radio - Ouest Francaise) which is worthy, so truly Canadian and so essential, and about other things it has encountered certain well-known elements whose true motives are easily discerned."

Questions about radio started with Tommy Church, vice-chairman of the CBC, if the CBC were making special program arrangements for the Easter weekend; was assured that such was the case and given a brief outline of the proposed plans. Dr. Bruce informed Raymond Arthur Dales, asking if he were in employment with the network, if so, doing what for how much, and if he was news commentator in Moscow for the CBC. The Dr. McCann, said no; Dales went to Russia as a war correspondent, cabled dispatches to England and some were used in "Russia roundup", were paid for at £100. The reply added these matters relating to the broadcasting service of the Canadian Broadcasting Corporation for which the Corporation is responsible and regarding which it is not subject to Government control.

Such questions can be taken up appropriately in a parliamentary committee on broadcasting".

It is now quite definite that the Parliamentary Committee will sit this year, in spite of the story which it sat it would be better to have Chairman Dave Dunton a member to be properly organized before submitting a report to the committee.

J. Goldwell asked about a decision regarding CBC permission to sell ownership of CHAB to a crown company owned by the Province of Saskatchewan. C. D. Howe replied: "The application referred to has been received, and involves an important matter of government policy. It is now receiving the attention of the government, but no decision has been arrived at".

Authorities concerned have a more complex problem of policy on radio in this connection. At the Provincial Governments interested in radio; and two

others are watching the possibilities.

Broadcasting Station CFAC got a handsome plug in speech given to the House March 19 by A. L. Smith of Calgary West, in connection with its endeavors on behalf of veterans' housing. Both CFAC and CFQC Saskatoon have been mentioned with gratitude by DVA for work done in this regard.

G. K. Fraser, Prog. Con. Ontario member asks what departments or agencies of the Dominion Government sponsor programs over the Canadian Broadcasting Corporation or any other stations in Canada or the States; what such programs are, their object and cost. Member D. G. Ross, Toronto-St. Paul's, has an imposing list of questions about radio on the order paper. He asks if Trade and Commerce Department is using the shortwave job at Sackville; how much, and what payment is made. He also asks eleven other questions about the big short-waver; and thirteen questions about wavelengths, power-increases, facsimile, TV and FM.

RADIO FINDS MISSING PEOPLE

One Red Cross service that has perhaps increased its activities in peace is the Red Cross Enquiry Bureau, whereby persons are located either in Europe or in Canada. Many relatives have entirely lost contact with one another, but, through the Red Cross, many have been re-united.

However, it appeared impossible for the Manitoba Red Cross to locate some 120 persons to whom messages and inquiries were directed from relatives in Europe. When the usual methods of enquiry failed, the Red Cross appealed to CKRC to have these names broadcast.

The first broadcast went on the air, without any previous announcement, at 10.10 p.m. Thursday, Feb. 7, following a newscast. The opening announcement was simple: "The Manitoba Red Cross, on behalf of persons in Europe, is

anxious to locate relatives in Canada, to whom messages have been addressed. The Red Cross earnestly asks your attention for a few minutes, in the hope that you may have some knowledge of the following persons"

That night, nine names were broadcast, along with such meagre details as were available. The next day, five of these people were located each calling in person at Red Cross headquarters for their messages.

The broadcasts continued nightly—five minutes each—and the results were consistently high. On February 21, which, incidentally, was the thirteenth broadcast, each person whose name was mentioned was located. Of the 120 persons being sought, 51 (or 45%) were located through the broadcasts and these names were mentioned only once on the air.

CKSB, ST. BONIFACE, MANITOBA, DOESN'T COVER JUST ANOTHER MARKET

Look At These Figures

VALUE OF GRAIN AND LIVESTOCK MARKETED

August 1, 1944 to July 31, 1945

(CKSB COVERAGE)

| | | |
|----------------------|-------|---------------|
| Wheat | - - - | 10,391,640.00 |
| Other Grains | - - - | 7,582,456.00 |
| Livestock | - - - | 17,545,681.00 |
| Total Value Marketed | - | 35,519,777.00 |

CKSB

1,000 Watts

Will Sell Your Products in French Manitoba

Western Canada's First French Language Station
Owned and Operated by Its Listeners

---ON THE AIR SOON---

Complete Details — C. W. Wright — Toronto — Montreal

**Re-Employment Service
FOR SERVICE MEN**

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C K S B

1,000 Watts

Will Sell Your Products in French Manitoba

Western Canada's First French Language Station
Owned and Operated by Its Listeners

--- ON THE AIR SOON ---

Complete Details — C. W. Wright — Toronto — Montreal

**Re-Employment Service
FOR SERVICE MEN**

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business.

File CB 41 Ex-Merchant Marine Radio officer seeks position in radio field anywhere in Canada with chance of advancement. Ten years in service including war years. Wide theoretical knowledge of radio. Practical experience confined to marine apparatus but capable of rapidly assimilating knowledge of other equipment if given opportunity. 31 years of age. Married. Ambitious. First Class Certificate of Proficiency. Apply Box CB 41, Canadian Broadcaster, 371 Bay Street, Toronto.

CJOR CELEBRATES DOUBLE EVER

Vancouver, April 8.—CJOR Vancouver marked its 20th anniversary April 8 with the official opening of a new 5000-watt transmitter. Operation of the Northern Electric 4000 B-3 unit is the first installation of this type in the Dominion, and made CJOR the first Canadian station to go on the air full time with an authorized post war increase in power.

A reception and dinner attended by station staff and civic officials marked the occasion.

The new building was erected on Lulu Island, a few miles outside the city, near the 1000-watt transmitter building erected in 1940. The station's potential is now 100 times what it was when CJOR first went on the air in 1926.

The city, as well as Vancouver Island and the Fraser Valley, will

get the benefit of a directional antenna system which will throw those areas a signal stronger than the actual 5000 watts. Reduced power will be beamed toward less populated regions.

The new unit will be used at only half strength, as it is designed



CJOR Manager George Chandler

to operate at 10,000 watts. The transmitter incorporates many new technical advances made during the war, and will be used by other stations also jumping their power.

CJOR, first opened by brothers George and Arthur Chandler 20 years ago, has grown from a staff of 2 to a personnel total of 60, as the power increased from 50 to 5,000 watts.

In those two decades radio has developed from little more than a plaything to one of the big businesses. The Chandler brothers started with a single room in an office building here that served as office by day and CJOR by night. The station handled what must have been the first political broadcast in Canada, with Arthur Meighan the leading speaker. That was in 1926.

The following year the station handled the first hockey broadcast in the city, with Charley Defieux airing the Fort William-Hamilton game in the old arena. In 1928 the station began experimenting with crystal control of transmitting. In 1929 the frequency was changed 1030 to 1210 kc, the station moved to its first real studios, and Matt Kenney hit the air for his first professional engagement.

The old carbon mike was on its way out for CJOR in 1930, replaced by the condenser type, and in 1931

the station went up to 500 watts using a water cooled tube transmitter something then. The present frequency of 600 kc, was adopted in 1933.

Special events broadcasting came a feature from 1933 when the station presented a program from the exhibition grounds. Mikes were on the air for the famous 1938 Pier 1 opening of the Pattullo Bridge and other events.

In 1940 came another leap forward with installation of a 1000-watt transmitter.

The war was as tough for CJOR as for any, with 80 per cent of male staff away and a big development on those who remained.

The station became Vancouver's Dominion Network outlet in 1941 and the staff set to work developing programs for network rebroadcasts.

URGES B.C. BUYING

CJOR Vancouver gives particular encouragement to B.C. business whenever possible, its manager George Chandler telling Advertising and Sales Bureau of the Vancouver Board of Trade April 8. The occasion was the celebration of CJOR's twentieth anniversary, and the inauguration of the new 5,000-watt Northern Electric transmitter.

CJOR is wholly owned by B.C. people, Chandler said, and they were particularly sympathetic to advice "Buy B.C. first". In keeping with this philosophy, the station had bypassed all estate builders of antenna towers; a new one was needed for CJOR and had contracted with the Western Bridge Company in Vancouver for the first antenna tower built in B.C. by a B.C. manufacturer.

Against the advice of some people who wanted a committee engineer brought from eastern Canada, a young Vancouver engineer was retained to supervise the installation of the new transmitter. The installation work was carried out entirely by CJOR's own staff.

Paying tribute to the CBC for maintaining a substantial amount of talent in Vancouver, Chandler urged the Board of Trade to encourage the original and more commercial network broadcasts from the city.

"JAVEX"

—a new product
in Manitoba

selects

CKRC
WINNIPEG

"DOUBLE OR NOTHING"

Every Friday 8:30 - 9:00 P.M.

Yes—Advertisers who
know Manitoba choose

630
ON THE DIAL

CKRC
WINNIPEG

DOMINION
NETWORK

REPRESENTATIVES:

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

EVERYBODY'S
LISTENING

to

RUSS TITUS

Canada's
Favourite Male Singer

Management

GEORGE TAGGART

ORGANIZATION

ADelaide 8784

Air Veteran Talent

Veteran talent is the mainstay of a new weekly show heard on CKAC Montreal. Each week "Service Des Veterans" brings the microphone a guest artist who served during the war in Canada's armed forces. Master of ceremonies is Louis Belanger, back at CKAC as announcer at CKAC after serving overseas with the auxiliary. Talent scout and organizer of the series is Jean Forget, who rounds up the ex-soldiers, sailors and men who appear as guests on the program.



Radio figured more prominent in the opening weeks of Parliament's current session than ever before. In fact, the broadcast item got mention oftener in the three or four weeks of the session than in most entire sessions of parliament up to now. The debate began the very first full day—with a plug for CKSB by the member moving the adoption of the address in reply to the speech from the Throne. Selected for honor was Captain Fernand J. Allard, representing St. Boniface, who thanked the people of Quebec for their financial assistance in helping to set up Radio-Ouest Francoise.

It brought forth a reply on March 20th from Georges Meon, independent Progressive-Conservative member from Argenteuil, Que., who said "There is much that could be said about that program (Radio-Ouest Francoise) which is so worthy, so truly Canadian and so essential, and about obstacles it has encountered in certain well-known elections whose true motives are easily discerned."

Questions about radio started too. Tommy Church, vice-Prog-Con. member from Toronto, inquired if the CBC were making special program arrangements for the Easter weekend; was assured that such was the case given a brief outline of the network's plans. Dr. Bruce inquired about Raymond Arthur Davies, asking if he were in command of the network, if so, doing what and for how much, and if elected as news commentator for Moscow for the CBC. The answer, by Dr. McCann, said no; Davies went to Russia as a war correspondent, cabled dispatches to the network and some were used in "Roundup", were paid for at rates. The reply added that these matters relating to the broadcasting service of the Canada Broadcasting Corporation for the Corporation is responsible regarding which it is not subject to Government control.

"Such questions can be taken up more appropriately in a parliamentary committee on broadcasting".

It is now quite definite that the Tao Committee will sit this year. In spite of the story which had it that it would be better to have Chairman Dave Dunton a chance to be properly organized before submitting a report to the Committee.

J. Coldwell asked about a decision regarding CBC permission to transfer ownership of CHAB (Regina) to a crown company established by the Province of Saskatchewan. C. D. Howe replied: "The application referred to has been duly received, and involves an important matter of government policy. It is now receiving the attention of the government, but no decision has been arrived at".

Authorities concerned have a long-range problem of policy on the hands in this connection. At least three Provincial Governments are interested in radio; and two

others are watching the possibilities.

Broadcasting Station CFAC got a handsome plug in speech given to the House March 19 by A. L. Smith of Calgary West, in connection with its endeavors on behalf of veterans' housing. Both CFAC and CFQC Saskatoon have been mentioned with gratitude by DVA for work done in this regard.

G. K. Fraser, Prog. Con. Ontario member asks what departments or agencies of the Dominion Government sponsor programs over the Canadian Broadcasting Corporation or any other stations in Canada or the States; what such programs are, their object and cost. Member D. G. Ross, Toronto-St. Paul's, has an imposing list of questions about radio on the order paper. He asks if Trade and Commerce Department is using the shortwave job at Sackville; how much, and what payment is made. He also asks eleven other questions about the big short-waver; and thirteen questions about wavelengths, power-increases, facsimile, TV and FM.

RADIO FINDS MISSING PEOPLE

One Red Cross service that has perhaps increased its activities in peace is the Red Cross Enquiry Bureau, whereby persons are located either in Europe or in Canada. Many relatives have entirely lost contact with one another, but, through the Red Cross, many have been re-united.

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SPOT BROADCASTING
is**

*SELLABILITY***to local market conditions****. . . and there are others****ask us**

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CUCH
"The Friendly Voice of Halifax"
Representatives: HORACE N. STOVIN & CO., CANADA
JOSEPH HERSHY MCGILLVRA, NEW YORK CITY, U.S.A.

ACCENTUATE the NEGATIVE

b4 R. C. L.

Something more than a plug is overdue to Clary Settell for his 10.30 p.m. (E) Dominion Network offering, "Clary's Gazette". Everyone may not be as keen on the jiddley-ities of the gay nineties as even the roaring twenties as I am, but they still have to commend Clary and his company for daring to be different, which is as refreshing to these aural organs as a bottle of Four Roses in any season of the year. It was Barber Shop Quartette night last Thursday when I caught the show, but it also seemed to feature just about every number I used to dance to during my 14th romance, which, for the benefit of inquisitive readers was during the 20's and not the 90's. Besides Clary's seasoned personality two standouts are especially worthy of mention and these were Pauline "watch hat gal" Rennie's Helen Cain edition of "That's My Weakness Now", and Morris London's trumpet solo of "Hot Lips". Clary's Gazette hits the air waves in these arts at 10.30 p.m., but then the artist's misfortune is the west's good luck.

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A forum but not a forum is CFRB's new sustainer (Fridays 10.30 "John Citizen Speaks"). This program, prepared and delivered by John Collingwood Reade, news commentator, assisted by announcer Jack Dawson and musician Wally Armour, takes problems, ranging from butter shortage to cocktail bars and presents opposing views of experts in interviews with Reade, in the guise of that well-known character John Citizen. Obviously some topics are more interesting than others, and, presumably, as the series develops, a little color will be added in the form of humor (or did I miss those programs?). Definitely the show is on the upswing in one regard — interviewees' remarks come in shorter speeches. Above all else, the whole idea shows courage, and lacks a note of careful rehearsal which mars most formal discussions. Back of it is a marvellous opportunity for some much needed and subtle work on the all-absorbing but grossly neglected topic of private business. It deserves to prosper, because it strives to enlighten the public in presentable and intelligible manner. Production is by Jack Murray.

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Vets Man Station



Off to a flying start last month, Winnipeg's new "Community" station CJOB has a staff of 24 men, averaging 24 1/2 years of age, all discharged from the Canadian services, and has set itself a high standard with its slogan — "Working for Winnipeg".

Pictured above (top left) Winnipeg's Mayor Coulter congratulates manager Johnny Blick, former pilot, following the opening ceremonies. (Right) Lew Roskin, former infantry officer is CJOB production manager. (Bottom left) C. E. "Chuck" Tremblay, one time RCAF Signals Officer is chief Engineer, and R. M. "Rory" MacLennan has surrendered his pilot's wings for the post of promotion and public relations manager. The commercial department is under the management of A. J. "Tony" Messner (CB Feb. 9)

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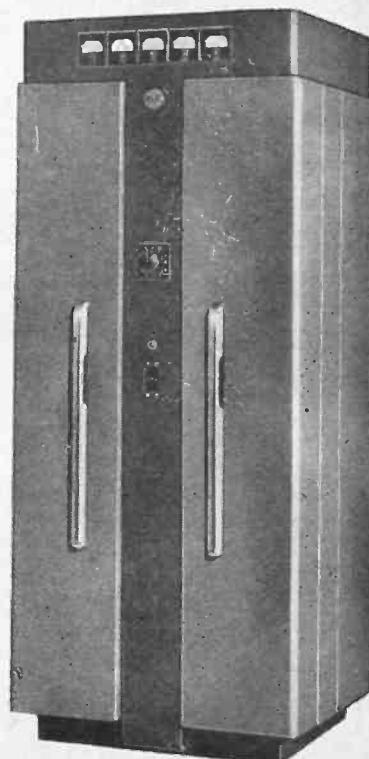
TE-444-A



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Canadians especially to meet the
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Proudly presents

CANADA'S

FIRST 250 WATT FM BROADCAST

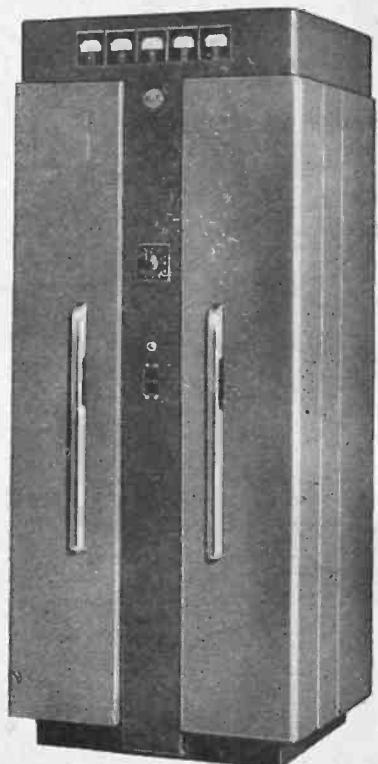
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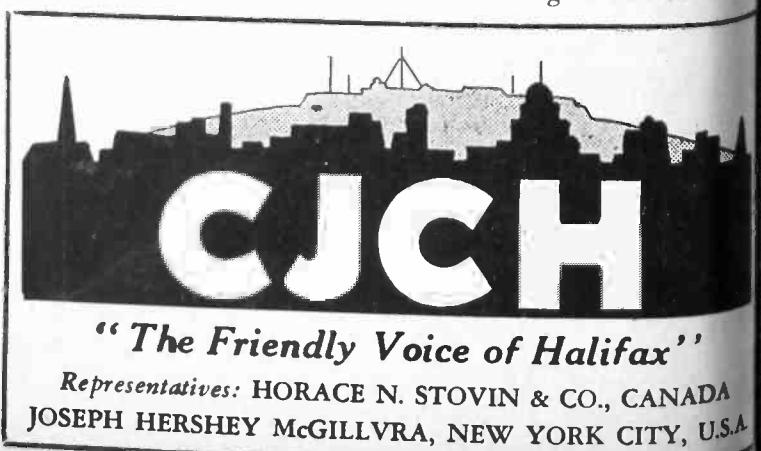
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them on the commercial networks of Australia and New Zealand, commercial stations in Canada, possibly in the United States.

One of the pioneers in bringing package operations to British radio is BBC's Leslie Mitchell, recently quoted as saying that he believes commercial radio and television were coming in Britain.





Something more than a plug is offered to Clary Settell for his 30 min. (E) Dominion Network serial "Clary's Gazette". Everyone may not be as keen on the sillinesses of the gay nineties even the roaring twenties as I, but they still have to commend Clary and his company for daring and different, which is as refreshing to these aural organs as a bottle of Four Roses in any season of the year. It was Barber-pip Cartette night last Thursday when I caught the show, but also seemed to feature just about every number I used to like during my 14th romance, such as "Hot Lips". Clary's series was during the 20's and the 90's. Besides Clary's some personality two standouts especially worthy of mention were Pauline "watch it" Rennie's Helen Cain ditto of "That's My Weakness" and Morris London's trumpet of "Hot Lips". Clary's series runs the air waves in these days at 10.30 p.m., but then the West's misfortune is the West's luck.

** * * *
... but not a forum is new sustainer (Fridays in Citizen Speaks). This group prepared and delivered John Reade, news commentator, assisted by anchor Jack Dawson and musical Armour, takes problems from butter shortage cocktail bars and presents opinions of experts in interviews with Reade, in the guise of well-known character John Zerzer. Obviously some topics more interesting than others, presumably, as the series develops, little color will be added to the form of humor (or did I see the programs?). Definitely she is on the upswing in one regard — interviewees' remarks are shorter speeches. Above all the whole idea shows range and lacks a note of carelessness which mars most formal discussions. Back of it is a valuable opportunity for some shrewd and subtle work on an absorbing but grossly selected topic of private business. It deserves to prosper, because it tries to enlighten the public in respectable and intelligible manner. Production is by Jack Murphy.

** * * *
Some of these days Baritone Trevor is going to get the prize of his life when he knocks at a producer's door, plays him a solo piece, and suddenly is the welcome mat in front of him. Actually it may not be a great advantage to sing "just Perry C", and possibly it might be better if Trevor could eloquently of his own person say that he is just as good as the conductor of "Till the end of time". Be that as it may, Carl's son Kay Stevenson's teen-age offering "Swing High", due to be launched April 20 across Canada from the CBC Auditorium is only the beginning. Everyone who hears Carl's voice furrows his brow and says "you can find a spot for that — a spot of his own." It is our belief that Carl's hope, that someday we — and soon.

Vets Man Station



Off to a flying start last month, Winnipeg's new "Community" station CJOB has a staff of 24 men, averaging 24 1/2 years of age, all discharged from the Canadian services, and has set itself a high standard with its slogan — "Working for Winnipeg".

Pictured above (top left) Winnipeg's Mayor Coulter congratulates manager Johnny Blick, former pilot, following the opening ceremonies. (Right) Lew Roskin, former infantry officer is CJOB production manager. (Bottom left) C. E. "Chuck" Tremblay, one time RCAF Signals Officer is chief Engineer, and R. M. "Rory" MacLennan has surrendered his pilot's wings for the post of promotion and public relations manager. The commercial department is under the management of A. J. "Tony" Messner (CB Feb. 9).

Air CAPAC Winners

"Night Hymns on Lake Nipigon", a choral composition by Professor F. L. Harrison, was heard by CBC Trans-Canada listeners April 7. This was one of the prize-winning entries in the annual competition sponsored by the Composers' Authors' and Publishers' Association of Canada. It was performed by "La Cantoria" Choir and a forty-piece orchestra directed by Jean Beaudet, CBC supervisor of music. Professor Harrison is assistant professor of music at Queen's University Kingston, Ontario.

Minuetta Borek, another CAPAC Award winner, was the piano soloist in a performance of her "New York Suite" on the same program.

Gaelic Program

35,000 Gaelic speaking Scottish-Canadians live within the coverage area of station CJFX, Antigonish, N. S. With them in mind, CJFX recently carried a series of half hour programs transcribed especially for the station by the BBC Scottish Division in Glasgow. Outstanding Scottish artists took part in the series, which was devoted to Gaelic songs and traditional airs from the Highlands of the Auld Country.



CANADA'S

FIRST 250 WATT FM BROADCAST
TRANSMITTER

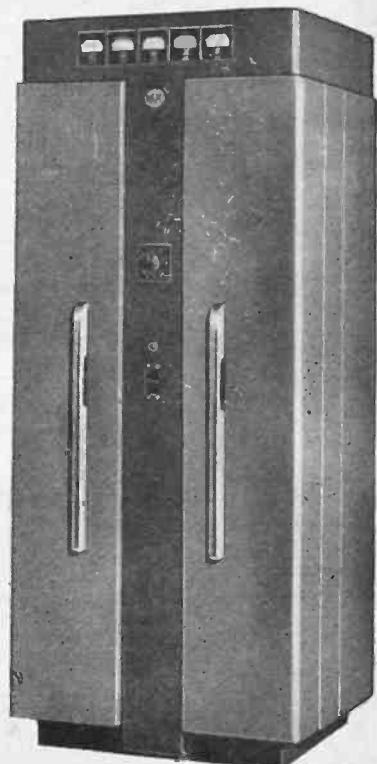
TE-444-A



Designed and Built by
Canadians especially to meet the
needs of Canadian Broadcasters

THE result of years of study and planning by RCA Victor's Engineering Products engineers, the TE-444-A is well qualified to set the standard for frequency modulation broadcast transmitters in Canada.

AN engineering triumph achieved in the design of the TE-444-A is the simplification of the radio frequency circuit beyond anything heretofore attempted in any FM transmitter. Frequency multiplication stages have been reduced to a minimum and the frequency modulation is doubled only once— instead of many times as in previous transmitters.



Write today to Engineering Products Sales Dept., RCA Victor Company Limited, Montreal, for descriptive folder giving complete specifications.



RCA Victor

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER



Complete
RECORDING
FACILITIES

for your
WESTERN
BROADCASTS

- Air Checks
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WRITE OR WIRE
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BROADCASTING
& RECORDING
SERVICE

171 McDermot Av. WINNIPEG

THE GREATEST NAME IN RADIO

A Profile of Guglielmo Marconi 72 Years after his Birth

BY DAVID ADAMS

It was an obituary that spurred Marconi to achieve the first wireless telegraphic communication. When a young man of twenty, so the story goes, he came across an obituary write-up on Heinrich Hertz while on a mountaineering vacation.

Hertz, who died in 1894, was the German scientist who only seven years earlier had proved the existence of electro-magnetic waves. The article so fired young Marconi's enthusiasm and kindled his imagination, that he could hardly wait to get back to his Italian home and start experimenting. By 1896 he was able to announce to the world that communication without wires had been achieved over a distance of more than a mile.

Guglielmo Marconi was born just 72 years ago, on April 25th, 1874 at Bologna, Italy. His father was Italian, and his mother Irish—a fact which was to have an important bearing on the future of little Guglielmo, and of radio too, because Mama taught her little Bambino to speak English as fluently as he spoke his Papa's Italian.

Marconi's genius lay not so much in invention, as in vision and imagination. He was a practical man who saw the possibilities opened

up by theories and discoveries of other scientists like Faraday, James Clerk Maxwell and Hertz, and applied them to his search for a means of communication without wires. Recalling his earliest experiments some time later, he said "It seemed to me that if the radiation (observed by Hertz) could be increased,

Office placed the weight of its official backing squarely behind Marconi; Sir William Preece, engineer of the British Postal and Telegraph service, co-operated with him in his experiments, and rapid progress was made in improving and extending wireless communication.

In July 1897 Marconi's operations were put on a commercial basis, with the formation of Wireless Telegraph and Signal Ltd., whose name was altered in 1900 to Marconi's Wireless Telegraph Co. Ltd.

Meanwhile Lloyds of London astutely foreseeing the importance of wireless communication to shipping, had asked Marconi to carry out experiments between two houses in Northern Ireland. Hills hid the two stations, which were 7½ miles apart, from each other; yet contact was successfully established.

In 1897, wireless was first used for ship-to-shore communication when at the Italian government's request, Marconi set up a station at Spezia, which contacted Italian ships up to a distance of 12 miles. Back in England wireless was used in 1898 to keep a lightship in the treacherous Goodwin Sands in touch with the Kentish coast. With this same lightship was run down by a steamer in a fog early the following year, the value of wireless in saving life at sea was dramatically proved.

By March of 1899 the first message had been transmitted across the English channel to a point 12 miles away. In the same year Marconi went to the United States, where he used his apparatus to report the presidential election in 1900. In 1901 he set up a station on Signal Hill, near St. John's, Newfoundland, where he hoped to receive the first transatlantic wireless message from his station at Poldhu, Cornwall, England. The signal was to be transmitted from Poldhu.

(Continued on next page)



Courtesy Star Newspaper Service

developed and controlled, it would be possible to signal across space for considerable distances. My chief trouble was that the idea was so elementary, so simple in logic, that it seemed difficult to believe that no-one else had thought of putting it into practice."

The Italian Government at first took no interest in Marconi's achievement, so he went to England, resolved to use the English market, his mother having taught him to help expand his great vision.

On June 2nd, 1896, he took out the first patent ever issued in the field of wireless telegraphy. He demonstrated his system to the British Post Office in London from the roof of the Post Office Building. With pioneering spirit rare in government departments, the Post

NEW

POWER

PLUS PROGRAMMING

PLUS PROMOTION

PLUS AUDIENCE

PLUS SALES



FOR

5000
WATTS

CKOC
HAMILTON

"The All-Canada Station"

CKAC
MONTREAL



(continued from previous page)
 dit-dit-dit of the Morse code "S".
 arconi had constructed a large
 to try his receiving aerial as
 as possible. When all was
 set, at the appointed time in
 1901, his equipment was
 adjusted, and — yes, he
 heard a faint distant sound, the
 dit-dit of the prearranged signal,
 over and over again. It
 was barely audible, but there was
 no mistaking the sound of those
 dit-dits.

ow the potentialities of world-wide
 radio communications began
 to be recognized. Marconi's feat
 proved that radio waves were
 limited in range by the curvature
 of the earth.

ie Anglo-American Cable Company
 which claimed a monopoly of
 communications in Newfoundland
 forced Marconi to continue
 experiments elsewhere. He
 reached a point on Table Head,
 Bonavista Island, Nova Scotia.
 First transatlantic wireless was
 sent there on December 21,

ow began a period of intense
 competition between the sprouting Marconi
 organization and others which
 entered the new field. As yet
 there were no regulations to guide
 them in their operations. Competition
 was keen, and the by-word
 "every man for himself". The
 company began to set up
 stations at strategic points
 throughout the countries of the
 British Empire and wherever else
 they could secure a footing. Charges
 "monopoly" began to be heard
 and steps were taken
 to reduce the dominance which the
 company had built up by
 being first in the field in
 regard of having a man of
 far-sighted vision as Guglielmo
 Marconi at its head.

arconi himself was showered by
 hours and decorations by
 countries, notably his own
 which had ignored his great
 invention in 1896. He was created
 a baron, and later made a
 member in the fascist party.
 Marconi is said to have spent a
 hour with him just before he
 died in July 1937.

Shakespeare
 Shakespeare is now
 presented by the CBC over
 Canada network. Following
 a short production of "Julius Caesar"
 in the course of its school
 days during January and February,
 the CBC is bringing the same
 to evening listeners in five
 weekly installments starting April

Shakespearean authority Dr. G. Harton, head of the Queen's
 English department, introduces each broadcast. The series
 is edited by Kay Stevenson. The
 cast includes Bud Knapp, Bernard
 Douglas, Master, Frank
 Tommy Tweed, Lister Sinclair,
 Springford and Alice

YOUNGEST STATION MANAGER



Photo by Raycroft, Toronto

Youngest station manager in Canada, or will be, on or about July 1st when CKDO, Oshawa, is opened, is George Elliott, age 22, who takes charge of the operation for Oshawa Broadcasting Company Ltd.

Studios will be located, according to present plans, in the Genosha Hotel, and the transmitter will be delivered by RCA in May.

CKDO will operate on 1240 kc.s. at 100 watts, 6.30 a.m. to 11 p.m. daily, and will be a completely local station without network.

George brings to the business the enthusiasm of youth, plus some background in newspaper and industrial movie work. He plans engaging a 100% Oshawa staff, and has appointed James L. Alexander national representatives.

Broadcast Funeral

A complete funeral service was broadcast recently over station CKNB, Campbellton, N.B.

Mrs. Mary Jane Firth died at her home in Dawsonville, twenty miles from Campbellton, at the age of ninety-one. The funeral service was to be conducted by Rev. C. M. Hatheway, rector of Christ Church, Campbellton. But on the appointed day a blizzard blocked the roads, and it was apparent that he would not be able to get through to Dawsonville in time.

Rather than inconvenience a number of relatives and friends, some of whom had come many miles, by postponing the funeral, the rector approached Stan Chapman, manager of station CKNB, and arrangements were made to broadcast the funeral service from the studios. The people at the Firth home were told by phone; they gathered as planned, and heard the entire service over the radio at the house.

HELP TO CONQUER CANCER

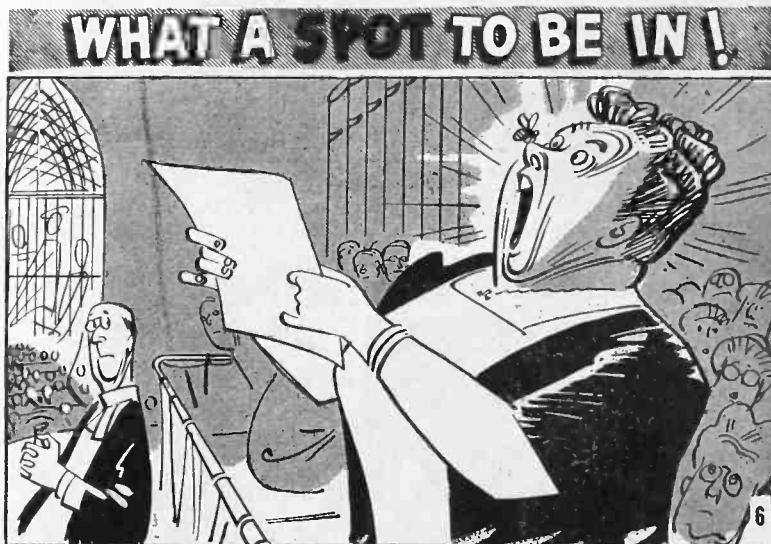
STRUCTURAL STEEL

TOWERS OF ALL TYPES

Vertical Radiators for
 Radio Transmission
 Now in Service
 Coast to Coast

The
CANADIAN BRIDGE COMPANY, LTD.

WALKERVILLE,
 ONT.



WHAT A SPOT TO BE IN!

WHEN 1785 people take time to send us birthday cards on our 3rd anniversary . . . When 105 local business men buy a total of 161 extra programs to mark our 3rd birthday, surely it indicates that CHOV is indeed The Voice of the Ottawa Valley in Pembroke, for your message to our people. You can truly say "What a Spot to be in".

CHOV PEMBROKE

Represented by
HORACE N. STOVIN & COMPANY
 MONTREAL & TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

PEACE LIFTS PRINCE RUPERT FOG

Coincident with lifting of secrecy surrounding a wartime research station at Prince Rupert, B.C., comes news that the domestic program service offered by station CFPR, Prince Rupert, has been expanded. Manager Clarence Insulander announces that his station is now on the air from 7.30 a.m. to midnight weekdays, and from 8.30 a.m. to midnight Sundays. Previously CFPR went off the air from 2 to 4 p.m., signing off at 11 p.m. weekdays, while Sunday service was from 10 a.m. to 10.30 p.m.

Full Trans-Canada network service is also provided by the change, but programs of local origin and special events broadcasts will continue to be important features in the schedule, with local programs and spots being offered to advertisers.

CFPR is locally owned in Prince Rupert, but is leased and operated by the CBC.

The research station at Prince Rupert, news of which has now been made public, was a wartime project, set up by the Army for the study of atmospheric effects on radio communications. So well has it proved its value, that the station is to be maintained as a permanent installation. It is one of a number of such stations established to measure accurately the height above the earth of ionized layers in the atmosphere which reflect radio waves and make long distance communication possible. During the war such findings were important with radar development.

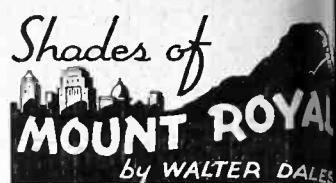
Due to its northerly location, the Prince Rupert station is important for research on the effects of the Aurora Borealis on radio transmission. Measurements made there and at other observation points enable scientists to determine which frequencies will afford the most efficient radio communication at any season and at any time of the day or night.

Marconi Operates FM

VE9CM, experimental FM station of the Canadian Marconi Company in Montreal, has completed 7 months on the air. The station, one of the pioneer FM broadcasters in Canada, carries the programs of AM station CFCE, except those programs affected by the AF of Mban on simultaneous AM and FM transmissions of live music. The transmitter, a 25-watt unit, is located at the Marconi factory in the Town of Mount Royal. Montreal itself is not served by the transmitter, since Mount Royal stands between the factory and downtown section.

Prelude To 5 Kws

Warming for its forthcoming boost to 5,000 watts, CKSO Sudbury has been revamping its program setup and carrying several new features. The Sudbury music festival was fully covered; and the hockey games from Stanley Stadium were described by Dave Lilwall.



Guy Herbert, ACRF, Toronto at Montreal's Ritz Carlton and with H. R. Carson, TP&C, whose name carries most weight on a cheque . . . and proving a son should sign 'em since Gmonicker weighs only .0008. Statistically-minded Carson deeming facts and figures to prove . . . and getting them from the technical department.

W. L. Taylor, formerly a buyer for Cockfield, Brown & Co., resigned recently, and has been replaced by W. D. Hannah, formerly with RCA, recording division.

Lt. H. Bowley, formerly CJAD Edmonton, back from two-year tour of England, France, Belgium, Holland, settled in Montreal doing Radio Representation for Wm. Wrigley and writing radio scripts for Walter Dales.

Harry Junkin, relaxing at termination of Stardust Sarnia which he wrote and produced.

Hal Stubbs, CJAD, checking double-checking CBC regulations . . . and doing neat job of compliance without upsetting block-programming scheme much.

Phil Lalonde, CKAC, back in Toronto and the CAB direct meeting, forecasting an exceptionally interesting Convention Quebec this Summer.

Doug Smith, getting kudos every way he turns for his pick-the-adlibs in the Stanley Cup finals.

Mrs. C. Clark back at her buying desk at Stevenson & Sons.

R. R. Powell well warmed up for his new time-buying job with Kim Advertising Ltd.

Ontario Street hotel proprietors when shown copy of Lewis about not getting room with him in Montreal, retorts: "What hell! When I go to Toronto don't give me no Beaver!"

Mrs. Smith, Smith's Room House, had a less vindictive view. "We didn't mind putting up Lewis for a night . . . but the Beavers made such a mess!"

Middle Aisle

Doug Elmore, station time representative for All-Canada Facilities, left his bachelor days behind on Thursday April 19 when Verne Collins became Doug. Verne comes from Vancouver, where Doug used to be CKWX.



Photo Courtesy "New World"

Margaret Brophy's "At Home With The Ladies", has been on CKNX five years. Margaret handles fashions, cooking and homemaking. Other public services originated from the Ontario Farm Station include "Community Newscast", "The Farmer Speaks", "Your Church and Mine", "Kiddies Studio Party".

CKNX - At Your Service

"CKNX, Wingham—at your service" is more than a station call. It is the keynote of the operation of the Ontario Farm Station.

Time-buyers schedule Wingham because they know that it is the most effective means of reaching Ontario's most prosperous agricultural area and of earning their share of the \$50,000,000 market of the five counties the station serves.

Ask

JAMES L. ALEXANDER

TORONTO

MONTREAL

about

CKNX

The Ontario Farm Station

CKNW
GIVES THE MOST
ON THE COAST
CKNW
NEW WESTMINSTER, B.C.

SCANNING THE SURVEYS

use Elliott-Haynes' having introduced their new 15-city in their National Rating Report column's regular feature "Big Stand" has had to be deleted from this issue. We are, however, that information will be available for its resumption in our next issue.

The effect of the addition of the cities on the ratings is shown in comparison of the February figures in the old basis and the

A examination of the day-figures shows that the addition of all cities to the original "Big Four" shows, in our lay mind, quite increases which should make generators in smaller centres reasonably happy, for here is evidence of the loyalty of the home-listeners.

With the "top ten" English menshows for February, we show the following increases in rating in the 15-city survey over the previous plan.

| | 15-CITY | INC. | OVER |
|-------------------|---------|------|-------|
| | RATING | OLD | STYLE |
| GRANDE PRAIRIE | 21.9 | +6.0 | |
| MONCTON | 21.9 | +5.3 | |
| OTTAWA | 20.0 | +1.2 | |
| KINGSTON | 18.0 | +5.9 | |
| HAMILTON | 17.5 | +6.3 | |
| LONDON | 16.9 | +4.1 | |
| REGINA | 16.5 | +4.2 | |
| SHERBROOKE | 14.9 | +.5 | |
| THREE RIVERS | 14.9 | +4.9 | |
| MONTREAL (FRENCH) | 10.6 | +3.4 | |

* * *

In the case of English evening radio, the variation is not so great. Although the new plan reaches a higher audience by one and a half million, there are two exceptions, "Share the Wealth" (Col-Sat-Sun 8 pm T-Can) which has a higher rating with the addition of the extra cities of 7.5. Following, at 8.30 on the network, "Cashmere Bouillie House Party" shows an even increase — 8.3%. NHL, on the other hand, which has "House Party", also on Tuesdays .8% when the smaller

centres are added.

* * *

New centres added to the English Reports are Halifax, Sydney, Moncton, Ottawa, Kingston, Hamilton, London, Regina, Saskatchewan, Calgary and Victoria. The original "Big Four" were, of course, Montreal, Toronto, Winnipeg, Vancouver.

* * *

Expansion of the French reports has not yet been effected, so similar comparisons in the Quebec market cannot be made. In subsequent months, according to Elliott-Haynes, the reports will include Sherbrooke and Three Rivers as well as Montreal (French) and Quebec (French).

BMB Does 5-Point Duty

The audience measurements of the American Broadcast Measurement Bureau provide a uniform yardstick for comparison between radio stations, just as ABC circulation figures provide the fundamental measurements of newspaper and magazine effectiveness. This was brought out by BMB president Hugh Feltis, in an address before the American Association of Advertising Agencies in New York City last week.

He outlined five ways in which advertising agencies could use the Bureau.

1. It could help them to evaluate stations and networks for the placing of advertising.

2. It could help them to buy the radio coverage needed to match the distribution of the product they wished to advertise, in rural or urban areas.

3. It could help them to buy radio in conjunction with other advertising media - to fill in the gaps in the coverage afforded by the other media.

4. It could help them to aim audience promotion where it would do the most good.

5. Finally, Feltis said that BMB could help them to foster dealer and distributor advertising, by telling them how many families in their areas listen to the station or network carrying the program.

CHNO Awaits Materials

Sudbury (Ont.) will have a second radio station by late fall or early winter, according to a report in the SUDBURY STAR. Call letters are expected to be CHNO. The station, licensed by the Sudbury Broadcasting Company Ltd., will operate on 1440 kilocycles, with a power of 1,000 watts. Shortage of materials is preventing a start from being made on the construction work. No announcement regarding personnel of the station, or location of studios is expected until arrangements are completed.

MIKE IN YOUR EYE



Phil Lalonde, CKAC manager, seems to think television has arrived, or else Stuart Richardson's camera played a queer trick, as the Northern Electric representative snapped Phil at the CHEF mike during the opening ceremonies of the Granby station.

Resume TV Service

At 3 pm on June 7, the first BBC television program to be transmitted since war interrupted the service in September 1939, will go out from the Alexandra Palace station in London.

There will be 2½ hours of programs daily, from 3 to 4 pm and from 8.30 to 10 pm. On weekdays demonstration films will be televised between 11 am and noon for the use of dealers and manufacturers.

First major event to be televised will be London's Victory Parade and celebrations on June 8. Programs will be transmitted on the pre-war frequencies of 41.5 megacycles for sound, and 45 megacycles for vision, using the same 405-line definition standard, making them available to all present owners of TV receivers—reported to total in the neighborhood of 100,000.



In 175,000 square miles of the agricultural, mining and lumbering territories of the Alberta and British Columbia Peace River area

CFGP is the One and Only Radio Station.

See

All-Canada in Canada
Weed & Co. in U.S.A.

VOICE OF THE MIGHTY PEACE



CKCH
250 W. 1240 K.C.

Stretch
YOUR PUBLICITY
BUDGET WHERE
A DOLLAR
REACHES
MORE
PEOPLE

**The FRENCH VOICE
OF THE OTTAWA VALLEY**

211.246

FRENCH PEOPLE
IN
CKCH COVERAGE AREA

TORONTO
4 ALBERT ST.

MONTRÉAL
DOMINION Sq. Bldg.

UNITED STATES.
HOWARD N. WILSON

COOPERATING WITH "LE DROIT"

WANTED

•
APLABLE ANNOUNCER
TEALIZING IN NEWS
FOR
REMINENT STATION
SOUTHERN ONTARIO

•
Get Original Position
Excellent Opportunities
Details requested in first letter
•
Box 303
NATIONAL BROADCASTER
BY ST. TORONTO



Typical "Hall of Fun" Audience

Share of Audience

(Elliott-Haynes Surveys)

T O R O N T O

| MARCH | CHUM | Station A 5,000 Watts | Station B 10,000 Watts | Station C 50,000 Watts | Station D 5,000 Watts | Station E U.S.A. |
|-------------------------------|-------------|--------------------------|---------------------------|---------------------------|--------------------------|---------------------|
| 9.00 A.M. to 12.00 Noon | 20.5 | 20.8 | 18.9 | 18.0 | 11.7 | 6.3 |
| 12.00 Noon to 5.00 P.M. | 18.8 | 19.0 | 21.7 | 23.9 | 6.1 | 7.5 |

O S H A W A

| | CHUM | Station A 5,000 Watts | Station B 10,000 Watts | Station C 50,000 Watts | Station D 5,000 Watts | Station E U.S.A. |
|------------------------------|-------------|--------------------------|---------------------------|---------------------------|--------------------------|---------------------|
| 9.00 A.M. to 5.00 P.M. | 31.5 | 26.3 | 16.7 | 17.1 | 3.1 | 9.8 |

Typical "Jazz Matinee" Audience



An Advertisement of CHUM, Toronto



CONFESSORIAL

"The press is sometimes criticized for inaccuracy, in this respect it is much ahead of the radio."
—Webwood (Ont.)

* * *

PAN MAIL

Sir: Your paper is magnificent, it is glorious, in fact I might even say it is superfluous. If, as so many of my friends tell me, you expect to get your reward posthumously, I can only say it happens soon.

—Well-W.

* * *

AWARD FOR AWARDERS

And now we are planning making an annual award each year for the best children's awards.

* * *

RE-PRINT

Margarette Duncan is counting the minutes until her boat leaves to take her to England, where her fiancé Major Fred Bradshaw, is waiting for her.

—Pacific P.

Margy, you brazen gold-digger!

* * *

CRISIS

Floods of congratulatory mail was the British public's reaction to dignified BBC Chief Announcer Stuart Hibberd's recent utterance of "What the Hell?" into a mike. BBC felt considerably relieved, however, and issued the following statement: "In giving his announcement of his introduction to a talk following the news, Mr. Stuart Hibberd saw the signal light in the studio flicker, indicating that the studio was going on the air, and, as a result, that he made his involuntary exclamation, which must regret."

Oh you Hibberd!

* * *

ROAD TO FORTUNE

"It is a fairly notorious fact that the highest excellence in literary or artistic achievement is not always accompanied by financial rewards sufficient to put the achievement beyond the reach of writers."

—Saturday Evening Post

It's better if you can get some to read the damn stuff after you've written it.

* * *

MOOD MUSIC

"And now we dedicate to and Mrs. John Smith, on the occasion of their first wedding anniversary, the rendition of that popular number 'It's Too Late Now'."

—CKNX Barnet

* * *

VERY VITAL

Statistics show that 25% of the 1650 readers of this paper will eventually die of cancer unless something is done about it.

* * *

Let's Talk About

LEEDS & GRENVILLE

Leeds and Grenville are not a radio team. They happen to be two of Ontario's most prosperous counties, and the county town of each happens to be the City of Brockville, home of CFJM.

Our signal may penetrate the upper reaches of the Miramichi River; it may pump strongly into the Rocky Mountain Foothills. Frankly we don't care.

One day soon we shall be able to give you an accurate BBM Report, but right now we know that we can offer you good coverage of the two home counties of Leeds and Grenville, and we wanted to tell you about our home counties before talking about the adjoining ones.

The basic facts are short, sweet and interesting.

LEEDS AND GRENVILLE

| | |
|------------------------------|--------------|
| POPULATION | 68,241 |
| HOMES | 13,710 |
| RADIO HOMES | 10,440 |
| INDUSTRIAL PRODUCTION | \$32,181,994 |
| AGRICULTURAL | \$ 5,236,000 |

60 per cent of homes are owner-occupied.
The 2 counties are 60 per cent urban and 40
per cent rural.

All figures based on 1941 census except Radio Homes which are
1946 CBC figures.

C F J M

B R O C K V I L L E

For Availabilities

J A M E S L . A L E X A N D E R

In The United States

ADAM J. YOUNG JR. INC.

OVER 40% OF CANADA'S RICHEST MARKET... yours for the selling!

IN THE second largest province of the Dominion lies more than two-fifths of the nation's total wealth. What a gold mine! And it can be reached most effectively through CFRB . . . the station which delivers the highest percentage of listeners throughout the week.

in



**CFRB's
AVERAGE
DAILY SHARE
OF AUDIENCE
6 TO 10 P.M.
IS 32.5%**

and



**CFRB's
AVERAGE
DAILY SHARE
OF AUDIENCE
6 TO 10 P.M.
IS 16.7%**

| | CFRB 10,000 watts | STATION X 50,000 watts | STATION Y 5,000 watts | STATION Z 1,000 watts |
|----------------|----------------------|---------------------------|--------------------------|--------------------------|
| SUNDAY..... | 26.1% | 18.4% | 4.1% | 12.2% |
| MONDAY..... | 45.3 | 9.7 | 4.0 | 24.7 |
| TUESDAY..... | 30.3 | 20.8 | 6.2 | 24.6 |
| WEDNESDAY..... | 35.4 | 12.3 | 3.2 | 22.5 |
| THURSDAY..... | 27.0 | 13.3 | 3.9 | 25.6 |
| FRIDAY..... | 28.4 | 16.6 | 4.5 | 23.7 |
| SATURDAY..... | 34.7 | 19.9 | 5.0 | 19.8 |
| AVERAGE..... | 32.5 | 15.8 | 4.4 | 21.9 |

| | CFRB 10,000 watts | STATION X 50,000 watts | STATION Y 5,000 watts | STATION Z 1,000 watts |
|----------------|----------------------|---------------------------|--------------------------|--------------------------|
| SUNDAY..... | 12.1% | 13.5% | 0.6% | 2.1% |
| MONDAY..... | 25.2 | 10.5 | 0.3 | 3.0 |
| TUESDAY..... | 16.3 | 18.3 | 0.5 | 4.4 |
| WEDNESDAY..... | 15.1 | 15.5 | 0.3 | 2.9 |
| THURSDAY..... | 14.3 | 13.1 | 0.3 | 4.1 |
| FRIDAY..... | 17.2 | 12.7 | 0.5 | 3.5 |
| SATURDAY..... | 16.9 | 16.1 | 0.6 | 2.7 |
| AVERAGE..... | 16.7 | 14.2 | 0.5 | 3.2 |

THESE FIGURES recently supplied by independent research organizations, represent a comparative study of Toronto radio stations. They speak for themselves

. . . but tell only part of the story. The whole story is that CFRB offers better coverage and higher listenership than any other Toronto Station.

860 kc. TORONTO

CFRB

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