

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 3

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

February 8th, 1947



At left, are the six British models, who last month started on an extensive tour of Canada publicizing British fashions, being entertained by the staff pianist, "Hammie" MacDonald, of CJBQ, Belleville. Left to right: Jane Lynch, Morna Howard, Margaret Allworthy, Mary Valerie and Georgie Clifford. At right, Jimmy Sharkey, a patient in Shaughnessy Military Hospital, Vancouver, is interviewed by Erskine Allan of CKMO during a Christmas Day broadcast. During the show, gifts purchased with proceeds of the CKMO Happiness Fund were presented to patients.

NEWS in BRIEF

Sympathy of the radio industry goes out to Raymond Benoit, manager of CKCH, Hull, whose wife died suddenly February 3.

Tony Messner, commercial representative for CJOB, Winnipeg, announces the launching of his own office under the name of Broadcast Representatives Limited, located in the Lindsay Building, Winnipeg. Messner's organization will continue Winnipeg representation of CJOB as well as CFPA, Port Arthur; CKMO, Vancouver; and CKFI, Fort Frances. Under an arrangement with Radio Representatives Limited, his office will also act as representatives for the Radio Reps' string—CFRN, Edmonton; CFQC, Saskatoon; CFCN, Calgary; CKNW, New Westminster; CKCH, Hull; CKTS, Sherbrooke; and CKCV, Quebec.

Jack Radford, who has purchased controlling interest in CFJM, Brockville, took over that station on February 1. He has resigned from the CBC where he held the post of Supervisor of Broadcast Regulations.

CKGB, Timmins, increased its power from one to five kilowatts on February 1. CFCH, North Bay, has taken delivery of a one kilowatt transmitter in readiness for power increase from 100 watts.

Delay in opening of CKOC, Hamilton's new 5,000 watt transmitter is due mainly to power failures caused by the heavy ice and sleet storms which struck southern Ontario last month. Engineers expect completion for final check-up soon.

Howard Bedford's new 1 kw station, CKVC, at Niagara Falls, Ontario, is scheduled to commence

CAB INSTITUTES REGIONAL MEETS

The first of a series of meetings between the executives of the Canadian Association of Broadcasters and broadcasting groups throughout the country, was held in Montreal last month, with the Quebec Association of Broadcasters (Postes de Radio Prives de Quebec). Reports on policy and organization, public service and public relations activities and new CAB medium-sale plans were given by Harry Dawson, manager of CAB, Jim Allard, publicist, and Doug Scott, director of broadcast advertising. Members of the Quebec Association expressed satisfaction with the new policies of the reorganized CAB and the manner of their execution.

operation on 1600 kcs. in June. It is understood CKVC has been authorized to give price quotations in commercial announcements. J. L. Alexander has been appointed national sales representative.

J. Lyman Potts, former production manager of CKOC, Hamilton, has been appointed assistant manager of that station. Bob Amos, former program director, has moved up to fill the production vacancy. Orrin Botsford, former commercial manager, is now at CKMO, Vancouver.

Four members of the Quebec group expressed plans to attend the CAB convention in Jasper in June.

Other regional meetings planned by the CAB include: Vancouver (Feb. 14); Calgary (Feb. 17); Regina (Feb. 18); and Winnipeg (Feb. 19). Meetings in the Maritimes will be held in March while two are planned for Ontario between March and June.

CAB executives consider the meetings with smaller groups will prove valuable in solving regional problems and will facilitate discussions, making the interchange of ideas and their reporting easier than would be possible at the annual convention.

Admen Confer On Food And Drug Code

Conferences with Department of National Health representatives will be held this month during luncheon meetings of the Association of Canadian Advertisers. A meeting will take place in Toronto at the Royal York Hotel at noon on Friday, February 7, while the Montreal meeting will take place at the La Salle Hotel, Friday, February 14.

At the conferences, Dr. C. A. Morrell, Director of Food and Drug Divisions, and R. D. Whitmore, Chief of Inspection Services of that government department, will confer with food and drug members of ACA and representatives of advertising agencies, as well as the broadcasting industry, and others interested in the provisions of an advertiser's "code."

The conferences developed out of ACA's suggestion to Dr. G. W. D. Cameron, Deputy Minister of National Health, that interested parties should convene and discuss the writing of the "code" prior to its release to the public.

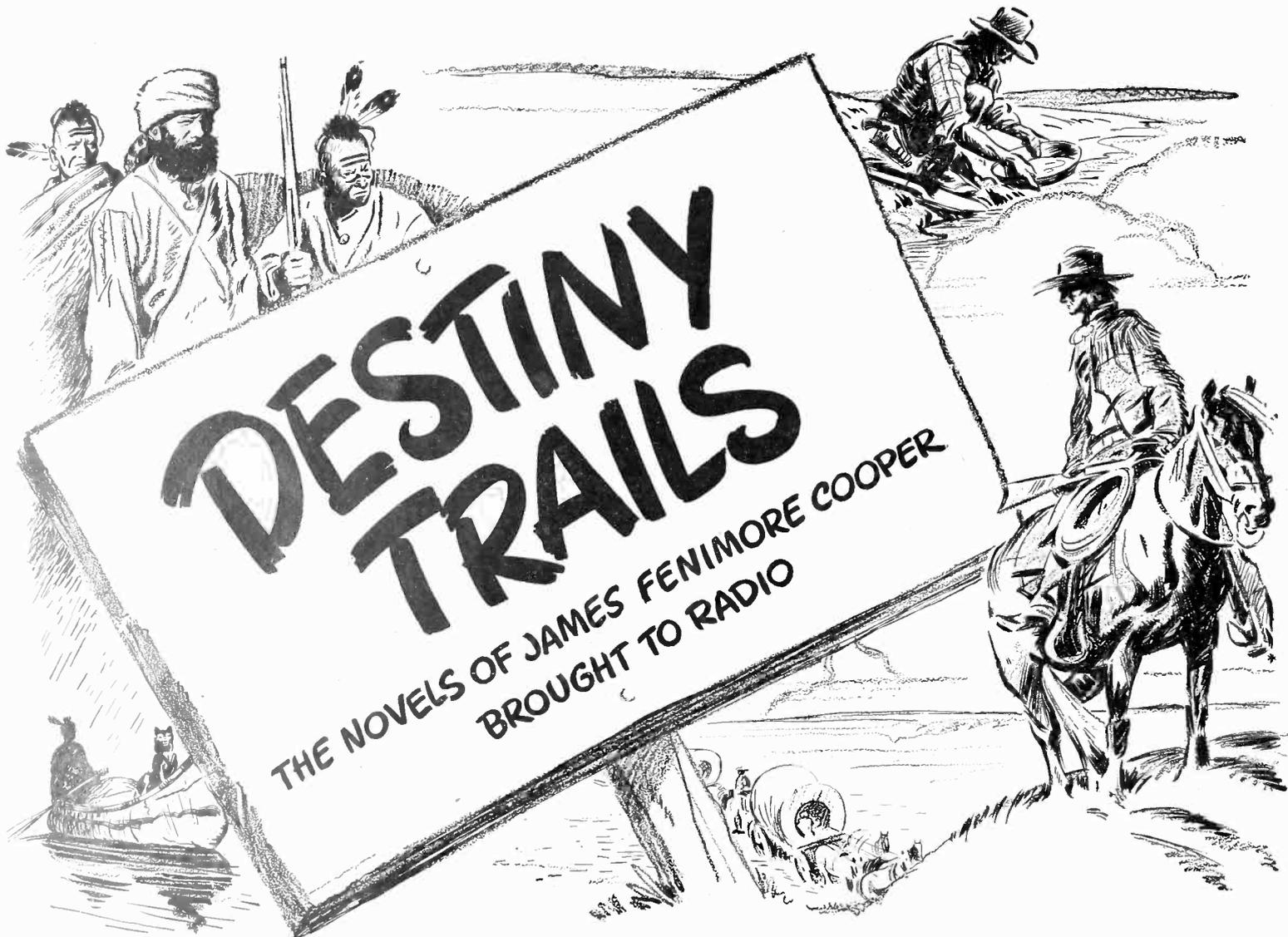
BEAVE-E-R!!

The third annual Beaver Awards dinner is set definitely for Simpson's Arcadian Court for March 17. The awards will be presented during a dinner of the Radio Executives' Club of Toronto, and the presentations will be made over Borden's Canadian Cavalcade at 8 pm EST that evening, the program being presented, as in previous years, immediately following the dinner.

Tickets for the dinner and program are available from the Broadcaster office or Sid Lancaster at Radio Reps Ltd at \$2.00 each. Tables for eight or twelve are available in limited numbers, but those desiring them are urged to get in their reservations as early as possible. To avoid unnecessary book-keeping please send in your cheque with your request for reservations.

For Young and Old Alike

All-Canada Program Division presents . . .



STRAIT from early pioneer days come entertaining and instructive tales from "The Deerslayer" and "The Last of the Mohicans." This educational feature, produced by NBC, hits the all-time high as a sales program for any sponsor catering to the young fry *and* their parents.

ENDORSED BY PARENTS AND TEACHERS

These stories are classics, selected for supplementary reading in schools across Canada. They combine stirring adventure with historical authenticity . . . not only highly entertaining but informative and educational, as well. For this reason, the radio series has the approval of parents, teachers, principals and school boards and the sponsors gain added prestige, with corresponding promotional possibilities.

There are 156 fifteen-minute episodes available now for national or regional broadcast.

ALL-CANADA RADIO FACILITIES
Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL



Leaders in syndicated programs . . . bigger audiences . . . better service

Heads Toronto Office

Stuart B. Smith has been appointed general manager of the Toronto office of Canadian Advertising Agency, Limited.

After majoring in Merchandising and Advertising at the University of Missouri, Smith spent five years with daily newspapers in western Canada. In 1931, he joined Cockfield Brown, Toronto, and in 1941, moved to Young and Rubicam. Prior to his resignation last summer, he served as vice-president and director of Young and Rubicam.

Imported Talent

Latest addition to the staff of CKCW, Moncton, is an entire hill-billy group, "Ray Little and his Cowboy Show." Imported from the States, the program occupies a noon time spot on weekday programs. Hundreds of letters daily are averaged by this old-time group and in answer to demands, the musicians travel to various Maritime centres to present live shows to their regular air listeners.

While making a personal appearance in Springhill, N.S., they were advised an 18-year-old bed-ridden boy was one of their most ardent fans. After the show, the group visited the boy's home, brought their instruments into his bedroom and provided a fifteen minute program especially for him.

Ontario Police To Have Network

A contract for installation of a two-way radio communication system for Ontario Provincial Police has been awarded to the Canadian General Electric Co. Ltd., according to an announcement by Attorney-General Leslie Blackwell.

The system is expected to be in full operation by September and its establishment is expected to cost about \$500,000.

From provincial police headquarters in Toronto, it will be possible to direct, through a central control station at Aurora, some 200 to 300 police cars in the area bounded by Ottawa, Windsor, and Harry Sound, which will be served by 30 or 40 local stations.

FM equipment will be used to insure dependable service during severe electrical storms. Three bands between 35 and 44 megacycles will be assigned for this service.

Extension of the police network into Northern Ontario is expected to be undertaken following completion of the Southern Ontario service.



"And now just one tiny drop of Dr Byles Genuine Liver Rinse and—presto!"

40th Anniversary

1947 marks the 40th anniversary of the invention of the radio vacuum tube by Dr. Lee de Forest, now in his 73rd year. While de Forest developed other tubes prior to 1907, these did not contain the all-important grid. His application for patent of this tube is dated January 29, 1907.

The invention is said to mark the birth of modern radio. It also opened the door to electronics, talking motion pictures, TV, guided radio weapons, klystrons and cyclotrons that have made possible fission and atomic energy.

Disc Mr. Big

Peter W. Gordon, O.B.E., was named Hamilton's "Man of the Year" at a recent Citizenship Award Dinner of the Hamilton Advertising and Sales Club. A gold embossed and printed album containing three double-sided twelve inch recordings of the presentation speech and Mr. Gordon's reply, aired by CKOC, Hamilton, was presented to him in commemoration of the occasion. The recordings were made by CKOC.

Bonspiel

CKRC, Winnipeg, recently stayed on the air three hours past normal sign-off in order to bring listeners the final results of a bonspiel at Nipawin, Saskatchewan, in which Howard Wood of Winnipeg, competed.

Reports were aired by Jack Wells, CKRC's director of sports and special events, who not only announced and operated, but also arranged for his wife to come to the station to assist in the selection of transcribed music.

At 3 a.m., Wells reported Wood as the winner.

Import UK Dubs

Radio shows produced by Towers of London, Ltd., will be distributed in the U.S. by Radio Features of America.

First of the programs to be introduced will be "Secrets of Scotland Yard", featuring Clive Brook British stage and screen actor, with crime stories from Scotland Yard files. Program scripts are being edited in the U.S. and recorded in London.

BROADCASTERS

**Going to higher power?
Going to F. M. ?**

- *A.M. Briefs prepared.
- *F.M. Briefs prepared.
- *Sites selected.
- *Advice on Equipment.
- *Proof of Performance Measurements.

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ELECTRONIC ASSOCIATES LIMITED
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Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.

Specialism...1



Specialism is the word which best describes Dominion's devotion to the art of recording.

Compare the signal-to-noise ratio of Duophonic Transcriptions with any other recordings. Here is quality recording at its technical finest.

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

Our Guest Speaker Is:

FRED C. KENT
Commercial Manager,
ZBM, Bermuda



"Nine out of ten Canadians would like to be in Bermuda right now, enjoying our warm sunshine, superb bathing and other tourist delights. Well, more than 1,000 Canadian and U.S. tourists are pouring into this tiny island every week and spending large amounts of money.

"That money is burning holes in the pockets of Bermuda's permanent population of 38,000 people, exclusive of the big staffs at the Army and Navy bases.

"You Canadians who are exporting to us here should insure getting your share of this lush market. You can do it through using ZBM, the only station which can be satisfactorily heard by the 11,000 licensed radio set owners in Bermuda—to say nothing of those hundreds of tourists who bring their own radios!

"Proof of our ability to do a job for you: More than 90 per cent of all the possible local advertisers on the island are currently using ZBM.

"Follow the tourist, Mr. Advertiser . . . bring your sales messages to Bermuda!"

FRED C. KENT
Commercial Manager
ZBM, Bermuda

HORACE N. STOVIN & COMPANY

Radio Station Representatives

for these Live Independent Stations

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

* Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

OTTAWA Letter

by JIM ALLARD



Comment from Beverley Baxter, British Conservative M.P., speaking to the Women's Canadian Club of Ottawa: ". . . When I listen to the radio on this side of the Atlantic I'm glad of it" (BBC no-commercials policy) . . . "I don't know how you people stand it. It used to be that broadcasters interrupted the entertainment for a little advertising; now they interrupt the advertising for a little entertainment." Mr. Baxter also does a little writing for magazines. The magazines accept advertising.

In various Ottawa addresses, Mr. Baxter also pointed out that in his view: (a) the Socialist Government in Britain is a bad thing, doomed to early failure; (b) the Socialist Government in Britain was a logical and inevitable development of conditions in that country, and the experiment will lead to a "better life" in all the world; (c) the way for the Conservative party to get back into power is to adopt principles of "Enlightened Capitalism."

Ottawa Journal of Thursday January 30, carried a testy editorial thrusting at "continuity" policy of CBC's ten o'clock national news bulletin. It is unlikely that any nervous breakdowns will be reported from CBC newsroom; the Ottawa "Journal" is hardly in the pro-radio class, or even the "constructive criticism" class, either. Hardly likely many taxpayers will wade through the text of the speech from the throne. But it's a safe bet most of them have seized that bit about "substantial and gratifying reductions in public expenditures." The economy mood is definitely gaining ground in Ottawa. Especially since the arrival of MP's, fresh from their constituencies, reporting that one of the chief topics of conversation back home is taxation and how to lower it. Admittedly, any economy drive is going to run into some tough going; partly because of salary increases to curtail certain non-permanent activities of government just yet; partly because of salary increases in the Civil Service (mainly long overdue and mostly tending toward the cautious; partly because of the reluctance of some department heads to trim staffs.

Throne speech made it clear that "controls" will in part at least continue for another year. Mainly, price controls will be concentrated in the "essentials" field; but this is no indication, either, that certain upward adjustments will not be permitted. Government is not seeking blanket renewal of emergency powers, but will deal with these by individual departments and phases. In so doing, it will rob the opposition of much of its effective fire. Also, legislative action of this type would pave the way for certain powers or controls now in the "emergency" class to become permanent features of the Canadian economy.

The Alberta Government never stops trying—but has for a third time been turned down in its

application for a commercial license to operate CKUA. This station, formerly operated by the University of Alberta, is now under charge of Alberta Government Telephones. Turndown on this application came from Cabinet level.

Article by former Air Minister C. G. Power in Maclean's Magazine was far from being ignored by the organizers and campaign workers in the shadow of Parliament Hill. In fact, national network address of Agriculture Minister Gardiner last week in January is generally considered to be reply, in part at least, to some of Mr. Powers' remarks. The one-time minister of national defence for air is an admittedly able and extremely articulate exponent of classical, "small-l" liberalism. To some extent, his article reflected the concern felt at the state of political flux and swirl existing in his own province; to the larger extent, it was a reflection of his concern over the principles of classical liberalism. Mr. Gardiner's later remarks were centred around that theme—hammering at the philosophy of his party as a middle-of-the-road group interested in definite but well-planned reform; and trying to lump the two major opposition groups together as standpatters of present and past. Actually, both men were addressing the same group of people—those voters who do not rigidly stick by one party at every election, but make their choice according to issues of the moment. That choice is usually conditioned by economic and related circumstance. It is generally felt that the "floating" group of flexible voters—which is the group that really counts in elections—is now in a sort of moderate reform mood; seeking a certain degree of stability coupled with a desire for definite reforms, if in a somewhat cautious fashion.

Hope Please Note

Clocks which work backwards are in use at WNEW, New York. With clock face calibrated counter-clockwise, it is possible to tell at a glance how much time remains in a quarter-hour period.

**FOR SALES RESULTS
INCLUDE CJOC IN
YOUR APPROPRIATION**

CJOC

Lethbridge, Alberta
GOING TO 5000 WATTS

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

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 Art Editor: GREY HARKLEY
 Editorial Assistant: T. J. HOLUB
 Photography: AL GRAY

Correspondents
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 Ottawa - James Allard
 Vancouver - Robert Francis
 Winnipeg - Erith Smith



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February 8th, 1947

Non, Non, Monsieur Ouimet

Tuesday evening of this week, J. A. Ouimet, assistant chief engineer of the Canadian Broadcasting Corporation, gave a truly brilliant demonstration of Frequency Modulation and "Stereo" to a packed and appreciative audience of more than 500 engineers.

Addressing the Institute of Radio Engineers in the CBC Toronto Concert Studio, Mr. Ouimet displayed an intimate knowledge of his craft and a remarkable aptitude at holding and interesting his audience.

Then Mr. Ouimet stepped from his role of engineer and assumed the guise of an economist.

While considering Mr. Ouimet's fantastic statement about broadcasting costs, it should be borne in mind that the CBC endorsed his view by making mimeographed copies of his speech available to the press. He said:

"In Canada the set-owner pays about \$10.00 for his program service, \$2.50 directly in license fee, and \$7.50 indirectly in advertising."

He also said: "... television would cost from \$30 to \$100 a year more or less. A little more if you pay it in small instalments every time you wash your teeth or your underwear; a little less if you pay it all in one shot for a license fee."

Is Canadian business going to sit back and accept this mis-statement on the part of a department of its government, which says, in effect, that the cost of advertising increases the cost of advertisers' merchandise to the public? Is it going to turn the other cheek to the statement that, besides the \$2.50 license fee it is forced to contribute, the public is paying at the rate of \$7.50 per set-owner for the commercial programs the CBC has to carry in order to attract listeners to its own productions; that it has to bear this expense in the form of increased prices of advertised goods? Are the publishers, the poster people, the printers and the advertising agencies going to let go unchallenged this misleading statement of, as it pleases to call itself, the "people's broadcasting system?" Are the national advertisers, through the skill of whose advertising experts the public gets the financial benefit of mass production, prepared to suffer a department of government which, displaying itself as socialistic in its every act, tells the public that, because national advertisers buy three or four million dollars worth of radio time from the government-owned networks each year, this sum is added to the cost of food, clothing, drugs and other necessities of life? And presumably this must apply to newspaper, magazine and other forms of advertising as well.

Every thinking Canadian knows that advertising has been the greatest force towards reducing the cost of everything we buy; that Mr. Ouimet's utterly false statement against those who, on his own admission, pay seventy-five per cent of his salary, is simply ammunition for the socialists' guns. But then Mr. Ouimet is a representative of the Canadian Broadcasting Corporation, and, as we have so frequently said, the CBC is the guinea-pig on which the socialists are experimenting before they assail the press and other businesses as well.

Richard G. Lewis.

Editor

DO YOUR PRESS RELATIONS "CLICK" OR "CLUCK"?

Condensed from speech given to ACA by Dr. B. K. Sandwell, Editor, Saturday Night.

Press relations have to do with getting things into a paper—and keeping things out! Keeping unfavorable news out is as important, in fact, on occasion, more important.

Editors are really the greatest friends that a publicity man has, because the sole aim of the editor is to get into his paper that which will interest his readers.

The publicity agent may think it is to his interest to get into the papers everything that refers to the corporation or client for which he is acting. That is an erroneous impression. It is totally useless to get things into newspapers about the corporation or the client unless the readers will be interested. If they are not interested in it they will not read it.

Most publicity agents know something about their art. They know what is good copy to get into the papers. Unfortunately, they are not always able to convince their employers, their corporations, that certain material is unsuitable as publicity even if it did get into the papers—or that it would be much easier to get other copy into the papers since it is interesting and would be better publicity.

Some employers seem to think it is a good thing to get into the paper every year a portrait of the president of the company when the company holds its annual banquet or on some other occasion. If it is a good picture—one that people will look at—it is good publicity. If it is uninteresting the public will not look at it and it might as well not be there.

The camera is the best tool the publicity agent has, but it must be used by a craftsman.

A picture must have some human interest to give it warmth. A bare picture without human contact may be very interesting to the man at the head of the business, but it does not reach the public in that way because they do not understand it.

The first task of the publicity agent is to teach his employer to produce the real raw material of good publicity. He must teach him that the corporation, the client, must do something interesting.

No public reads anything like the whole of any periodical it gets, and the selection of things that will be read depends upon instantaneous impression. That is the whole object of headlines—instantaneous impression created by heading, or by-line, or a picture that accompanies the story.

The task of the editor is to help

you in this respect. He wants interesting material in his paper. He does not want anything that is not interesting.

There is such a thing as anti-interest. There is public reaction which is hostile to the subject that is put before the reader—a factor which is little understood but which is ever present to the mind of any competent editor. Any publicity that is too obviously publicity, that has the earmarks of a design to serve the interests of some client, is not good publicity and creates a hostile reaction against the paper and against the publisher—not the advertiser—but the person that puts it in.

How CBC Sells Socialism

(Reprinted from Quebec Chronicle-Telegraph)

We listened-in the other evening to a broadcast by Andrew Cowan, a staff commentator of the CBC in London, England, and while we admired it as an interesting, well-presented effort, we could not do other than deplore it as a piece of socialist propaganda—to which the CBC contributed its network—and that was all the more insidious because it was so cleverly done. The subject of the broadcast was the coming into force of the nationalization of the British coal mines. . . . Had he dealt with the event objectively as a simple news reporter, his broadcast would have been quite in order, as well as timely. But it would have been hard for anyone of intelligence who listened to him to avoid the conclusion that the commentator's personal sympathies were actively engaged on the side of this revolutionary undertaking. And the effect of his comments, even if not so intended, was certainly calculated to promote the spread of socialist ideas in Canada.

If the people of Canada desire to adopt the Socialist system. . . that is as much their right as it is the right of the British people. But to steal away their democratic liberties under cover of subversive agitation is a crime no less grave and far more detestable on the part of a party in power than on that of any group or individual. Do not Canadians delude themselves that what has happened in Europe cannot happen here! All that is required is continued negligence or indifference on their part and they will wake up some morning to find themselves helpless pawns of the State without personal rights of any kind.



Radio Artists Telephone Exchange



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

who can be reached day or night thru

RATE
WA. 1191
TORONTO

CKWX GOES 5000 WATTS

At the end of almost 24 years of broadcasting, CKWX, Vancouver, owned and operated by the Western Broadcasting Company, went on the air on the night of January 24th with a new 5000 watt transmitter.

A special program built around the growth of B.C. and Vancouver was broadcast to mark the second power jump since 1940, when the station went from 100 watts to 1000.

Arthur 'Sparks' Holstead, who started the station as CFDC Nanaimo in 1923, and manager F. H. 'Tiny' Elphicke, were hosts at a reception in Hotel Vancouver before the new transmitter officially went on the air.

A six page section in the Vancouver Daily Province told the story of the station's growth and included pictures of the new equipment and Holstead seated at his first transmitter.

On Lulu Island, in the Fraser River delta, south of the city, engineers erected two 260 foot steel towers to send out the 5000 watt signal. More than 26 miles of wire were used in setting up the new



F. H. ELPHICKE

transmitter, which is housed in a solid concrete building of modern design.

With the new power, station, officials say that reception will be improved particularly for Victoria and Vancouver Island listeners, northern B.C. and the eastern end of the Fraser Valley.

But even in the city, engineers point out, diallers will find improved quality because of completely new and modern equipment.

Elphicke summed up the policy of CKWX in this statement:

"Our facilities are at the disposal of public service groups working for the city," he said. "Then the news and special events section, under Sam Ross, is designed to lead the field in accurately informing the public about current events. Thirdly, our staff specializes in entertainment of interest to the whole family, while still giving close attention to the needs of particular groups of listeners."

MANITOBA Roundup

by ERITH SMITH

Members of Winnipeg's large radio family gathered early last month to bid a reluctant farewell to one of its most prominent and active individuals—Waldo Holden who, as was reported in the Broadcaster's last issue, has left CKRC for Toronto, where he joins CKEY as commercial manager.

Waldo will be missed in Winnipeg—and by many more than his fellow-workers at the studio. He has put into personal practice his belief that a radio station should be of service to the community, and many organizations and individuals have come to know and appreciate his ability.

Since joining CKRC as a salesman back in 1940, he has been active in the Winnipeg Lions' Club, in the Salvage Corps, in the Community Chest, and in the Sales and Advertising Club—to name some.

At a joint meeting of Winnipeg and St. Boniface radio men and Sales and Advertising Club directors, as well as officials of the Community Chest and members of the Carlton Club, Waldo was presented with a handsome desk set featuring the Manitoba bison, and made of Manitoba marble. Bert Longstaffe, president of the Carlton Club, made the presentation.

Missed by many who "knew him when" on the air-waves, CKRC's Bill Valentine is broadcasting again. The Hudson's Bay Company's "Jamboree" brought Bill back to the "mike" as M.C. and singer. This show is aimed primarily at men in the fur trade in Canada's northland, but many listeners are glad to hear it and hear Bill once more.

More regularly a salesman of the studio staff, Bill has been in show business practically all his life. During the war he was with the Canadian Army show.

Day and Night

CKNW, New Westminster, last month commenced operating on 24-hour schedule. The all night program will be an extension of "Long Distance Request," formerly a midnight to 1 a.m. show.

How's That?

3 WINNERS OUT OF 4 !

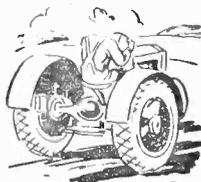
Of the four Prizes offered to Saskatchewan farmers in the recent National Barley Contest, three have been awarded to farmers residing in the area served by this station, and here they are —

"For the best samples of Malting barley grown in Saskatchewan in 1946"

J. S. Wylie,	Norquay	—	1st prize
Richard Platte,	Nipawin	—	2nd prize
Clifford S. Erratt,	Salcoats	—	4th prize

A substantial proportion of smaller regional prizes also went to farmers in this territory.

It all goes to show that one of the richest agricultural areas in Western Canada lies in North Eastern Saskatchewan, a territory best reached through the facilities of



C J G X Y O R K T O N

WESTERN CANADA'S FARM STATION
Dominion Network

Representatives
HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg
ADAM J. YOUNG Jr., Inc., U.S.A.

CKSB
ST. BONIFACE
MAN.

A *Wright* STATION

Servicing 58 Local Accounts CKSB is your entry into the rich Manitoba French Market.

Western Canada's First French Language Station.

See **WILLIAM WRIGHT** Victory Bldg.

AD. 8481

FOR SALE

1 Share Canadian Broadcasting Corporation

According to various CBC announcers and in fact, to the chairman of CBC himself, I, the undersigned, in my capacity as a citizen of Canada, am "a shareholder in the CBC."

In the past ten years of its existence this Corporation has to my mind failed on two major scores:

- (1) It has not provided the best possible merchandise in the way of radio programs.
- (2) It has adopted and acted on policies which I cannot personally approve.

In consequence I wish to disassociate myself with this corporation and withdraw from any responsibility in connection with its actions. My one share in Canadian Broadcasting Corporation is therefore offered for immediate sale. No reasonable offer refused.

Apply to:—

RICHARD G. LEWIS,

Publisher
Canadian Broadcaster



**FIRST IN THE FIELD
AND
FIRST IN THE NEWS**

**Headline News
Not News After
It's Headlines**

**News With
Largest
Commercial
Sponsorship**

**Sponsors Prefer
B.U.P. News
Because It Has
Proved Itself**

**The World's
Best Coverage
of the World's
Biggest News**

HEAD OFFICE
231 St. James Street
MONTREAL

UNIONS WANT MORE CO-OPERATION

A plea for co-operation between radio producers and agencies and the musicians' union was made by Walter M. Murdock, International Representative of the American Federation of Musicians and President of the Toronto Musical Protective Association (Local 149, A. F. of M.), to the January meeting of the Toronto Radio Executives' Club. "Our product is an essential product in your business," he said, "whether it be an agency or radio station." Alan King, Secretary of the Association of Canadian Radio Artists (ACRA) also addressed the meeting.

Murdock, who took the stand first, outlined the growth of the Toronto Musical Protective Association, recalling its formation 65 years ago in the Claxton Music Shop on Yonge Street.

Justifying protection for the musicians, today more than ever, because of increased prices, Murdock explained that the musical profession is much like the medical and legal professions. Musicians spend many years in study and have continuous rehearsals and they should be rewarded with reasonable remuneration and fair treatment, he said. "Costs are increasing in our business as well as yours", he went on, pointing out that a \$450 tuba now costs \$1200.

"Private enterprise is not doing a good job in radio," the speaker declared. He said stations can go much further in promoting local talent and in encouraging improvement on the part of musicians. This, he suggested, could be done if stations appropriated five per cent of their gross profits for the encouragement of talent in their areas.

"Some stations are trying to do a good job," the union head admitted, "while others are not." One Alberta station, he claimed, paid a musician a salary of twenty dollars a week for three hours work, five

days a week, consisting of rehearsals of two hours daily and a one hour broadcast. Another case was that of a musician being paid five dollars a week for the preparation of transcriptions which turned out to be syndicated throughout the West.

ACRA Secretary Alan King then took up the cudgels on behalf of the radio artists and outlined the history of the organization since its inception three years ago. King said it was "formed for protection—like any other union."

"Years ago," he related, "there were no daytime rehearsals. Everyone worked at other occupations during the day. Then radio began to grow up and a greater premium was put on skill." The idea grew that radio acting could become a profession, he said.

Explaining transcription production of past years, King said that in the early days of Canadian radio, artists were paid for transcriptions without consideration for time spent rehearsing, cutting and recutting. He cited one instance of a disc still not successfully completed even though the artists had worked from 6.30 pm until 3.15 the following morning without extra remuneration.

"The artist today," said King, "is more accomplished than he was ten years ago. He has brought his craft to a higher degree of efficiency."

Following organization of the artists' association, it has become possible for producers to budget their programs more precisely, King pointed out. "We have improved your efficiency," he claimed, "by also giving you a wide choice of artists to call upon."

Describing the producer and artist as two indispensables, King urged that some method be found for producers to keep pace with the progress of performers. "Our standard of programs would be

better if we had a director who knew more than the rest of us," he explained. Too often the producer knows less than his cast, he claimed.

A question period followed the addresses by Murdock and King.

Spence Caldwell queried the point of a producer hiring a vocal quartet, members of the union, and an announcer who was a non-union member. Alan King replied that, unless the non-union announcer was on the staff of a radio station, union singers could not work with him.

Walter Murdock threw out Andy McDermott's suggestion that a scale of standards be set up for talent as a "hard thing to do." Using Bert Pearl as an example, he pointed out that, in Winnipeg, he was employed at \$15 per week, but following his arrival in Toronto, he became one of the top-salaried entertainers in Canadian radio.

Replying to the claim that many communities are not populated by musicians worthy of presentation over local stations, Murdock said, "I don't know of one centre in Canada where a radio station could not get professional talent in keeping with their station."

Gilbert Harding, of the Toronto office of the BBC, spoke of the difficulty his office had experienced in arranging broadcasts of Canadian programs in Britain. Programs transmitted by short-wave, he explained, result in a poor broadcast over BBC, thus not giving British listeners a good impression of Canadian music. If it were possible to record the programs and ship the discs to the UK, they could be aired over BBC with a good audience guaranteed. An import permit had been secured by the BBC to enable them to bring in discs of these programs, he said, but the prohibitive charges made by musicians for the recordings made the whole project impossible and precluded the airing of these Canadian programs in England. Harding asked Murdock if there was any way of getting around paying the excessive charges for transcriptions, as the programs are heard only once in the UK. Murdock's reply was brief and unsympathetic—if a transcription is being made, then pay for it as a transcription.

Talesmen

Among the talesmen called for jury hearing of a breach-of-promise case in current sessions of the Supreme Court of Ontario sitting in Toronto, were two radio advertising men, Horace N. Stovin and Harry O'Connor.

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

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

Pacific Prattle

by ROBERT FRANCIS

Sunday is gloomy, with shadows spend it all, as my uncle Ned used to remark. But at least here's the wireless. It's when we catch some of those afternoon programs on weekdays that my heart and I decide to end it all.

But let's not compound a felony by spreading the word about that sort of stuff. It's Sunday we had in mind, and the point that struck us was what a tough racket it must be running a local station all day Sunday when the networks have their high price help at work. Let's take a look down the schedule from a Vancouver paper for a sample Sunday.

Starting at a reasonable hour, say noon, there's the New York symphony over CBR and three or four American stations within easy reach. My Uncle Ned doesn't listen to that, but then the alternatives are not much.

So back to bed till 2 o'clock when you can hear the NBC symphony, which you have to admit is an experience. Simultaneously there's "The Shadow" on CKWX (which comes at you at 5000 watts of steam since just recently) and "The Family Hour" on KNX Hollywood.

The fare is not too nourishing when until 4, except for "Ozzie and Harriet" on CBR, if you like that sort of thing. Drew Pearson is available at that time, if your liver needs the shock treatment, but he's up against the start of the big names, and from then until 11 o'clock my Uncle Ned never strays so much as a micro-arc away from NBC.

Here's what Pearson and most of the local stations, are up against most of the time from then on. Practically without a stop you have Benny, McCarthy, Allen, Fannhattan Merry-go-Round, American Album, Ameche, Burns, symphony again, Strange as it seems and one of the best of its kind, The Pacific Story.

As some clever fellow once advised, when it becomes inevitable, relax and enjoy it. To a great extent many local stations follow that advice. And well they may, for anybody who gives a talk on how worms when McCarthy has the air is just beating his gums.

Those with network affiliations, of course, have a better pulling card, sometimes. There's Gabriel Leatter on CKWX, and CJOR comes through with Allen, Hildegarde and Eddie Bracken all in a row.

Besides picking up McCarthy, BR has other big drawing cards available in Music for Canadians, page 47 and the widely heard BC news. Between that and the American nets, it's a very rough league indeed for local competition.

A voice with a Yorkshire ring phoned to say he was glad Dick Lewis hadn't stayed at the Savoy in London and then written back to Canada that there was no food shortage in England.

When a political faction turns down an offer of free time on the air, radio men knit their brows and rush out for black coffee.

Recently Ross Mortimer of CJOR called on the new mayor, Senator Gerry McGeer, at city hall. In line with their public service policy, Mortimer explained, CJOR was offering a quarter hour of time each week for the Mayor or someone delegated by him to tell the people what was going on at civic headquarters.

The mayor, according to Mortimer, showed interest and said he would get in touch with him later. A spell in hospital and the rush of civic duties in the new year kept his time packed in subsequent days, and CJOR figured they'd hear when the mayor whittled his work down a shade.

They heard. A letter from deputy mayor George Millar explained that civic authorities were not interested, thanks all the same.

A debate at University of B.C.'s Parliamentary Forum brought strong support for public ownership of the CBC despite one debater who contended the CBC was grossly inefficient, which he called a "characteristic of public corporations."

On top of the University of B.C. Radio Society, another group has been formed in the Amateur Radio Club, headed by Ralph Gordon, the founder. Most of the members are war veterans who are studying in the faculty of science and are interested in amateur radio building and transmitting.

A staffer at CKMO telephoned in and asked for master control the other morning, to be told by the new girl that there was no one by that name there. The story was too much for manager John Hunt, who packed his grip and headed east.

CKNW New Westminster called a Mrs. W. G. Campbell at Haney, B.C. during the "Are You Listening" feature one morning. "No, I'm not listening," she said, "my house is on fire." Which seemed like a legitimate reason not to be listening, so she got the \$5 in the kitty anyhow.

There's a piece on CKMO, "Hits of a Decade," which makes you feel about that much older by reminding you how long ago it was those tunes were played. The songs are taken from Hit Parade lists.

Al Goodwin of CKMO has a piece all his own entitled "Call Boy Club," which goes on weekday mornings from 7 to 8.45. Listeners leave requests for musical numbers, which Al plays for them after waking them by phone at the hour they indicate. Only trouble with this deal, Al reports, is that nobody in the club gets up early enough to wake him.

FM Web

The first network composed of FM stations is expected to get under way in the US early this spring. While complete details have not been worked out, it is understood a number of eastern stations will be on the hook-up.

Model Station

Last month, Washington's new \$100,000 station, WQQW, financed by 125 residents of the capitol, commenced operation. Backers include businessmen, doctors, government employees and housewives who, according to "TIME," are "sick and tired of conventional radio."

Features of the new station's program policy include: no editorializing during its daily 75 minutes of news; no crime programs for children; no soap operas; no patent medicine advertising unless OK'd by the station's medical advisory committee; no singing commercials; only four one minute plugs per hour; a chapter from a current best seller is read daily; and on Sunday mornings there are religious talks by Washington clergymen.

Edward Brecher, FCC analyst who manages the station, is confident advertisers will finance the operation. "If we get the listenership we expect," he said, "they'll be glad to."

Within its second day of operation, five hundred pieces of mail and countless telephone calls proved an enthusiastic audience.

Re-Employment Service FOR SERVICE MEN

To assist in re-establishing men and women returning in 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 59: RCAF veteran, age 22, single, seeks position as broadcast transmitter or studio operator. Graduate of one year course in broadcast operating and maintenance course at School of Electronics, Toronto. Employed four months in metropolitan station as studio operator. Free to travel anywhere in Canada. **Box CB 59, Canadian Broadcaster, 371 Bay Street, Toronto.**

EVERYBODY'S LISTENING

to RUSS TITUS

Canada's Favourite Male Singer

Management

GEORGE TAGGART

ORGANIZATION

ADelaide 8784



A PLANE! A BIRD! NO IT'S LIONEL!

Lionel's interest in accounts doesn't end with contract signings. That's just the starting point. Promotion of the daily SUPERMAN show is an example.

Sound trucks and an aeroplane bombarded citizens from land and air with warm-up plugs. Display material and promotion plans were sent to grocers. A CKCW SUPERMAN CLUB was organized with hundreds of youngsters enrolling. Theatre parties with prize contests are held weekly for members.

Increased sales of sponsor's product in this area proves that: WE DON'T SELL TIME—WE SELL RESULTS.

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

DRUG HOUSE 100% AIRWISE

Whitehall Pharmacal All-Out For Canadian Radio

Women make over 80% of the purchases in Canadian drugstores. who, then, would be the object of your advertising affections if you were in the drug business? When would you go a-wooing? What technique or medium would you use?

The correct answers, as proved by a year's successful courtship by Whitehall Pharmacal (Canada) Ltd., are:

Who? Mrs. Housewife

When? In the daytime when the old man isn't around to interfere.

What medium? Radio.

It took three men guiding the destinies of the young, up-and-coming Whitehall drug firm a year to solve the problem. Once they had the answers, it didn't take them long to start applying them.

Today one of Whitehall products, Anacin Tablets proudly proclaims itself to be the greatest radio advertiser in the Canadian drug industry. Whitehall is also the only drug firm using radio advertising almost exclusively.



G. E. HALPENNY

Except for a small outlay for trade publications, Whitehall doesn't spend a red cent on "paper" advertising. Management is sold on radio.

The advertising budget has been increased 3 1/2 times over the pre-radio era. And that's only the beginning. Today the virtues of Kolynos toothpaste and Anacin Tablets are being extolled on two daytime shows; "Stars-to-Be" and the Canadian-written five-a-week serial "George's Wife".

Whitehall won't be happy until another English show has been added, and until French-Canadians take the advice of the announcer on a proposed French-language soap opera and hurry out to buy Whitehall products.

The Whitehall decision to put all its advertising eggs into the radio basket was reached little more than a year ago. At that time the Whitehall name was just a year old; it's still the baby of the drug business as age goes.

It happened shortly after G. E. Halpenny packed his army uniform with its crown and pip of a lieutenant colonel and the badges of the Royal Canadian Army Medical Corps away in moth balls, and became Whitehall's General Manager.

Halpenny who looks and talks like he'd be the kind of an O.C. a lowly private wouldn't mind serving under, had hardly got his feet under the desk when in came the advertising manager, A. M. "Sandy" Sanderson and the sales manager, James W. Wilson, an ex-semi-pro ball player.

Their problem was advertising.

The firm was using all media—a little here and a little there, but not enough anywhere to make an impression. The Whitehall name was new. It needed to be brought before the public.

That's when someone remembered the survey which showed the women does the drug store buying. O.K. let's aim the advertising at the women. But how? Not newspapers. One hundred lines plugging Kolynos or Anacin would get about as much attention as a sale of last year's hats.

Magazines? Too expensive for these types of products; too much competition from other ads and from non-advertising reading matter. What they wanted was some medium that would be theirs exclusively without interference or competition. Also it had to be presented without disturbing milady's routine too much; something she could take in while dusting or baking or getting ready for an afternoon snooze.

Only one medium met these requirements—radio.

There and then the decision was made to concentrate on radio advertising to the exclusion of virtually everything else. The decision was that of Halpenny, Sanderson and Wilson although it was submitted to the parent company in the United States for approval.

If the proposal jarred anyone across the line, there was no sign of it in Windsor where the firm's laboratories are located and the business office, too, before the latter was moved to Toronto last May.

The parent firm is not new to radio although the idea of concentrating on radio was somewhat unique. Some of its U.S. programs are; Bob Burns, comedy; Ellery Queen and Mr. Keen, tracer of Losers; Romance of Helen Trent; Our Gal Sunday and Just Plain Bill, soapers; Real Stories from Real Life. These, excluding newspaper and magazine advertising, cost in the neighbourhood of \$6.5 millions annually!

Whitehall of Canada could have piped any of these shows into Canada and saved itself a hatful of dough but Halpenny and his colleagues wanted something distinctly Canadian. The first thing that came up with was "Stars-to-Be" brand new radio idea which gave promising would-be radio performers a chance to strut their histrionic

★ **Mart Kenney**
Royal York Hotel

★ **Art Hallman**
Casa Loma

★ **Stan Patton**
Brant Inn

★ **Bobby Gimby**
College and Club Dances

BROADCAST TIMES
(Eastern Standard)
MART KENNEY
MON. 10.30 p.m. Trans Can. Net.
WED. 11.00 p.m. Trans Can. Net.
ART HALLMAN
SAT. 10.00 p.m. Dominion Net.
STAN PATTON
SAT. 11.30 p.m. Trans Can. Net.
Bobby Gimby
SAT. 10.30 p.m. Dominion Net.

The finest orchestras, acts and entertainment available through
THE OFFICE OF MART KENNEY
125 Dupont Street, Toronto
KI. 3147

"Spot radio gives advertisers more results faster at less cost than any other medium."*

Ask us



*Report of a recent survey in the U.S.



stuff before a Trans-Canada net work audience.

Originally it was tied up with the Academy of Radio Arts. A disadvantage was that anyone who was considered suitable for the show had to join the Academy first. Now any promising young actor or actress, whether in or out of the Academy, is eligible.

Whitehall is mum about the cost of "Stars-to-Be" but it is generally agreed that a 15-minute show of this type running twice a week, would set anyone back about \$75,000 a year.

Next addition was Ernie and Kay Edge's "Soldier's Wife," which they renamed "George's Wife" for commercial sponsorship. They also gave the leading character, Carry Murdock, a new deal. When she was doing her bit for Wartime Prices and Trade Board, she had to be handled with kid gloves. Morale of the Troops, you know.

Carry couldn't be short of money. There could be no major upheavals in the family circle. That might upset the boys over there, was the excuse. And last but not least, nobody must make a pass at our Carry, never ever.

So much for the soldier's wife. The first time Carry appeared as George's wife for Whitehall, four guys made passes at her. Since then she's mixed up in marital goings-on that Ernie Edge wouldn't have tolerated for a minute when Carry was waiting for her soldier husband.

"George's Wife" is the only English language "soaper" in Canada written by Canadians. It goes on five times a week and cost in the neighbourhood of \$125,000 a year.

Why anyone listens to soap operas has been the subject of considerable research and discussion. The conclusions have been varied and have had little or no restraining effort. Men generally shrink when they hear one. Halpenny, Sanderson and Wilson are no exceptions.

Why then, do they pay the shot for something they — as mere men — don't like? Because soapers pay dividends. Women do listen to the portrayals of the stirring story of Susie Slagle, the Sloggirl, and, what's of utmost importance to the guy footing the bill, they go out and buy his product.

Whitehall doesn't have to be told that. The proof is increasing sales despite a radical change in sales policy which, but for the lift resulting from radio advertising, might have reflected in a reverse sales trend.

All in all, radio has done right by Whitehall. What started as an experiment quickly proved to be no

more of a gamble than buying Canadian Savings Bonds. Today the eyes of the entire drug industry are on Whitehall. What they are seeing is an advertising program created by three men who knew something was wrong with the old way and weren't afraid to try something new.

Commanding officer of the Whitehall unit is Halpenny. A graduate of the Ontario College of Pharmacy (1925) he got his first practical drug experience in Musgrove's at the corner of Bank and Nepean St., Ottawa. The store is still there. He graduated to Parke Davis, then became sales manager of the Whitehall affiliate, John Wyeth and Brother (Canada) Ltd., later transferring to the United Sates, then moving back to be general manager.

Sanderson, the youngest of a youthful trio, and a native of Marmora, Ont., has direct charge of advertising. He came up the hard way, working after school as a drug apprentice. He went on the road selling, then became a professional services representative in Western Canada for John Wyeth.

Sales manager Wilson heads a staff of 11 men on the road. A 1915 graduate, he played semi-pro ball for Sarnia, Windsor and Port Huron and got started in the drug business because he used to like Latin. His teacher liked Wilson because Wilson liked Latin and introduced him to his friend the druggist when the latter was looking for a helper.

Joins Alexander

Frank Edwards, well known to the advertising and broadcasting industry in Montreal, now heads the Montreal office of James L. Alexander, station representative.

C J A V

Voice of the Alberni Valley

CJAV, on 1240 KC serves the rich industrial northern half of Vancouver Island, tapping an area of ever increasing population and development, in timber, fishing, canning and mining.

Within its listening radius are great lumber mills and logging camps with their allied settlements — an area of unbounded wealth. CJAV is the only radio medium in this territory.

250 WATTS 1240 KC
PORT ALBERNI, B.C.
See Radio Representatives

Announcing the appointment
of
NATIONAL BROADCAST SALES
Toronto and Montreal
as
EASTERN
SALES REPRESENTATIVES
Effective from January 1st, 1947

CKMO - VANCOUVER
1000 WATTS 1410 KCS.
Vancouver's fastest-growing station.

THE FAMILY FAIR MAN
Monday thru Friday
(1/4 hour daily)

Selects

630 Kc. CKRC DOMINION NETWORK
WINNIPEG

- and Here's Why!

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

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

APPOINTMENT



Cliff Wingrove has been appointed assistant manager of CKTB, St. Catharines, according to an announcement by W. B. C. Burgoyne, president and manager of Niagara District Broadcasting Company Limited.

Previously associated with Northern Broadcasting and Publishing Limited and National Broadcast Sales, Toronto office, he takes to his new position a broad radio experience.

Happy Ending

Aftermath of CJOB's phoney money stunt last month, when Chuck Cook, emcee of the Winnipeg station's early morning program, tossed \$500 in "play" money out of the studio window, was criticism in local papers, including infraction of a city by-law in that it was an offence to throw objects out of buildings.

Tying in with the promotion stunt, CJOB's president, Jack Blick, announced that another \$500—real money this time—would be donated to the University students' building fund.

Wind Blitzes X-mitter

A 73-mile-per-hour gale which swept Southern Alberta recently tore off the outer roof of the newly completed transmitter building of CJOC, Lethbridge. The structure fell against transmission lines, putting the transmitter off the air for twenty minutes, and finally coming to rest one hundred feet away in an open field. Two large cables were thrown over the main transmitter building and lashed to ground stakes to prevent further damage.

The new building is being erected to house a new 5 kw Marconi transmitter following recent authorization for power increase.

Group Transmitters

Numerous advantages are seen in the locating of five new FM outlets in New York. Four competitive stations and one transmitter serving government highway and mobile equipment, are being erected on a common location near Syracuse. Transmitters and antennas will be only a few hundred feet apart.

The combined type of operation will provide economical use of power and telephone line facilities. Construction by the same contractor will lower initial erection costs.

Concentration of transmitting towers in one area will create less hazard to flying.

On the west coast prospective station builders have a similar plan. Fourteen radio stations and newspapers have purchased land for television sites atop California's 6,000-foot Mount Wilson, and sixteen other potential investors have investigated the location. Transmitters on the mountain will have a line-of-sight range of 100 miles in all directions.

Top Rating

President Truman's address to the joint session of the 80th Congress, January 6, was heard by over ten million listeners, according to a Hooper survey. The rating for the address was 20.4.

Collapses At Show

A veteran Vancouver radio actor and producer Reed Chapman, made sure that the show would go on before he walked off the stage during a broadcast at the Vogue Theatre and collapsed in the wings.

During the CKWX feature, "Public Opinion," Chapman found himself becoming ill about ten minutes before the end of the piece.

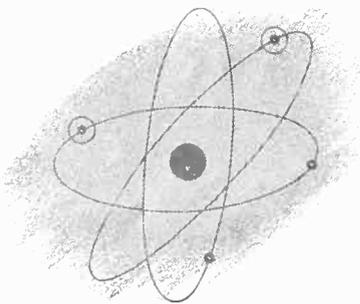
Motioning casually to announcer Cal George to take over the mike, Chapman told the audience he had a slight tickle in the throat and would take a rest. He walked off stage and collapsed.

Dr. J. W. Lang, whose wife had just appeared in the show as a contestant, had Chapman taken to hospital, where he was reported improving.

HALF THE HOMES
IN BRITISH COLUMBIA
WITHIN 15 MILES
of OUR TOWER

REACH THIS RICH MARKET

through **CKNW**
 NEW WESTMINSTER, B.C.

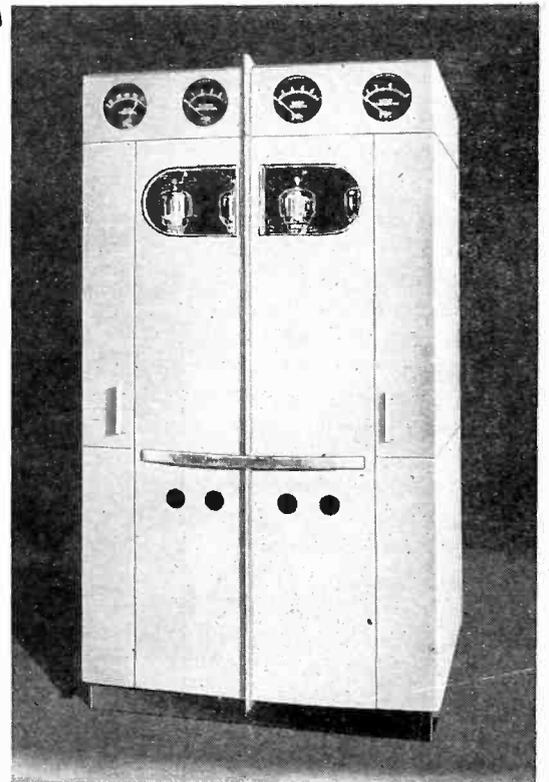


EVERYTHING
for your broad-
casting station

FROM MICROPHONE TO ANTENNA

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

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



A NATIONAL ELECTRICAL SERVICE

Northern Electric
 COMPANY LIMITED

25 BRANCHES ACROSS CANADA





Because she appeared on Montreal stages so often, Grace Moore's recordings have probably been spun on local turntables more than those of any other opera singer—and the introductory blurbs were always full of praise. Every announcer or disc jockey who had come close to her radiant personality went back to his job determined to play her recordings more often. The secret of her success seemed to be that she was not trying to display vocal ability. She was trying to entertain. She put it into these words, "There may be some who will say it isn't a great voice. But I do have a voice that has made people listen, that seemed to make people happy and exhilarated." This is my tribute to an artist who will be missed, not only for her music but her humanness.

There are many announcers and radio artists who are popular for a similar reason. The announcer who forgets to aim for pear-shaped tones and simply tells his story straight wins more radio friends than his flute-voiced counterpart who runs vocal scales up and down each sentence. The singer who sings as though he loved to sing gets a better hearing than the girl who has 95% of her mind on technique, 4.5% on whether her slip is showing, and .5% on the radio audience. True enough all these vocal exercises have their place in practice, or in the teacher's studio. But in front of the mike they become affectations which take the performer's mind off the main job at hand—entertainment!

In the sports field, Doug Smith and Foster Hewitt have done nicely thank you, without benefit of bogus accents which imply a curved fifth digit. Ken McAdam and Fred Hill have sung their way into the hearts of thousands without any simulated drawing room mannerisms. Lamont Tilden says it straight and makes it stick. Jack Dawson gives a freshness that's like a summer breeze by his unpretentious performance on quiz shows. Hamilton Grant reads news without trying to sound like an analyst from Princeton—but the Gillette people are mighty happy with his ratings. Half the charm of Christopher Ellis is the fact that he seems to join the family circle. Deems Taylor who is subject more than the average to the temptation to let his hair grow shoulder length is satisfied to just let it down. In other words the secret of success seems to be "doing what comes natchurly."

Freddie Scanlon, well known in radio circles, tells us he is leaving the radio field to enter the export-import business. Scanlon was for many years station manager in Western Canada. About three years ago he joined All-Canada Radio Facilities at Montreal.

NOW IT'S 3rd DIMENSION IN SOUND

CBC Engineers Demonstrate Stereophonic Reproduction

Stereophonic reproduction was demonstrated last week to a group of Toronto radio men in the CBC Concert Studios on McGill Street. Purpose of the display, staged by CBC engineers, was to show the scope which still remains in the progress toward true reproduction of music, particularly that of large orchestras. Howard Hilliard, CBC supervising engineer for the Toronto area and H. E. S. Hamilton, CBC technical liaison officer, conducted the demonstration.

It was explained that the common forms of reproduction—sound motion pictures, phonograph and radio—employ a single channel which gives a listener a limited illusion of perspective of sound, particularly in the case of orchestral reproduction. Stereophonic reproduction, however, employs two complete and separate channels of transmission. For the purpose of the demonstration, two microphones, twenty feet apart, were used to pick up the Toronto Symphony Orchestra playing in Massey Hall. The sound was fed over two separate high-quality circuits into two loudspeakers in the Concert Studio.

Using ordinary broadcasting methods, a listener hears a range with an upper limit somewhat less than 5,000 cycles while the frequency response of the two channels used for the stereophonic demonstration was 15,000 cycles. The volume range of the channels was the actual volume range existing in Massey Hall and was not compressed in any manner, as is the case in present-day broadcasting.

The listener in the Concert Studio was able to listen alternatively to the stereophonic and ordinary methods of reproduction, in the latter case, the pickup being made from microphones in the customary centre position of the stage at Massey Hall. This enabled the listener to make a comparison between stereophonic reproduction and that normally heard in his own home. It was not difficult to distinguish the superiority of the stereophonic system. It was possible to sense the spacial relationship which existed between the various instruments at Massey Hall. For example, when the violins took prominence, the sound appeared to come from the left hand side of the stage and when the cellos came to the fore, the sound appeared to come from the right hand side. Woodwinds appeared to be located in the centre of the

stage and percussion instruments being obviously placed near the rear of the stage. It was pointed out by the engineers that such localization is impossible when employing a single channel, regardless of that channel's quality.

One of the earliest experiments with stereophonic reproduction, or auditory perspective as it is sometimes termed, was conducted by Bell Telephone engineers in the U.S. about fifteen years ago. The system was also used in the film, "Fantasia," which was shown in specially-equipped theatres in the U.S. In this case, two soundtracks, rather than the usual one, were imprinted on the film.

While this system of reproduction is superior to the method employed in present-day broadcastings, no means has yet been devised to make it practicable. Its adoption in Canada would entail, at considerable cost, duplication of present broadcasting facilities, such as receivers, land lines, transmitters, and the already overcrowded channels in the broadcast band. However, the demonstration proved that much still remains to be done to obtain faithful reproduction of orchestral music.

PRESENTATIONS

THAT SELL
AND TRAIN
AS THEY
ENTERTAIN

RADIO - STAGE - FILMS
THE
**GEORGE TAGGART
ORGANIZATION**
165 YONGE ST. TORONTO
AD 8784



"DOMINION"
OUTLET FOR
SOUTH-
WESTERN
ONTARIO

CHATHAM *Serving*

The richest farming area in Canada with increased operating hours 7.15 a.m.-11.15 p.m. (16 hours daily).
JOHN BEARDALL
Mgr.-Owner

**OUTSTANDING
IN POWER, POPULARITY
AND PROGRAMS**

CKY
WINNIPEG
15000 WATTS

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

TRANS-CANADA NETWORK

DOMINION NETWORK
1000 WATTS
CKX
BRANDON

URGES 3-WAY SUBURBAN POLICE RADIO

Criticism of inadequate radio facilities for suburban police forces and a proposal that three-way radio be installed were voiced in an editorial entitled "Tongue-Tied Policeman" in the VANCOUVER DAILY PROVINCE.

The paper cited recent instances of a manhunt and a search for a lost woman in communities lying adjacent to the city's boundaries. Authority of the city police department, which has modern radio

equipment, ends at the boundary.

Police forces in North Vancouver and Burnaby have only a few patrol cars between them but neither department has a transmitter. In a pinch their headquarters telephone orders to Vancouver police who broadcast to the patrol cars of the suburban forces.

The editorial continued: "Three-way radio, with which police cars can be called from headquarters and reply immediately, or talk to other cars, is standard equipment in modern police forces. Why some of our smaller but important suburban departments are obliged to do without such equipment is a mystery. It is certainly depressing for police to work under such great difficulties.

Unless they expect policemen to institute a system of jungle drumbeats to transmit their messages, responsible authorities should put three-way police radio on their urgent shopping list. Or organize a metropolitan police force with centralized radio facilities."

AIR CHECK

YOUR
VANCOUVER
MARKET

RECORDINGS GUARANTEED
COMPLETE FACILITIES

Write or Wire

DON WILSON STUDIOS

813 Birks Building, Vancouver



"More Hope THAN CHARITY"
Elda Hope

I'm getting sick to death of people who steal the Borden slogan and keep on bleating: "If it's an American program, it's got to be good." Maybe they think they mean it or maybe it's for effect. They don't infer this idea, they're not subtle, they just haul off and say it. I often wonder if Americans give this impression about our programs. If we don't stick by our programs who on earth will? Is there any doubt that artists, whether they be vocalists, musicians or dramatists, are doing a big job?

It may surprise you but I'm here to explode this idea of other shows being so superior. I'll admit it was quite by accident that I caught a show from CBS entitled "Once Upon a Tune." I fully expected it may be an old revival or a dramatization of some composer and his compositions. It was neither. On the contrary it was what we once knew as "Once Upon a Time" dressed up in a new manner.

It seems the writer, Ray Darby, and the musical director, Morris Surdin, are both in New York at these shows. In fact, the programs lack little but clever production and sparkling dramatic artists. They don't compare favorably with the series we heard last summer on the CBC. As a matter of fact about the only time fantasy was allowed to creep was via Surdin's music.

When "Once Upon a Time" series was broadcast from Toronto, I was privileged to see one show. And I use the word 'privileged' correctly. I liked the little ditty sung by Pauline Rennie at the opening of the show. I thought the artists and narrator were very good. And the musical accompaniment was certainly timely. Truly,

I thoroughly enjoyed the entire show which was produced by Esse Ljungh. Here was a man who individually produced and acted the dialogue of the dramatic artists, each phrase of music and each word of the narrator and the announcer. To my thinking, Ljungh was just about as near perfection as you'll find.

In the American series it seems to me this kind of production is conspicuous by its absence. Or could it be that top-flight artists bring this out in a producer? In any case, the Canadian show rang my bell louder and longer.

* * *

It's always been my belief that credit where credit is due should be given. I can't overlook the very successful work of Maurice Rapkin, pinch-hitting as announcer for Hugh Bartlett on "Happy Gang" programs. It can't be just the easiest thing to read a commercial script following an announcer who has done it for years and give it just the right amount of punch. Rapkin did it.

* * *

This burst is mostly due to the fact that Canadian dial-twisters don't value our programs nor their own talent sufficiently. American broadcasters lose no chance of telling listeners how good they are, and the listeners believe them. Maybe a little of the same for Canadian radio.

'Bye now
ELDA.

Peacetime Promotion

Hundreds of five-pound boxes of assorted candies were mailed recently by Ed Craney, president of the Z-Bar Network (four Montana stations), to inform advertisers that the Pacific Northwest had reconverted to a peacetime role. Enclosed were personal messages on copper foil from Pacific Northwest broadcasters which read: "The war is over so here is a piece of copper again. In addition, we have found a little sugar from some of our many best farms and factories. We hope you will enjoy this box of Gamers Candy, another Montana product."

TV First

For the first time in the history of television, an original script, first produced on television, has been purchased by a motion picture concern for future film production. The Radio Cinema Theatres Corporation of California has purchased the motion picture rights to "Mr. Mergenthwiker's Lobbies," by Nelson Bond and David Kent, which was presented by NBC Television over WNBT in New York.

TV Sales

Almost one and one-quarter million dollars worth of RCA Victor television receiving sets have been sold to New York consumers since the sets went on sale last fall. The table set models are priced at \$350 and installation costs \$50.

Jean Baptiste says:-

The famous Chien d'Or building was once an Inn, at which Captain—afterwards Admiral—Nelson stayed in 1782. He fell so furiously in love with a chambermaid that he decided to abandon his naval career and settle ashore. His sailors changed the course of history by forcibly carrying their amorous captain aboard ship!

You can carry your message—peaceably but just as effectively—into Canada's French-speaking homes by means of FRENCH RADIO.

CHRC QUEBEC 5000 Watts	CHLN TROIS RIVIERES 250 Watts (soon 1000)	CHLT SHERBROOKE 1000 Watts
-------------------------------------	--	---

JOS. A. HARDY & CO. LTD.

1405, PEEL ST. MONTREAL Tel. HARbour 2515	39, ST. JOHN ST. QUEBEC Tel. 3-6693	80, RICHMOND ST. WEST TORONTO Tel. ADELaiDE 8482
---	---	--

By actual survey—

TORONTO'S MOST
LISTENED-TO STATION

DIAL 580

CKEY
TORONTO

ACCENTUATE the NEGATIVE

One of the most welcome sights these eyes have seen for many a moon was the smiling broadcaster whose periodical visits to the office to have a coffee and a spot of repartee we have been missing.

I refer to your friend and mine that Old Observer, Clary Settell, who has been refitting in St. Joseph's Hospital in Guelph, while the Drs Shute have been giving his old pump the wheat germ treatment. Clary's back on his feet—and back in his old program slot too—and that's the best recommendation we can give the new miracle treatment for heart condition because not many weeks ago he spent three quarters of an hour mustering enough breath to drag himself to the telephone to call for medical help following a heart attack.

It wouldn't be Clary if he hadn't revolutionized the hospital. However he can't have been quite the bad kid he'd have us believe, because the nurses clubbed together, we learned from outside sources, and gave him a Christmas present. Also the veteran sports-caster, whose diary must run into a library of many volumes, received 960 Christmas cards at the hospital, and this he says with a wry smile is "more people than the Elliott-Haynes ratings credit me with listeners for my CJBC sport-casts."

Speaking of Elliott-Haynes, and the current rumor that the Hooper people plan invading Canada with their ratings, there is a thought I'd like to convey, and it is this. Without any axe to grind for either organization, is Canada big enough to support two outfits in the field of radio research? Service such as that rendered by one of these organizations depends for its effectiveness on the industry's co-operation. With a total of only a hundred stations, a division between two research organizations might easily spell chaos in both camps, because neither would be receiving adequate revenue to enable them to render a complete service. If the industry has complaints to lodge against present systems of research, and we could supply a few, would it not be better to become a little more vocal about them, rather than condemning without trial? Trade operations, such as research, entail more than anything else complete co-operation on the part of the industry they are endeavoring to serve. If the potential revenue is only sufficient for one operation, the industry should make its choice as a whole. If there is dissatisfaction, it should be brought into the open. If complaints are not remedied, then it is time to look elsewhere. That's one man's opinion.

Last issue's complaint brought forth quite a response. The complaint was that no one sends us discs for this department to review. Results of the beef were a volley of letters stating that discs will be forthcoming, but still no discs. So-o-o or the time being the offer to sell our play-back is withdrawn, but let's have the discs, gentlemen. As

I have said before, we can't promise to praise them all, but we'll be honest. Fair enough?

Station managers in Canada will no doubt be interested in the current series of articles in the New Yorker's profile section. Subject of the current profile is Frank Stanton, President of CBS. The article tosses in an occasional reference to radio in general and in particular to listener reaction. Considerable wordage is devoted to the Program Analyzer, invented by Stanton. Prior to its advent the radio listener was "trapped like a rat. Once he twisted the knob, there was nothing he could do but keep his chin down and watch his foot work." This series is recommended reading for all those cynical souls who reject every new program idea on the grounds that "we have to have something to please all people at all times." Another publication, "Writers' Digest," recently published a piece called, "Who Will Bell The Cat." This piece was about one month behind our Walter Dales' article in recommending something that comes very close to Indexed Programming. The "Writers' Digest" article was most specific in its recommendation—and magazine trends for many years have followed closely on the heels of recommendations made in the Digest.

SAYS CBC STALLING TV

Present policies of the CBC are holding up development of television in Canada, according to R. W. Wilton of the Radio Institute of Canada, in a recent address to the Kiwanis Club of Sarnia. Television is financially and practically feasible, he said, and should be introduced on a full-scale basis.

"Wartime researches advanced the knowledge of television immeasurably," said Wilton, "and, in addition, equipment necessary to television is now available at a much more reasonable price." Illustrating the reduction in prices, the speaker said the cathode ray tube has decreased from \$175 to \$28 while the projecting lens has slumped from \$165 to 35 cents.

Upwards of 37 million people are within the range of existing television broadcasting stations in the U.S., Wilton revealed. On the other hand, there are only four TV receivers in Canada. Pointing to the large amounts collected annually by the CBC in license fees, he suggested that provision be made for development of TV.

"But that is unlikely unless there is a change in the current policy," Wilton stated. "CBC officials have stated that television is secondary at the present time and have indicated that the matter may take form, from a practical point of view, within 10 or 15 years. The main hope for the future lies in the independent broadcasters, but they have their hands tied at the present time."

TRADE WINDS

Edited By Art Benson

According to the commercial department at CKNW, New Westminster, Forst's Furniture Stores, Vancouver, are taking portions of "Record Ballroom", 30 minutes 7 a week. Same firm has also renewed its "News at Noon" for another year. The Vancouver Daily Province has started a 3 month spot campaign through O'Brien-Gourlay. The Vancouver Supply Company has contracted for a year's spot series handled by the London office of McConnell Eastman. Carter Pills has a years spot campaign under way placed through Ted Bates, NYC.

* * *

The commercial department at CKEY, Toronto report that Household Finance Corporation is taking a 15 minute portion of "Make Believe Ballroom" 3 a week for one year.

* * *

CKOC's commercial department tells us that Marlatt Funeral Directors is taking the daily 10 minute "Chapel by the Side of the Road" for one year. Culley-Lawson Electric has contracted for a year's run of the 15 minute transcribed "Buccaneers."

* * *

Bill Byles at Spitzer & Mills' Toronto office tells us that Family Fair Ltd (Winnipeg mail-order house) has started the "Family Fair Man" over the prairie region of the Dominion network February 3. The 15 minute 5 a week live show features Barry Phillips and originates from CKRC, Winnipeg.

CROSBY COMES TO CFRN

To the people of Eastern Canada, and the U.S., Wednesday is indeed "Bingsday". But in Northern Alberta, everyone will tell you the Philco Crosby Show is on Thursday, over CFRN. It's a listening habit already well established, and indicates not only the increasing preference for CFRN among national advertisers, but shows how quickly your show, and your product can become established in this wonder-rich market.

EDMONTON'S
DOMINION NETWORK
STATION



SOON — 5,000 W

EXPERIENCE COUNTS

CJOR'S large staff of producers, writers, announcers and technicians are experienced performers. They are at the top of their profession in Western Canada—and their experience is available to you at any time. In British Columbia, the station with the experience is 21-year-old, 5000-Watt, CJOR.

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

OUR 20th YEAR
5000 Watts, 600 K.C.



CJOR

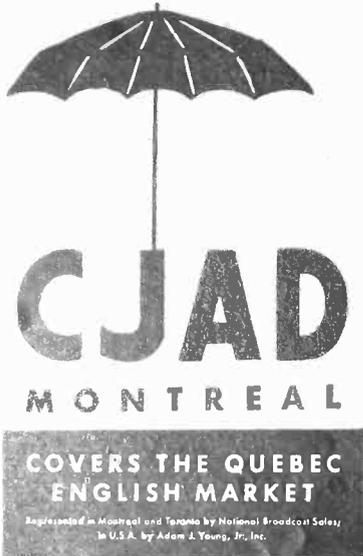
VANCOUVER B.C.
CBC - DOMINION NETWORK

NAB URGES ELIMINATING LOCAL RATES

Four recommendations toward standardization of rate practices throughout the broadcasting industry were adopted by the Sales Managers Executive Committee of the National Association of Broadcasters at last month's three-day meeting held in Washington.

The following are the recom-

mendations: (a) A single rate card on which prices are applicable to any and all advertisers, regardless of classification or geography. (b) Where it is not immediately practical to administer the single rate for all advertisers, a division of classifications into only "general" and "retail" rates is recommended. (c) Retail advertising and the retail rate shall apply only to the individual advertiser who sells at retail and direct to the consumer a commodity or service through one or more retail outlets within the single local community under the same name, which outlet or outlets are owned and/or controlled by such advertisers and whose signature and address alone appears in the advertising; and (d) all advertising, "general" or "retail", be commissionable to a recognized advertising agency operating independently of the advertiser's business when and if such advertising agency has had a part in the creation, production and service of the advertising.



CJAD
MONTREAL

COVERS THE QUEBEC
ENGLISH MARKET

Represented in Montreal and Toronto by National Broadcast Sales, Inc. In U.S.A. by Adam J. Young, Jr. Inc.

ADVERTISERS!

If your market includes radio stations, talent, producers, radio-minded advertisers, advertising agencies . . .

Then reach them through the show-case of Canadian Radio

1947-1948
CANADIAN RADIO YEAR BOOK
109 Laird Dr. S. Toronto, Ont.

For information on rates—Call JACK BOOTHE: MO. 9719



WCHA
EDMONTON

The House of
PERSONALIZED
Community Service

RED CROSS RADIO QUIZ

A Series of Quiz Questions suitable for use during the Red Cross Campaign March 3 to 15.

1. Q. A great international organization has as its aim—"The improvement of health, the prevention of disease, the mitigation of suffering throughout the world." Name the organization.

A. **The Red Cross.**

2. Q. During the war citizens of many countries gave large sums of money to fulfill this Red Cross aim. Do you know what people were most generous in their contributions?

A. **The Canadian People.** Canadians donated more than \$80,000,000 for Red Cross work, the largest contribution per capita of any nation in the world.

3. Q. One Red Cross service which saved many lives on the battlefield is now being developed in Canada for civilian use. In this civilian service Canada leads the world. What service is this?

A. **The Canadian Red Cross Blood Transfusion Service,** which will supply free blood transfusion for all Canadians in need.

4. Q. Settlers of our lonely north benefit from yet another Canadian Red Cross Service which is unique. Can you name it?

A. **The Red Cross Outpost Hospital Service,** which brings medical aid and comfort to isolated regions of the Dominion. No other Red Cross organization in the world offers such a service.

5. Q. What is the objective of the Canadian Red Cross Society in its March, 1947 appeal for funds?

A. **\$5,000,000.**

6. Q. We have mentioned two important services upon which this money will be spent. Can you name two more?

A. **Veterans Work; Junior Red Cross; Disaster relief; First Aid, Swimming and Water Safety; Nutrition and Home Nursing Instruction.**

7. Q. The Canadian Red Cross Society is composed of 2,499 Branches, 9 Divisions and one National office. The cost of maintaining and operating these for six busy war years was only 2.38 cents on every dollar expended. What made this possible?

A. **Canadian Volunteer effort.** Executives, business men and women, housewives, school children, gave their leisure and crowded their working time to make available Red Cross supplies and effect their distribution.

8. Q. Who in the Red Cross is particularly interested in crippled children?

A. **Junior Red Cross members,** who have financed treatment for 25,000 young Canadians.

9. Q. Junior Red Cross is said to be the largest youth movement in the world. Canadian Junior Red Cross has—9,000,000; 900,000; 90,000—members in Canadian School rooms. Which is correct?

A. **Approximately 900,000.**

10. Q. During the war more Canadians lost their lives through preventable accidents at home than on the battlefield. What does the Red Cross offer you for the safeguarding of your own life and

those of your family?

A. **Instruction in First Aid, Swimming and Water Safety, Home Nursing and Nutrition.**

11. Q. What two services of the Red Cross are of particular interest to housewives and mothers?

A. **Nutrition and Home Nursing (instruction).**

12. Q. In recent years Canada has suffered a number of disasters. At time of disaster the Red Cross is ready at hand with ambulances, personnel, comforts and equipment. Can you name one important disaster where the Red Cross brought assistance?

A. **The Halifax Dock Explosion; The Windsor Tornado; The Peterboro fire (veterans hospital); Forest Fires in N.B. and B.C.; Two ships aground off N.S. and B.C.**

13. Q. Across Canada more than 13,000 veterans are still in hospital. Can you name three Red Cross services which benefit hospitalized veterans?

A. **Red Cross Lodges (7) attached to all large veterans hospitals across Canada. There are also four more in construction.**

Handicraft instruction; Film Service and other entertainments; Hospital Visiting (visitors supply comforts, do countless small services); Transportation— to theatres, sports events, parties, home on leave, to school or church. **Library facilities; A summer convalescent hospital.**

14. Q. For veterans other than hospitalized what does the Red Cross provide?

A. **A residence club for disabled pensioners; Dental aid; Surgical supplies; Clothing and other aid—** for needy veterans and their families.

15. Q. To what group of civilians is the new Red Cross Blood Transfusion Service of instant importance?

A. **Victims of Accident; Victims of illness and disease; Mothers in childbirth; New born babies; Those suffering from shock.**

16. Q. The Red Cross is recognized as the largest voluntary organization in the world. In Canada a certain proportion of Red Cross work is made possible by volunteers. Which of the three given percentages is correct: 10 per cent, 50 per cent, 95 per cent?

A. **95 per cent.**

17. Q. Is the Canadian Red Cross still assisting the victims of war in other countries?

A. **Yes,** The small surplus remaining from Red Cross war funds is being devoted to relief work abroad. Under the Canadian War Charities Act this money cannot be spent in any other way.

18. Q. The Red Cross is seeking \$5,000,000 in this March campaign. Who stands to benefit from the services upon which this money will be spent?

A. **"Why, you do.** You and every Canadian cannot help but benefit from the increased health and improved welfare of all Canada."

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

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

A problem which will be increasingly important both in the AM and FM bands is that of satellite stations. A satellite station is a subsidiary station carrying the same modulation and working on the same channel as the main station, designed to fill in or extend the coverage area of the main station. In the AM band, an example of where the use of a satellite would be advantageous is the case where a station has its radiation restricted in a given direction to a low value due to the interference that it would otherwise cause in the service area of another station. If, thereby, an important community is not properly served a satellite station can be used to provide the service. In the FM band, the signal from the main station may be reduced to an undesirably low value in an important area by the effects of shadowing by land or building masses. Here again a satellite station could be used and, in fact, might be the only way in which this condition could be corrected. The operation of a broadcast station and a satellite using the same channel simultaneously is not new. One of the older examples of this type of operation is WBZ, Boston, and WBZA, Springfield. Other cases also exist where satellite or booster stations have been used to fill in areas not adequately covered by the main transmitter. When two stations are operated on the same channel and their coverage areas overlap it is necessary, obviously, that each station be of exactly the same frequency in order that there be no flutter or audio whistle. Those who feel that a maximum variation of plus or minus ten cycles in synchronization of carrier signals will cause flutter can accomplish this end by the use of a single master oscillator to control the frequency of each transmitter. Another problem is that of proper phasing of the audio signals from each transmitter. In spite of everything that can be done in the way of synchronizing carriers and audio signals, a "mush" area will still exist where the service areas overlap and the signals from the two stations are of comparable amplitude. The reason for the "mush" or apparent distortion of the received signal is due to the more complete cancellation of one sideband than the other. Also, if the transmitter has more distortion than the other or if the phase of the distortion is different the distortion components will not cancel to the same extent as the fundamental components, so that an apparent increase of distortion of the audio signal will result. The area in which "mush" is a problem extends approximately

from the point where one station has a two to one signal ratio with respect to the other, to where this situation is reversed. By proper choice of station sites and careful phasing of carrier frequency, the "mush" area can be narrowed and caused to lie in a less populous portion of the service area. Alternately, another station, already broadcasting on its own frequency, could be tied in to service this "mush" area with the same programs.

Inspect TV

A group of twelve CBC and government officials visited New York January 15 and 16 inspecting the television facilities of Du Mont, NBC and CBS, according to a report from New York.

Included in the party were: A. Davidson Dunton, chairman of the CBC board of governors; Dr. Augustin Frigon, CBC general manager; C. W. Browne, controller of radio; and Dr. James J. McCann, Canadian Minister of National Revenue.

Superman Promotion

Loudspeakers attached to the wings of an aeroplane were recently used in promoting a new series of "Superman" programs over CKCW, Moncton. The plane flew throughout CKCW's coverage area while Bob Reid, announcer, plugged the program from the cabin.

Bad weather, grounding the plane at Amherst, Nova Scotia, provided an opportunity for CKCW to conduct a letter contest among Amherst youngsters who had to locate the landing point of the plane and obtain the name of the pilot.

Strictly Hockey Survey

The friendly competition of two Regina radio stations took a new form recently when male staff members of CKCK and CKRM turned to hockey. The "Wolves" of CKCK defeated the "Bruins" of CKRM by a six-to-five score, in a game played at the Arena rink at Regina.

YELEERG*



Waldo Holden who has recently resigned from CKRC, Winnipeg to take over direction of sales at CKEY got a "bon voyage" with all the trimmings from The Winnipeg Advertising and Sales Club last month, when president Les Garside (left) presented the returning easterner with a handsome brief case on behalf of the club of which

Waldo was co-treasurer and founder.

Executives of Community Chest, National War Finance, Red Cross and other community and service organizations with which he has been affiliated presented him with a replica of a Manitoba bison made of Manitoba bronze and marble, made into a desk set.

**A year's subscription to the first reader who explains this heading.*

GOLD

IS WHERE YOU FIND IT..

GOLD in Northwestern Quebec has made this area a prosperous, profitable market. For instance, the population of one city, Val D'Or, increased from 5 persons in 1934 to 8,808 in 1941—with 25,000 forecast in 5 years time.

GOLD means exceptionally high purchasing power. The average miner earns \$2500 annually—a much-better-than-average prospective buyer.

Pure GOLD to advertisers is the coverage provided by CKRN, CKVD, and CHAD. An unusual mineral formation makes it impossible to hear outside radio stations during many hours of the day—and radio is the only medium that thoroughly covers this prosperous market.

Cash in on this GOLDEN market by using:

**CKRN Rouyn CKVD Val D'Or
CHAD Amos**

Programs broadcast simultaneously on these three stations to assure intense coverage. Only one contract required. Sold in block only. Phone or write NBS for further information and market data.

Representing

CKWS
Kingston, Ont.

CKGB
Timmins, Ont.

CFCH
North Bay, Ont.

CJAD
Montreal, Que.

CKRN
Rouyn, Que.

CHAD
Amos, Que.

CKEY*
Toronto, Ont.

*MONTREAL ONLY

CHEX
Peterborough, Ont.

CJKL
Kirkland Lake, Ont.

CKTB
St. Catharines, Ont.

CFPA
Port Arthur, Ont.

CKVD
Val d'Or, Que.

CHGB
Ste. Anne de la Pocatiere

CKMO
Vancouver, B.C.

CHOK
Sarnia, Ont.

NATIONAL BROADCAST SALES

Bank of Commerce Bldg., TORONTO, AD. 8895
University Tower Bldg., MONTREAL, HA. 3051

No General Upswing Follows Set Decontrol

Government action in decontrolling radio set prices has not resulted in any general upward surge of prices to the consumer. This indication came from members of the Radio Manufacturers Association of Canada who met last week in Montreal.

"The Canadian radio manufacturers are making every effort to hold the line on prices," stated S. L. Capell, President of the Association. "However, sharply increased costs of production and components since the 1941 basic period may necessitate upward revisions in some models."

Other points under discussion included the necessity of building up the export market for Canadian-made radio receivers and the supply of FM receivers in keeping with FM transmitter installations in larger centres.

A sub-committee was set up to study the problems of radio equipment for schools with the object of recommending basic standards to authorities to insure maximum benefits for this aid to educational progress.

A Radio In Every Room

The National Association of Broadcasters is co-operating with the U.S. Radio Manufacturers' Association in promoting the sale of extra radio sets designed ultimately to lead to "a radio in every room" which will be asked to co-operate in the campaign when it commences in the late spring.

Knee Action Needle

A new phonograph needle that reduces surface noises which mar recordings, is being produced by the Webster Corporation, Chicago. Principle of the needle is that a nylon 'knee' gives 'knee action' between the aluminum shaft and sapphire point.

GROUND FLOOR OPPORTUNITY

We want a man who can sell syndicated radio programs and radio production. The right man will have had selling experience with a radio station or advertising agency.

Our staff knows of this advertisement.

Box 325
Canadian Broadcaster



S. O. S.

Some of the vets promise to practise and offer a skit or vocal on the programs which are now augmented by the sinking of a local choir.

—:Saint John Telegraph-Journal

* * *

READER RESPONSE

Dear Dick: I should like you to know that I thoroughly enjoyed your trip to England.

—:C. W. McQ.

* * *

SUGGESTION BOX

In this era of socialization, and in the face of CBC claims that they are not government-owned, maybe Ottawa should nationalize that organization and see what happens.

* * *

HEAR HEAR!

Radio could be improved if certain commentators, singers, speakers, and comedians were given the air.

* * *

CONTRIBUTED

Dick Lewis should be happy to know a gramophone needle has been developed with a nylon point which will play 15,000 recordings without changing. This will enable him to listen to his latest transcribed speech for almost a week.

* * *

REVOLUTIONARY

"We believe that a listener is entitled to a program after every commercial."

—:WQQW, Washington.

* * *

HOPEFUL

"Free time on the air has been demanded from the CBC by the Ontario Property Owners' Association in order to reply to Donald Gordon's recent broadcast on rent control. Tush! Tush! What do they think this is—a democracy?"

—:Fort Erie Times-Review

* * *

MISERERE

"Copywriters are such unhappy people."

—:American Broadcasting Co.

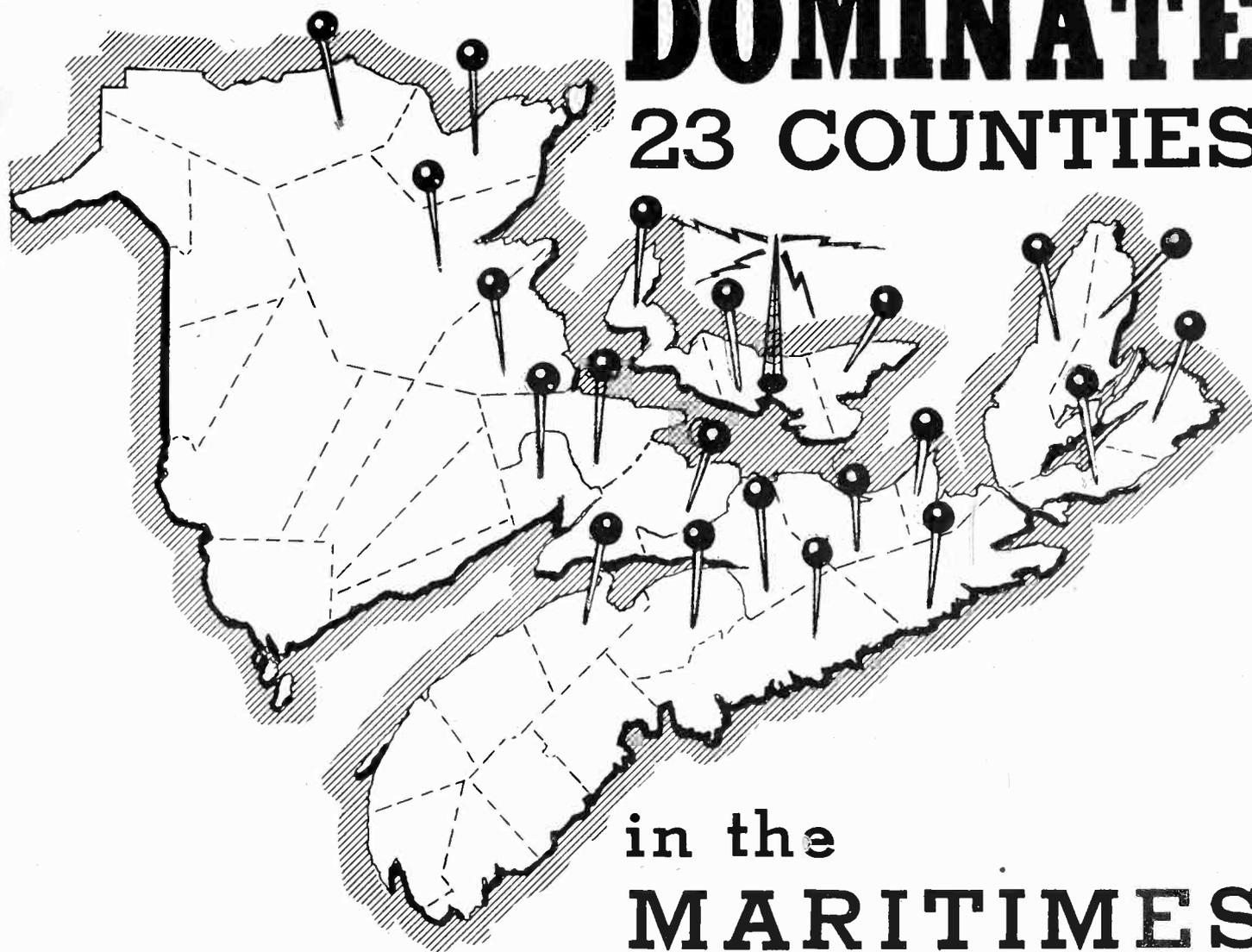
* * *

TREND

"Socialism is competition without prizes, boredom without hope, war without victory, and statistics without end."

—:(London) Sunday Times.

DOMINATE 23 COUNTIES



in the
MARITIMES
and Gaspé County, Quebec

Now 275,000 Ready Buyers

According to the 1946 BBM report, CFCY, Charlottetown, delivers a night time audience of 87,560 radio homes in the three Maritime provinces and the Gaspé Peninsula — an increase of 8,529 homes over the 1945 BBM report.

CFCY now offers advertisers the largest audience of any private station east of Montreal, nearly twice that of any other station in the same area.

Dominion Network
5,000 WATTS DAY
1,000 WATTS NIGHT

“The Friendly Voice of the Maritimes”



ISLAND RADIO BROADCASTING COMPANY LIMITED

Reps. CANADA—All-Canada Radio Facilities, Toronto
U. S. A.—Weed & Co., New York. GREAT BRITAIN—
Fremantle Overseas Radio, Ltd., London, Eng.

BEST COVERAGE IN CANADA'S BEST MARKET

Ontario has 40.9% of Canada's retail sales

CFRB's share of the Ontario radio audience

	<i>Daytime</i>	<i>Night-time</i>
BBM Report 1944	491,004	515,683
BBM Report 1946	496,400	536,820

And Still Growing!

Since beginning operation in 1926, CFRB's share of the Ontario radio audience has increased steadily. Today, this station reaches an even greater number of radio homes than ever before. These latest figures published by the Bureau of Broadcast Measurement prove this conclusively . . . prove that CFRB delivers more listeners than any other Toronto station.

This factual evidence of growing coverage is your guarantee that CFRB offers the best radio advertising buy in this area . . . Canada's richest market . . . reaching the highest percentage of Ontario radio homes. And this record is one the station is pledged to maintain. Watch its progress in the next twenty years!

CFRB ONTARIO'S FAVOURITE RADIO STATION!

TORONTO