



Raycroft

wards are in the air this month. At left Grace Webster, 1945 Beaver Award Winner, accepts her LaFleche Trophy at the Arts Dinner in Toronto from "Queen" Mona O'Hearn, won for her work as a dramatic artist. At right, Ernie Bush, CBC Director General of Programs, congratulates CBC producer Kay Stevenson, in courtly style, for the two "firsts" she brought back from the Ohio Institute for Education by Radio.

ANADIAN BROADCASTER

TWICE A MONTH

5, No. 10

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

May 25, 1946

PRESS AND PARLIAMENT RILED BY STEAM-ROLLER TACTICS

Frequency Expropriations, Transfer Bans and Provincial Network Refusals
Seen Serious Breach of Speech Freedom

unanswered question addressed in the House of Commons May 22 by the Hon. J. J. McCann, Minister of National Revenue, regarding the further purchase of stations by the CBC, and the expropriation of private stations' waves on clear channels for the CBC stations, has stirred up opinion, both in the opposition benches in the House and also in the press. Public resentment against the government's continued violation of freedom of speech is continuing to spread.

Besides refusing the government of both Quebec and Saskatchewan the right to establish provincially-owned broadcasting stations, Ottawa is in for a fight with the Alberta government over the refusal to grant CKUA a commercial license, and is also about to plead to call "negotiations" with Manitoba over the purchase of stations CKY, Winnipeg and CKX, Brandon.

The latest story to break tells of the alleged purloining of the frequencies of both CFRB, Toronto, and CFCN, Calgary, for the use of the CBC's new 50 Kw trans-

mission statement to the press, John G. Baker, M.P., said that during the next session he will intro-

duce a "Bill of Rights more comprehensive in its terms than could be included in the Citizenship Bill and including the freedoms of both press and radio." He pointed out that "freedom of radio is of major significance in view of the Government's decision to deny the provinces the right to operate radio stations."

Commenting editorially, the GLOBE AND MAIL says: "... the fact remains that freedom of the air no longer exists, and in the very nature of things cannot exist under the present system."

Provincial premiers have been loud in their denunciation of the CBC's misleading of the public in their reports of the recent Dominion Provincial Conference.

Alberta Telephones Minister W. A. Fallow is quoted as saying that the Dominion Government "is determined to make a closed corporation of the national broadcasting facilities of Canada."

Premier T. C. Douglas of Saskatchewan says that "the time has come to challenge the Federal government's right to such an arbitrary and unconstitutional use of its power."

Both Dr. J. J. McCann, Minister of National Revenue, and A. Davidson Dunton, chairman of the

OTTAWA APPOINTS RADIO COMMITTEE

Canadian Members of Parliament are showing a determined interest in the activities of the CBC. After passing a resolution for the formation of a committee to examine and report on the CBC, the members started to question CBC policy. This was ruled out on a technicality.

G. E. Boucher (P.C. Carleton) was able to get across a few points that the committee should raise.

1. Did the CBC policy truly reflect the feeling of Parliament rather than the opinion of one section of radio.

2. Was the CBC "outlawing Provincial Legislatures in respect of broadcasting systems?"

3. The promptness of reporters in broadcasting the news of Parliament over the CBC and their impartiality in connection therewith.

4. Wages, hours of labor and terms of service of employees.

5. Whether the Government should not be more willing to

CBC board, have intimated that they have no statements to make until the meeting of the House Committee on Radio Broadcasting in Canada.

table correspondence, communications, interviews and particulars as to what goes on in the CBC.

Members of the radio committee are:

L. R. Beaudoin (L. Vaudreuil-Soulanges), E. O. Bertrand (L. Prescott), E. L. Bowerman (CCF, Prince Albert), John Diefenbaker (P.C. Lake Centre), Donald Fleming (P.C. Toronto Eglinton), E. D. Fulton (P.C. Kamloops), Dr. Pierre Gauthier (L. Portneuf), J. T. Hackett (P.C. Stanstead), Rev. E. G. Hansell (S.C. Macleod), R. B. Knight (CCF Saskatoon City), Alderic Laurendeau (L. Berthier-Maskinonge), A. D. Leger (L. Kent), Ralph Maybank (L. Winnipeg South Centre), Revenue Minister McCann, H. B. McCulloch (L. Pictou), J. P. Mullins (L. Richmond-Wolfe), G. E. Nixon (L. Algoma West), Phillippe Picard (L. Bellechasse), Roch Pinard (L. Chambly-Rouville), W. A. Robinson (L. Simcoe East), T. H. Ross (L. Hamilton East), D. G. Ross (P.C. Toronto, St. Paul's), Arthur Smith (P.C. Calgary West), James Sinclair (L. Vancouver North), and Fred Zaplitny (CCF Dauphin).

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IN these post-war days, markets everywhere are growing apace! And, along with the general increase in demand, comes a welcome decrease in the problems of supply and distribution. Now is the time to expand your advertising schedule . . . to prepare for a broader scope and wider coverage.

Through All-Canada, you can reach the limits of your market today and, at the same time, pave the way for further growth tomorrow. The thirty All-Canada stations dominate key areas from coast to coast. A combination of any of these will be sure to meet your present needs. Then, as your market spreads, so can your coverage . . . with the addition of one or more of the other strategically-placed All-Canada stations. Whether your advertising is local, regional or national, it can be done more effectively through All-Canada.

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Salut aux Canadiens-français!

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- Prince George CKPG
- Chilliwack CHWK
- Kamloops CFJC
- Kelowna CKOV
- Trail CJAT

ALBERTA

- Grande Prairie CFGP
- Edmonton CJCA
- Calgary CFAC
- Lethbridge CJOC

SASKATCHEWAN

- Moose Jaw CHAB
- Prince Albert CKBI
- Regina CKCK
- Regina CKRM

MANITOBA

- Winnipeg CKRC

ONTARIO

- Sudbury CKSO
- Stratford CJCS
- Hamilton CKOC
- Toronto CFRB

QUEBEC

- Montreal CFCF
- Granby CHEF
- New Carlisle CHNC

MARITIMES

- Campbellton CKNB
- Fredericton CFNB
- Charlottetown CFCY
- Yarmouth CJLS
- Halifax CHNS
- Sydney CJCB

NEWFOUNDLAND

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ALL-CANADA RADIO FACILITIES Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Sounding Board

PAGING MUNRO

My mind has finally reeled from the beating it was subjected to by the article you ran in the May 4th issue, by Ray Munro. Photographers are professional men and I know that gives them the right to charge twice as much as they are worth, but does it give them the right to write inflated prose and force it down the throats of poor defenceless radio artists?

In practice they pride themselves on being different. This includes different manners, moronic senses of humor and wearing clothes that will make a Cree Indian blush. They stagger around, carrying cameras, spouting about apertures, exposures and other technical drivel, designed to lure the unwary into having a glamor shot taken, at an unusual angle, at unusual prices. They never own a camera that costs less than 500 dollars, even if it's a Brownie, and the time you get a bill from them they include a portion of the mortgage on their valuable property.

When they do condescend to give you an appointment, they are care-ful never to arrive on time. This spoils their reputation for punctuality. Then they prepare for your picture. They pose you in a natural position which is as natural looking as an Eskimo with the itch and about as comfortable.

With a firm order to keep still, the photographer then spends fifteen minutes polishing his lens, lubricating the machine and straightening his tie. When the rain gets too much and you refuse to pick your nose, he takes the picture. When he deigns to show you proofs he will tell you that any of these pictures that are not art or only show your left ear are art. Or if this doesn't work he will call them "difficult" or "live."

When our boy heroes are taking pictures they will graciously allow an innocent bystander to help. This is very amusing (for the photographer.) It isn't difficult or dangerous. You may be asked to climb from the chandelier or crawl under the piano, while holding a light bulb. Or if there is no chandelier available, you are merely asked to hold the bulb at a position about 12 ft. above the floor over the subject, meanwhile keeping yourself out of the picture. This is simple, especially if you have arms built on extensions. Photographers give me a pain, and photographers give me a pain in the pants.

BIT PLAYER



"What I say is, so we get the appointment and then what?"

Broadcast Business

The Winnipeg Board of Trade, through its Free Enterprise Committee, is sponsoring a series of ten weekly programs entitled "How's Business." The first of these broadcasts over CKRC was heard at 10.15 p.m. Wednesday, April 10th—and the series, so far, has met with considerable favorable comment and response.

The program is of the question and answer variety, and is designed to acquaint the public with current thinking, on business and economic questions. Subjects discussed on these informative broadcasts are of this type: "Can We Have Prosperity in Peace Similar to War Prosperity?"; "Thoughts On Going into Business for Yourself"; "How Women Affect Business"; "What Kind of a Canada Do Business Men Want."

International Confab

Fergus Mutrie, CBC Supervisor of Farm Broadcasts, sailed from Halifax on the Aquitania, May 4th, as one of the 17 Canadians attending the International Conference of Farm Organization, which opened in London, May 21st.

WAB To Hot Springs

On August 5th and 6th, the Western Association of Broadcasters will hold their annual meeting at Harrison Hot Springs, B.C. For the first post-war meeting an effort is being made to have all Western Canadian branch office managers and executives of Advertising Agencies attend the convention as well as station men.

Full details regarding the meeting will be released later.

BROADCASTERS

Going to higher power?

Going to F.M.?

*A.M. Briefs prepared.

*F.M. Briefs prepared.

*Sites selected.

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*Proof of Performance Measurements.

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Hommes Clairvoyants de C.A.B.



Notre pleine mesure comme nation dépend de l'unité d'intention. Pour tout Canadien de jugement, il n'ya qu' UN SEUL Canada.*

A VOTRE SANTE CANADA!

*See Lewisite—Ed.

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CANADA'S SYMBOL OF QUALITY



... and Standard of Dependability

The Choice of These Stations is RCA!

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RCA Victor is proud to be associated with these thirty-six radio stations in their splendid and unceasing service to Canadian radio audiences, in providing the best in radio broadcasting for entertainment and education.

Today RCA Victor offers Canadian broadcasters the services of a special research and engineering group for technical consulting advice . . . with complete facilities for supply and installation anywhere in Canada. This special service is fully supported by the vast scientific resources of RCA Victor, plus wide experience in radio techniques over long years of development and progress.

FOR AM-FM TODAY . . .

and Television Tomorrow

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RCA Victor

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

- CKWX VANCOUVER
- CKMO VANCOUVER
- CJAT TRAIL
- CJOC LETHBRIDGE
- CFAC CALGARY
- CFCN CALGARY
- CFRN EDMONTON
- CKUA EDMONTON
- CHAT MEDICINE HAT
- CKCK REGINA
- CKRM REGINA
- CBK WATROUS
- CKRC WINNIPEG
- CFAR FLIN FLON
- CFPA PORT ARTHUR
- CHOK SARNIA
- CFPL LONDON
- CHML HAMILTON
- CKWS KINGSTON
- CHEX PETERBOROUGH
- CJKL KIRKLAND LAKE
- CKGB TIMMINS
- CKNX WINGHAM
- CKCO OTTAWA
- CKCR KITCHENER
- CFRB TORONTO
- CHOV PEMBROKE
- CBM MONTREAL
- CKAC MONTREAL
- CBFX MONTREAL
- CKEX SACKVILLE
- CHTA SACKVILLE
- CKCW MONCTON
- CJFX ANTIGONISH
- CBA SACKVILLE
- CFBC ST. JOHN

CANADIAN BROADCASTER

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Editor: RICHARD G. LEWIS
 Production Manager: ARTHUR C. BENSON
 Art Editor: GREY HARKLEY
 Editorial Dept.: CHUCK RAINSFORTH

Correspondents

Ottawa - - - - James Allard
 Vancouver - - - - Robert Francis
 Montreal - - - - Walter Dales

Information Please

If private radio is ever going to take a stand against continued invasion by the government into its preserves, it has to be done now, while public feeling is beginning to rise, as the realization is brought home that current threats of new high power CBC stations are a very real infringement on their rights as citizens to freedom of speech.

The nature of the stand private radio should take has changed not one iota in the past few years. Full realization of just what a government network monopoly means, with its power of expropriation-without-explanation must be brought home, with all its significance, to press, to parliament and above all else to the public.

It should be borne in mind that private radio's failure to get the story across is a contributing factor in the present situation, that certain recent and extreme steps taken by the government have forced part of the story into the public consciousness. But this awareness of danger will be forgotten unless it is efficiently followed

Past policies of let's tread-lightly-lest-we-offend must be discarded immediately, if private radio is going to survive—much less prosper both for the sake of the owners of stations and for their staffs who have a stake in the stations too, and for the sake of the public who are only now becoming aware of the full significance of what is happening.

This paper urges that the Canadian Association of Broadcasters set up immediately a competent Information Department. This department, which should be placed in charge of an experienced news man, should keep the press advised upon every incident that could be interpreted as further encroachment by the government on freedom of speech. Copies of releases should be mailed regularly to every paper in Canada, as well as to a selected list of Dominion and provincial members of parliament. But it must be borne in mind that neither the press nor the members are concerned with the well-being of private radio. All they can be expected to be concerned about is the broader significance of the continued muzzling of private radio, and its effect on the country's democratic way of life.

This same Department of Information — the word publicity should be studiously avoided—might well keep station managers supplied with material from which they can build talks to their listeners and to local groups, explaining the situation. But here again, care should be exercised, first to avoid giving the impression that an SOS is being sent out for the broadcasters themselves, and, second, to see to it that every release, whether printed or spoken, contains nothing but straight fact.

The lead story on page 1 of this issue indicates that there is a greater awareness today than there has ever been before of the seriousness of the situation in terms of national freedom, and it should be borne in mind that this and this only is the issue in which further public interest can be stirred.

So far plans of expropriation seem to affect the wave-lengths of only four stations, but there is absolutely no reason to expect that this is where they will stop. With a network comprised entirely of CBC stations freedom of the air will have completely disappeared, and this menace is as frightening to press and public as it is to private radio.

Richard G. Lewis

Editor

MONOPOLY RISKS IN BROADCASTING

by REGINALD HARDY

Ottawa Evening Citizen Parliamentary Writer

Reprinted from "The Citizen"

If and when the special parliamentary committee on radio broadcasting recently authorized by Parliament is appointed and gets down to work, thousands of Canadian radio listeners will follow its deliberations with deep interest. As the Dominion's most outstanding example of a state monopoly, the Canadian Broadcasting Corporation is considered fair game by the individual taxpayer who every year has to produce \$2.50 for a radio licence.

Invariably the much-taxed citizen asks: "What for?" He has always complained of having to hand over that license money when he knows that his fellow radio listener in the United States pays no such tax, and when he feels that the listener in the United States is getting better radio.

Keenly interested in the activities of the Canadian Broadcasting Corporation and a member of Parliament who will probably pose a number of problems for the consideration of the committee, is Rev. Ernest George Hansell, the Social Credit member for Macleod Alta.

Discussing the Canadian Broadcasting Corporation with the writer, Mr. Hansell pointed out that while many proponents of government radio broadcasting may argue that no monopoly exists, actually the present broadcasting act leaves no obstacle which would prevent the corporation from taking over all radio, lock, stock and barrel.

Thus while some private stations may continue to operate at the discretion of the C.B.C. there is always that possibility that the corporation may decide to go the whole way, in which event the Dominion would have a government radio broadcasting system as completely monopolistic as the British Broadcasting Corporation.

"One huge government monopoly," pointed out Mr. Hansell, "is infinitely worse than several smaller private monopolies. This is especially so in respect to radio. The public does not have to deal with private monopolies because there are always smaller concerns with which the public can deal."

One fear expressed by Mr. Hansell is that if radio becomes a monopoly in Canada all public utterances for public consumption must go through this channel. In other words the corporation would then have the authority and the right to say what the people must or must not hear. Free speech, then, in so far as radio broadcasting is concerned would just disappear.

"Radio is the most powerful medium of propaganda yet devised," said Mr. Hansell. "Should all propaganda be compelled to go

through one source? Especially if that source is the authority as to what should or should not be spoken.

* * *

Mr. Hansell's point seems to be well taken for it is well known that at the present time the Canadian Broadcasting Corporation reserves the right to "vet" all speeches delivered over its stations and networks. Representatives of various political groups at election time have run into difficulties in this respect. It is obvious that one cannot attack the government, rightly or wrongly, if the government controls the medium through which such "criticism" can be directed.

On the other hand Mr. Hansell fears that through the Canadian Broadcasting Corporation Canadians are exposed, day after day, to the expression of ideas which may be at variance with their own concepts and ideologies. This would be all right, perhaps, if the individual or organization taking exception to ideas expressed over the Canadian Broadcasting Corporation had the opportunity to go on the air and present their own views. But they must always be listeners.

The Canadian Broadcasting Corporation may argue that they are entirely impartial in the presentation of programs which include discussion hours, forums, debates, etc. Mr. Hansell admits that their intentions may be of the highest, but that in the matter of moulding public opinion over the radio it is not always the bold statement of ideas which has its effect, but rather the steady seepage of those ideas by innuendo, phraseology and inference.

* * *

Mr. Hansell gave as an example a statement made by a commentator over the air to the effect that "a leading British economist" had made such and such a statement. It was true, said Mr. Hansell, that the man referred to was an outstanding economist and an Englishman. But primarily he was a member of the British Labor Party. From the broadcast it could have been inferred he was a friend of banking or other financial interests. Similarly, by clever misdirection the public could be led to believe things that were not so.

The two networks at present operated by the Canadian Broadcasting Corporation could not be regarded as competing with one another except in respect to audiences, said Mr. Hansell. They could only be truly competitive if each network had its own complete authority. At present, he pointed out, both networks are responsible to the same authority. Thus "talks" programs on both networks were "vetted" by the one authority.



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British United Press Features Have Proven Sponsorship Appeal

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Have Built Up and Are Still Building
Large Audiences for Canada's
Radio Stations from
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Pleasure Listening is the title of a series of feature presentations heard throughout the daily schedule of the new 24-hour program at CKMO Vancouver. The periods highlight interpretations of famous instrumental groups.

Allan Macnab, CKNW staff pianist and continuity writer, has been appointed production manager.

Bob Tweedie, best known for his "corny" interpretation of an old station master on the CJOR show "Cactus Junction," is back in the studio after a tough go of pneumonia.

Reo Thompson, CKWX producer-announcer, and producer of Junior Radio Theatre and Youth Forum, got away to California for his vacation.

Ferdy Baglo and Bon Fox have put out the first issues of a CKNW staff paper, Chuckles and NeWs. A survey made for the first edition showed that a record number of children had been born to staff members during their employment at the station. And they're all boys.

CJOR studio operator John Porter is building himself a home. But he got so tired of delays getting men to help do the job that he rounded up some station technicians to go and make with the wiring, reminiscent of the old barn raising bees on the prairies.

Leo Nicholson, ace sport commentator, is on the air twice a week via CKNW with the new season's lacrosse games.

Tex Ritter, cowboy star of stage and screen, visited CKNW to take part in Bill Rea's Roundup. Tex's horse White Flash made the trip around to visiting the CKNW studios.

CBR man Ray Mackness is on leave of absence for a trip to England and should be making for his bunk on the high seas just about now.

New faces around CKMO include Ray Perrault, U.B.C. sports announcer and mainstay in the University Radio Society. Ray moves into the announcing lineup, while doubling as program engineer and announcer is another newcomer, Bob Jones.

When CJOR staffers learned that announcer Larry McCance had a brother in law in the car business he got pretty popular all of a sudden. After calling his relative to put in the good word on behalf of several of the boys, Larry finally pinned a notice on the board: "Larry McCance is an announcer and radio actor. He does not deal in automobiles. If you want a car talk it over with Donald Gordon in Ottawa or John L. Lewis in the U.S."

Big George Dewey has moved in to run CKMO's midnight platter show, the DX prowler, an all-request feature heard nightly from midnight to 1.30 a.m. And since the station went on the air 24 hours Jack Cullen has been on the job from 2 to 6 a.m. with Pacific Patrol. Jack mixes his jive talk with an occasional nautical phrase he picked up in the navy.

One of the older businesses plugged on the air is the Baby Sitting Bureau, heard three times weekly for half an hour over CKNW New Westminster. Tired mothers and harassed visitors can get a sitter within a few minutes, with 100 on call.

4 Original
New, High-Rating

**HIT SHOWS
AVAILABLE
FOR FALL!**

"What was the Year?"

"Opportunitime"

"The Travelers"

"Take a Chance!"

By the creators
and producers of

"FUN PARADE"
(hit)

"THE MONEY-MAKERS"
(hit)

"THE SCRAPBOOK"
(hit)

Write, Wire, or Phone
for Details—Soon!

DICKSON & EDINGTON L

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30 Bloor W., Toronto RA. 14

Nova Scotia's
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WINDSOR

Now
Operating
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250 Watts

Represented by

JAMES L. ALEXANDE

Toronto Montreal

GOVERNMENT AIDS IN VET TRAINING BY CONTRIBUTING TO SALARY

All things being equal, there is room in the radio broadcasting industry for anyone who cannot carve out a place for himself by his own initiative. But for a man who has been several years in the fighting forces, all things are not equal. He is several years older than the youngster who is only paid for the time he is worth while learning his job.

The genuine aspirations of a man were to be dismissed with the foregoing indifference, it would not only be breaking faith with him, but the radio broadcasting industry would be missing an opportunity. As a result, the Training-on-the-job plan for veterans was arranged so that they could enter the industry without the loss of work not taught, or at least not adequately taught, in the schools, but at the same time receive an adequate living wage while they were learning their trade.

The program was established in the direction of the Dominion Minister of Labor and is operated by Canadian Vocational Training — a joint training program sponsored by the Federal Government and the Provinces. The plan, of course, applies to women as well as men.

During the period of training a salary is agreed on, paid partly by the employer and partly by the Government. The portion paid by each is adjusted from time to time with the employer according to his amounts as the trainee becomes more skilled and of more value to the firm. The amount paid the trainee during the training period is usually about 80 percent of the wage he would receive as a fully-trained employee.

As a general principle, employing these trainees must be on a temporary basis, subject to satisfactory completion of the course, and the trainees are regarded as regular employees from the outset.

In special circumstances where an employer is willing to give a veteran a job, subject to that veteran being proficient, and where the employer's facilities are such that he cannot provide adequate training, such a veteran may be employed with another employer in the same line.

In the administration of the Training-on-the-Job plan Canadian Vocational Training has a staff of field representatives working under the instructions of the regional directors and supervisors of the program and in co-operation with the District Rehabilitation Boards. An employer knows a veteran and he would like to employ him on a training-on-the-job ar-

angement, he may discuss the arrangement with the field representative, or an employer may appeal direct to CVT to locate veterans for training. Trainees may also be obtained through the National Employment Service.

Before a veteran is discharged, his Armed Services Counsellor makes an evaluation of his occupational aptitudes, which assists in securing suitable trainees. To safeguard the interests of the employer, every application of a veteran for train-on-the-job must be passed upon by a Rehabilitation Board set up by the Department of Veterans Affairs. This Board is made up of experts in training employment and rehabilitation.

Summing up, the value of the plan comes from the assistance it affords to employers in locating keen, intelligent war veterans with definite abilities to train according to the particular requirements of the employer while actually filling a job. Employers in the radio broadcasting industry would be well-advised if they examined each opening on their staff as it occurs, to decide whether it might be filled under the training-on-the-job arrangement.

NEW PRESIDENT



Canada Pictures

At a recent meeting of the board of York Broadcasters Ltd., owners and operators of CHUM, Toronto, R. T. Fulford announced his retirement as president.

John H. Part, secretary-treasurer, was elected president having withdrawn from Mason's United Advertisers Agency Ltd. to be succeeded in the presidency of the agency by Geo. W. Halnan.

Fulford takes up the post of vice-president of York Broadcasters Ltd., while Part remains as president of Mason Remedies Ltd. and International Associated Products Ltd.

Mr. Good Evening Passes

Michael Aloysius Earle Kelly, better known as "Mr. Good Evening" passed away in Kamloops, Monday, April 15th.

Mr. Kelly, a native of Australia, became a household figure in British Columbia with his news broadcasts for the VANCOUVER PROVINCE.

Shunning publicity, he preferred to be known as "Mr. Good Evening." This became his trademark because of his habit of wishing someone, who otherwise might have been forgotten, a restful evening.

TV Hopes Recede

Acting FCC chief, Charles Denny's prediction that there would be 100 TV stations operating in the U.S. in 1947 seems doomed to failure with 60 of the original 160 applicants having already dropped out, and more withdrawals expected.

Those withdrawing are pointing out that with the confusion in the black and white field and with the restrictions on building, it would be two or three years before they could begin broadcasting. Then there would be a period of operation, in the red. By the time they were making money, color TV might come along and wipe out their entire investment.

SHOW BUSINESS

by Geo. A. Taggart

Profile—With Liberties

ART EVANS

A LOT OF appellations come to mind when you think about Art Evans, who enters his 11th year as secretary treasurer of the Canadian Association of Broadcasters, as the curtain rises on that organization's 1946 Quebec Conference. These are: "Warwick the King-maker", "the guiding hand", "the power plant", "the galley slave", "the link that binds the chain"; we almost added "the hand that rocks the cradle."

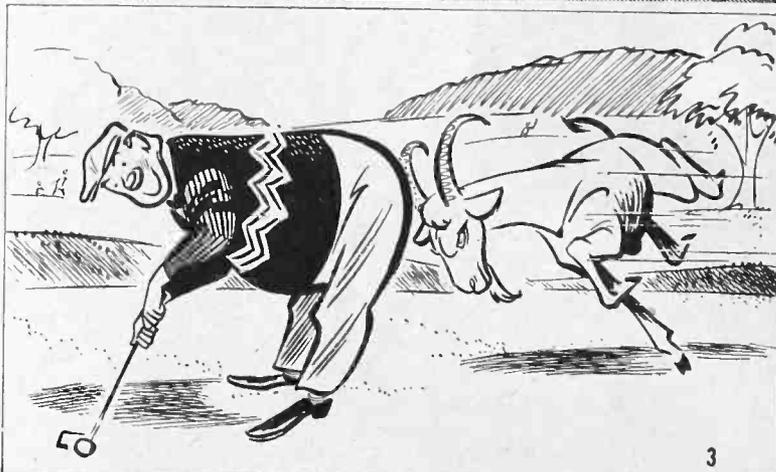
WHETHER you take them all or write your own, Art Evans is one of those people who are essential to any organization, business or family, because without lime-light, fanfares or publicity, they just quietly go ahead and pound their beat. Such a man is Art to everyone who knows him, within or without the organization.

A NATIVE of Lancashire, England, Art came to Canada in 1912, enlisted on his eighteenth birthday in February 1916, and served throughout the war, emerging a sergeant.

HIS HOBBIES are golfing and chewing the fat. He believes in private radio until it hurts, and seems to have developed quite an affection for his wife, Alice.

165 Yonge St. Toronto
A Delaide 8784.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

YOU'LL BE surprised, too, at what a terrific impact your sales message will get in the Kenora district this summer!

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CJRL, KENORA

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TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

MARITIMES STATIONS FORM PROGRAM COMMITTEE

Following British Columbia's lead, Maritime Private Radio Stations became the second group to fall in line with the suggestion of the Canadian Association of Broadcasters that the Program Clinics be formed across Canada in the interests of better programming.

The Maritime meeting, called by CKCW in order to get the Clinic underway, was held at the Brunswick Hotel in Moncton last month. Earl McCarron, CKCW Programme Director, was in the chair with an excellent representation of program men and station managers on hand. The Maritime Clinic will be headed by a committee of three with Earl McCarron as Chairman assisted by Stan Chapman, CKNB, Campbellton and C. Austin Moore, CFNB, Fredericton. Recommendations coming from this meeting and the next to be held in July will be forwarded to the CAB.

Ron Morrier, CJCH, Halifax, N.S., and Cleve Stillwell, CHSJ, Saint John, N.B., were appointed to arrange a series of programs to be presented over the network of the CBC Maritime Region, next fall; each member station to present one program. The aim of the

Clinic in presenting this series is the building and promotion of local talent.

Attending the organization meeting were: Malcolm Neil and C. Austin Moore, CFNB, Fredericton, N.B., Stan Chapman, CKNB, Campbellton, N.B., Willard Bishop, CFAB, Windsor, N.S., Ron Morrier, CJCH, Halifax, N.S., D. Stevens, CHNS, Halifax, N.S., Laurie Smith, CJLS, Yarmouth, N.S., Bob Large, CFCY, Charlottetown, P.E.I., Cleve Stillwell, CHSJ, Saint John, N.B., Fred Lynds and Earl McCarron, CKCW, Moncton, N.B.

Correction Please

In an announcement in our last issue it was stated that Mr. R. J. Chinnick had been appointed Sales Manager of the RCA Victor Co. Limited. This was an error which we regret, Mr. Chinnick's appointment having been to the post of Sales Engineer.

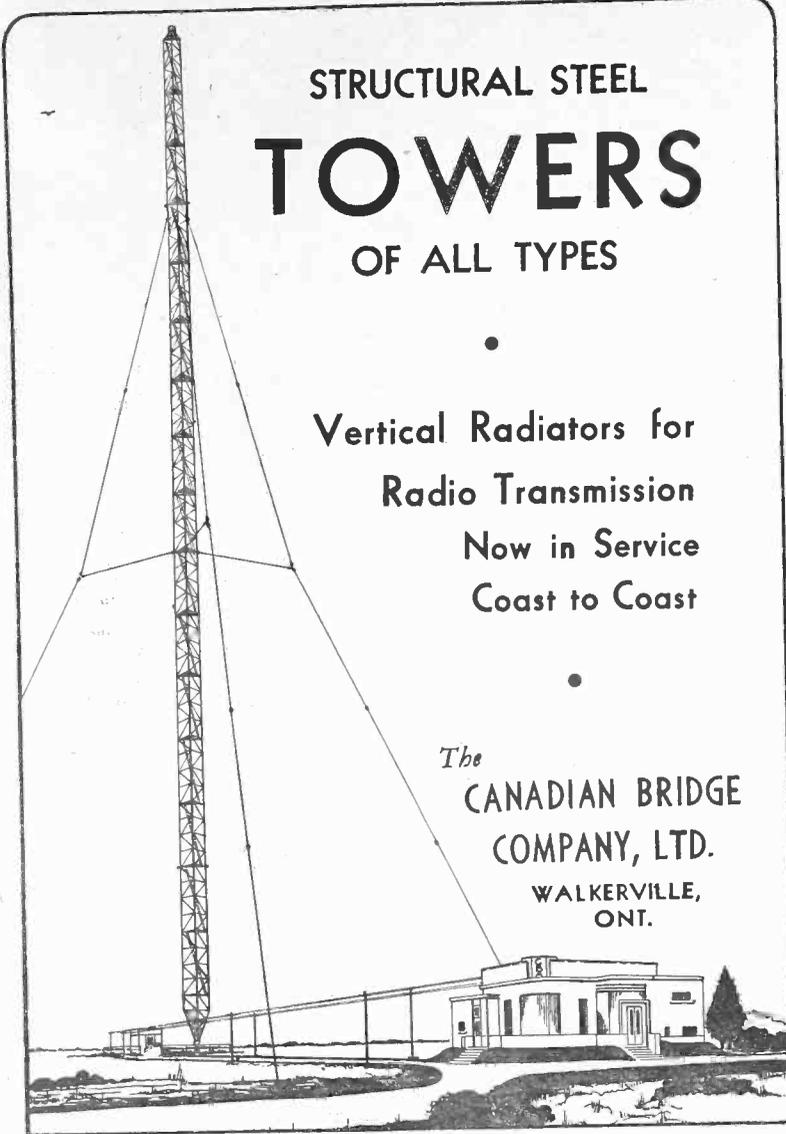
Stork Market

Brian Tobin, Toronto Bureau Manager for BUP, is wearing a larger hat since May 14 when his first-born, a girl, arrived tipping the scales at 8 lbs. 6 ozs.

STRUCTURAL STEEL TOWERS OF ALL TYPES

Vertical Radiators for
Radio Transmission
Now in Service
Coast to Coast

The
**CANADIAN BRIDGE
COMPANY, LTD.**
WALKERVILLE,
ONT.



HAPPY BIRTHDAY CJCA 5000 W. in 1946

A large, festive collage celebrating CJCA's 24th birthday. The central theme is "HAPPY BIRTHDAY CJCA 5000 W. in 1946". The collage is filled with numerous circular and oval callouts, each highlighting a significant milestone or achievement:

- MAY 1922:** OFFICIAL OPENING 50 WATTS
- OCT. 1924:** POWER 500 WATTS
- NOV. 1934:** POWER 1000 W
- AUG. 1928:** 1st Condenser MIKE IN W. CANADA
- JUNE 1941:** "DISTINGUISHED PROMOTION" SPECIAL AWARD
- JUNE 1942:** VE 9A1 ADDED
- JULY 1941:** FREQUENCY CHANGE FROM 730 TO 910 KC.
- AUG. 1944:** FIRST PRIZE IN CANADA VARIETY SHOWMANSHIP AWARD
- FIRST CANADIAN STATION BILLBOARD AWARD**
- APRIL 1940:** 2ND PLACE IN CANADA CAVALCADE OF DRAMA AWARD
- DEC. 1932:** FIRST EMPIRE BROADCAST KING'S MESSAGE

The collage also features illustrations of people celebrating, a man in a suit holding a microphone, and a woman in a dress. At the bottom, the word "Edmonton" is written in a large, stylized script font.

CAB CONVENTION

Agenda

MONDAY, MAY 27th
10.15 a.m. to 9.30 a.m. *Registration*
Te Library.

11 a.m. *Open Session.*
Address of Welcome—Chairman of the Board.
Election appointing Secretary of Meeting.
Appointment of Committees.
1. Credentials Committee.
2. Resolutions Committee.
3. Nominating Committee.
4. Attendance Committee.
5. Press Committee.
Production of Members and Associate Members.
General Counsel's Annual Report.
Report of Joint Committee on Commercial Continuities.
Announcements.

1.30 p.m. *Open Session*
Meeting turned over to the President of the Bureau of Broadcast Measurement for holding of Annual Meeting.
2 p.m. *Closed Session.*
Election of Directors (BBM) and special business.

TUESDAY, MAY 28th
10 a.m. *Closed Session.*
Minutes of previous Annual Meeting.
Report of Chief Engineer.
Report of Resolutions Committee.
Report of Nominating Committee and Election of Directors.
11.30 a.m. *Open Session* to submit to Bureau—
of the Bureau.

1 p.m. *Closed Session.*
Business arising from previous Annual Meeting.
Financial Report and Discussion re Membership Fees.
Fund Report.
Election of Trustee (Members' Representative).
Recommendation of Board of Directors position of President and General Manager.
Approval of Change in Constitution By-Laws to permit entry of Programme Producers to Associate Membership.

7 p.m. *Annual Banquet.*
Speaker—H. Napier Moore, Editorial Director MacLean Hunter Publishing Company Ltd.
"An Editor Has Ears, Too."
Performance by Mart Kenney's Orchestra—Courtesy Northern Electric Company.

WEDNESDAY, MAY 29th
10 a.m. *Closed Session*
Forming Right Fees—Joseph Sedgwick, K.C.
Report of Program Committee.

EVERYBODY'S LISTENING

RUSS TITUS

Canada's favourite Male Singer

Management
GEORGE TAGGART
ORGANIZATION
A Delalide 8784



ARTHUR EVANS
CAB Secretary-Treasurer

- 23. Public Service Activities.
- 24. Report of Committee on Standardization of Rate Structures.
- 25. Report of Public Relations Committee.
- 26. Review of Parliamentary Committee of Enquiry into Radio Broadcasting.

AFTERNOON GOLF TOURNAMENT

- THURSDAY, MAY 30th**
9.30 a.m. *Closed Session.*
- 27. Unfinished and General Business.
 - 28. Recommendations resulting from Board of Directors' Meeting.
- 11.00 a.m. *Open Meeting.*
- 29. Appointment of Standing Committees.
 - (a) Code Committee.
 - (b) Programme Committee.
 - (c) Standardization of Rate Structure Committee.
 - (d) Public Relations Committee.
 - (e) Music Committee.

Muskox Finale

When "Operation Muskox" finished its trek from Churchill to Edmonton, CFRN was on hand to extend a welcome. The broadcast included unrehearsed interviews with several officers and men who had taken part in the expedition.

Later CFRN carried an address by the Commanding Officer of the expedition, Lt. Col. P. D. Baird.

Rep Surveys Time Buyers

A new excursion into the realms of research is being undertaken currently by C. W. Wright, radio rep., in an effort to discover "What time-buyers want to know".

Each time-buyer is being asked to submit a four hundred word article answering this question. When the returns are all in, the articles will be assembled and printed in brochure form and distributed to the industry.

Bill Wright reports practically 100% acceptance and approval, with just one turn-down, and promises to have the brochure out well in advance of the fall season.



"Radio has been the backbone of our advertising since 1941.

"We went into Radio though we had never used it before because we felt that Radio was the logical medium with which to sell a low-priced article such as Javex. Over and over again we have been justified in that feeling.

"Proof of the pudding: During the period from 1941 to the present, with Radio our major—and sometimes only—medium, our sales to date in 1946 are already more than ten times what they were in 1941!

"Today we're using 36 radio stations from the Maritimes to Saskatchewan and we expect to add another half dozen in Alberta and British Columbia this year.

"We have found Spot Program the best form of radio, using as many as four different transcribed shows, for we can fit them and the commercials to each individual market. It is much more flexible and more economical for us. We used network in 1943 but dropped it."



This "Guest Spot" contributed by

J. W. Lyndon

Vice-President and Gen. Manager
DALGLISH CHEMICALS LTD.

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

for these Live Independent Stations

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

MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

DIG NOW OR DIE LATER

Condensed from a speech delivered to the American Association
of Advertising Agencies

By DON BELDING
Chairman of the Board of Foote, Cone & Belding.

EDITOR'S NOTE

Radio does not seem to be included in Mr. Belding's urge to "Business" to tell its story to the people. But radio could play a great part in campaigns designed to offset the never-ending barrages of anti-business propaganda along the lines outlined by Mr. Belding in this speech. Radio too, which in Canada seems to be ever under the nationalizers' guns, might do well to look to its own defences, by adopting the "Belding Plan".

There are two reasons why we need campaigns to explain American business.

First, our business enterprises, both private and corporate, are in competition with foreigners who would impose upon the world a freedomless philosophy of government.

Second, there are forces within the United States, powerful forces, some operating independently and some in league with world revolution, who seek to impose upon our people a single party system, a freedomless, regimented economy with 100 per cent government control.

Their progress has been alarming.

Organization is their forte. The cell structure is their method. Skillful propaganda is their tool of trade.

With a tight organization in a skillful cell structure, they use propaganda to stimulate existing confusion, arouse class antagonism, pressure constantly for change, intimidate, coerce, terrorize, scoff at our system and our freedom. They infiltrate into government, labor-schools and group bodies. Theirs is the same basic overall plan used to bring Mussolini, Hitler and Stalin to power. Their program is extremely effective when it comes to vote getting.

The more you study the methods used to bring about a one party system in all totalitarian countries, the more it is evident that the same techniques are being used here, right now, and for the same purpose—to overthrow the American way of life, and to substitute a freedomless economy where business and labor bow to the will of the state—where the state *rules* the people instead of *servng* the people.

Anti-Business Propaganda

The feeling is being promoted that all workers are continually oppressed by the upper class. Intimidation is being practiced in many ways. In New York, a few weeks ago, the CIO threatened a general strike for two hours, just to show their strength and indirectly to warn people of what that power might mean.

Confusion is rampant. Generalities overshadow simple truths.

Logic is lost in a maze of theoretical poppycock. When you talk to people in lower income levels you find a large majority who wonder if the American capitalistic system is really right.

Slowdowns, sitdowns, deliberate mass sick leave claims are coercing employers to give way to excessive demands. Within labor unions, coercion is used to keep members from daring to oppose the decisions of radical leaders.

Business is not admitted to have a good side. Businessmen are all painted as profiteers, crooks, selfish capitalists who propose to gouge labor and the people. A cleavage between small and big business is being actively attempted.

But the worst of all is infiltration. There is plenty of evidence of it in labor, schools, churches and other groups. And the un-American Committee of the House is pretty seriously concerned lately with the infiltration into many government departments and particularly within the army and the navy.

A man high in government, whose name I am not at liberty to reveal, just last week told me of his great alarm at the extent of this infiltration in government agencies. "It's so serious," he said, that business as we know it is doomed, if counter-measures are not immediately started and successfully carried out. To correct the damage already done, a strong campaign of education must be used over a long period of time, to be sure that the public has the proper story of free enterprise and the American way of life.

Let me make one thing clear. The record shows that *sound* labor leadership despises this infiltration as much as business. This is logical, because labor has suffered severely at the hands of the communists.

Let me quote from Ralph Chaplin, editor of the *Tacoma Labor Advocate*:

"In the city of Chicago there are between forty and fifty communist labor schools where . . . they are training young Americans to be the termites and stooges of international communism."

Now let me point out something even more specific. Victor

G. Reuther, chairman of the CIO committee on post war policy says:

"If industrially employed workers are to have the income essential to full employment, private ownership of monopolistic industries must be replaced by forms of social ownership."

Don't let the word "monopolistic" fool you. He is merely using it as a propaganda trick. By monopoly, Reuther means every business which successfully earns a profit on its capital investment.

Another word not to be fooled by is the word "democratic." If you investigate the matter you will find that the word "democracy" has replaced the word "communism" in most left wing propaganda, apparently on order from abroad, as has the word "fascist" now been applied to all those who disagree with a freedomless state.

It is easy to see that the plan is already organized and working through the efficient cell structure—that the infiltration into government is taking place—that confusion is being fostered—that class antagonism is being aroused—that emotions are being raised to a high pitch—that intimidation has been threatened—that strong coercion is being applied—that facts are being distorted—that the pattern of conquest to a single party system is under way.

Align Public Opinion

The perpetrators of the revolt against our American system have only one fear—Public Opinion and its effect at the polls and on Congress. Already they have started to remove that obstacle.

So here today in our country the battle lines are drawn.

What is business going to do about it? What are we as counselors and salesmen of ideas and products going to do about it? One thing is certain. We must fight now or probably die later, because the forces against us are too strong to ignore. The question is how?

Two things certainly must be done.

First we must admit that business has some well-considered house cleaning to do. Businessmen to fight this fight must not only *seem* right to those who look in from the outside. They must also *be* right within their own

minds and organizations.

That means that the 5 per cent of businessmen who have the wrong attitude towards human rights, towards the dignity of man and toward progress must set their sights realistically on changed conditions or else they are apt to pull the whole business structure down with them.

In the battle ahead business must not sustain a reactionary millstone around its neck.

The second thing to do is to set the facts about business to the American people.

Business is trying to do something about the influencing of public opinion but the effort is *decentralized* as the opposition is *centralized*.

The Brand Names Research Foundation, the Chamber of Commerce and other organizations are all doing work of this type, but to unite them into one organization would in my opinion be utterly impossibility. They have another disadvantage. In spite of all they are doing, they are not doing enough, even collectively, on public opinion to be sure that this battle can be won.

The Advertising Council is doing a splendid and amazing job of unselfishly putting business and advertising industry at the disposal of the public interest. This reflection of great credit to business and must be continued. Some feel that effort is ample to protect business from the forces I have mentioned. I do not share this view.

Sell Business With Advertising

My contention is that the leading businesses of America have to go much further. They have to "tithe" at least 10 per cent of their advertising appropriation to save the system and the business and themselves.

Ever since his experience as head of the Iron & Steel Division of the War Production Board, Reese H. Taylor, president of Union Oil Company of California has been seriously concerned about the future of business. Experience taught him first hand that propagandising and infiltration efforts of the left-wing anti-business program is so serious that business likewise must tell its true story to the public.

Mr. Taylor felt that rather than wait for associations or committees to agree on a program, his company should go ahead and make contribution. This was in 1943.

A series of full-page advertisements decided upon to run in newspapers throughout the territory in which the company operates and in national magazines. These advertisements have appeared at approximately monthly intervals for past three years.

The campaign has been con-

(Continued on next page)

(continued from previous page)

discussion of the American corporation. (1) What it is—multiple ownership. (2) Why in some cases it has to be big. (3) Where the profits go. (4) How competition keeps it efficient. (5) How it has contributed to the high American standard of living and fighting.

In discussing these points, the author in every case has used his own experiences or those of the industry of which it is a part.

What Is Capitalism?

The ad explains what capitalism is — in effect a co-operative of common people banded together for mutual profit in a corporation known as a corporation. To prove this point 10 corporations, taken at random, are listed. They turn out to be, for the most part, very ordinary folk.

Must It Be Big?

Another explains why in some cases a corporation has to be big. It is startling to most people to learn that the Union Oil Company invests \$35,000 per employee per year. This is higher than in some industries, lower than in others, but almost every corporation can make the point.

Another handles the "size" question in a different way. The cost of a tanker divided among the shareholders turns out to be only a few cents each. Thus great expansion can be carried forward without undue burden on any one stockholder — a distinct advantage of our system.

About Profits

Another gets over the problem of a corporation in a truthful, straightforward way. In my opinion one of the greatest irritants to labor is the publishing of optimistic earnings statements by corporations. If the management look good, the profit record is generally featured and the next morning the criticism is around wanting to get a share. Some management will remember the old adage—*"cometh before a fall."* But if you give profit per share, the amount generally gets into figures the man in the street can understand, appreciate and approve.

Another simple method of expressing earnings was used. This year that \$127,000,000 was earned; \$91,000,000 went for rent, materials, equipment, transportation, interest and taxes; \$27,500,000 went to shareholders—an average of \$259 per month or \$3,108 per year; \$10,000,000 went to owners in dividends; \$4,250,000 went back into the business as protection for jobs and profits in the future.

Results of Competition

The next ad explains how the competition benefit from the competition as it keeps efficiency at

a high pitch. Gasoline, incidentally, still costs no more than bottled water when we disregard the tax.

Then an ad compares the benefits of our system with those of other countries. When these facts are paraded before public opinion there can be little doubt but that the operation of our system is better for the common man.

Results of Campaign

The advertisements have attracted thousands of fan letters, 95% of which are favorable and come from all classes of people. 5% are vehemently unfavorable, and clearly come from left-wing sympathizers, who fear the propaganda effect of this campaign.

The campaign has created a very large amount of favorable editorial comment all over the country.

Several colleges, including Harvard, are using the series regularly as text material in economic courses.

The Association Business Papers have sponsored a series of articles and lectures around the country, based on the material in this campaign.

The ads have also turned out to be one of the best sales campaigns which the Union Oil Company has ever run. In addition, the campaign has been directly responsible in assisting the company with leasing contracts.

Within its own organization the company has found the campaign a very good morale builder. The company polled its own people, even including field workers, and got unanimously favorable reaction.

See That They Get Facts

Whether it's easy or not, it's got to be done.

These campaigns are going to be the toughest to write of anything the agency business has ever tackled. They cannot be left to cubbies in the bull-pen. Top agency management must pass every ad and in many cases do the actual writing. This won't be easy, but it's got to be done, or some day there won't be any need to write product copy.

In our country the people generally vote right if they have the facts right. The responsibility of business is therefore to see that they get the facts—the right facts about business. This can't be done by keeping our heads in the sand. If business doesn't tell them, nobody else will. Worse than that, the wrong facts about business will be paraded before the public mind. But the silver-lining to business is that this campaign to preserve our system will probably turn out to be the best investment of advertising money ever made saleswise. It has worked that way with Reese Taylor and the Union Oil Company. If you do it right it will work that way with your clients. But however it works, *it's dig now or die later.*

WE'RE
"Tout oreilles"
IN QUEBEC...

What's Your Message?

"That's true . . . we are all ears in Quebec! Speaking for myself (Madame Renaud, housewife, living in a small city) I must know which are the most reliable brands of countless products. I seem to be always buying things . . . baby foods, canned goods, household supplies from spot remover to floor wax — everything! The radio is on while I work, and the advertising on CKAC is a great help to me!"



YES, the radio is nearly always on in French-Canadian homes . . . and the favourite station is CKAC, presenting their own artists, addressing them in their own tongue, entertaining them as they enjoy being entertained. CKAC programmes are tailored to the highly distinctive French-Canadian taste. Advertising on CKAC is the surest of all ways to reach the \$800,000,000 market of French Canada . . . a highly profitable market to reach!

Write today for details of markets, programme planning, etc.



CKAC La Presse, MONTREAL
Affiliated with CBS

REPRESENTATIVES: } Canada: C. W. Wright,
} Victory Building, Toronto, Ontario.
} United States: Adam J. Young, Jr., Inc.

We don't like to brag, but,

According to latest BBM report, CKAC covers 75 out of every 100 homes in the Province of Quebec.

Also, the average ratings for 1945 show CKAC carried 8 of the first 12 shows.*

Average rating for sponsored evening programmes on CKAC was 20.8.*

*Elliott-Haynes

Ottawa Letter by Jim Allard.

RADIO GETS PARLIAMENTARY ATTENTION IN PRE-COMMITTEE SPARRING

Even in radio, you don't get away from Dominion-Provincial relations. The biggest news, the most important development, on Parliament Hill, of the last two years at least, is the Dominion-Provincial conference. Now radio's got dragged into the field, as well as taxes and subsidies.

The score: Round one: Alberta tries to secure a commercial license for its CKUA while University-owned. A compromise is reached, but then shelved when unacceptable to the province. Round two: Quebec passes a bill authorizing its provincial government to enter the radio field, including networks, on the wholesale scale. Round three: Alberta transfers its CKUA from University ownership to Alberta Government Telephones (with an eye on the Manitoba parallel) tries again for a commercial license, is turned down flat. (There was considerable, and very heated interchange about round three, and some in the Dominion corner began to get just a little worried.) Round four: Saskatchewan Government applies for permission to buy CHAB in Moose Jaw. Application denied, no reason given. Premier Douglas, if correctly quoted by the Ottawa Citizen, says this proves existence of a "Federal monopoly of broadcasting".

Round five: CBC starts negotiations with Manitoba Government Telephones, for purchase of its two stations, CKY Winnipeg and CKX Brandon. Round six: In the Federal House, CCF Leader M. J. Coldwell asks for production of "all correspondence, reports and recommendations exchanged between the Department of Transport, Canadian Broadcasting Corporation and any Provincial Governments regarding the ownership of radio stations by Provincial Crown Companies or by Provincial Governments".

Eyewitness account of Round six as recorded by 'Hansard' of May 1, 1946:

DR. J. J. McCANN "In view of the fact that a committee on the Canadian Broadcasting Corporation has been set up, I would suggest . . . that this motion be withdrawn. The information he seeks can be brought out to a better advantage when the committee is sitting".

MR. COLDWELL: "The radio committee may not sit for some

time; therefore it would be a few weeks before the information would be available. I am anxious to get it as soon as possible; therefore I should be glad if the House would pass the motion".

DR. McCANN: "In any event it would be necessary to receive the consent of the provinces that the information be given. I oppose the motion on the ground it is not the practice to produce in the House correspondence between the CBC, which is a separate corporation, and other agencies".

MR. GRAYDON: "The minister has said that this is a separate corporation. Is it?"

DR. McCANN: "That is what I say."

MR. GRAYDON: "If it is a separate corporation, has there been any change with respect to its employees being allowed to organize a union? I understand that in the past they were not allowed to organize on the ground that the corporation was connected with the government. It cannot be both. The government cannot blow hot and cold with respect to the corporation. Either it is a separate corporation or it is a department of government".

DR. McCANN: "I have no knowledge of a desire on the part of the employees of the corporation to organize a union . . . I take the position which has been taken in this house before, that since the CBC is a separate corporation, correspondence between it and other agencies is not producible in the house".

Mr. Coldwell insisted; the Speaker called for "yeas and nays"; said in his opinion the nays had it. Mr. Coldwell and his supporters rose — sign they were not satisfied with the Speaker's ear; wanted a formal recorded division. The division bells yammered; the clerk called out the names of the members as they rose to register their vote. The Progressive-Conservative and Social Credit Groups voted with Mr. Coldwell and his supporters, but the motion was lost.

Round seven, as recorded by 'Hansard' of May 3, 1946: MR. J. G. DIEFENBAKER: "... press reports indicated the CBC is about to take over two radio stations owned by Manitoba. If this be so, in view of the refusal of the CBC to issue a license to the Saskatchewan government for a radio station, what change if any has taken place in CBC policy in regard to ownership of radios and for what reason" HON. C. D. HOWE: "This question relates to broadcasting policy and should more properly be answered by the Minister of National Revenue (Dr. McCann). However, I can say the government has decided that, since broadcasting is the sole responsibility of the Dominion government, broadcasting licences shall not be issued to other governments or corporations owned by other governments. In regard to the two stations in Manitoba, discussions are taking place with the government of that province, which we hope will lead to the purchase of these two stations by the Dominion government".

Round Eight: Premier Maurice Duplessis, of Quebec, is quoted in press reports as saying that it is hardly conceivable that Ottawa would refuse to permit Quebec to

have its own radio station . . . Mr. Howe had made a statement contradicting what he had said previously when he talked to him . . . Mr. Howe had seemed quite sympathetic to the Quebec proposal, and believed that the province had a right to have a station. Mr. Duplessis had a great deal more to say, including " . . . it would be inconceivable to me that the federal authorities would want a radio monopoly in a country where liberty of speech . . . is consecrated by the constitution and tradition."

Round Nine: Mr. E. G. Hansell, Social Credit Member of the Federal House for MacLeod Alberta, gives lengthy statement to the Ottawa Citizen (page 5 this issue), indicating his fear that CBC is capable of securing a complete

monopoly of radio in this country and that if this happened speech insofar as radio broadcasting is concerned, would just appear.

Round ten will come at the sitting of the Parliamentary Radio Committee, which will hear a great deal about provincial rights in the broadcasting field. And certain sources around Parliament Hill are correct, there will be a round eleven. These count that Quebec will (a) move to have appeals to the Privy Council abolished (b) take an appeal to the Supreme Court of Canada on the issue of provincial radio rights, relation to FM and to education a provincial responsibility, or in any event, take such an appeal direct to the Privy Council if it does not pan out.

LISTERINE
(The Green Hornet — half hour Sundays)

Selects

630 Kc. CKRC WINNIPEG DOMINION NETWORK

- and Here's Why!

More coverage, audience and sales at less cost

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

★ SELLING POWER in a PROSPEROUS MARKET ALL CANADA STATION

CJOC

Lethbridge, Alberta

GOING TO 5000 WATTS

FISH—THAT IS



ographer Casey Wells of Chilliwack, went to work for Percy Gayner when the Winnipeg manager of All-Canada was in at the station and took to wet a line in the Vedder, accompanied by Casey and Jack Pilling from the station. In the pictures, at the top, Percy Gayner all set for a fish. Next "Strike One!" (It was a fish that struck Percy). Be-cause of the insignificant difference between those two fine fish is Perce. Affidavits are being alleged to prove that it was done by little Percy. (Editor's note: This is the first and last in a series of fishing pic-

Rising Star

by Kerr of the CKWX for continuity department. She is the female lead in the play "The Terrible Meek," the Vancouver Little Theatre Association's production of the B.C. Regional Drama. Producers Ken Caple and Thomas selected the play, and Les Rann Kennedy, as the winner. The cast, including Kerr, will travel to Winnipeg to present B.C. in the West-ern Conference Festival and com-pete for prizes from the prai-riest provinces. Kerr started her drama-tic studies at University of B.C. and is a member of the U.B.C. Players' Guild in Camni.

CHNS BULLETIN BOARD

CHNS
1926 TO 1946
PIONEER TO LEADER

100 WATTS to 5000 WATTS
HALIFAX, NOVA SCOTIA
CONTACT THE ALL-CANADA MAN

960 ON YOUR RADIO

28 Busy People

. . . devoting their
entire energies to
serving the 350,000
listeners* to . . .



W. T. "Doc" CRUICKSHANK
Owner & Manager

The
**ONTARIO
FARM STATION**

CKNX sponsors appreciate the fact that holding the interest of a far-flung listening area entails the departmentalizing of the station's affairs with emphasis on entertainment, news, and sports features. Each branch is set up to operate as a unit

★ *In the Primary Area Only*

Ask
JAMES L. ALEXANDER
TORONTO MONTREAL

About
CKNX
The Ontario Farm Station

Personnel

MANAGEMENT

- Business Manager F. Nowell Johnson
- Chief Engineer Scott Reid
- Sales T. R. Mathers

PROGRAMMING

- Production Tom Rafferty
- Program Department Johnny Brent
- Music Harold V. Pym
- Women's Programs Margaret Brophy
- News Hugh Gage
- Continuity John Cruickshank, Mildred Jones,
Shirley Nethery, Fred Russell
- Sports Tory Gregg
- Announcers Bud Cruickshank, Ross Hamilton, Al Phillips

ENGINEERING

- Transmitter Glenn Scheifele (Engineer), Gordon Walker,
Harris Purdon
- Operators Doug Fry, Cliff Bowers, Jack Caesar

ADMINISTRATION

- Traffic Jean Terbit
- Receptionist Iona Terry
- Book Keepers Elaine Walsh, Lillian Darling
- Secretary Lillian Gorbutt

Ottawa Letter by Jim Allard.

RADIO GETS PARLIAMENTARY ATTENTION IN PRE-COMMITTEE SPARRING

Even in radio, you don't get away from Dominion-Provincial relations. The biggest news, the most important development, on Parliament Hill, of the last two years at least, is the Dominion-Provincial conference. Now radio's got dragged into the field, as well as taxes and subsidies.

The score: Round one: Alberta tries to secure a commercial license for its CKUA while University-owned. A compromise is reached, but then shelved when unacceptable to the province. Round two: Quebec passes a bill authorizing its provincial government to enter the radio field, including networks, on the wholesale scale. Round three: Alberta transfers its CKUA from University ownership to Alberta Government Telephones (with an eye on the Manitoba parallel) tries again for a commercial license, is turned down flat. (There was considerable, and very heated interchange about round three, and some in the Dominion corner began to get just a little worried.) Round four: Saskatchewan Government applies for permission to buy CHAB in Moose Jaw. Application denied, no reason given. Premier Douglas, if correctly quoted by the Ottawa Citizen, says this proves existence of a "Federal monopoly of broadcasting".

Round five: CBC starts negotiations with Manitoba Government Telephones, for purchase of its two stations, CKY Winnipeg and CKX Brandon. Round six: In the Federal House, CCF Leader M. J. Coldwell asks for production of "all correspondence, reports and recommendations exchanged between the Department of Transport, Canadian Broadcasting Corporation and any Provincial Governments regarding the ownership of radio stations by Provincial Crown Companies or by Provincial Governments".

Eyewitness account of Round six as recorded by 'Hansard' of May 1, 1946:

DR. J. J. McCANN "In view of the fact that a committee on the Canadian Broadcasting Corporation has been set up, I would suggest . . . that this motion be withdrawn. The information he seeks can be brought out to a better advantage when the committee is sitting".

MR. COLDWELL: "The radio committee may not sit for some

time; therefore it would be a few weeks before the information would be available. I am anxious to get it as soon as possible; therefore I should be glad if the House would pass the motion".

DR. McCANN: "In any event it would be necessary to receive the consent of the provinces that the information be given. I oppose the motion on the ground it is not the practice to produce in the House correspondence between the CBC, which is a separate corporation, and other agencies".

MR. GRAYDON: "The minister has said that this is a separate corporation. Is it?"

DR. McCANN: "That is what I say."

MR. GRAYDON: "If it is a separate corporation, has there been any change with respect to its employees being allowed to organize a union? I understand that in the past they were not allowed to organize on the ground that the corporation was connected with the government. It cannot be both. The government cannot blow hot and cold with respect to the corporation. Either it is a separate corporation or it is a department of government".

DR. McCANN: "I have no knowledge of a desire on the part of the employees of the corporation to organize a union . . . I take the position which has been taken in this house before, that since the CBC is a separate corporation, correspondence between it and other agencies is not producible in the house".

Mr. Coldwell insisted; the Speaker called for "yeas and nays"; said in his opinion the nays had it. Mr. Coldwell and his supporters rose — sign they were not satisfied with the Speaker's ear; wanted a formal recorded division. The division bells yammered; the clerk called out the names of the members as they rose to register their vote. The Progressive-Conservative and Social Credit Groups voted with Mr. Coldwell and his supporters, but the motion was lost.

Round seven, as recorded by 'Hansard' of May 3, 1946: MR. J. G. DIEFENBAKER: ". . . press reports indicated the CBC is about to take over two radio stations owned by Manitoba. If this be so, in view of the refusal of the CBC to issue a license to the Saskatchewan government for a radio station, what change if any has taken place in CBC policy in regard to ownership of radios and for what reason" HON. C. D. HOWE: "This question relates to broadcasting policy and should more properly be answered by the Minister of National Revenue (Dr. McCann). However, I can say the government has decided that, since broadcasting is the sole responsibility of the Dominion government, broadcasting licences shall not be issued to other governments or corporations owned by other governments. In regard to the two stations in Manitoba, discussions are taking place with the government of that province, which we hope will lead to the purchase of these two stations by the Dominion government".

Round Eight: Premier Maurice Duplessis, of Quebec, is quoted in press reports as saying that it is hardly conceivable that Ottawa would refuse to permit Quebec to

have its own radio station . . . Mr. Howe had made a statement contradicting what he had said previously when he talked to him . . . Mr. Howe had seemed quite sympathetic to the Quebec proposal, and believed that the province had a right to have a station. Mr. Duplessis had a great deal more to say, including ". . . it would be inconceivable to me that the federal authorities would want a radio monopoly in a country where liberty of speech . . . is consecrated by the constitution and tradition".

Round Nine: Mr. E. G. Hansell, Social Credit Member of the Federal House for MacLeod Alberta, gives lengthy statement to the Ottawa Citizen (page 5 this issue), indicating his fear that CBC is capable of securing a complete

monopoly of radio in this country and that if this happened free speech insofar as radio broadcasting is concerned, would just disappear.

Round ten will come at the next sitting of the Parliamentary Radio Committee, which will hear a great deal about provincial rights in the broadcasting field. And certain sources around Parliament Hill are correct, there will be a round eleven. These contend that Quebec will (a) move to have appeals to the Privy Council abolished (b) take an appeal to the Supreme Court of Canada on the issue of provincial radio rights, relation to FM and to education a provincial responsibility, or in any event, take such an appeal direct to the Privy Council if it does not pan out.

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ISH—THAT IS



ographer Casey Wells of Chilliwack, went to work with Percy Gayner when the Winni- manager of All-Canada was in at the station and took to wet a line in the Ved- Port, accompanied by Casey and Jack Pilling from the pictures, at the top, Percy Gayner all set for a "Strike One!" (It was that struck Percy). Be- lowie. The insignificant between those two fine is Perce. Affidavits are alleging to prove that it one by little Percy. (Edi- ce: This is the first and series of fishing pic-

Rising Star

Kerr of the CKWX continuity department the female lead in the play "The Terrible Meek," the Van- tle Theatre Association's the B.C. Regional Drama actors Ken Caple and Thomas selected the play, as the winner. The cast, includ- ury, will travel to Winni- present B.C. in the West- nference Festival and com- st entries from the prai- ces. Kerr started her drama- at University of B.C. and er of the U.B.C. Players' nni.

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JAMES L. ALEXANDER
TORONTO MONTREAL

About

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The Ontario Farm Station

Personnel

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Business Manager P. Nowell Johnson
Chief Engineer Scott Reid
Sales T. R. Mathers

PROGRAMMING

Production Tom Rafferty
Program Department Johnny Brent
Music Harold V. Pym
Women's Programs Margaret Brophy
News Hugh Gage
Continuity John Cruickshank, Mildred Jones,
Shirley Nethery, Fred Russell
Sports Tory Gregg
Announcers Bud Cruickshank, Ross Hamilton, Al Phillips

ENGINEERING

Transmitter Glenn Scheifele (Engineer), Gordon Walker
Harris Purdon
Operators Doug Fry, Cliff Bowers, Jack Caesar

ADMINISTRATION

Traffic Jean Terbit
Receptionist Iona Terry
Book Keepers Elaine Walsh, Lillian Darling
Secretary Lillian Gorbutt

CBC TAKES FIVE OHIO AWARDS

Five CBC programs have won awards at the Tenth American Exhibition of Educational Programs. No entries from private stations have been reported since only regional air national network programs are eligible, and CBC regulations preclude private networks.

Announcement of awards made at the Sixteenth Institute for Education by Radio, convening at Ohio State University, Columbus, revealed that CBC had won two first prizes and three honorable mentions in the eleven classes judged.

CBC's first award was in the class dealing with problems of public health, and the winning program was from Tommy Tweed's original series, "Here's Your Health." Kay Stevenson was the producer. This is the second year in succession that the Tweed-Stevenson combination has come through to win CBC a first award at the exhibition. In 1945 they won with "Nature's Revenge," a national school subject in the "Conserving Canada" series. The citation for "Here's Your Health" reads: "For presenting simply, but with delightful effectiveness, sound information and constructive guidance in the field of public health. With outstanding freshness of treatment, this program utilizes a variety of radio techniques to appeal to a divergent audience. Humor, situation and character are employed with unexpected but appropriate development to bring the well chosen central facts to the listener."

The three honorable mention awards won for Canadian radio were captured by "The White Empire," a CBC series devoted to Canada's northland, and judged in the cultural class; a program from CBC's National Farm Radio Forum series, which won in the agricultural class, and a program jointly presented by CBC and the Canadian Red Cross.

"The White Empire," written by Alan King, with original music by John Weinzwieg, and produced by J. Frank Willis, supervisor of features for CBC, was cited for honorable mention for "its vivid, instructive and entertaining presentation of the richness and potential greatness of Canada's empire to the north."

CBC's farm broadcasts department gained an honorable mention with its National Farm Radio Forum, described by the judges as "a well organized program in which broad question of importance to farmers are discussed from varying points of view. Functioning co-operation with farm meetings throughout the country, it is stimulating and valuable."

The institute's choice for honorable mention in the international civic service organizations class brought recognition to CBC in

association with the Canadian Red Cross, the citation reading: "For an effective series exemplifying the co-operation of a network and service organization in bringing the attention of the public, by radio, what its Red Cross does for its men in time of war."

CBC school broadcasts department, headed by R. S. Lambert, took the other first award won by Canadian programs. This was in the regional networks class, school broadcasts for junior and senior high schools. The winning production was Julius Caesar, Act I, from the Ontario school broadcast series of Shakespeare. The citation reads: "For a rich and brilliant portrayal of Shakespearean literature, executed on a superbly high level of production. An example for other educational programs to follow both in the schools and out." This award brings Kay Stevenson to the prize list twice in this year's exhibition. She was the producer for the Julius Caesar program, as well as for the other Canadian first, "Here's Your Health."

Among the CBC delegation to hand to hear the judges' recommendations was R. S. Lambert, supervisor of school broadcasts, who was invited by the institute to take charge of the panel discussion of school broadcasts.

Programs eligible for awards at the Ohio exhibition are those broadcast by national and regional networks in the United States and Canada. The judges were broadcasters, educators and editors of New York City.

The Institute was established in 1930, at Ohio State University, for the purpose of providing an annual meeting for joint discussion by educators, civic leaders and broadcasters of the problems of educational broadcasting.

Shortwave To Europe

The CBC International Shortwave, in co-operation with the Canadian Red Cross, is offering free service to those people unable to communicate with their relatives until such time as land and cable facilities are available.

Forms are procurable from local Red Cross branches and messages are limited to 50 words, excluding both addresses. Messages must be translated into English on the reverse of the forms and must be of a personal nature and make no reference to public affairs, business or military matters.

Free 50 word messages will be short-waved to relatives in Austria, Czechoslovakia and Holland if the present address of the relative is unknown. If the address is known it is considered that adequate mail and cable facilities to these countries.

These messages are short-waved to Europe on weekly fifteen minute transmissions, picked up by Swiss radio and rebroadcast

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Says it with Music

CONGRATULATIONS TO CANADIAN BROADCASTERS FOR YOUR PAST ACHIEVEMENTS & FUTURE PLANS

• Perhaps the most appropriate way for NBC to compliment the 36 Canadian Broadcasters listed on this page is to "say it with music"...to make NBC *Thesaurus* an ever-more-important part of your service.

For you have done much to bring greater listening enjoyment to Canadian audiences... and NBC is proud to know that, in this, *Thesaurus* has played a significant role...and that fully 36 of Canada's leading radio stations are using NBC *Thesaurus*.

Listed here are just a few of the many program units of NBC *Thesaurus*...all representing top-notch musical entertainment, brilliant performers, skillful arrangements and flawless NBC direction.

The Salon Concert Players...Max Hollander and 25 talented network musicians bring new brilliance to many favorite salon concert pieces.

Slim Bryant and His Wildcats have a way with "American Folk Songs and Music," add vim and variety to ballads, comedy tunes and fast hoe-downs.

Norman Cloutier and His Memorable Music... The works of Herbert, Gershwin, Romberg and many others captured by 25 strings of NBC Symphony.

Swing and Sway with Sammy Kaye... His toe-teasing dance band... his swinging favorites... set all of Canada swinging and swaying.

Vincent Lopez plays it smooth for dancing... sweet for listening... modern music with the emphasis on melody.

Music Hall Varieties... "Professor" Patrick Ciricillo directs an old-style pit orchestra in early vaudeville arrangements.

The Music of Manhattan... a variety show that reflects Manhattan, the music capital of the world... from concert hall to Harlem Hot-spot.

The Jumpin' Jacks with Patti Dugan... stylized swing by one of the jiviest, jumpingest collections of jazz musicians, with songs by Patti Dugan.

Allen Roth and the Symphony of Melody...arrangements with the famous Roth finesse and the lovely voices of his choruses and soloists.

Novatime Trio with George Wright... A new sound in music. Organ-marimba-guitar trio with George Wright at the Hammond.



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How They Stand

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

DAYTIME			EVENING		
<i>English:</i>			<i>English:</i>		
Happy Gang	20.5	-1.3	Fibber McGee & Molly	39.1	
George's Wife	19.8	-3.1	Lux Radio Theatre	35.8	
Big Sister	17.8	-1.6	Charlie McCarthy	35.7	
Ma Perkins	16.6	+ .2	Kraft Music Hall	24.8	
Road of Life	16.3	+1.0	Ozzie & Harriet	22.2	
Pepper Young	16.1	+ .6	Album of Familiar Mus.	21.1	
Lucy Linton	15.6	-1.2	John & Judy	19.0	
Claire Wallace	15.1	no change	Bob Hope	18.9	
Stars to Be	15.1	-1.6	Waltz Time	17.9	
Woman of America	13.8	+1.1	Treasure Trail	17.4	
<i>French:</i>			<i>French:</i>		
Quelles Nouvelles	30.5	- .8	Un Homme et son		
Jeunesse Dorée	30.0	-1.2	Pêché	38.2	
Rue Principale	25.4	- .7	Talents de chez nous	34.0	
Metairie Rancourt	25.1	-1.6	Nazaire et Barnabé	33.9	
Joyeux Troubadours	25.0	- .8	Tourbillon de la gaité	32.7	
Grande Soeur	24.7	-1.6	Ceux qu'on aime	32.7	
Tante Lucie	21.0	+ .2	Ralliement du Rire	32.6	
Quart d'heure	19.8	-1.0	Métropole	32.4	
Vie de Famille	18.4	- .4	Course au Trésor	32.3	
Madeleine et Pierre	14.8	-2.2	Mine d'Or	32.1	
			Théâtre de chez nous	32.0	

Urges Press To Join Fight Against Censorship

Byron Price, wartime Director of Censorship in the U.S., issued a warning to newspapers against censorship, and called upon them to join radio and movies in the fight against government encroachment on freedom of speech.

Speaking to the American Society of Newspaper Editors in Washington, Mr. Price pointed out that there is growing agitation for censorship in movies and con-

troversy over censorship in and that the press has only a very narrow margin.

The radio, motion picture press must stand together and for "decent and intelligent discipline," he added. "I call all of you to beware of even censorship in peacetime. It is an alien and dangerous weed garden of our liberties."

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

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

As has been rumored, the independent broadcast stations are eventually forced from the present AM band to FM, what will the change involve technically?

Answer: Apart from the rumor, technical facts will be discussed under the following heads:

- Propagation and Site.
- Transmitters and Antennas.
- Associated Equipment.
- Propagation and Site

We feel it has not been sufficiently realized that the propagation for 100 megacycle waves is radically different from that of ordinary broadcast, as it does not depend on ground conductivity or wave and the reflection, diffraction and refraction are entirely different.

In the AM band, the good transmitter site is located outside of the city it serves, on low marshy ground where the conductivity is highest. In the case of the FM transmitter, the best site is usually the highest point of ground or the best building inside the service area. In cases where due to the topography of the city or surrounding country there is no favorable site within the city limits, a site should be selected outside the city limits looking into as much of the area to be served as possible. In some cases, the highest spot may not even be the best, because it might result in the shadowing of highly populated areas by other physical features of the country. In such cases, the site must be carefully selected to minimize the shadowing of the important areas to be covered. In any event, due consideration must be given to full coverage. Towns and cities are very often located in a low-lying area, so that a site outside the city is almost imperative.

Taking into consideration the above facts, the conclusion is that the present site of the AM transmitter can be used as the site for the FM transmitter. Similarity will merely be coincidence if the studio building is suitable for the erection of an FM antenna. In addition, with the additional height obtained by placing the FM antenna on top of the AM tower rarely will the AM site be entirely satisfactory from an FM standpoint. So the answer depends upon the topography of the country that each case should be studied individually.

The AM broadcaster's dream of moving into FM by merely putting a small antenna on top of the present studio facilities, or on top of the AM tower, may be just a dream.

This space is too limited to comment on the answering of the above question and it will be discussed further in the next issue. It is hoped that this column will be made a forum for discussion of technical problems pertaining to the broadcasting industry. Your suggestions regarding topics which you wish discussed in the column will be appreciated.

APPOINTMENT



Glen Bannerman has been appointed Director of Exhibitions for the Canadian Government (Department of Trade and Commerce) in Ottawa. He will have charge of exhibitions all over the world. Mr. Bannerman was former president and general manager of the CAB.

Money For Thoughts

CJVI, Victoria, has a new man-on-the-street program called "A Penny For Your Thoughts And A Dollar For Your Opinions."

The interviews will take place in the morning, transcribed, and released on the air in the evening.

Those interviewed receive a penny for their thoughts and a dollar for their opinions, when interviewed by Laurie Dillabaugh and Verne Groves.

Program is sponsored by King Realty Company.

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CATASTROPHE COMES TO EUROPE

The generous people of Canada are being asked to save food for the starving people of Europe. The government is making use of radio spots and newspaper advertising to bring the facts before us.

We live in a land of plenty and are not being asked to reduce ourselves to a starvation diet. All that is asked of us is that we cut down on waste and use what we have, before buying more, and radio has been asked to pull its weight as usual.

The plight of Europe is desperate. Perhaps the best way to put it across is to use the words of an actual eye-witness account, that of Matthew Halton, CBC correspondent.

"The drive across Austria from Salzburg to Vienna is as pleasant as anyone could wish for on a day in spring. A million fruit trees are in full bloom. The lovely old towns and villages dream peacefully in the sun. The farmer ploughing with his oxen stops to gaze at the Alps, and the Danube is really blue.

"To see all this you would say 'what a fat and smiling land.' But many of its people are starving.

"Here in Austria the plight of bewildered and unhappy Europe is almost at its worst — worse than anywhere except Poland. Hoover said the other day that one hundred and fifty million Europeans

are in danger of starvation. La Guardia said it might be only a matter of days before many people had no bread at all.

"But millions are already starving. When you've lived on a diet of one thousand or twelve hundred calories a day for many months, you're in a state of starvation. You are wasting away and an easy prey for disease.

"Hunger is widespread; not only among the poor. I know personally one government official in Vienna, in an important position, who is too weak and tired to do his work after he's spent several hours a day finding food for his family.

"It's a strange sight, a tragic sight here in one of the world's most splendid cities, to see women in the parks digging for roots and dandelions, and then hurrying homeward with these pathetic bundles of weeds.

"I heard people say: 'The Viennese are too lazy to clear way the rubble of their destroyed buildings.' The fact is they haven't the strength. Yes, catastrophe has come to Europe. Starvation and disease, tuberculosis and infant and maternal mortality show terrifying increases.

"It seems that the feelings of the happier lands are stirred at last and that something will be done. But whatever is done, for many people it is already too little and too late."

That is the story. We can help. Will we?

Dunton Gets Doctorate

A. Davidson Dunton, chairman of the CBC's Board of Governors received an honorary degree of Doctor in Social Sciences, from Laval University, in a special convocation ceremony held in Quebec recently. The convocation was held in conjunction with the CBC board's annual meeting, and the degree was conferred by Cardinal Villeneuve, Archbishop of Quebec and Chancellor of the University.

In his address, the youthful CBC head pointed out that material science has outstripped human knowledge and application in other fields.

"Scientists have made wonderful discoveries in modern times, have developed astonishing new techniques," he said. "Science has received a further stimulus from the war through which we have just passed. But through their work, scientists have introduced into the world new and terrifying forces of destruction."

Mr. Dunton warned that our problem now is to better organize ourselves to yoke technical development to the service of mankind, "to dominate the products of science and not to be dominated by them."

Bernard Braden

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RADIO ARTISTS REGISTRY

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Welcome
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Welcome to Quebec! May your visit provide you with new inspiration, new direction, and new ideas to aid in your further progress in the field of radio broadcasting.

You'll be hearing some fine talks, with many thought-provoking discussions—you'll be leaving with a stimulated desire to further advance the radio accomplishments which you have already made.

The C.A.B. and its nation-wide membership have always stood for better radio for Canadian listeners—for the past six years, Elliott-Haynes Limited, through its radio research services, has been proud to have been associated with this progressive industry.

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First
IN CANADA'S
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Mutual Network

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Sparring for Opening

Top ranking officials of the NAB are now claiming that after President Truman's signing of the Lea Bill, restricting the activities of the AF of M, the next step is up to Petrillo. He must set the next date for a meeting between his subcommittee and the industries' subcommittee headed by President Justin Miller. They hope that Petrillo will agree to the setting up of a permanent advisory group which would allow the industry to submit briefs and arguments without having to argue singly.

So far, the AF of M seems little bothered with the law. Their general counsel, Joseph A. Padway, has said that they will carry on negotiations with the broadcasters as usual, backing it up, if necessary, with strikes and boycotts. They expect a case soon, with fast progress to the high court.

The NAB are studying the aspects of unconstitutionality of the law. Rep. Clarence Hancock of the House Judiciary Committee, who is an ardent anti-Petrillo man, balked at the bill during its passage claiming that it contained sections that were not constitutional.

Beave-e-er!



Raycroft

Caught at the Radio Arts Ball, Beaver Claire Wallace, who did a running commentary of the proceedings on the air show, chats with Hubby James E. Stutt at left, and at the right CBC announcer and Beaver Elwood Glover completes the respectability of the foursome with Mrs. G.

PUBLIC ACCLAIMS PARLIAMENT AIRINGS

Broadcasting of the recent session of the Saskatchewan legislature, over CKCK, Regina, has met with strong approval by both the people of Saskatchewan and the Members of the legislature. The broadcasts covered an hour or more of the afternoon sessions, and covered 36 hours during the session. Costs of the airing were borne by the Saskatchewan Government.

In addition to asking that more of the sessions be covered, the people want a more complete coverage of the province.

Americans are interested in the experiment because of the recent proposals to broadcast proceedings of Congress.

The program brought in a large mail response, which showed a keen interest by the people, with the main criticism that it should be carried by all Saskatchewan stations.

Fears that the long speeches would prove dry and boring, were unfounded. Listeners wrote that for the first time they were given an insight into what their representatives were doing.

The members themselves agree that the program provided a valuable service in showing the people the problems being dealt with, and that it constituted a valuable development in democratic procedure.

Scores Govt. Octopus

Charges that a "radio dictatorship" exists in Canada through the Government-controlled CBC were made recently by Frank E. Lennard, Progressive Conservative M.P. for Wentworth, Ontario, in a transcribed radio "Report from Parliament Hill." Within five years free and independent radio stations may be driven out of business, Mr. Lennard said. The trend of Government control may spread to the newspapers through the Canadian information services. In conclusion, he urged against this political Government Octopus which threatens to strangle this fair country of ours.

To Probe BBC

It is reported that when the BBC's charter comes up for renewal later this year, the British Government will be asked to appoint a commission of inquiry into broadcasting.

The BBC is the sole broadcasting medium in the United Kingdom and lately it has been losing the interest of its listeners, to European stations and the American stations that can be heard there.

The latest complaint is to the government announcement that annual radio license fees will be raised from 10 shillings (\$2.22) to 1 pound (\$4.45).

HEY!

DOING ANY "SPOT" BROADCASTING IN WINNIPEG?

There's only one station in three which rates like this:

**FIRST in AVAILABILITIES
SECOND in LISTENERS
THIRD in COSTS**

THAT'S

CJOB

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City Listeners

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- Fort William 31,080

National Broadcast Sales

DOMINION NETWORK

MELESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

al minds June is an important month . . . The Supreme first sat in June . . . parliament at Ottawa first met in . . . the eastern coast of North America was discovered in June . . . definitely a Canadian month . . .

- Post Cards first issued.
- J. Clarke discovered the Magnetic Pole.
- Royal Military College at King ton.
- Trade agreements made West Indies.
- Champlain ascended the River.
- Victoria made the Capiancouver Island.
- The ship "Canadian" the Straits of Belle Isle were drowned.
- The ship "Albany", a of the Hudson Bay Comempted to find the Northsage and was never heard
- First sitting of the Suourt of Canada.
- Reciprocity treaty signed United States.
- The ship "Prosperous" York to attempt to find hwest passage.
- Riots broke out in Queasted for three days.
- Start of the sevenar between Britain and
- Americans defeated at vers, Quebec.
- First steamer of the een Canada and Australia at Victoria, B.C.
- Fire in Quebec destroyhouses.
- First patent for an ingranted in Lower Canada. ranted to Noah Cushing.
- The first meeting of the nt at Ottawa. Final vote deration held.
- Fire in St. John's, Newd, destroyed 2000 houses.
- Hamilton, Ontario, inrad.
- Three Rivers, Quebec, orted.
- A skirmish between R. Semple's settlers and of the North West Comtee miles from Fort Garry. was killed.
- First earthquake reCanda.
- 13, 1886 Fire in Vancouver destroyed all but four houses. Fifty persons were killed in the great blaze.
- 13, 1673 Cataracoui, now Kings-ton, Ontario, was founded by Frontenac.
- 15, 1640 Chapel of Notre Dame de Recouvrance, Quebec, burned and all parish registers lost.
- 16, 1755 Fort Beausejour on the Isthmus of Chignecto surrendered to the British.
- 16,1899 Thirty killed in an explosion at the Caledonia mines in Nova Scotia.
- 18,1812 Declaration of war by the United States.
- 18, 1855 Sault Ste. Marie canal rebuilt.
- 19, 1903 R gina, Saskatchewan, incorporated.
- 19, 1721 Fire destroyed half of the city of Montreal.
- 19, 1719 The ship "Prosperous" left Fort York in an attempt to find the Northwest passage.
- 20, 1877 Fire at Saint John, New Brunswick, destroyed 1612 houses.
- 21, 1534 Jacques Cartier landed at Esquimaux Bay.
- 22, 1603 Champlain first landed in Canada, at Quebec.
- 22, 1908 Fire at Three Rivers, Quebec, destroyed 300 buildings and caused \$1,500,000 damage.
- 22, 1869 Act passed to provide government of the Northwest Territories.
- 23, 1870 Order in Council passed to admit Rupert's Land and North-west Territories into the union.
- 24, 1497 The eastern coast of North America was discovered by John Cabot.
- 26, 1857 The steamer "Montreal" burned 15 miles above Quebec and 253 lives were lost.
- 26, 1873 Prince Edward Island admitted to Union.
- 28, 1894 Colonial conference held in Ottawa.
- 28, 1845 Fire in Quebec destroyed 1638 houses.
- 29, 1864 At St. Hilaire, Quebec, train cars ran through an open bridge and 90 lives were lost.
- 30, 1902 The fourth colonial conference held at London, England.

More Power to your Elbow!

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

SO FAR WE ARE MAKING NO ANNOUNCEMENT OF RATE INCREASES

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

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

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

We're From Missouri

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

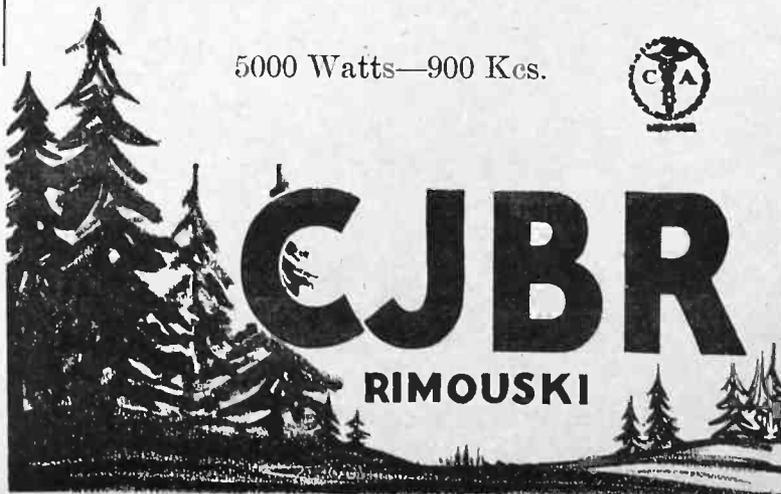
If, finally, an increase is decided upon:

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

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

"The Key to the Lower St. Lawrence"

5000 Watts—900 Kcs.



Greetings

to

CANADIAN BROADCASTERS

and their Guests at Quebec

from all their friends at

CKOV

"The Voice of the Okanagan"

BBC MAY JAM OUTSIDE COMMERCIALS

The British Government is prepared to make as energetic and emphatic diplomatic protests as may be necessary to stop the directing of commercial broadcasts to Britain from American programs in Eire, Iceland and the European Continent. Herbert Morrison, Lord President of the Council declared that it was the British Government's policy "to do everything they can to prevent the direction of commercial broadcasting to this country from abroad, and to this end they will use their influence as necessary with the authorities concerned."

In the case of Luxembourg and Eire it is not considered that the protests will have much affect as these governments are not likely to exert influence on their radio stations because of the money involved.

If these diplomatic measures fail,

the article continues, it is regarded as a vague possibility that the government would use "jamming," the method that was so effective against German broadcasts during the war, but it is officially stated that at present there is no suggestion that this method would be resorted to.

First TV Net

The Allen B. Du Mont Laboratories have announced the linking of three major U.S. cities, New York, Washington and Philadelphia into the first American permanent commercial television network.

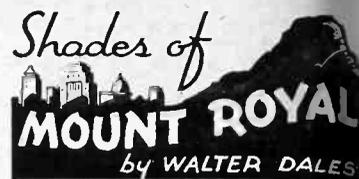
Pittsburgh, Cleveland and Cincinnati are to be added and it is expected that eventually it will be expanded into a coast-to-coast hook-up.

Petrillo Vetoes TV Music

James C. Petrillo, president of the A F of M, says that the union will not allow its members to work in television until they see whether it is going to result in loss of employment.

Mr. Petrillo in the union magazine told the members, "You all know through bitter experience that when Vitaphone and Movietone were installed in the theatres of the United States and Canada, we lost the employment of 18,000 musicians almost overnight."

"The A F of M is determined to avoid a repetition of that tragic experience, and until we find out exactly where we stand (by that I mean whether television is to destroy our employment in radio, or whether it is going to put men to work, or whether other means will be found whereby our employment means will not be lost) we are not going to render services in the making of television."



Montrealers who doubt listen appeal of broadcasts which a serious in nature doubt no longer "Town Topics", a free-for-all debate on current affairs, local national, is creating plenty of excitement among radio listeners know, because I went to studios a few weeks back to see this talk about telephones ringing off the wall was true. It was.

The subject discussed that night was the Montreal Taxi situation. The argument got plenty hot in the studios. The listeners got on their telephones . . . and kept on telephoning their opinions three quarters of an hour after the speakers had left the studio.

"Town Topics" is produced by Hal Stubbs, over CJAD, every week, with the Young Men's Society of the Montreal Board of Trade arranging for subjects and speakers. It's expected the broadcast will have a session on Radio in the near future, with speakers from CBC, private radio, and public.

This type of broadcast, as from drawing heavy comments from listeners, earns considerable press coverage. For instance, the April 24 broadcast was printed as a supplement to one of Canada's leading news letters, "The Letter Review".

Readers can expect to see a view of the show in this paper at an early date, according to Stubbs who has a request from the magazine for a recording.

* * * * *

Wilf Dippie reports a satisfactory number of entries, including some from the U.S.A., for the CAB Golf Tournament at Quebec but points out that everyone who attends is eligible, whether he received an entry form or not. Possible, though, drop Dippie's line at 337 Dominion Square Building, and let him know your club handicap, if any.

* * * * *

Magnus Thor, after a war period with brother Larry at Radio Productions, has joined the Montreal staff of H. N. Stovins Company. Thor spent four years with RCAF.

* * * * *

While CBC employees generally voted to stay with Staff Council for the time being, CBC International in Montreal voted for the Union by a fair majority. Staff Council, while they have not been gaining power and are not recognized by the War Labor Board, seems to be doing a job that satisfies the majority.

* * * * *

British Columbia free-lance will be cheered to hear that Moore, long noted for the wide open door (and chequebook) habitually presents to both newcomers and established writers, is shortly to become Senior Producer on Dominion Network show in B.C. Moore made a name for himself in Montreal on "Canadian Chronicle", is currently taking a brief holiday before assuming new duties.

* * * * *

Current tip about the CAB convention is that xnpn fromm likely rummmmtfxing,, but that all off the record.

In a little Prairie town
on August 9th, 1941
seven men sat down
and discussed the possibility
of establishing a French radio station
in Western Canada.

Today

after four years and eight months
that possibility is a reality.

C K S B

1 0 0 0 W A T T S

1250 kcs

ST. BONIFACE, MAN.

ON THE AIR

Monday, May 27th, 1946

Western Canada's First French Language Station

OWNED AND OPERATED
BY IT'S LISTENERS

A *Wright* STATION

TORONTO

MONTREAL

RACKET BUSTING



Haskell meets Joan Baird, well-known women's commentator at CFRB microphone

ension of the Toronto Better Business Bureau's war on rackets, includes the CFRB program, "about Rackets," is reported Halifax. There station CJCH, giving an invitation to write the Bureau for scripts, (CB 1945), is using the same as broadcast in Toronto. au manager A. R. Haskell, reports a local Elliott-Haynes of 25.3, for the 9.15 pm evening slot. ts of all kinds are the

quarry of Mr. Haskell, who has been conducting his own program over CFRB for nearly 11 years. Each broadcast is designed as a public service feature for stations to use, and each is aimed towards the exposure of every new scheme devised to victimize the public.

Pictured above is Mr. Haskell at the CFRB microphone, with Joan Baird, well-known women's commentator, during a recent Better Business Bureau broadcast.

Has Strike Threat

British Musicians Union is threatening the BBC with a walkout of recorded broadcasts unless paid for each performance. A deadline has been set for May

Settlement is not reached and musicians go out on strike the schedules would be reduced to a few hours daily. Musicians complaint is that records the programs being presented and that these records are used many times with musicians only paid once.

They contend that all broadcasts should be "live" and that if recorded the musicians should be paid for each performance. They contend that "live" broadcasts are sometimes impossible in the service due to the time of programs.

BC has retaliated by ruling musicians can only appear with a record. Most of the musicians members of several orchestras are out of time due to the shortage

Little, Too Late

President Justin Miller of Petrillo is conscious of his reputation. He reports that he offered a press agent a \$100,000 a year and was turned down. The press agent says "too late."

Efficiency Experts

Something new has been added to the broadcasting business with the announcement in Washington by Howard S. Frazier and Paul F. Peter of the formation of a firm of Radio Management Consultants.

Frazier and Peter will assist broadcasters in all phases of management except legal and engineering. These are some of their services:

1. Broadcast station management and organizational studies.
2. Program policy recommendations.
3. Program analysis systems and audits.
4. Advertising rate studies.
5. Market evaluations.
6. Operating cost analysis.
7. Broadcast station appraisals.

Pops Use Mail Pull

The ABC Boston "Pops" series broadcast on Saturday nights from 9:30 to 10:30 p.m. on station CJBC, Toronto, are to play one listeners' favorite each week.

On each program, listeners will be invited to choose their favorite in one special type of classical music and the most popular will be played on the following week. Thus one week it will be a waltz, then the following week a symphonic movement or suite or march.

HERE'S

THE COMPANY YOU KEEP ON

CKCK

SASKATCHEWAN'S MUST STATION

ALL

THE TOP TRANS-CANADA NETWORK SHOWS

PLUS

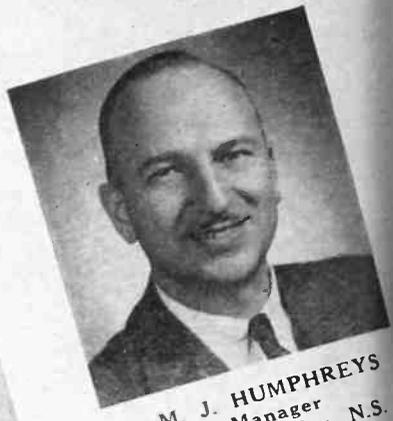
THE FINEST TRANSCRIBED PROGRAMS OF ALL TIME

- Kenny Baker . . . Boston Blackie . . . Green Hornet . . . Frank Parker . . . Pleasure Parade . . . Lum & Abner . . . Lone Ranger . . . Superman . . . Terry and the Pirates . . . Men in Scarlet . . . Aunt Mary . . . Dramas for Today . . . Corrine Jordan . . . Music of Manhattan . . . Dramas in Medicine . . . Modern Romances . . . Flight 16

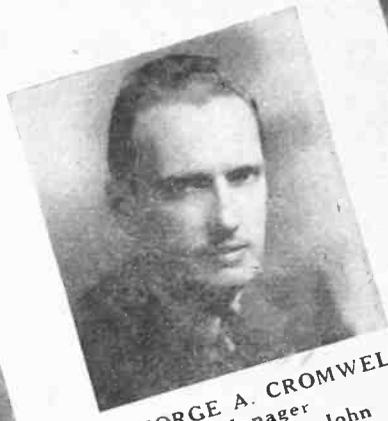
PLUS
A WHOLE HOST OF
TOP FLIGHT LOCAL PRODUCTIONS



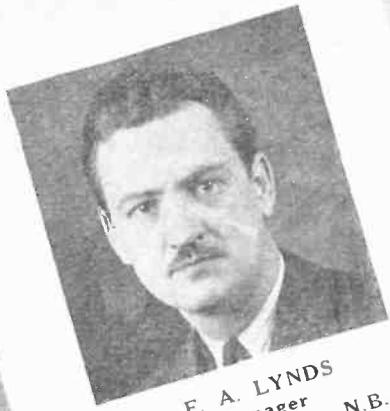
Will be 5000 Watts by September!



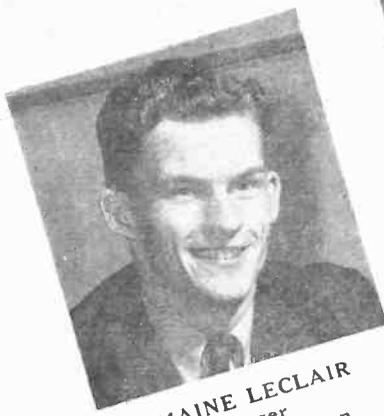
M. J. HUMPHREYS
Manager
CJCH, Halifax, N.S.



GEORGE A. CROMWELL
Manager
CHSJ, Saint John



F. A. LYNDS
Manager
CKCW, Moncton, N.B.



ROMAINE LECLAIR
Manager
CJEM, Edmundston



KENNETH D. SOBLE
Pres. and Gen. Man.
CHML, Hamilton
(Represented by us in Montreal only)



G. A. LAVOIE
Manager
CJBR, Rimouski, P.Q.



RALPH SNELGROVE
Manager
CFOS, Owen Sound, Ont.



WM. B. STOVIN
Manager
CJBQ, Belleville, Ont.



E. G. ARCHIBALD
Managing Director
CHOV, Pembroke, Ont.



H. H. FLINT
Manager
CKSF, Cornwall, Ont.

No Picture received
from
CFPR, Prince Rupert

HORA

ARE H

OF THE S

These live Radio Stations
in operation, are linked
"good neighbor"
service over and over
ation it provides
advertisers by
plans. We offer
our three

HORA

Radio

MONTREAL



A. L. GARSIDE
Managing Director
CJGX, Yorkton, Sask.



G. B. QUINNEY
Manager
CFAR, Flin Flon, Man.



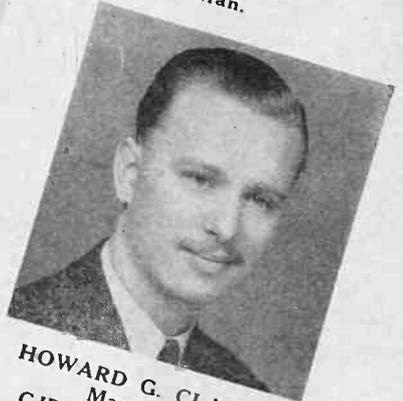
W. F. SELLER,
Manager
CKX, Brandon, Man.



WILLIAM DUFFIELD
Manager
CKY, Winnipeg, Man.



G. C. CHANDLER
Manager
CJOR, Vancouver, B.C.



HOWARD G. CLARK
Manager
CJRL, Kenora, Ont.



COLE E. WYLIE
Manager
ZBM, Bermuda



J. E. CAMPEAU
Managing Director
CKLW, Windsor, Ont.



GORDON E. SMITH
Manager
CFOR, Orillia



DONALD J. A. WRIGHT
Manager
CFPL, London, Ont.
(Represented by us in Montreal only)

Stovin

PRODUCE
ERS
Y REPRESENT

outh—while independent
es. Each strives to be a
s, through giving public
information and relax-
ciative service to its
alert merchandising
se stations through
ese objectives.

STOVIN

representatives
WINNIPEG

Serving Canadian Radio

STANDARD PROGRAM LIBRARY

- “ STAR-SHOWS
- “ SUPER SOUND EFFECTS
- “ MOOD MUSIC HALL

Standard Radio

NEW YORK

CHICAGO

HOLLYWOOD

5000 WATTS

SINCE

JAN. 1945

For over a year CFCY has operated the FIRST 5000 watts Independent Station east of Toronto

AT NO RATE INCREASE

FIRST IN THE MARITIMES

630 kc. **CFCY** 5000 W. DAY
1000 W. NITE

The Friendly Voice of the Maritimes

WHITE CANE ANNOUNCER

Blind CKLW Mikeman Uses Acute Hearing for Eyes



"I'll be seeing you" is the stock parting of announcer Gordon Allen, seen here at the braille equipped CKLW switch board

Gordon Allen of Windsor, is Canada's only sightless radio announcer. Blind from the time he was a small boy, he now works from 9 p.m. to 4 a.m. on CKLW Windsor, reading weather reports, public service announcements and commercials.

From midnight to 4 a.m. he helps Larry Gentile conduct the "Dawn Patrol" show, a program of recorded music, spotted with commercials. Despite his handicap, Gordon takes requests over the 'phone, operates the switchboard by sound, runs the turntable and reads announcements which he transcribes into Braille.

On a recent "Canadian Cavalcade" program, his self-reliance and determination to make good in a profession where sight is considered all-important, were given national recognition. On the show he made an appeal for a forthcoming campaign of the Canadian National Institute for the Blind, to raise \$100,000.

Educated at the Ontario School for the Blind in Brantford, Gordon

left school three years ago and went to work in a war plant. The job folded with the end of the war and Gordon set about getting into radio an ambition he had nourished since a child.

During his schooldays, he studied announcers and their technique and practised for hours at night when he was all alone. Friends tried to discourage him from his seemingly unattainable ambition but he refused to give up.

He visited every radio station in Southern Ontario and was turned down by managers who wondered that he could think of such a career.

One told him:

"You can't tell time by seconds and seconds are vital in radio."

Another said:

"If you can't see the cue lights you wouldn't know you were on the air." "How about the turntable, you can't run that by touch," said another.

Undeterred, Gordon tried an-

(Continued on next page)

Look to

RCA VICTOR

FOR

ALL-INCLUSIVE SERVICE

PLANNING · TRANSLATING · RECORDING
MANUFACTURING · SHIPPING



RCA Victor TRANSCRIPTION STUDIOS
TORONTO · Royal York Hotel · AD 3091 · MONTREAL · Lacasse St. WE 3671

Continued from previous page)

her approach. He went to see Larry Gentile and convinced him he could learn to handle the switchboard and take requests for "Dawn Control." Unconvinced, but ready to give the eager youngster a chance, Gentile got permission to let Gordon go to work.

"I was so tickled," said Gordon, "I had promised to learn anything, not just a switchboard. As it was, I nearly went nuts the first two or three nights. I'd get the record mixed up but I'd ask the operator to hang on while I straightened out."

In two weeks he had learned to recognize the various buzzes and was running the board like a sighted veteran. He would type out the requests and hand them to Gentile.

Three weeks later Larry came in one night to find Gordon taking a weather report — punching it on his Braille pocket slate. Inspired by Gordon's deft operation of the device, Gentile suggested broadcasting weather reports every hour and Gordon made a deal to transcribe the report if he could make the announcement on the air. It's how he got his start announcing.

Now he reads all the public service announcements. For the "White Cane" week campaign, he read all the spot announcements and signed off with "Recorded by Gordon Allen who uses a white cane himself."

"Blind people are infinitely more sensitive to sound than sighted persons," he said. "I can tell by the sound of the microphone whether we're on the air or off."

During his off hours, he hung around the studio and helped by an engineer, he learned to operate the turntable. When it was not in use, he would practice, familiarizing himself with the positions of levers and switches, the laterals and verticals.

He thought he'd never devise a method to cue in the music but he kept trying and finally figured out a plan by which he keeps his finger on the record until he finds the right place.

The station management was so pleased with Gordon's work that they extended his hours so that he now works from 9 p.m. until 4 a.m. He reads commercials and does the Bulova time spot by striking the chimes.

"I've never found a difficult task I couldn't overcome," Gordon said. "We who are sightless just have to overcome our difficulties in a different way by a different method — but we can do it."

No Provincial Licenses

The Dominion government has decided that radio broadcasting licenses "will not be issued to other Governments or corporations owned by Governments," Reconstruction Minister Howe announced in the House of Commons recently. Ottawa believes that broadcasting "is the sole responsibility of the Dominion Government."

The Minister was replying to John G. Diefenbaker (P. C., Lake Centre) who questioned whether any change had taken place in CBC's policy in regard to ownership of radio stations.

Mr. Howe replied:

"I can say that the Government has decided that, since broadcasting is the sole responsibility of the Dominion Government, broadcasting licenses will not be issued to other Governments or corporations owned by the Governments."

"In regard to the two stations in Manitoba, discussions are taking place with the Government of that Province which we hope will lead to the purchase of these two stations by the Dominion Government."

SERVES ENGLISH QUEBEC

Station CKTS, Sherbrooke, designed to serve the English population of the Eastern Townships of Quebec, has commenced test transmissions and has set a tentative

date, June 1st, for commercial opening.

CKTS, owned and operated by The Telegram Printing and Publishing Company, will operate on a wave length of 1240 kc.

CKPC

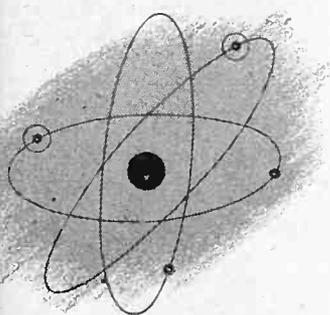
BRANTFORD
ONTARIO
1380 kilocycles

The
Voice
of the
Telephone
City

OPERATING
SOON
ON

1000 WATTS

Represented by
JAMES L. ALEXANDER
Toronto Montreal



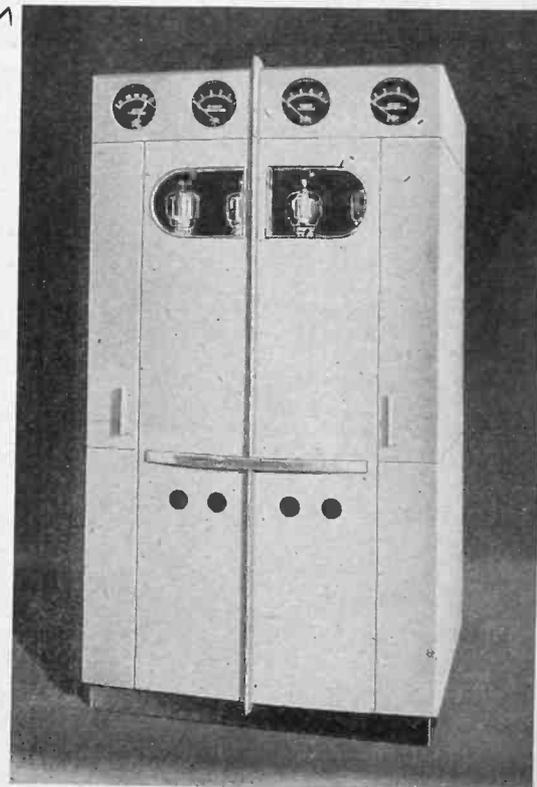
EVERYTHING

for your broadcasting 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

24 BRANCHES ACROSS CANADA





**"See You
in
Quebec"**

C K R M

**The Saskatchewan Farmer
Station**

REGINA

Going To 5000 Watts

CCF PREMIER CHALLENGES OTTAWA RESTRICTIONS

"We challenge the right of the Federal government to say that a provincial government cannot own a radio station and we are prepared to put it to the test," declared Premier T. C. Douglas of Saskatchewan in a statement concerning Ottawa's refusal to permit the purchase of radio station CHAB Moose Jaw, by the provincial government of Saskatchewan.

The explanation given by Hon. C. D. Howe, Minister of Reconstruction, that the CBC had already refused to give private companies permission to establish radio networks and that therefore they could not discriminate in favor of provincial governments, was termed "sheer evasion" by the C. C. F. Premier. "The Saskatchewan government has not asked for permission to establish a provincial network," he added, "but, on the contrary, made a definite commitment in its application that it had no intention of establishing a network and would confine its activities to acquiring the station at Moose Jaw."

The second reason for the refusal given by Mr. Howe was that the CBC could render more adequate service. This is not in dispute, said the Premier, as the CBC has given no indication that it intends to acquire CHAB. "The question is whether the station is to be operated by private company or by a Crown company operated on behalf of the people of Saskatchewan."

The Premier claimed that neither

of the statements made by Mr. Howe to the press were the same as the ones forwarded to the province by telegram. In this telegram the Federal government announced its intention of refusing provincial governments the right to purchase stations and stated that it intended to take away any present provincially owned stations.

Premier Douglas admits Ottawa's right to compel radio stations to comply with Federal regulations and to rule as to the conditions under which the station may be operated, but denies that they have the right to say that a station may be owned by a private company and not by the people of Saskatchewan through their representatives, the provincial government. The Dominion's decision would, in effect, make the CBC and private corporations the only people who could own this important medium of public information, The Premier said. "This" he added "is an invasion of provincial rights which we cannot tolerate."

The Federal government is seeking to share a gigantic monopoly between itself and big business, he said, "and the time has come to challenge the Federal government's right to such an arbitrary and unconstitutional use of power."

Dad Celebrates Mother's Day

"Canadian Cavalcade" on May 13th observed "Mother's Day" by presenting Sidney Wright, Toronto butcher, the father of 12 children. Through him they payed tribute to his wife and all Mothers.

In addition Anna Russell, star of the daily "Sid and Anna" was presented in one of her humorous monologues. Miss Russell is a comedian by chance and not by training. She trained at the Royal College of Music London, England but every time she appeared on the stage something happened to make the audience laugh. When she came to Canada in 1940 she decided to capitalize on her incidents and be funny intentionally. Since then she has completed two Canadian tours.

Actors' Opportunity

Station CKEY, Toronto, has come up with a new program "CKEY Dramatic Workshop," designed to give young Canadian talent chance to prove its worth, and gain experience in radio.

The program is under the direction of Howard Milson, producer of Buckingham "Curtain Time," and offers opportunities both actors and writers.

Radio producers are invited to suggest talent for the program, and also to select talent from this pool.

CFGP
Now 1000 WATTS GRANDE PRAIRIE ALBERTA

News for the North

Seven times a day CFGP broadcasts the news of the world to the North. Just another reason why everybody in the Peace River country listens to CFGP and just another reason why more and more advertisers contact us through

All-Canada
&
Weed & Co.

VOICE OF THE MIGHTY PEACE

SHOW business? You radio guys don't know what show business is.

You get used to actors in the hotel business. They come and go; and when the Garrick Players went, they left their character man, full of experiences, and as clean as a whistle.

The name? Trevor St. John Gaskell.

Eddie Thomas, stage carpenter at the Garrick, is the first to break the news to him, while he's sitting in my lobby telling who he's been and what he's done to a lot of lobby lizards and cuspidors.

'Hello Mr. Gaskell!' says Eddie. 'I thought you'd gone with the others.'

But old Gaskell's too busy remembering about Shakespeare, so Eddie says it again.

This time the old beezer gets it. 'Gone?' says he with a big question mark after it.

'Sure,' says Eddie. 'The whole company took it on the lam after the show last night.'

Inside him I'll bet you could have blown him down with a sigh, but you'd never know to look at him. 'Deah me!' says he. 'Ah yes! Deah me! 'Twas ever thus.' Then, just as if nothing had happened, he goes back to the lobby lizards and takes up his song and dance where he left it off, . . . the time I was called upon to play Romeo at a half hour's notice, and immediately became the toast of Broadway.'

You had to hand it to the guy.

It's nearly Christmas, and I haven't the heart to throw him out, but I'm running a hotel, not a hostel. I'm getting to like the guy, but he's a pain in the neck and all points south.

I'm sitting thinking about him when he comes up to the desk, the same as if he owns the joint.

'I dislike complaining,' says he, 'but, my good fellow, to-night . . . at dinner . . . the beef . . . reahhly!'

Gosh what a nerve!

I swallows a couple of times and shuffles my feet, as if it's me that owes a couple of weeks' board bill, instead of him. Then I clears my throat. 'Mr. Gaskell,' says I. 'I was going to speak to you.' 'Yes,' says he, as innocent as if he don't know what's coming. 'It's about your account, sir,' I explains.

'Account?' says he, with another of them question marks, that makes me feel like I'm asking for a three-cent stamp on a ten thousand dollar cheque. 'Oh yes! To be sure! How stupid of me! It slipped my memory.'

It don't mean a thing but I reaches for the ledger anyhow.

'I remembah,' says he, as if he's in the middle of telling me something, 'when I was called to Boston to play a special performance of Hamlet for Gregaroff. It was not my custom to leave Broadway, but Gregaroff was an old friend.'

I coughs. What else can I do?

'On my arrival,' he goes on,



Mr Gaskell gets a Sponsor

BY Dick Lewis

'I went to the theatre, and was stopped as I entered the stage door. On being asked who I was, I replied simply, 'I am Hamlet.' To which the impertinent fellow answered that he was the Queen of Sheba.

'I kept my temper,' says the old beezer, 'with a stupendous effort, and demanded to be announced to Gregaroff, only to learn that he had sold out. I told the popinjay I did not believe it. 'To whom?' I demanded to know, and the scoundrel said 'To me!'

I've clean forgot the old guy's bill by this time. 'What did you do?' I asks him.

'What did I do?' says he. 'I was in a quandary, I can tell you. I told him I had been engaged to play Hamlet for this special performance. He said he was playing Hamlet himself. Finally I had to compromise with the fellow, and agreed to play one of the grave-diggers, because, by an amazing freak of coincidence, I was not sufficiently armed—ah—financially, to return to New York. Think of it, man! I, Trevor St. John Gaskell, a gravedigger.'

It's on the tip of my tongue to say 'Nice work if you can get it,' but I don't. Instead I says 'You must have had a great many interesting experiences, but about your acc . . .'

'Experiences' he barks at me, as if he's going to take my head off. 'I've played Romeo, Brutus, Hamlet . . .'

I says 'Oh sure!' But it don't

stop him.

'In my early days' says he, all wound up again, 'the plums were not yet ripe for my picking. I had to make the hazardous ascent to my appointed seat in the theatrical firmament, rung by rung. Butlers! I've played hundreds of 'em. Court attendants and soldiers—in their thousands, and on one memorable occasion—a horse—the—ah—south end.'

The old guy goes on like this every time he gets me in a corner, where I can't get away. I even gets to like it. He sure has something when it comes to talking about himself. You kind of get a bang out of him saying 'Good morning' same as if he's spouting out of this here Hamlet or Kipling, or something. And his build-up when he wants cigars . . . by the box . . . best in the house . . . on the cuff . . . wows you.

Well, Christmas comes and goes, but not old Gaskell.

About the middle of January old Miss Carroway comes bounding into the hotel about our ad in the annual drama festival program. Have you got an old-maid aunt who's been sixty-four for her last seven birthdays, and who still looks like she did when she used to give you a dime for a good report card? As like as not she wears one of them purple velvet things that looks like an old-fashioned night-shirt, hitched in at the middle with a bit of black cord. It's my guess she ties a bit of black ribbon around her neck, and goes

for hats with vegetable garden growing out of them. You have Then you know Miss Agatha Carroway.

Old Gaskell's in the lobby when she comes in, and you should see the way he looks when he hears her say 'Drama Festival.' When I'm talking to her about whether we want our ad. on the back page between the undertaker and fertilizer company, or in the middle, next to the new hotel that calls the taproom a Silver Fountain, keeps an eye on him. He's trying to look like he's reading that the Variety paper he's always got in his pocket, but I can tell he's keeping one eye and a couple of ears on the old turkey talking to me at the desk.

After a while, when we've finally got the ad. fixed, he looks up the clock and says 'tck! tck!', if he had any place to go except bed. Then he walks over to the desk.

He lifts his hat and waves around in front of Miss Carroway. Then he turns to me and says 'Excuse me, my good man, but I am wanted, you will find me in my room.'

The old guy hasn't had even an insurance man to see him in six weeks he's staying in my hotel but I lets it pass.

He makes like he's heading for the stairs, but just as he's turning around, he lets his eye fall on the papers we've got spread out on the desk. 'Deah me!' says he. 'program!'

I expects Miss Carroway to say 'Hmph!' or to give him a stoney glare through them glasses on a stick she totes around. . . . don't you believe it. She smiles at him as if he's her long lost brother. 'Am I mistaken,' says she, all twitter, 'or am I talking to a gentleman of the theatre?'

You could have sucked me dry with a vacuum cleaner.

'Ah!' says he, 'The theatre's the world's a stage.'

It sounds wacky to me but he eats it up.

She tells him about the drama festival, and the local talent, about how the Hollywood scene comes to town last year and picks Sadie Cooper out of the crowd they're doing for the Back to Back Movement. The way she talks, you'd think it is Sadie's picture acting the movie guy falls for instead of her shape. But the beezer swallows it and she goes around for more.

From this time on old Gaskell as busy as the president of the League of Nations. What with meetings and the rehearsals of the scenery and the music, it beats me how they used to get by before he blew into town.

But there's still no dough for me.

One night I see in the Daily Banner how 'the eminent

(Continued on next page)

(continued from previous page)

actor, Mr. Trevor St. John has kindly consented to be in the forthcoming drama produced under the direction of Miss Agatha Carroway.

"Feeling pretty good about the old boy has been hanging around some time now, and he isn't too hot. Besides I've taken a shine to him. Today Miss Carroway comes into the hotel looking for he isn't in his room so I have to wait, and sends the boy to the bar to get him. You are honored" says she, "to have such a distinguished person in the midst."

"Do you mean the old—ah—Mr. Gaskell?" says I.

"No, I do" says she, bubbling with a glass of champagne—gazer ale anyhow.

"It would cost you a pretty penny" says she, "having an eye to business. She looks at me as though I should be allowed to live, and Mr. Gaskell is a great artist. When artists it is love's own labor. Money is no consideration. He lives only for the furor of culture."

"I mustn't say myself from saying what I'm going to do which is 'You're telling me. What's the use! I'm out of my mind and I know it. The old girl gives me by coming out of the room just at the right moment. Dear lady, I've been drinking those immortal words" says he, "the foam off his mouth. It's not disturbing you" says she, "I had to come and see the overture." Then she says a lot of foreign talk I don't know. I guess it's Latin.

"How now" says she, "I mustn't say you any more."

"Excuse me" says he. "Then he turns to me. He has any letters for me, my dear?" he asks.

"I haven't had as much as a postcard since he's been with us, but I'll get it down. So I looks in my pocket and by gosh there's a telegram. I'm almost bowled over. I guess he is to, though as he doesn't look it.

"Excuse me" again, and says he. He stands there for a moment. Then he says "All over. He looks at me, and says: 'A thousand botherations!' He says it as if he's thinking about it."

"Carroway is all of a dither about it. 'Oh dear Mr. Gaskell,' she says. 'Don't! Oh don't! I've received bad news.' She hands her the wire without saying a word. 'Clips in the private office. I can hear without them.'"

"Trevor!" says she, and she says "I'll wipe my handkerchief in it. It's like calling a king to his face."

"What!" he comes back to me. "Can I say? I am pleased to appear in your play on the stage, and now Gregaroff is open with him on the stage."

The old girl sounds as if she's going to cry. "Trevor!" she half sobs, "You have no choice. When duty calls . . ."

"But Agatha!" says he, "My duty is here, with you."

"It's better than a double feature to hear them."

"Wait!" says he, "I have an idea."

"Yes" says she.

"No. It won't do," says he.

"Oh Trevor!" says she.

He coughs importantly. "I was going to suggest," he says, "that some actor might take my place until your play is over."

"Why not?" she cries.

"The expense" says he. "Gregaroff would do it if I asked him, for the sake of the friendship he bears me. But he needs a great name to open his play. I say it in all modesty my dear Agatha. It would cost him a lot of money. Ah yes! It would be costly."

"How costly?" says she.

"Too costly" says he. "It would cost five hundred dollars. I am but a poor actor or I would willingly provide a substitute myself."

They stand there looking at each other for a moment. Then she says: "Trevor! You must not be offended at what I am going to say."

"Dear lady" says he. "No word of yours could offend these humble ears."

"You must let me pay the other actor" says she.

"What!" says he.

She says it again.

Their voices die down 'til I can't hear a word as they walk out of the hotel.

The annual drama festival turns out the best yet. The play is one called King Lear. I don't go for this high-brow stuff, but the old beezzer lays 'em in the aisles. Miss Carroway makes a speech, and the Banner gives it a full page next day with pictures.

The old beezzer pays up and checks out that night as soon as the show, the speeches and the champagne are done.

He says goodbye to me, and starts for the door where his car. Agatha is waiting for him in her private car. Then he comes back to the desk where I'm standing. "My man" says he. "You've been very kind." Then he hands me two bits. Me! The sole owner and proprietor of the New Griffin Hotel.

I guess he's been gone a week when Ernie Driscoll drops in from the telegraph office to say hello.

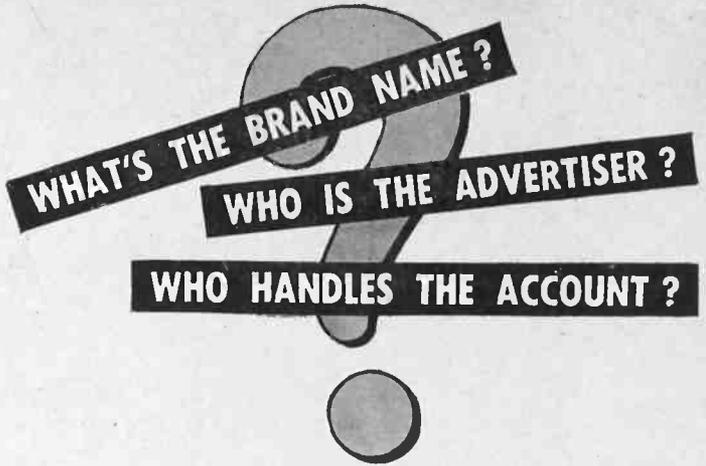
"Ever hear any more of old Gaskell?" says he.

"No" says I, getting ready to listen. The old place seems dull since the old beezzer left.

"Funny" says Ernie. "Do you remember when he got that telegram from New York?"

"Sure" says I.

"Well" says he. "You wouldn't believe it, but he didn't get no wire from New York. He sent it himself."



"THE NATIONAL LIST"

of advertisers and their advertising agencies

WILL GIVE THE ANSWERS

1946 EDITION now being mailed

bound in handy pocket size this new edition will contain a list of over 2,200 Canadian and foreign advertisers with company name, products, brand names and personnel.

1 copy, \$2.00 2 copies, \$4.00
3 copies or more \$1.75 each

CANADIAN ADVERTISING

481 UNIVERSITY AVENUE, TORONTO 2. CANADA



2

Western Winners--

CALGARY STAMPEDERS

(Allan Cup Champs)

and

CFAC

(The Foothill City's Favorite Station)

STUDIOS: SOUTHAM BLDG. CALGARY

Representatives:

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



Greetings!

Yes, greetings and best wishes to all members and friends of the Canadian Association of Broadcasters.

May the 1946 Annual Convention at Quebec prove a huge success and the entire radio industry benefit from the outcome.



Exclusive Sales Rep.:
H. N. STOVIN
Toronto - Winnipeg - Montreal

STRICTLY FORMAL



Caught by the camera just before the Radio Arts Ball, even Byng Whittaker's generally placid disposition is ruffled a little as he tried, with his facial contortions (he doesn't look like this normally) to steer his tie into position. Sound track burnt off picture. The CBC's master of the ad lib will be seen at the CAB Convention when he emcees the Mart Kenny appearance at the Annual Dinner.

Midnight Bathing

A new, unusual and dangerous method of progressing from place of business to residence was tried out recently by Bob Churcher, operator at CKX, Brandon. Cycling home in the wee, small hours of the morning, Bob was on the bridge crossing the Assiniboine River when he felt himself projected into space and the icy waters of the river closing over him. Disliking this abrupt, cold tub he made all haste to swim ashore and clamber up the bank. This was not gained without considerable effort and Bob was nearly exhausted when he made safe landing. He managed to make his way to a house and was refreshed and given some warm clothing.

Having been a little busy and somewhat shaken with these sudden changes of locomotion it wasn't until considerably later that Bob was able to figure out what had occurred. There are two possibilities, either his wheel hit a rock or his handle-bar caught in the railing. Anyone knowing the Assiniboine in the spring will know that he didn't choose this method of having a bath.

It is certain that he had a close-shave and if he hadn't been a strong swimmer he could have lost his life.

Strike One For Moncton

Now in addition to learning dance, sew, cook, plant garden and save money, you can learn to play baseball through CKX Moncton's new program "Baseball School of the Air." Designed to stimulate interest in the sport, the "Moncton Community Athletic Association" as well as to teach youngsters the fundamentals of baseball, the program will open with an outdoor school when weather permits. Guiding light of the program will be Lloyd Loring, former professional pitcher, assisted by Berk Brean, CKX sports commentator.

A baseball quiz will be held on the air "school" and the school will donate equipment for practice.

BBM shows that CKNW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.

CKNW
NEW WESTMINSTER, B.C.

ACCENTUATE THE NEGATIVE

Oscar for Ingenuity could go to Ward Dickson for the spell-caster in his "Moneymakers" (The Tea) program. After the contestant has answered a number of questions (they go on answering until they get one wrong) they have a chance to double their winnings if Roy fails to spell the word they choose. His spelling ability is phenomenal, and the dramatization of it provides the program with entertainment. Also it is refreshing to hear a quiz program (if we must hear quiz programs) in which the questions flatter your intelligence rather than the opposite. Roy's blunders are the only bleak spot on a unique show.

There is a lot of talk about a new program being recorded in Canada for syndication by NBC both east of the border. Everything seems to indicate that a lot of Canadian talent is going to get an international break, with full development promised for the next issue.

Editor "joke-that-is-son" Claggett the prime reason why I list the Fred Allen Show, has given himself the title of "Doctor of Dixie", according to a column in the "Editor & Publisher". Paper tycoons of the south like Ken Delmar (the Senator) one of the best things that's happened down south lately... that the doctor ordered for the south". Personally I have recollections of driving from an Alan Young program with his announcer, Delmar, and listening to his never-ending and never-funny patter until I wonder which of my companions was the median. But this favorable opinion to being caricatured by a "Yankee" is interesting, and it inspires the thoughts that an equally advantageous argument might be used to narrow the language gulf in Canada, because it proves that people would be laughed at than ignor-

Canada Program Division give a preview of "Rendezvous with Destiny", a collection of Roosevelt speeches on wax which the author describes as the first of a documentary recording series. Besides their usefulness for broadcasting on anniversaries, they also presage a new era in teaching where children will have an

opportunity of hearing the speeches they study delivered by the actual speakers years after their death.

"Why don't stations swap announcers?" writes Romain Leclair, youthful manager of station CJEM, Edmundston, N.B. "Just for one week" he says, "This way personnel would broaden its knowledge, and the result would be good for both stations." I think Romain has an idea. In fact I'll gladly take on an announcer shift at CJEM if he'll come up here and put out this paper.

The Steel Company of Canada has launched an extravagant program over CHML, Hamilton, Friday nights, with John Collingwood Reade starting out doing a fine job of telling the public something about business' side of the story, rather along the lines discussed in "Dig Now or Die Later" on page 10 of this issue. The program brings back two welcome personalities to the air after war service. They are Jimmie Shields, whose tenor tones should win him legions of friends and Maestro Eric Wild whom we used to hear on the "Alan Young Show" and who has been waving his baton in the "Navy Show." Production of this series is in the hands of Rai Purdy Productions, with Rai himself, back from overseas not long since, cuing the show with his own digit. A complete review of this program will appear in our next issue.

I should like to acknowledge receipt of discs from CKSF, Cornwall. The show is one of a series of interviews with British brides, and our review will appear shortly.

*On the Air
Soon*

CKDO

OSHAWA
ONTARIO

Owned and operated
by

The Oshawa
Broadcasting Co. Ltd.

George Elliott - Manager

Represented by

JAMES L. ALEXANDER
Toronto Montreal

OPPORTUNITY IS KNOCKING

Are you finding it difficult to secure choice spot availabilities for fall business?

Today is your opportunity.

A number of our stations have increased their power and completed some necessary program re-scheduling.

We are now able to offer radio time buyers a limited number of choice spot availabilities.

Write, wire or phone for availabilities, information or market data today.

Representing

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| CKWS
Kingston, Ont. | CHEX
Peterborough, Ont. |
| CKGB
Timmins, Ont. | CJKL
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| CFCH
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Rouyn, Que. | CKVD
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*MONTREAL ONLY

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A New and Complete
Radio Service
Available Through
Your Advertising
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Ask Our
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JOHN ADASKIN
PRODUCTIONS
LONG ST. TORONTO

Visit the

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Exhibit

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See

The New **PRESTO 8 D RECORDER**

The New **PRESTO DISC**

The New **STEPHENS LOUDSPEAKER**

The New **AUDIO JACK STRIP**

and **PATCH CORDS**

Let Us Tell You About The Amazing

NEW LESLIE VIBRATONE

that makes your electric organ sound like a pipe organ.

We'll demonstrate this to you from a record.

WALTER P. DOWNS

624 DOMINION SQ. BLDG.

MONTREAL, QUE.

MIXED BATHING



...the girls at the Palestre Nationale, Montreal, broke off their swimming practice, Marcel Baulu, quizmaster of "Moi J'ai Dit Ca", an equivalent of "Did I Say That?", got in the "swim" by joining contestants in the tank, from where he recorded his program. Pictures show Marcel, holding the mike, Bernard Goulet, his assistant, and Jean Marc Audet, the operator.

LIVE REPORTS ON LICENSE APPLICATIONS

Construction Minister C. D. ... gave some statistics on Canadian radio stations in the House ... They showed that 64 stations have applied for FM permits, 10 for TV permits and 19 for family reproduction permits. ... nothing has been granted in three categories.

Minister also said that since October 7th, 1945, three stations have been granted increases in power. ... re: CJSO, Sorel, Quebec, 50 watts; CHWK, Chilliwack, 100 watts; and CFAB, Wind-

...sor, Nova Scotia, 250 watts. In the same period the following four applications were turned down: CFRB, Toronto, 50 kilowatts; CKAC, Montreal, 50 kilowatts; CFCN, Calgary, 50 kilowatts; and CKY, Winnipeg, 50 kilowatts. Four stations have applied for increases and are on a deferred list: CFJC, Kamloops, B.C., 5 kilowatts; CKX, Brandon, Manitoba, 5 kilowatts; CJCS, Stratford, Ontario, 1 kilowatt, and CKCH, Hull, Quebec, 1 kilowatt.

RADIO JARGON

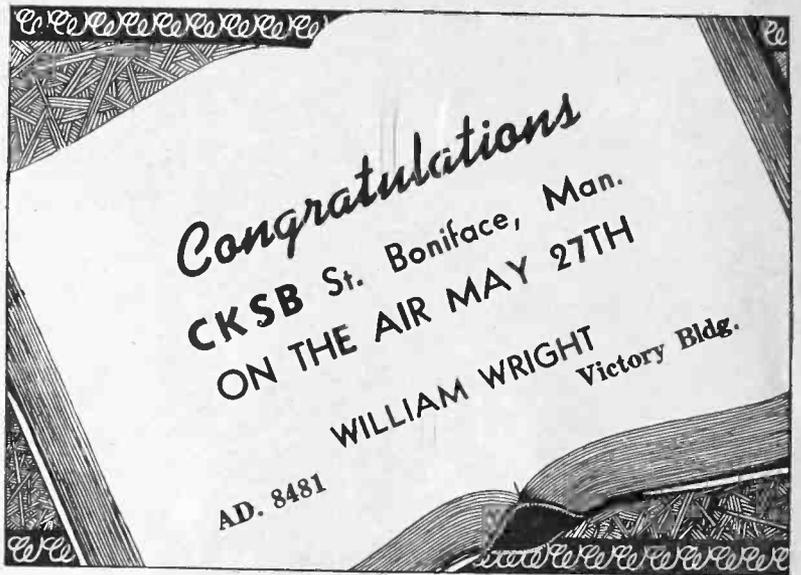
The CBS has published a booklet, "Radio Alphabet" to bridge the gap between Standard English and the trade language of radio and television.

Here is an example taken from the 80 page glossary:

"The studio contained a live mike and a pedal pusher looking at a wood pile. No godbox in the studio. Not even an eighty-eight. You feel sure the pedal pusher couldn't possibly work on the wood pile, even if he had long underwear. What should you do? The answer is simple. Dead air is better than a turkey."

That is the trade jargon. In everyday English it reads like this:

"A room especially constructed for the production of radio programs, contained a microphone that was connected to the complete electrical system used for the transmission of radio. Also present in the studio were an organ player and a xylophone. But there was no organ in the studio. Not even a piano. Knowing that the organ player couldn't play a xylophone, even if he had sheet music, what should you do? You should disconnect the microphone circuit. Complete silence is better than complete failure of a program."



To old friends, "Glad to see you again!"

To those we'll meet, "Happy to know you!"

CANADIAN ASSOCIATION of BROADCASTERS



CHATEAU FRONTENAC

MAY 27-28-29-30

JACK SLATTER

WILF DIPPIE

OUR



WILL BE THERE!

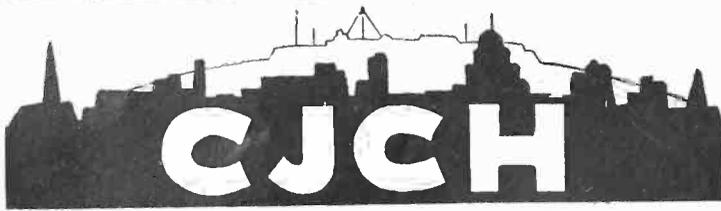
Let's get acquainted
in Good Old Quebec,
the New Convention City

And may we remind you
this new member of the
All-Canada Family

C H E F

Granby, Quebec

is on the air—1200 Kcs
from 6 a.m. to Midnight



May Your Shadow
Never Grow Less!

The Canadian Association of Broadcasters has for years overshadowed Canadian Radio, continually working for the technical and program excellence demanded by Canadian audiences. May that shadow never grow less!

CJCH wishes the C.A.B. success in solving the problems facing this year's convention at the Historic Chateau Frontenac in Quebec City from May 27th to 29th. Just as these meetings will choose nothing less than excellence for post-war radio in Canada. In choosing CJCH in the rich Halifax-Dartmouth area you are assured of excellence that will result in sure profit!



100 Watts Today - - - Tomorrow 5,000 Watts

Representatives: H. N. STOVIN & CO., VICTORY BLDG., TORONTO.
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

YOUR GOOD NEIGHBOR STATION

FINDING NEW VOICES FOR RADIO



Len Headley protrudes his tongue ruminatively as he discusses the next batch of auditionees with Pauline Bartlett.

When Len Headley said he was going to start his RCA Talent Auditions, they told him (1) that he was crazy and (2) that if he found usable material in the ratio of one in two hundred, he'd be doing well.

Now, after only six months, this project has been directly responsible for around thirty new voices actually used by producers, a large number have been advised to study further, and a third group has been told, as kindly as possible, that their voices do not seem to be suited to broadcasting.

Though the venture was Len Headley's brain-child, the RCA Recording Division manager insists that it is now an "industry project."

About once a month, applicants whose back-grounds indicate they may be worthy of consideration, are asked to attend the RCA studios. An average of about 90

aspirants apply each month, and of these about 35 qualify for an audition. They are considered in chronological rotation, except that preference is shown to former radio people returning from the services.

Secretarial detail is in the hands of Pauline Bartlett, Headley's capable secretary, who, besides dealing with applications, takes care of notifying auditionees afterwards. Howard Milson and Marjorie Pavey volunteered their services, and have attended each audition, providing scripts and also doing the necessary reading opposite auditionees.

For each audition a panel of agency radio men and producers is invited to act as a jury. Each juror receives a list for marking his or her opinion. After the auditions, Pauline tabulates the returns and candidates are advised as soon as is possible.

Junior Service

"In the Service of Your City," is a radio idea developed by CJOR Vancouver and the city's Junior Board of Trade. Using transcribed music from the station's NBC-Thesaurus library as a background, the show is sprinkled with news items about the Junior Board and its service work in Vancouver.

The first program dealt with the Board's "Clean Up, Paint Up" campaign to beautify the city, and the new Minor Baseball League which the organization also sponsors.

The B.C. Electric Railway assists the Board with the broadcast, but very little sponsor identification is given, the whole time being devoted to public service announcements.

Dorwin Baird writes the piece, Ross Mortimer announces and Dick Diespecker is the producer. The show goes on at 8.30 p.m. on Wednesdays, ahead of the Jack Carson network spot.

Pocket TV's

Small, table-size television sets will be on the market in the U.S. by July according to the Raytheon Manufacturing Co. of Manhattan. These sets will have a seven-inch screen and two bands covering television channels.

SPARKLING

THAT'S

DOROTHY DEANE

CANADA'S

TOP GIRL VOCALIST

For Vivacity . . . For Sure Fire Audience Appeal . . . for Sparkling on the air in both song and speech . . . it's Dorothy Deane every time!

Management
GEORGE TAGGART
ORGANIZATION
ADelalide 8784

ADVERTISING IS SELLING

Review of the Lacey Institute course in Advanced Salesmanship conducted in Toronto by C. W. Wright in March with an enrolment of over 600 students.

When C. W. Wright left a copy of the Lacey Institute's course in advanced salesmanship in the office for review, we wondered just what a discussion on a selling course had in a business paper devoted to broadcasting. After reading "Session 1," we came to the conclusion that the Lacey course should be renamed "Advanced Salesmanship and Advertising," since almost every principle of salesmanship expounded, translated itself automatically into a copy of "What Every Copy-writer Should Know" text book. After all, advertising is selling — by remote control — and advertising must answer the questions a potential buyer asks a salesman, although the copy-writer labors under the handicap of not being able to hear the questions asked.

Lacey goes farther than this, and goes farther.

Answering your customer's questions is a simple matter, but Lacey propounds the doctrine of putting the customer to the punch, and answering his unspoken ques-

ies even while he is thinking them to himself, and thereby dispelling doubt before it raises its eyebrows.

Lacey lists five such mental interrogations. He calls them the "Five W's." Here they are.

- (1) Why? (2) What is it? (3) Who says so? (4) Who did it? (5) What do I care?

What more effective tests could be put to a piece of copy before it is committed either to ink or ether?

From a sales standpoint, the questions are so obvious you wonder you never thought of gathering them together before (or did you).

Salesman like to brandish extravagant statements, and so do advertising men. Before an editor will sprinkle his journal with a deluge of superlatives, he wants to know the why's and the wherefores of them. Somewhere beneath a crustaceous selling exterior Lacey must have an editor's soul.

"Bi-Fomo is the shaving cream to use." "Why?" asks the customer—listener—reader.

Does your copy answer this question?

"Bi-Fomo is just peachy," blares the radio. "What is it? Do I eat it or pour it in my radiator?"

"Bi-Fomo prevents skin abrasions" screams the head-line. "Who said so? I don't get abrasions now."

"Bi-Fomo's double action gives closer shaves by actual tests." "Who did it — who made the tests?"

"Bi-Fomo is treated with a new chemical." "What do I care? I'm quite satisfied with the brand I'm using. Don't know anything about chemicals anyhow."

Whether Mr. Lacey is applying advertising principles to his sales course, or whether said principles are the rightful property of the advertising man, the application of the "Five W's" test to all copy before it is sent to the medium would result in more sales for the man who is paying the shot.

WHY? — Because copy would graduate from fantastic statements to fact.

WHAT IS IT? — Sincerity and Credibility.

WHO SAYS SO? — Lacey, and our short excursion into his book convinced us that he knows what he's talking about.

WHO DID IT? — Thousands of salesmen who have applied the Lacey principle to getting more business direct from customers.

WHAT DO I CARE? — You care, because you want your copy to sell merchandise, just like the salesmen sell it.



GOING TO

1000 WATTS

ON NEW FREQUENCY OF

1150 Kilocycles

Represented by

JAMES L. ALEXANDER

Toronto

... SOMETHING NEW!

"the Promotion Yardstick!"

Announcing an Important PLUS Service for the CKWX Advertiser

WITH THE introduction of the PROMOTION YARDSTICK, Vancouver's CKWX eliminates vague promises and inconsistencies in program promotion . . . puts the entire service on a sound basis.

Before the program is out of the planning stage, the PROMOTION YARDSTICK tells the advertiser the exact *minimum* in promotional support that CKWX will deliver —

GUARANTEES promotion . . .

PLANS it . . .

DISTRIBUTES it fairly . . .

Here is hard-hitting, continuous support the advertiser can bank on. The ALL-CANADA man has the complete story. Ask him!

- CKWX plans program promotion for the sponsor as carefully as he plans his advertising campaign. A descriptive booklet, sent on request, gives complete and interesting information.



FIRST in Canada's Third Market

Greetings to delegates attending the C.A.B. Convention

GOING UP! ELLIOTT-HAYNES

Preliminary Release on
RADIO HOMES IN CANADA 1946
shows an increase of listeners on

10,000 WATTS C F C N 1010 K.C.
OVER THE B. B. M. REPORT OF

MORE	RADIO HOMES	WEEKLY CIRCULATION
PRIMARY	15,282	11,629
SECONDARY	7,252	2,524
TERTIARY	5,613	1,078
TOTAL INCREASE	28,147	15,231

**A POWERFUL 12%
DIVIDEND
ON A POWER-FULL STATION**

CANADA SAYS THANK YOU



The luncheon was attended by more than 800 people, and the plaque, which was presented by Guy Herbert, on behalf of the Canadian government, read as follows: "Canada remembers gratefully the generous help of the United Theatrical War Activities Committee on the road to Victory, 1939 - 1945... Signed, J. L. Ilsley, Minister of Finance."

ROUND THE CLOCK SCHEDULE FOR CKMO

CKMO Vancouver went on the air 24 hours a day early this month with its new 1000 watt transmitter, the first western Canada station to operate continuously round the clock.

A special program was present-

ed for the occasion, featuring 16 artists including Al Erskine, Horner, Sonny Richardson, Allen and Les Haswell. From Hollywood came personal greetings from Spike Jones and Fred Martin, two of the many top film entertainers included in the subscribed library heard regularly on the station.

Mrs. R. J. Sprott, president of CKMO, speaking during the program, thanked long time supporters of the station.

"We hope to give you a broadcasting service that will be dependable in its news, entertaining in its musical and dramatic presentations and forward looking in its policies," she said.

CKMO was going into its 2nd year of broadcasting as the new transmitter was put into operation. The transmitter is located on Lonsdale Island just outside the city limits.

The unit embodies the latest RCA-Victor technical advances.

Mission Accomplished

CFRN, Edmonton, caught a little of the personal interest of Ralph Edward's "Truth or Consequences", in Edmonton recently by carrying an interview with E. Holland of Los Angeles, one of the participants.

Holland missed his question on the program, and in consequence was sent to the edge of the Arctic Circle to find a sample of free gold. He was successful. Gordon Williamson of CFRN interviewed the happy ex-soldier as he was passing through Edmonton, on his way to Los Angeles with his prize of \$1,000.

Congratulations

TO THE

C. A. B.

and best wishes for success
at their annual meeting

CKRC

WINNIPEG



"More Hope THAN CHARITY"
Ella Hope

When a party is mentioned, I mention it—and seriously too. It's radio ditto, I can be really certain that I'll be there. So when Pauline Rennie mentioned the Radio World dance at the King Edward I was definitely a guest at Mona doing dramatic roles.

Prizes were made to several artists not the least of whom was Mona O'Hearn who was named "Miss Radio, 1946". I've seen Mona doing dramatic roles in "George's Wife" and on "John and Judy". Bert the originator of "The Happy Hour" might well go on the gold medal with his gold medal won in the regular Poll. The announcer of the "Happy Gang", Hugh H. received a bronze plaque from Eddie Gould of McConnell. I had every reason to be proud when two artists from his show, "Music for Canada", received awards. They were Evelyn Gould, classical singer, and Samuel Hersenhoren, orchestra leader. The program received an award was "Northern Hour". Producers recognition were Rupert Caplan and Andrew Allan. In the acting, Grace Webster gained.

Prizes were made to several artists not the least of whom was Matthew Halton was not named, neither was John Fish. This interesting commentary on Toronto was not the only city away with awards, for another Lamont Tilden of Montreal was also on the receiving end in Francis who needs no mention as a versatile emcee away with honors in his name. Orne Greene was awarded the origination of the Académie Radio Arts. Kate Aitken received an award for her original devotion to radio work.

Awards were made to several artists not the least of whom was Bob Gimby. It was refreshing to see hundreds of people making like they were good friends, even for one day. Furthermore the eve of the entry of V.E. Day seemed an appropriate time for the celebration.

The attire was befitting the occasion and the different colors added to the gaiety. I didn't see all the dresses but some were truly attractive. Ms. Ernest Bushnell, wife of the Supervisor of Programs, was so smart. Sally Snider, pianist Lou, looked very nice in black and white. One lady describes Babs Hitchcock as that one word is "sweet". Mr. Scherman looked charming in a gown with a black lace and a striped taffeta skirt. Mr. Elter of CBC. looked very nice in a pastel blue with gold trim. Joyce McKnight, wife of Mr. Wes, fairly scintillated. As I said before, the evening was a little beyond what I think of a good reason for it again. Love,
ELDA

CKCR KITCHENER

1943 Statistics Show that the 202 Kitchener and Waterloo industries have an annual payroll of 15,255 people earning over \$23,000,000 a year.

• And of course CKCR offers advertisers an additional bonus market in its far-flung coverage area.

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

TORONTO
Victory Bldg.
AD. 8481

CKCR CKCR CKC

Check these FACTS

- DOMINANT STATION IN TWO RICH MARKETS
- FEATURING MORE TOP SHOWS
- FIRST WITH THE NEWS

CHSJ

SAINT JOHN NB

1st in PUBLIC PREFERENCE
Gained by well-balanced programs — five transcription libraries—community service—news.

1st in AUDIENCE
Two rich, receptive markets — urban and rural — in the most densely populated areas of New Brunswick and western Nova Scotia.

1st in ADVERTISERS
More and more National Advertisers use CHSJ consistently because they get both results and service.

⁵⁰⁰⁰5000 WATTS **CHSJ** DAY AND NIGHT

Representatives

Horace N. Stovin & Co. in Canada

Adam J. Young Jr. Inc. in U. S. A.

RADIO ADVERTISING AGENCIES

A list of Advertising Agencies Enfranchised by the Canadian Association
[of Broadcasters, together with their addresses and radio officers.

Ardiel Advertising Agency Ltd.	371 Bay St., Toronto	S. G. Gillespie
	37 James St. S., Hamilton	S. P. Westaway
	Colborne St. W., Oakville	W. A. Chant
Associated Broadcasting Co.	Dominion Square Building, Montreal	A. B. Maxwell
Atherton & Currier Inc.	100 Adelaide St. W., Toronto	Miss M. Flynn
Baker Advertising Agency Ltd.	522 University Ave., Toronto	Jack Horler
Canadian Advertising Agencies Ltd.	Sun Life Building, Montreal	M. Normandin
	69 Yonge St., Toronto	R. W. Ashcroft
	Walter St., Kelowna	Miss E. O. McDowell
Dancer, Fitzgerald & Sample	Royal Bank Building, Toronto (H.O. Chicago)	John Crosbie
D'Arcy Advertising Agency	90 Broadview Ave., Toronto (H.O. St. Louis, Mo.)	F. Goodman
A. J. Denne & Co. Ltd.	90 King St. W., Toronto	Miss L. R. Ryan
Dominion Broadcasting Co.	4 Albert St., Toronto	H. B. Williams
Ellis Advertising Co.	74 King St. E., Toronto (H.O. Buffalo)	G. M. Frankfurter
Erwin Wasey of Canada Ltd.	749 Yonge St., Toronto	Ralph Lawson
Ferres Advertising Service	16 James St. S., Hamilton	E. B. Heaven
	45 Richmond St. W., Toronto	Albert Jarvis
Frontenac Broadcasting Co.	100 Adelaide St. W., Toronto	A. Pearlstone
Jas. Fisher Co. Ltd.	204 Richmond St. W., Toronto	Alan Thompson
	1253 McGill College Ave., Montreal	C. Train
Harry E. Foster Agencies Ltd.	King Edward Hotel, Toronto	Tom Quigley
	Sun Life Building, Montreal	J. C. Nicholls
	119 West Pender St., Vancouver	L. Webster
	612 Barrington St., Halifax	E. Murray
General Broadcasting Co.	1434 St. Catherine W., Montreal	Jack Tietloman
J. J. Gibbons Ltd.	200 Bay St., Toronto	Don Bassett Product
	Dominion Square Building, Montreal	N. Cox
	Scott Block, Winnipeg	E. G. Macpherson
	Province Building, Vancouver	G. Rowntree
	Renfrew Building, Calgary	Miss L. Hogan
	301 Agency Building, Edmonton	(Through Calgary)
	Leader Building, Regina	S. Wayte
R. F. Griffiths	822 Royal Bank Building, Winnipeg	R. F. Griffiths
F. H. Hayhurst Co. Ltd.	38 King St. W., Toronto	F. J. Butler
	1405 Peele St., Montreal	R. Schaffhausen
L. J. Heagerty & Associates	19 Melinda St., Toronto	L. J. Heagerty
Publicité J. E. Huot	353 St. Nicholas St., Montreal	A. Audet
Russell T. Kelley Ltd.	447 Main St. E., Hamilton	H. G. Scaife
	601 Dominion Building, Vancouver	M. J. O'Brien
	480 Lagachetière W., Montreal	E. W. Desbarats
Kenyon & Eckhardt	Sun Life Bldg., Montreal (H.O. New York)	Roy Madden
Locke Johnson & Co. Ltd.	Harbor Commission Building, Toronto	Elton Johnson
Maclaren Advertising Co. Ltd.	372 Bay St., Toronto	M. Rosenfeld
	900 Dominion Square Building, Montreal	N. Trudeau
	911 Electric Rly. Chambers, Winnipeg	E. P. Thomson
	305 Province Building, Vancouver	W. D. M. Patterson
Mason's United Advertising Agency Ltd.	14 McCaul St., Toronto	Alan Waters
Metropolitan Broadcasting Co.	21 Dundas Square, Toronto	Don Wright
McConnell Eastman & Co., Ltd.	254 Bay St., Toronto	E. Gould
	Huron & Erie Building, London	C. S. Bowie
	Dominion Square Building, Montreal	Keith Crombie
	Confederation Life Building, Winnipeg	L. Coutts
	Stock Exchange Building, Vancouver	S. Griffith
McKim Advertising Ltd.	Dominion Square Building, Montreal	R. R. Powell
	Canada Permanent Building, Toronto	E. W. Brodie
	Paris Building, Winnipeg	A. A. Brown
	Province Building, Vancouver	H. S. Watson
Jack Murray Ltd.	10 King St. E., Toronto	N. Peglar
Wm. R. Orr & Co.	44 Victoria St., Toronto	Wm. Orr
Alford R. Poyntz Advertising, Ltd.	68 King St. E., Toronto	A. R. Poyntz
Thornton Purkis Ltd.	330 Bay St., Toronto	Miss G. Race
	Dominion Square Building, Montreal	T. Marchant
E. W. Reynolds & Co., Ltd.	Yardley House, Toronto	Miss D. Anderson
Ronalds Advertising Agency, Ltd.	Keefer Building, Montreal	Frank Starr
	137 Wellington St. W., Toronto	Roy Avery
Ruthrauff & Ryan, Ltd.	80 Richmond St. W., Toronto (H.O. New York)	R. Lees
R. C. Smith & Son, Ltd.	80 King St. W., Toronto	G. A. Phare
Spitzer & Mills, Ltd.	19 Richmond St. W., Toronto	W. D. Byles
	Dominion Square Building, Montreal	Y. Bourassa
	Royal Bank Building, Vancouver	K. Davidson
Harold F. Stanfield Ltd.	Dominion Square Building, Montreal	R. H. Geary
	311 Bay St., Toronto	C. P. Sutcliffe
	Royal Securities Building, Saint John, N.B.	V. P. Gray
	675 West Hastings St., Vancouver	V. Irons
Stewart-Lovick Ltd.	Province Building, Vancouver	F. McDowell
	337 W. 8th Ave., Calgary	R. McNicol
	Birks Building, Edmonton	Miss W. Sutton
	100 Adelaide St. W., Toronto	A. R. Hackett
Stevenson & Scott, Ltd.	University Tower Building, Montreal	H. E. Smith
	100 Adelaide St. W., Toronto	S. Young
	402 W. Pender St., Vancouver	Roy A. Hunter
Tandy Advertising Agency, Ltd.	204 Richmond St. W., Toronto	Miss C. Lee
J. Walter Thompson Co., Ltd.	Dominion Square Building, Montreal	Miss M. Cardon
	80 Richmond St. W., Toronto	Miss Sivell
Vickers & Benson, Ltd.	Keefer Building, Montreal	Miss J. Berebe
	217 Bay St., Toronto	E. Kober
Wallace Advertising Ltd.	Roy Building, Halifax	F. M. Beaubien
Walsh Advertising Co., Ltd.	Guaranty Trust Building, Windsor	J. P. Walsh
	100 Adelaide St. W., Toronto	D. Marshall
Whitehall Broadcasting, Ltd.	Dominion Square Building, Montreal	V. George
Young & Rubicam, Ltd.	University Tower, Montreal	L. C. Arbuthnot
	80 King St. W., Toronto	R. L. Simpson

By
EVERY
TEST
Your
BEST
BUY
for
Selling
Saskatchewan

Saskatchewan's
Most Popular
Station

Let us Prove It
to you
In your next
Campaign

CHAB
MOOSE JAW SASK.
800 KC. 1000 WATTS



AN ALL CANADA STATION

U.S. RECOGNIZED AGENCIES HAVE AUTOMATIC CAB RECOGNITION IN CANADA.

STATIONS OF THE CBC NETWORKS

Trans-Canada Network

- Atlantic Region (Basic)**
 CJCB Sydney
 CBH Halifax
 CBA Sackville
 CHSJ Saint John
 CFNB Fredericton
- Mid-Eastern Region (Basic)**
 CBO Ottawa
 CKWS Kingston
 CBL Toronto
 CKSO Sudbury
 CFCH North Bay
 CJKL Kirkland Lake
 CKGB Timmins
 CJIC Sault Ste. Marie
 CKPR Fort William
 CBM Montreal

Dominion Network

- Atlantic Region (Basic)**
 CJFX Antigonish
 CFCY Charlottetown
 CHNS Halifax
 CKCW Moncton
 CKNB Campbellton
 CJLS Yarmouth

- Mid-Eastern Region (Basic)**
 CKCO Ottawa
 CHOV Pembroke
 CFJM Brockville
 CJBC Toronto
 CHEX Peterborough
 CFPL London
 CFCO Chatham
 CFPA Port Arthur
 CHLT Sherbrooke
 CFCF Montreal

- Mid-Eastern Region (Supplementary)**
 CKCV Quebec
 CKOC Hamilton
 CKLW Windsor
- Quebec Region (Basic)**
 CKY Winnipeg
 CBK Watrous
 CJCA Edmonton
 CFAC Calgary
 CJOC Lethbridge
- Quebec Region (Supplementary)**
 CKCK Regina
 CFAR Flin Flon
 CFGP Grande Prairie

- Prairie Region (Basic)**
 CJRL Kenora
 CKRC Winnipeg
 CJGX Yorkton
 CKX Brandon
 CKRM Regina
 CHAB Moose Jaw
 CFQC Saskatoon
 CKBI Prince Albert
 CFCN Calgary
 CFRN Edmonton

- Pacific Region (Basic)**
 CHWK Chilliwack
 CJOR Vancouver
 CJVI Victoria

★
 **—These three stations sold as a group.

French Network

- Quebec Region (Basic)**
 CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBR Vancouver
- Quebec Region (Supplementary)**
 CKLN Nelson
- Quebec Region (Basic)**
 CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBR Vancouver
- Quebec Region (Supplementary)**
 CKLN Nelson
- Quebec Region (Basic)**
 CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBR Vancouver
- Quebec Region (Supplementary)**
 CKLN Nelson
- Quebec Region (Basic)**
 CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBR Vancouver
- Quebec Region (Supplementary)**
 CKLN Nelson

QUEEN O' THE MAY



At the first May Day in six years, crowds from surrounding areas thronged New Westminster, B.C., for the parade and ceremonies. From the balcony of the Windsor Hotel, Hal Davis of CKNW commented on the parade as it passed. Before the parade entered the Oval at Queen's Park, Warren Johnstone was in front of the mike to describe each event, including the arrival of May Queen, Sally Purvis, 10 years.

Here's the gal now, looking pretty cool in front of the mike, as she received her honors.

The following Sunday the whole affair was rebroadcast so the queen and her predecessor, Doris Burris, could hear their part in the city's 76th May Day.

CKNB CAMPBELLTON N.B.

May 25, 1946

Dear Mr. Timebuyer;

Comes the C.A.B. Convention again... and Quebec City in May! Believe me, I've been looking forward to it.

I imagine we'll all have a darn good time, in our various and individual ways... despite a heavy agenda, some disputes and differences of opinion, and the inevitable head-aches that await us.

Anyhow...planning to see many of you there, I've little to acquaint you with in the meanwhile...except maybe to get in a "commercial" for CKNB, its fine complement of loyal listeners, its ability to sell your clients' products and services.

Until the 27th, then.....

Yours very truly,

Stau Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

WE'RE practically down to rationing Radio Time these days, too—But we've always got a little left for the asking.

Why not ask the Stovin man about our 150,353 Canadian radio homes and he'll find you a spot.

CKLW, WINDSOR

Represented by

HORACE N. STOVIN

MONTREAL

& COMPANY
TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Can't go on *boasting forever*

And don't intend to —

But check the new 15 city ratings
for

**P U R D Y
P R O D U C T I O N S**

**37 BLOOR ST. W.
T O R O N T O**



RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
BRITISH COLUMBIA						
CHWK	All-Canada	Weed & Co.	Jack Pilling	W. G. Teetzel	UTS	—
CFJC	All-Canada	Weed & Co.	Ian Clark	—	UTS	—
CKOV	All-Canada	Weed & Co.	J. W. B. Browne	Hume Lethbridge	Lang-Worth	PN
CKLN	H. N. Stovin	—	—	—	NBC	—
CKNW	Radio Reprs. (A. J. Messner in Winnipeg)	Forjoe & Co.	Joan Orr William Rea Jr.	D. M. Armstrong	World	PN
					Associated	PN
					Cole	BUP
					UTS	—
					World	—
CJAV	Radio Reprs.	—	Harold Warren	R. O. L'Ami	Lang-Worth	PN
CKPG	All-Canada	Weed & Co.	Cecil Elphicke	—	—	—
CFPR	H. N. Stovin	—	C. H. Insulander	S. J. Anderson	—	—
CJAT	All-Canada	Weed & Co.	E. C. Ayles	N. Harrod	NBC	PN
CBR	CBC	CBC	Ira Dilworth	Harold Paulson	Standard	—
CJOR	H. N. Stovin	Adam Young	G. C. Chandler	D. E. Laws	NBC	CP
					UTS	BUP
					Standard	PN
CKMO	Radio Reprs.	H. H. Wilson	John Hunt	Tom Slattery	Lang-Worth	BUP
CKWX	All-Canada	Weed & Co.	F. H. Elphicke	R. I. P. Crotty	World	PN
					NBC	PN
CJVI	All-Canada	Weed & Co.	M. V. Chestnut	Lee Hallberg	World	PN
ALBERTA						
CFAC	All-Canada	Weed & Co.	A. M. Cairns	F. R. Shaw	Associated	BUP
					NBC	PN
CFCN	Radio Reprs. (H. N. Stovin in Winnipeg)	H. H. Wilson	H. G. Love	E. H. McGuire	World	—
					Lang-Worth	BUP
					Standard	PN
CJGJ	Radio Reprs.	J. H. McGillivra	D. H. MacKay	—	—	—
CFRN	Radio Reprs. (H. N. Stovin in Winnipeg)	H. H. Wilson	G. R. A. Rice	A. J. Hopps	Lang-Worth	BUP
					Standard	BUP
CJCA	All-Canada	Weed & Co.	Gordon Henry	Rolfe Barnes	UTS	—
CKUA	Non-commercial	—	Walker Blake	—	NBC	PN
CFGP	All-Canada	Weed & Co.	Arthur Balfour	Jack Soars	World	—
					Associated	PN
					NBC	BUP
CJOC	All-Canada	Weed & Co.	Wm. Guild	C. A. Perry	Lang-Worth	PN
CHAT	All-Canada	Weed & Co.	R. E. Buss	—	NBC	PN
					Standard	BUP
SASKATCHEWAN						
CHAB	All-Canada	Weed & Co.	Carson Buchanan	Glen Turner	Lang-Worth	BUP
CKBI	All-Canada	Weed & Co.	Lloyd Moffat	G. Prest	UTS	—
CKCK	All-Canada	Weed & Co.	H. Crittenden	Jack Sayers	NBC	BUP
CKRM	All-Canada	Weed & Co.	Wm. Speers	Bruce Pirie	NBC	BUP
					Standard	PN
CFQC	Radio Reprs. (H. N. Stovin in Winnipeg)	H. H. Wilson	A. A. Murphy	V. Dallin	Lang-Worth	PN
					World	—
					Lang-Worth	BUP
CBK	CBC	CBC	Jas. Finlay	—	NBC	—
					Standard	—
CJGX	H. N. Stovin	Adam Young	A. L. Garside	—	—	—
					UTS	CP
					World	BUP
MANITOBA						
CKX	H. N. Stovin	Adam Young	W. F. Seller	W. Grigg	NBC	BUP
CFAR	H. N. Stovin	J. H. McGillivra	G. B. Quinney	—	World	—
CKSB	C. W. Wright	—	L. Leprohon	—	Lang-Worth	BUP
CJOB	Radio Reprs. (A. J. Messner in Winnipeg)	H. H. Wilson	J. O. Blich	A. J. Messner	Associated	BUP
					Associated	BUP
					UTS	PN
CKRC	All-Canada	Weed & Co.	Gerry Gaetz	Waldo Holden	Lang-Worth	BUP
					Standard	PN
CKY	H. N. Stovin	Adam Young	Wm. Duffield	W. Carpentier	World	—
					NBC	BUP
					—	PN
ONTARIO						
CJBQ.	H. N. Stovin	Adam Young	W. H. Stovin	Thos. Wilkinson	NBC	PN
CKPC	J. L. Alexander	—	Mrs. J. D. Buchanan	Hugh Bremner	UTS	BUP
CFJM	J. L. Alexander	Adam Young	Ross Wright	—	World	—
					Standard	BUP
CFCO	—	—	J. Beardall	P. A. Kirkey	UTS	—
CKSF	H. N. Stovin	J. H. McGillivra	H. H. Flint	—	World	BUP
CKFI	J. L. Alexander	Adam Young	J. M. Reid	R. S. Mitchner	—	PN
CKPR	Radio Reprs. (H. N. Stovin in Winnipeg)	H. H. Wilson	Hector Dougall	Ted Morrow	NBC	BUP
					UTS	PN
CHML	Metropolitan in Toronto and H. N. Stovin in Montreal and W'peg.	Adam Young	K. D. Soble	—	Associated	BUP
					Standard	—
					UTS	—
CKOC	All-Canada	Weed & Co.	W. T. Cranston	Orrin Botsford	Lang-Worth	PN
					NBC	—
					World	—
CJRL	H. N. Stovin	Adam Young	H. G. Clark	—	—	PN

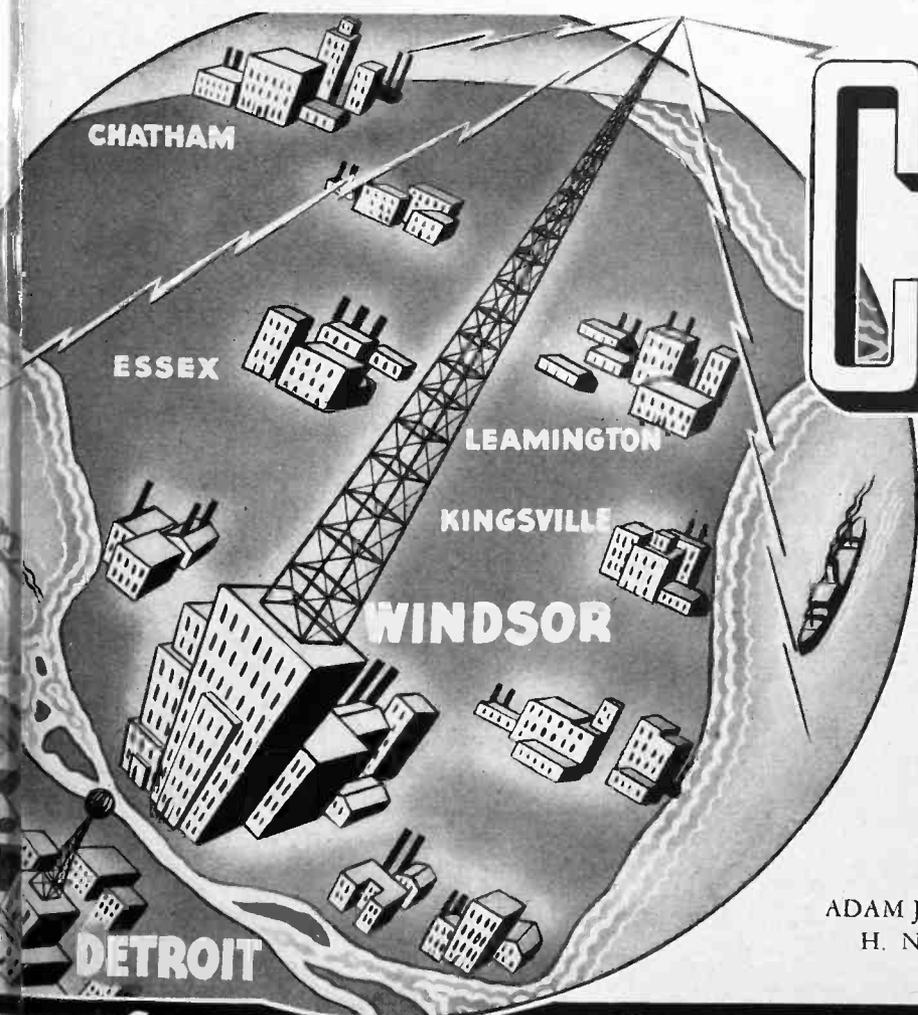
City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries
Kingston	CKWS	Nat'l. B'cast Sales	Donald Cooke Inc.	Roy Hoff	Harry Edgar	Lang-Worth NBC Standard UTS
Kirkland Lake	CJKL	Nat'l Broadcast Sales	Donald Cooke Inc.	Brian Shellon	Chet Sutherland	Lang-Worth NBC Standard UTS
Kitchener London	CKCR CFPL	William Wright H. N. Stovin (Montreal and W'peg.)	J. H. McGillvra	W. C. Mitchell Donald Wright	G. Liddle M. Brown	UTS NBC World
North Bay	CFCH	Nat'l Broadcast Sales	Donald Cooke	C. Pickrem	P. Clayton	Lang-Worth NBC Standard UTS
Oshawa Ottawa	CKDO* CBO	J. L. Alexander CBC	CBC	Geo Elliott Chas. P. Wright	—	NBC
Ottawa	CKCO	William Wright	J. H. McGillvra	Dr. G. M. Gelderif	—	Associated Lang-Worth
Ottawa Owen Sound Orillia	not known* CFOS CFOR	License issued to Frank Ryan. H. N. Stovin H. N. Stovin	Adam Young Adam Young	Ralph Snelgrove G. E. Smith	W. N. Hawkins Russell Waters	World NBC UTS NBC
Pembroke Peterborough	CHOV CHEX	H. N. Stovin Nat'l Broadcast Sales	Adam Young Donald Cooke	E. G. Archibald Harold Burley	E. L. Jones	Lang-Worth NBC UTS
Port Arthur	CFPA	Nat'l Broadcast Sales (All-Canada in W'peg.)	Weed & Co.	R. H. Parker	—	Lang-Worth Standard NBC
Sarnia	CHOK*	Nat'l Broadcast Sales	Donald Cooke	Claude R. Irvine	—	Standard UTS
St. Catharines Sault Ste. Marie	CKTB CJIC	Nat'l. Broadcast Sales J. L. Alexander	J. H. McGillvra J. H. McGillvra	W. Burgoyne J. G. Hyland	—	NBC UTS World UTS
Stratford Sudbury Sudbury	CJCS CHNO* CKSO	All-Canada License issued to Sudbury Broadcasting Co. Ltd., Senator J. R. All-Canada	Weed & Co. Weed & Co.	Frank Squires Hurtubise, President. Wilf Woodill	—	NBC World Lang-Worth NBC
Timmins	CKGB	Nat'l. Broadcast Sales	Donald Cooke	H. C. Freeman	Al Huggins	Standard UTS
Toronto	CBL	CBC	CBC	H. J. Boyle	—	—
Toronto	CFRB	All-Canada in Montreal	Adam Young	E. L. Moore	—	Associated Lang-Worth NBC
Toronto	CHUM	Radio Reps. in Montreal J. L. Alexander in Toronto	Weed & Co.	Jack Part (actg.)	R. Ford	Cole Lang-Worth Standard UTS
Toronto	CJBC	CBC	CBC	H. G. Walker	—	Lang-Worth Standard
Toronto	CKEY	Nat'l. Broadcast Sales	Donald Cooke	Jack Cooke	George Bell	Lang-Worth Standard World NBC UTS
Windsor	CKLW	H. N. Stovin	Adam Young	J. E. Campeau	W. Carter	World NBC UTS
Wingham	CKNX	J. L. Alexander	—	W. T. Cruickshank	F. N. Johnson	World Cole NBC

● QUEBEC

Amos	CHAD	Nat'l. Broodcast Soles	G. Legault	Operated from Rouyn	L. Rogerson	World
Chicoutimi	CBJ	CBC	CBC	Vilmont Fortin	—	—
Granby Hull Montreal	CHEF CKCH CBF	All-Canada Radio Reps. CBC	Weed & Co. H. H. Wilson CBC	Jacques Thivierge Paul R. Benoit J. M. Beaudet	— — O. Renaud	World NBC —
Montreal	CBM	CBC	CBC	J. M. Beaudet	O. Renaud	—
Montreal	CFCF	All-Canada in Toronto	Weed & Co.	J. A. Shaw	P. E. Hiltz	NBC
Montreal	CHLP	J. L. Alexander in Toronto	J. H. McGillvra	M. Lefèbvre	R. Mousseau	Standard
Montreal	CJAD	Nat'l. Broodcast Sales	Adam Young	J. A. Dupont	—	Associated Lang-Worth Standard Lang-Worth World World
Montreal	CKAC	William Wright	Adam Young	Phil Lalonde	—	Standard Lang-Worth World
New Carlisle	CHNC	All-Canada	J. H. McGillvra	Dr. Chas. Houde	Viateur Bernard	World
Quebec Quebec Quebec	CBV CHRC CKCV	CBC Jos. A. Hardy Radio Reps.	CBC Adam Young Weed & Co.	M. Valiquette J. N. Thivierge Paul LePage	Omer Renaud — L. Bernier	— Lang-Worth UTS
Rimouski Rouyn Ste Anne de la Pocatiere Sherbrooke	CJBR CKRN	H. N. Stovin Nat'l. Broodcast Sales	Adam Young —	G. A. LaVoie J. Legault	— L. Rogerson	World UTS World
Sherbrooke	CHGB CHLT	Nat'l. Broodcast Sales Jos. A. Hardy	J. H. McGillvra H. H. Wilson	G. T. Desjardins A. Gauthier	— —	World NBC UTS NBC UTS
Sherbrooke	CKTS*	Radio Reps.	—	A. Gauthier	—	World NBC UTS UTS
Sorel Three Rivers Val D'Or Verdun	CJSO CHLN CKVD CKVL*	Radio Reps. Jos. A. Hardy Nat'l. Broodcast Sales (none appointed)	— Adam Young — Jack Tietloman	A. Morin Leon Trepanier J. Legault Corey Thompson	— — L. Rogerson —	World UTS UTS World

Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
NEW BRUNSWICK						
CKNB	All-Canada	Weed & Co.	C. S. Chapman	---	UTS	---
CJEM	H. N. Stovin	Adam Young	R. Leclair	---	NBC	BUP
CFNB	All-Canada	Weed & Co.	Malcolm Neill	---	Lang-Worth	BUP
KCWB	H. N. Stovin	J. H. McGillvra	F. A. Lynds	---	UTS	---
					World	---
CFBC*	All-Canada	Weed & Co.	Norm Botterill	---	Associated	PN
CHSJ	H. N. Stovin	J. H. McGillvra	Geo. Cromwell	---	Lang-Worth	---
					Standard	---
					UTS	---
					World	---
CBA	CBC	CBC	W. E. S. Briggs	---		CP BUP
PRINCE EDWARD ISLAND						
CFCY	All-Canada	---	Col. Keith Rogers	L. A. Macdonald	Lang-Worth	PN
					Standard	---
					World	---
CHGS	Radio Reprs.	---	R. L. Mollison	---		---
NOVA SCOTIA						
CJFX	J. L. Alexander	Adam Young	J. C. Nunn	---	Lang-Worth	PN
					UTS	---
CBH	CBC	CBC	W. E. S. Briggs	---		CP BUP BUP PN
CHNS	All-Canada	Weed & Co.	Gerald Redmond	Harry Stephen	Lang-Worth	---
					NBC	---
					UTS	---
					World	---
					Standard	PN
					World	---
CJCH	H. N. Stovin	J. H. McGillvra	M. J. Humphreys	---	Cole	PN
CJCB	All-Canada	Weed & Co.	N. Nathanson	---	NBC	---
					UTS	---
CFAB	J. L. Alexander	Adam Young	A. Bishop	---	Cole	PN
CJLS	All-Canada	Weed & Co.	L. L. Smith	---	UTS	---
					UTS	PN

*Not yet operating



CKLW

800 ON YOUR DIAL

The Canadian Association of Broadcasters covers our great Dominion. CKLW has a large coverage area too. With CKLW it's coverage that counts—coverage means listener audience and buying influence. CKLW is the servant of two nations with facilities spanning the border between two of the greatest countries in the world. The staff at CKLW join in sending to the Canadian Association of Broadcasters their heartiest wishes for success on their annual convention being held in Quebec City May 27-29.

Representatives

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

J. E. CAMPEAU
MANAGING DIRECTOR
5000 WATTS—800 KC.
Day and Night

The Good Neighbour Station

CONVENTIONOMETER



DIRECTIONS

HANG UP AT SHOULDER HEIGHT
BREATHE ON SPOT.
IF SPOT TURNS GREEN
IT'S TIME TO GO HOME

SPECIAL EVENTS DEPT.

CHUM

THE FRIENDLY STATION TORONTO



JUMPED CUE

"Producer" George Taggart is the father of his third son who beat the doctor by six hours, George is being credited with the "assist".

* * *

CLOSED MEETING

We acknowledge the contributor who suggests that one reason why the CAE keeps returning to Quebec City for its annual conventions is because no one can understand what they are saying.

* * *

TESTIMONIAL

Certainly radio brings results. We know of a firm who advertised over the air for a night watchman, and that night their safe was robbed.

CKCW Radiob...

* * *

PLUG THAT IS

If the French on page three floors you, we have prepared a special English translation which is yours for \$2, and with each translation we are giving away a year's subscription to the Canadian Broadcaster absolutely free.

* * *

DIVERTISSEMENT

The introduction of fiction into this issue (p. 31) is specially designed to give away the time for those privileged to attend closed meetings.

* * *

PREVIEW

Next issue we're going to have reading matter.

* * *

INFORMATION PLEASE

Can it be that the CAE tournament in Quebec inspired by Francis the famous game of bow before the Armada, or Nero fiddle . . . ?

* * *

IMMORTALITY

Lord Caresser, calypsoer from Port-of-Spain, Trinidad, is scheduled to sing "Ode to the CBC" on the Trans-Canada Network.

Why didn't they call...

After less than 2 months of operation under Murray management

CFJM

is delivering an average week-through percentage of audience

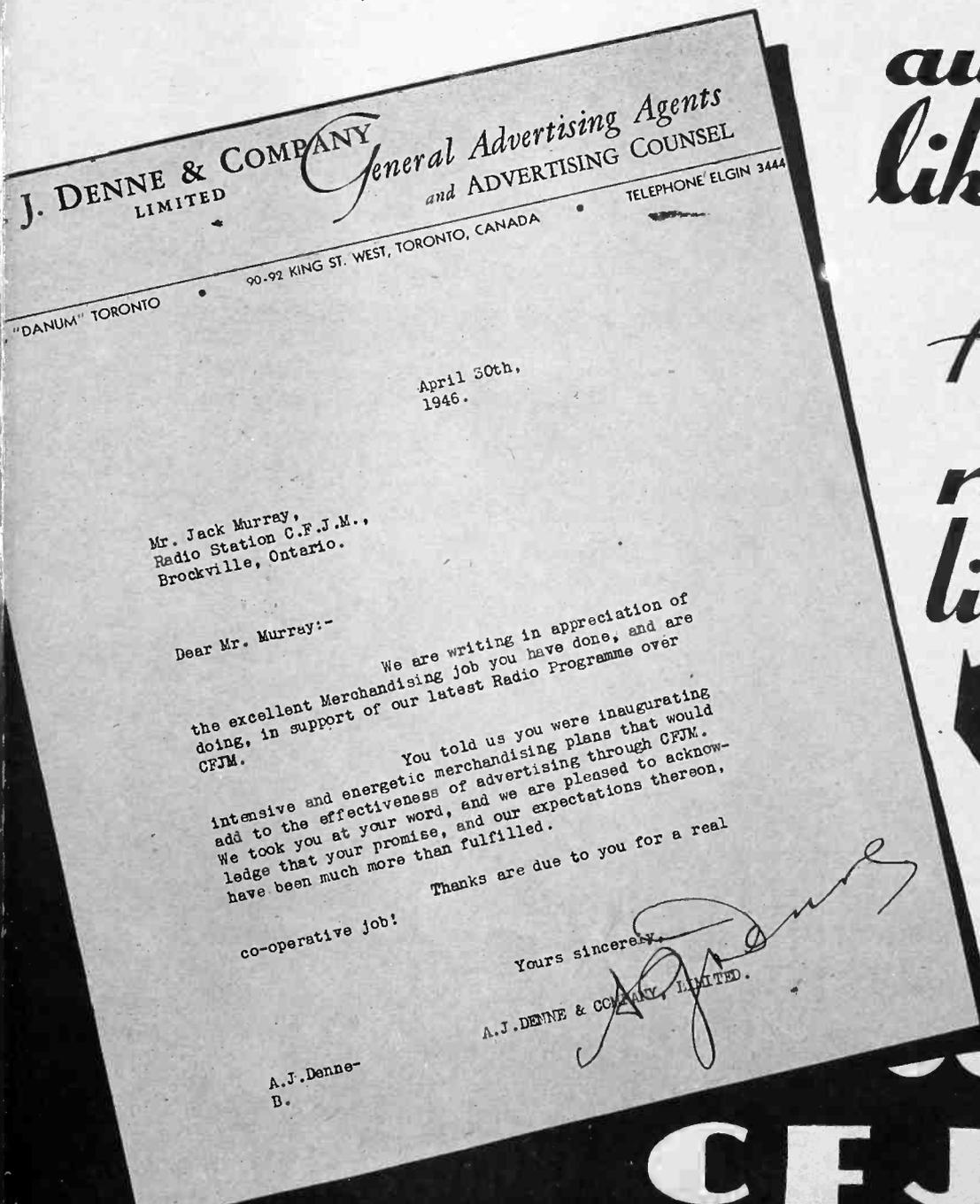
Daytime - 47.8

Evening - 48.1

◀ With an audience like this

And results like this

◀ How CAN YOU MISS?



J. DENNE & COMPANY LIMITED
General Advertising Agents and ADVERTISING COUNSEL
90-92 KING ST. WEST, TORONTO, CANADA
TELEPHONE ELGIN 3444

April 30th, 1946.

Mr. Jack Murray,
Radio Station C.F.J.M.,
Brockville, Ontario.

Dear Mr. Murray:-

We are writing in appreciation of the excellent Merchandising job you have done, and are doing, in support of our latest Radio Programme over CFJM.

You told us you were inaugurating intensive and energetic merchandising plans that would add to the effectiveness of advertising through CFJM. We took you at your word, and we are pleased to acknowledge that your promise, and our expectations thereon, have been much more than fulfilled.

co-operative job!

Thanks are due to you for a real

Yours sincerely,

A.J. DENNE & COMPANY, LIMITED.

A.J. Denne-
B.

CFJM
BROCKVILLE ONT.

NATIONAL REPRESENTATIVES
JAMES L. ALEXANDER TORONTO MONTREAL
ADAM J. YOUNG JR. INC. IN U.S.A.

CFRB salutes CANADIAN ASSOCIATION of BROADCASTERS

The management and staff of CFRB takes this opportunity of extending hearty greetings and best wishes to the C.A.B. on the occasion of its annual convention.

Among the early members of the Association, this station has virtually grown up with it and, at all times, takes a very real share in its aims and interests.

May the Canadian Association of Broadcasters continue to flourish and to carry on with the furthering of friendly relations between advertisers, agencies and the radio industry!

CFRB

860 K.C.

TORONTO

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!