



**"BUT IT'S  
ONLY FIVE  
IN B.C."**

*In all kinds of radio planning, the All-Canada man is there to help in solving any problems.*

The crack of dawn in Vancouver . . . just a little early for that morning programme broadcast at eight o'clock down East. But by spotting the show the All-Canada way, it can be scheduled to hit breakfast tables from the Atlantic to the Pacific.

National, regional or local, *your* radio planning can be simplified by the advantages All-Canada offers:

1. A strategic combination of any of thirty-one coast-wide stations can provide the best possible coverage pattern over the areas in which your market lies.

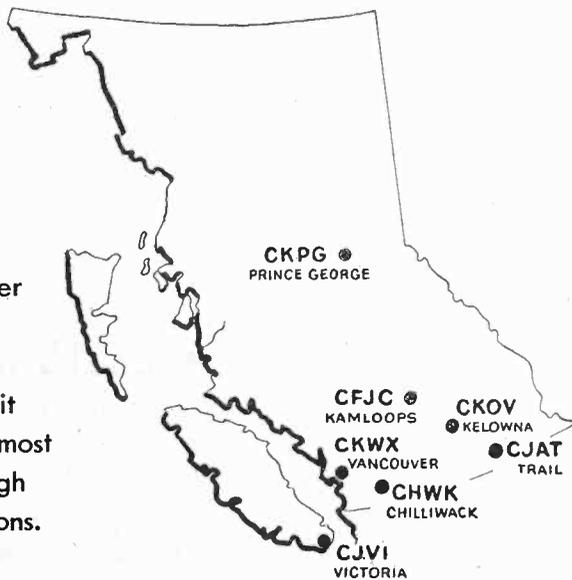
2. A carefully planned time-table makes possible your show being broadcast at a desirable time in each of the five time zones across the continent, at the peak listening time in all regions, in a favourable position on each station's programme schedule.

3. Broadcast originates on local, independent stations, each serving its own community, each commanding a ready-made, sympathetic and loyal audience.

Whatever your coverage, timing or budget problem, call the All-Canada man. He can help you plan to the best possible advantage.

**ALL-CANADA IN BRITISH COLUMBIA**

This Province is the largest fish producer in the Dominion, third biggest in mining and lumber industries, third highest in total production. And it can be reached most effectively through these seven stations.



**ALL-CANADA RADIO FACILITIES**  
*Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

**Console Bottle-Neck**

release from the Radio Manufacturers Association of Canada, that the shortage of console radio-phonograph combinations on the market, is attributable to the dearth of wooden cabinets, caused mainly by the tight price control. Cabinet makers, the release says, have difficulty obtaining the lumber necessary to make the models, with the exact specifications required along with the tight profit control they are turning to the lumber field where the same conditions do not exist. This, added to a 100% increase in costs of material, makes it very difficult for the radio set manufacturer to make large sets when his profit is limited to a 10% increase. With these difficulties, the R.A. adds, only 2% of the units coming off the assembly line are in the larger console field.

**E. of T. Stage Forum and Poll**

The Radio Executives Club of Toronto staged a forum and poll at their September lunch meeting, which came up with the following results:

Out of 37 ballots favored everything possible to keep Canadian talent at home; the formation of a producers' union was favored by 28 to 9; 7 preferred free producers, 19 favored free production houses while 11 there was a place for both; 17 for package shows where production costs are lumped, 13 for itemized break-downs and 14 thought there was room for both. All ballots favored the open type of meeting for future meetings of the Club.

Meeting under the chairmanship of Jim Knox, the meeting was given over to a panel of four producers from the production field. George Taggart opened the proceedings by throwing out questions to the audience which he felt should be discussed, and a lively discussion took place when he raised the question of established production houses versus what he termed "side-walk" producers. George Taggart on the panel of experts were Rai Purdy, Maurice Losfeld and Hal Williams.



"It's the Religious Director, Dr. Bleat. He wants you to change that to 'Balaam's Donkey'."

**Rambling Recitalist**

CJCA Edmonton's new staff pianist Lloyd Cooper, although only 33, has a long and varied career as a musician behind him.

Before his service with the RAF, Lloyd was a prominent recitalist in England playing regularly with such orchestras as Joe Loss, Debroy Summers and Jack Hilton. During his service with the RAF he served in Canada and played recitals over CJOC, Lethbridge; CFAC, Calgary; CKCK and CKRM, Regina and CJCA Edmonton.

**"Hams" for Emergencies**

Organized by K. R. Patrick of Montreal, with the consent of the RCAF, the Air Force Amateur Radio System, made up of "Hams" in Canada, has been set up to maintain a constant chain of communication, from coast-to-coast, for use in case other methods break down.

Members of the Radio System will, if plans go through, be given the opportunity of gaining a certain amount of time operating modern radio sets in aircraft. In addition, they will be aided in maintaining and carrying out studies in electronics.

**Ship to Shore**

The British Columbia Telephone Company has completed the installation of the first of its planned network of FM stations, designed to serve the British Columbia coast and a ship-to-shore service.

The first installation went up at Powell River, P.C. and it is expected that broadcasting equipment will be installed soon.

**BROADCASTERS**

**Going to higher power?**

**Going to F.M.?**

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

Contact:

G. R. Mounce  
Eric Leaver

**ELECTRONIC ASSOCIATES**

LIMITED

2498 Yonge Street  
Toronto 12

*Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.*

*Thank You!*

*Thanks*

LOUISE ROBERTSON  
SID LANCASTER  
NEIL LEROY  
BERNARD COWAN

For your top performances on the SECOND SERIES of dramatized spot announcements for Household Finance Corporation of Canada.

Thank you, Ed Abbott, radio director of Shaw-LaVally Inc., Chicago for specifying

*Duophonic Transcriptions*



**DOMINION BROADCASTING COMPANY**  
4 ALBERT ST. TORONTO

Now

**5000 WATTS**

on

**900 Kilocycles**

**C H M L**

**Hamilton**

Our Guest-Speaker Is:

W. H. CARTER  
PRESIDENT  
Winnipeg Electric Company



"Our faith in Radio is indicated by the fact that we have broadcast a program every weekday for over six years now.

"One of the most valuable features of Radio to us is its immediate availability, enabling us at exceedingly short notice to advise the public of changes and additions in any of our services.

"A public utility such as ours is, providing Transportation, Electricity and Gas, has need of a prompt and pleasing method

of entering the homes of its customers on short notice and Radio gives us this."



*W. H. Carter*

President  
Winnipeg Electric Company

HORACE N. STOVIN  
& COMPANY

Radio Station Representatives

for these Live Independent Stations

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

\*\* Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO IS YOUR HOME

MANITOBA

by ERITH SMITH



Change is the word for radio programs in and around Winnipeg these days, as September points the way to winter and the long show season. Time has not yet become an active headache in this city. The griefs that accompany the switch-over from Daylight to Standard time will come at the end of the month—on Sept. 29. Right now those griefs just loom.

Over at CKRC one gain and two losses are reported in station personnel. Back into the fold is Kay Parkin, who is receiving a warm welcome after a bout of eye trouble. Kay, who has turned a good hand to almost every job going around the station, is still taking it easy. She's now attached to Sales-Promotion, and for the time being is on a part time basis. Going is Spence Smith, who's been with CKRC for about two years. Already gone is Charlie "Chuck" Skelding who's practically a station veteran, having been there for more than four years.

There are lots of new shows coming in on CKRC's schedule these days—too many to itemize. One is Mercer McLeod, coming in with drama transcriptions under local sponsorship. Liggett's Drug stores are sponsoring "Drama of Medicine". Star Theatre is coming in Sundays at 8.30 p.m. for McColl-Frontenac. Beginning Sept. 20 Alan Young will be back Fridays at 7.30 p.m. Followed by Sweet Caporal's Light Up and Listen at 8 p.m. and the Javex show, Double or Nothing, at 8.30.

The boys at CKY had two new shows to tell us about. Roy Ward Dickson started his Champ Scrap Book Sept. 6, and will carry on Fridays at 8 p.m. J. J. Gibbons, Ltd., Toronto, are agents for this one. Incidentally, Dickson scored heavily in person in Winnipeg last week when he brought Shirriff's Fun Parade to the Civic Auditorium. A Capacity house laughed itself sick over the cheerfully undergone antics of his victims.

Second new show mentioned by CKY starts Sept. 17. It's the return of W. M. Lowney Co. Ltd.'s "Men in Scarlet," a Tuesday and-Thursday 5 p.m. show for the young 'uns. (Which reminds me—how long will it be before my sweet tooth sinks into some of those good old pre-war chocolate bars?)

Jalopy Promotion

CKCK, Regina, has been using the Regina Lions Club's jalopy race and parade to tie in plugs for the return of Kellogg's (All-Wheat) "Superman" to the air.

The station entered a jalopy in the Lion's race and decorated it in a manner befitting the "Man of Steel". Then the station entered two youngsters in the fancy dress parade and had them carry banners announcing the return of the show.

Aussie "House" Broadcast

Some of the headaches of casting parliamentary proceedings are making themselves felt in Australia, where persons who consider that critical remarks have been made about them in the House and over the air, feel they should be given time in rebuttal.

The flame was kindled when Geoffrey Blaxland, a candidate in the next election, took exception to questions asked about him in the house, and approached the broadcasting Commission for tie to reply. The Commission decided that the responsibility rested with parliament, and handed it on to them. Parliament inquired of New Zealand and was told that its members are careful to avoid such things. Finally the Broadcasting Committee said that no change would be taken at present, but they would recommend that the committee formed after the election take the matter into consideration.

To Handle Sound Effects

Charles Michelson, Inc. Transcriptions of New York has appointed RCA Victor Co., Canada to be their exclusive contributors for both the Genealogy Speedy-Q Sound Effect Libraries throughout the Dominion of Canada. Complete stock of libraries will be on hand in Toronto and Montreal to facilitate handling.

CFPA

"Serving The Lakehead"

City Listener

- Port Arthur 26,050
- Fort William 31,080

National Broadcast

Sales

DOMINION NETWORK

ASK YOUR Agency

about

Adaskin Service

- MAJOR PRODUCTIONS
- COMMERCIALS
- SINGING SPOTS
- PROGRAM IDEAS

Ask Our Representative To Call



JOHN ADASKIN PRODUCTIONS

67 YONGE ST. TORONTO

# CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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

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

### Correspondents

Montreal - - - - Walter Dale  
Ottawa - - - - James Allard  
Vancouver - - - - Robert Francis  
Winnipeg - - - - Erith Smith

5, No. 18

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

September 21st, 1946

## Advertising Is News Too

Radio's carping critics may have a just beef when they aim their shots at the commercials. Possibly the complaint might be carried still further. The plethora of adjectives and the lack of information in quite a lot of radio writing inspires criticism not only of commercials, but of so very much of all that is said over the radio. There are those who maintain that commercials should be thrown overboard completely in favour of just "sponsor identification". It is questionable if they would pay from the advertiser's standpoint, and anyhow, there is a simpler formula. This is to see to it that commercials are first, interesting, and second, either interestingly informative or entertaining.

A surprising number of readers of this paper expressed interest in an article we ran several issues ago entitled "Superlatives Aren't News." The article pointed out among other things that editors want facts; they will print opinions only when they are expressed by an un-biased expert who knows what he is talking about, and then only if the reader knows he knows.

This is the formula for successful editorial material, which is what the subscriber buys a paper to read, how much more necessary is it to apply the same principles to advertising, which people tend to skip unless it is brought pretty forcefully to their attention.

To translate this line of reasoning into terms of broadcast advertising, listeners tune in a program much as they pick up a paper—either to be entertained or informed. They realize that the best programs are the sponsored ones, so they are prepared to bear with the commercials as the price they must pay for their favorite entertainment. In spite of this and in spite of the fact that advertisers want a high attention paid to their "plugs", the same craftsmanship is seldom displayed on the preparation of the commercials as the programs, which encourages the attention the advertiser wants. And the reason is largely poor writing.

Superlatives aren't acceptable editorially, why should they be any better in printed ads or spoken commercials. Yet so much alleged selling copy takes the form of grandiose and unconvincing blasts of bragging radio which sell nothing and repel listeners.

A buyer of advertising once said that a piece of copy is worthless if the name of the brand can be substituted for that of a competitive brand. Anyone can say their brand is the best there is.

Many farm products are sold on a straight basis of information which potential customers find interesting. Many of the network programs follow the trail which was probably blazed originally by Jack Benny who lightens their commercials with comedy. But far too many yell at you to stop your cold with "Rheumo", because it is the best cold remedy on the market. And this, for our money, inspires only one reaction on the part of the listener—"Who says so?" and "Why should I?"

*Richard G. Lewis*  
Editor

## A JOB FOR SERVICE CLUBS

(Reprinted from "Trend")

Over past six months it has been pointed out in TREND time and time again that the principal danger to be found in the government radio, airways and information monopolies is in the ease with which these undemocratic organizations are foisted upon the public.

There is a job to be done in warning Canadians about this danger. That job is not being done by the daily press, nor by the nation's principal magazines. With very few exceptions the newspapers are afraid or unwilling to comment adversely on government bureaux. Canadian magazines generally are not magazines of opinion but are rather trivial publications without cause or purpose. That leaves the job pretty much up to individuals and a few of them are undertaking it with enthusiasm and efficiency. One of the great outlets which they can use, and ARE using effectively, is the nation-wide organization of service clubs.

Service clubs very seldom live up to the full meaning of their title. They DO perform community services of a sort but they have seldom been concerned about service to the nation as a whole. Now they are being given an opportunity to do a vital job.

Members of service clubs believe in preserving freedom and democracy in Canada—and by that they mean freedom from government bureaucracy as well as freedom of speech, religion and opportunity. There are very few CCF-ers who have any rightful place in a service club.

This week the Kinsmen's Club in London, Ontario, gave the service club movement for Canada an excellent send-off. Members heard grave warning from R. G. Lewis, editor of the Canadian Broadcaster, who took a broad view of the problem and did not confine his remarks to radio. Referring to the granting of a two million dollar loan to CBC he said the loan was made with the purpose of enabling "the CBC to go ahead and appropriate the wave-lengths of Stations CFRB, Toronto; CKY, Winnipeg; CFCN, Calgary and any other private stations it might require, in order that the CBC might have the advantage of audiences built up by those stations for new high-powered stations it proposes to erect across the country."

Pointing to further danger Lewis said paper rationing means virtual licensing of papers in order that they may buy paper. "Do you see how simple a process it would be to revive this licensing system so that the London Free Press, the Toronto Globe & Mail or any other paper would either print what it is told to print or else when the year ended it would find itself, for some undisclosed reason, unable to buy more paper?"

Kinsmen were urged to join other clubs across Canada in pointing out these dangers. That is a job of importance for them to do.

## Let Us Keep Pace With Inventions

(Reprinted from Globe & Mail)

Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corporation, has decreed that there will be no television in Canada until the "kinks" in technique are ironed out by somebody else. He proposes to wait for the situation to "clear up in the United States" and in the meantime CBC is giving little or no thought to the matter. No research is being conducted, nor is any encouragement being given to private concerns. There is in fact, no point at the moment in anybody applying for a license to establish a television station because the CBC after all this time has not yet decided even the conditions under which one would be granted.

Canadians might well ask themselves if this is the fruit of public ownership. Is this country to live in a scientific vacuum, waiting for others to perfect techniques which we can copy? Is this the policy in other Government enterprises? Is it to be applied to our airlines and the industrial plants which are supposed to keep abreast of the latest developments in weapons for equipping the armed services?

Considering past performances, the attitude of the CBC is not particularly surprising. Its contribution to radio entertainment has been strikingly imitative. It either pipes programs in from the United States, or mimics them. Owners of radio sets who are required to pay an annual license fee of \$2.50 had every reason to expect that part of that revenue was being spent on keeping pace with new inventions. As soon as the industrial picture clears in the United States sets will be coming on the market in great quantities. But it will be years before they will be of any use to Canadians, unless there is a radical change in CBC policy.

To suggest that this country can do nothing on its own behalf to hasten the coming of television is nothing short of an insult to Canadian engineers. During the war they made a substantial contribution to the development of radar which is closely related to television. It is only reasonable to suppose that they would meet with equal success in the field of television. Some of them are still available. Others have left for the United States where there is a greater opportunity to apply their scientific knowledge. Government inertia, as typified by the CBC in its attitude toward television, fully explains their departure.



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

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

**News With  
Largest  
Commercial  
Sponsorship**

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

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

HEAD OFFICE  
231 St. James St.  
MONTREAL

**STATION INTERVIEWS STRIKE REPORTERS**

Listeners to radio station CHML Hamilton, heard the voices of some of the press writers who have been covering one side or the other of the Hamilton steel strike, as they were interviewed recently by Willard King of CHML's Special Events Department. Newspaper men and women, familiar to thousands of readers, told how they gathered the stories which appeared under their by-lines. Many famous "names" from all over the country and from the United States participated. Of the more familiar by-liners heard, Ken W. McTaggart and Art Cole of the "TORONTO GLOBE AND MAIL", Art Blakely of the "MONTREAL GAZETTE" and Frances Martin of the "DETROIT FREE PRESS" figured prominently. Representatives of the "TORONTO EVENING TELEGRAM" the "WINDSOR STAR", the "HAMILTON SPECTATOR" and other well-known newspapers and press services told how they painstakingly sifted news from partisan wishful-thinking for submission to their editors. Tom Dickson was awarded top honours by his fellow professionals for having the most readers, as his copy

was used by the international services of the Canadian Press, Associated Press and Reuters News Agency. Dickson explained that he was not confined to meeting "deadlines," as were his colleagues, but was expected to submit a continual flow of stories covering the situation. The other newspaper men were more concerned with feature stories, rather than generalities, and wrote side-stories and human interest angles. One reporter described how impressed he was by the stoic attitude of the women and children of Hamilton who suffered much privation but bravely carried on without complaint. Many reporters and news photographers admitted that the Steel strike was their most important assignment to date in their careers. CHML's News Editor, Doug Steubing, related his coverage of developments from a radio viewpoint. He told how listeners demanded the same news but in a much condensed form and in a presentation that called for immediate understanding, as there was no opportunity to repeat what was once said on the air.

**CKNW. OUTING**



With just a skeleton staff left behind to keep the station on the air, CKNW New Westminster took off on a 3 1/2 hour cruise to Barbours Bay and Pitt Lake on their annual cruise. From left to right in the picture front row: Dorothy Tupper, Bill McIntyre, manager Bill Rea, Alice Ontko, Dorothy Jensen, Sheila Hassell, Gerry Jensen, (manager of CFAR Flin Flon) and Arnold Nelson Jr. Second row: Gladys H., Mrs. Bill Rea, Marjorie S., Kay Duncan, Bernice Moncre.

**CPR Program Chief**

The Canadian Pacific Railway have announced the appointment of Col. E. L. Scott E.D., to the post of Superintendent of Broadcast Services. Col. Scott has just returned from 5 1/2 years in the service and previous to this was Superintendent of Program Transmission, Communications Department, CPR. The Colonel's replacement during the war, Gordon S. Bennett, has been appointed to the newly formed position of Assistant Superintendent of Broadcast Services.

**SPARKLING**  
THAT'S  
**DOROTHY DEANE**  
CANADA'S  
TOP GIRL VOCALIST  
For Vivacity . . . For Sure Fire  
Audience Appeal . . . for Sparkle  
on the air in both song and  
speech . . . It's Dorothy Deane  
every time!  
Management  
**GEORGE TAGGART**  
ORGANIZATION  
ADELDAIDE 8784

**TV Experiment**

In a demonstration before Army and Air Force officers tawa recently, an RCAF aircraft fitted with a TV camera, took up and down the Ottawa transmitting pictures back to Those watching the screen were able to follow the track aircraft visually.

**CKCR KITCHENER**

**Civic Solidity**  
Kitchener's indebtedness  
has been reduced from \$4,602,000  
in 1924 to \$1,462,332 on  
January 1st, 1946

You can't sell Kitchener without CKCR

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

TORONTO  
Victory Bldg.  
AD. 8481

CKCR CKCR CKCR

### Co-Operative Consumer Survey

One U.S. radio station gets druggists to make some of its consumer surveys according to story "PRINTERS' INK", which tells of a method devised by the Bridgeport, Connecticut station to give their advertisers in drug lines a fairly comprehensive consumer survey at a very little cost.

The initial experiment was on goods sold in drug-stores, and the cooperation of the druggists was gained by giving them a free plug in the air in exchange for their aid in having their customers answer questionnaires.

20 reliable drug stores were chosen through the local pharmaceutical society chosen on their representation of various income groups they served. Breakdown: 2 stores serving the over \$500 a year income bracket; 4 drugstores serving the \$4,000 to \$500 bracket; 8 serving the \$300 to \$4,000; 4 serving the \$100 to \$2,000 and 2 in the group below \$1,500.

Questionnaires on ten different goods sold in drugstores were prepared, with the aid of a local research agency. These were distributed to the druggist on the understanding that he would (with the aid of his customers) fill in 10 a week. In this way 200 questionnaires were filled out each week. Druggists were warned well in advance what the product to be surveyed during the week would be.

The questionnaires were made up of 7 questions, the first 4 dealing with whatever brand was bought in the last three dealing with the brand the station advertised.

### News Quiz

A quiz program designed to test listener's knowledge of items that appeared in the morning news-cast is the latest in telephone

### Multiple Transmission

A method of broadcasting whereby 8 different broadcasts can be carried on at once over the same frequency, has been announced by the International Telephone and Telegraph in New York.

The system, known as the Pulse Time Multiplex, involves transmission of a series of short bursts or pulses, about one-half millionth of a second long. This is done by means of electronic tubes and techniques capable of measuring the exact time lapse between pulses.

In a test of the system, the IT & T broadcast 8 programs on one frequency, and with their special receivers they were able to pick them up independently.

Another advantage claimed for Pulse Time Multiplex is the high fidelity attainable for speech and music.

### Special Events

The CBC has announced that John Hersey's story of what happened when the atomic bomb exploded over Hiroshima will be broadcast in four instalments, on Sept. 24, 25, 26 and 27 over the Trans-Canada network at 10.30 p.m. EDT.

The broadcasts will be a rebroadcast of the ABC's radio adaptation of Hersey's 30,000 word report which appeared in the "NEW YORKER."

The CBC has also announced that there will be special radio programs commemorating its 10th anniversary, on November 2, with a special series, dramatizing its history, commencing Oct. 4.

quizzes cooked up by CJAD Montreal.

The program, "NEWS QUIZZ," goes out during the noon hour, and listeners are invited to send in their names, addresses and telephone numbers. One letter is drawn and the sender is called by phone and asked a question, prepared by the news editor from the morning newscasts.

### SALES ENGINEER



Fred Eaton has been appointed Sales Engineer in the Toronto station equipment section of the Canadian Marconi Company. He began his career by assisting in the installation of a transmitter at CKSO Sudbury in 1935. He stayed there as an engineer, later moving to CKCL in Toronto (now CKEY). He served with the navy during the war and resigned his commission in August this year to join the Marconi Company.

### CBC BOARD

A. Davidson Dunton, Chairman of the CBC Board of Governors, has announced that the board will meet in Ottawa beginning September 25.

## SHOW BUSINESS

by Geo. A. Taggart

Corn With Green Backs!

Some call it corn!

Audiences call it good listening!

Advertisers call it above average results!

We call it radio know-how!

Taggart-produced shows get consistently higher ratings and more sales per advertising dollar!

Why not call us today? There is no obligation — and we may have just what you want!

165 Yonge St. Toronto  
ADelaide 8784.



### WHO WOULDN'T STAY . . .

### For the Next Show?

The line-up of CKCW programs for the coming season will keep radio dials on 1220 continuously . . . or my name isn't LIONEL.

In return engagements, we've got Bob Hope, Jack Carson, Alan Young and the Northern Electric Hour. Renewals hold Gillette Fights, Theatre of Romance and Contented Hour, while new shows include Mayor of the Town and Wife Saver, with Allen Prescott.

All-star bookings like these plus CKCW-produced shows are reasons for radio audiences going overboard on the Hub Station Of The Maritimes.

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



## Jean Baptiste says:-

"Quebec" means—in the Indian dialect—"a narrowing of the river". The common story that Cartier, on first beholding Cape Diamond, exclaimed "Quel Beo", is fantastic.

Your business acquaintance, goodwill and sales will all be broadened through the wise use of Radio in Quebec Province. Let us talk it over.

<b>CHRC</b> Quebec 1000 Watts (soon 5000)	<b>CHLN</b> Trois Rivieres 250 Watts (soon 1000)	<b>CHLT</b> Sherbrooke 250 Watts (soon 1000)
---	--	--

**JOS. A. HARDY & CO. LTD.**

1405, PEEL ST. MONTREAL Tel. HArbour 2515	39, ST. JOHN ST. QUEBEC Tel. 3-6693	80, RICHMOND ST. WEST TORONTO Tel. ADelaide 8482
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**WE'RE**  
*"Tout oreilles"*  
**IN QUEBEC...**

**What's Your Message?**

*"Oh, yes . . . the people of Quebec are interested in all the new and modern ideas. My name is Ghislaine Taschereau, a small town girl. I am to be married soon—and believe me, I want to buy the finest silver, the best aluminium ware, the very latest household appliances! The radio at home is always on (tuned to CKAC, our own French-Canadian station) and I pick up a lot of helpful information from the advertising!"*

When Ghislaine says, "the radio at home is always on," she speaks for practically every home in French Canada . . . for the radio has become an important part of Quebec life, since CKAC pioneered in 1922. And CKAC covers 75 out of every 100 homes in Quebec.

Quebec's annual spending is in excess of \$800,000,000. When you add this spending power to the French-Canadian eagerness for all that is new—there's a real market!

*Write today for details.*




**Pacific Prattle**  
 by ROBERT FRANCIS



A usually unimpeachable source with access to a spokesman close to the highest personages in Canada's only government owned network hinted privately in an off the record interview that calypso singer Sir Lancelot, fresh in from Trinidad via Hollywood, has penned a song about the C.B.C.

The gentleman with the big smile and the French accent is making it up out of his head, according to the report, and will spring it on a panting radio audience at the time of the C.B.C.'s tenth anniversary shindig. This is what radio license purchasers have been waiting a decade for.

It's a sad state of affairs, but the notion is spreading that to give away a buck or half a buck or two and a half bucks is sufficient substitute for putting real talent on the air. If you stay tuned in long enough, even in a city of 425,999, you can probably win a couple of dollars in time to buy postage for the negotiations re your old age pension. But meantime, it hardly seems enough for the trouble.

Ronnie Matthews, blind pianist and organist who has been associated with CJOR Vancouver for a decade, had a four week run topping the bill at the city's Cave Cabaret. Ronnie has a spot playing musical numbers as they're named, on the station's Surprise Party show, which has been getting good comments.

Ralph Spencer, CKWX religious director, and director of the radio committee of the B.C. conference of the United Church of Canada, was one of two broadcasters attending the four week Workshop for Religious Radio at University of B.C.

Boom town Port Alberni, on the otherwise desolate west coast of Vancouver Island, has been a crossroads for radio men and travellers recently. Manager G. B. Quinney of CFAR Flin Flon was through and saw over station CJVI, along with CKWX manager Tiny Elphicke and KKNW manager Bill Rea. Al Ainsworth of Vancouver, Rhodes scholar and former CBR announcer, cleared through the town on his way to Oxford, taking off on S.S. Bowness Park.

Bill Hughes of CKWX has left that station and gone to KKNW in his home town, as announcer.

Town Meeting in Canada, a feature over CJOR during the past three years, is now being aired over CFJC Kamloops. Transcriptions are shipped up country and used a few days later.

CJVI Victoria is suffering along with everybody else from the floor space shortage, but obtained a few hundred square feet in another building. A 12-station inter office communication system has been set up between the buildings.

Continuity writer Hugh Wallace at CKMO is reported suffering from shock and loss of memory. He not only found a vacant apartment but was able to rent it for his family.

Colin Fitzgerald, the G. G. Man of CJOR fame these eight years, got his name in the paper when

Vancouver Sun columnist Jack Scott devoted his space to the program, which runs from the earthly hour of 6.30, to 8 a.m. Colin has missed only one morning in the years he's been waking the city.

George Walton, who recently joined CJAV Port Alberni, occupies the chief announcer's desk there.

Nightowl Jack Cullen, M. of CKMO's "Pacific Patrol" though the small hours, wears his old sailor's cap at all times. See it keeps the hair out of his eyes, but his mates suspect it's a hang-over from habit of keeping his head warm during night watches.

Hugh Horler of MacLean's Toronto Office has finished a week at CJOR setting up the routine for the Javex "Double or Nothing" show, now running with Marvin Baird, Dick Diespecker and Ross Mortimer on the production side.

CJOR manager George Candler, at the end of a month in business, is still at home in bed but there's no connection between his and his election as chairman of the WAB'S Practices and Procedures committee at Harrison Springs last month.

At last somebody is trying to give a balanced movie criticism instead of just accepting the box office outs. In "Show Window", Wednesday evening over CJOR Dick Baird works out a reasonable commentary on the local shows of the week's best idea, in spite of the fact it's at the tail of the column.

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# OPERATION HILL

In the air or on the air, the Hill brothers, Jack, Bob and Tom, think together, and how.

Before the war Jack and Bob started cavorting before the CKRM, Regina mikes as announcers. It wouldn't be correct to say that Tom hadn't happened yet, but the occasional falsetto notes that kept piping into his new found basso profundo kept him, for the time being from joining the family circle.

Came the war and all three — Tom was old enough to fight even though he couldn't talk yet—went into the air force, Jack and Bob sprouted pilots' wings and Tom became a navigator.

A month after Jack went missing, he turned up later with L'Armee Belge (Belgian Underground) — Bob, duly winged, proceeded overseas to follow the dull monotony of tracking his Halifax along Mr. Stursky's path to Victory through Power. Bob's loudest plaint is that the nearest he came to glory was the smell of distant German in his nostrils.

Tom beefs to you too on account he wasn't born soon enough to get sergeant navigator wing out of Canada.

It takes a reasonable quantity of beer of Seagram to get Jack talking about his "White Army," but the amber fluid flowing at the rate of two bottles a day in Winnipeg, where he has settled as program manager of CKRC, we did it — at considerable expense to management—that he baled out from Aachen, Aix la Chapelle, and was for two days in the general vicinity of Liege, realized he was "died of hungry," banged on a farmhouse door, convinced the name he was a Canadian paratrooper and not a gestapo officer, he ate and slept in that order, then jumped a train for Liege, dressed as a civilian, with a young Belgian who turned out to be a scout for the underground.



The Hill Brothers in person, left to right, Jack Bob and Tom.

For a three months period which Jack writes off with a "waiting-for-D-Day" shrug, he sat around watching what looked like revolving loud speakers resurrected out of the 20's. "I didn't realize how important they were" he confided artlessly, "until I got back to England and was told by an Intelligence Officer that without knowing it I'd been putting in time locating deadly aircraft detectors which the spy wallahs had been hunting for a year or more."

Before Jack got back to England after his "liberation," he had the unique experience of being bombed five times in one day by the American Air Corps. "And not a scar to show for it," he'll tell you with a broad grin.

The war over, Jack, Bob and Tom re-mustered at CKRM. It was Tom's baptism of air-over-microphone, but veterans Jack and Bob helped knock off the rough edges.

After an honor session with the Academy of Radio Arts, Tom accepted a berth with the CBC in Montreal. Bob stood his ground with Bill Speers at CKRM. Jack has gone back to the work he set out to do in 1938, only this time on CKRC. He's even more interested in keep-

ing them on the air now, than he used to be in knocking them out of it, he trots out as his well rehearsed gag. "Back there at Liege, I used to think of ways and means of getting people to listen to whatever stations I located at when the nightmare was over. I think maybe in some funny way I'm going to be a better radio man because I've been a couple of places some of the other Joes have missed out on. And another thing, the name is Hill. And please dot the "I." It looks like Hell if you don't.

## Railroad Tests FM

During FM tests conducted by the Nickel Plate Railroad in the USA, contact was maintained between a small VHF transmitter and a train, for a distance of 63 miles.

The equipment used was a 10 watt FM transmitter, and the sets were produced and installed by the Farnsworth Television & Radio Corporation.

The 63 mile pick-up was not normal, but under all adverse conditions, "solid" transmission was maintained to 14 or 20 miles.

Another feature of the tests was the use of intercommunications in the train itself. Train crews who worked on this part of the test said that the time saved and the safety factor were a great improvement over hand signals.

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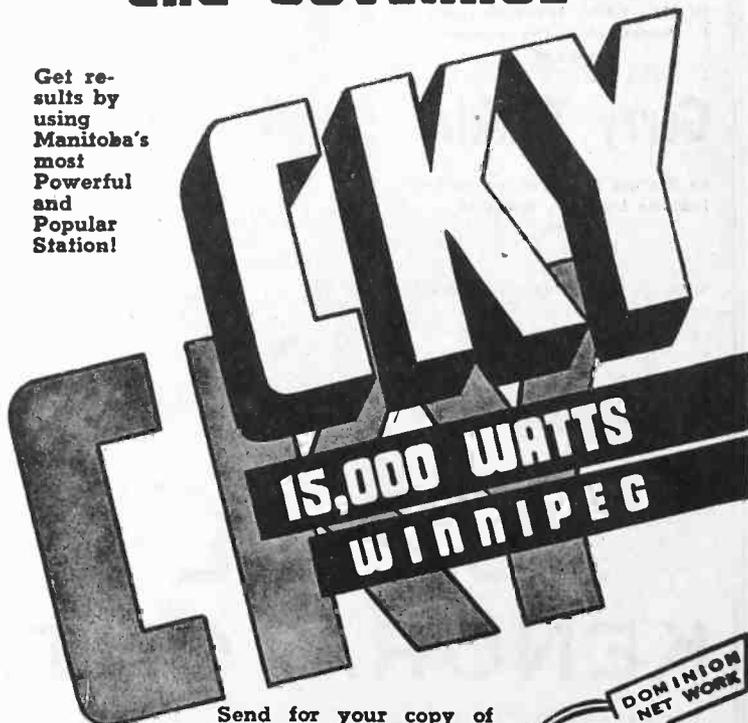
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OWNED AND OPERATED BY ITS LISTENERS

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Toronto

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**AUTRY STARS WITH RANCH BOYS**



Gene Autry, star of radio, screen, stage and rodeos is pictured when he co-starred with the Alberta Ranch Boys, during the Lethbridge Victory Rally and Rodeo, aired over CJOC Lethbridge. The show was staged as a welcome home to Lethbridge's war veterans.

**FORSAKE BBC FOR COMMERCIAL RADIO**

Several BBC producers and directors are reported to have resigned recently, one being quoted by the London "EVENING NEWS" as saying he left because of the "awful rigidity of the Corporation." Resignations were tendered by Christopher Salmon, assistant talks director, Hilton Brown, Godfrey James, Ivan Cox and Davis Bryson.

bour, where they can earn as much as \$1,500 a show. It is believed that some producers are leaving for Luxembourg and Eire as a dumping ground for talent in a country that eventually commercial radio will be forced into Britain.

Members of the talent, production and engineering branches are leaving the Corporation to find fields where more scope and pay is available to them, it is said.

The claim is that being treated as civil servants holds down salaries and offers little inducement for creative work.

Producers are limited to earning approximately \$5,000 a year, and engineers \$3,500, as civil servants according to reports. Actors who belong to Equity draw from \$30 to \$250 a show, but members of the BBC repertory group average \$50 to \$65 a week.

Many of Britain's better radio writers have gone to Radio Luxem-

**Renew Concert Series**

On October 6 at 7.30 p.m., the Tip Top Tailor's show "FOR CANADIANS" returns to the waves for its third Season this year over the Trans-Canada Network.

Artists taking part in the series are the same as last year, with a forty piece orchestra, under the baton of Samuel Hershenson, vocals by Evelyn Gould and narration by J. Frank Willis. New member is Bernard Cowan, who will handle the commercials.

Scripts for the show are written by Johnny Wayne and musical arrangements are handled by staff headed by Howard Cable.

**Appointment.**

Station CJRL takes pleasure in announcing the appointment of

**Gerry Tonkin**

as Station Manager, succeeding the late Mr. Howard G. Clark

With a background of ten years' success in the field of radio broadcasting, his knowledge and experience is at the service of advertisers and agencies using the facilities of the station.



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 CBC BASIC ★ 1000 WATTS

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**More Hope THAN CHARITY**  
Elda Hertz

# QUIZ SHOW PRO

Mrs. Sadie Hertz of Brooklyn ranks tops among the more than 60 professional radio quiz contestants in New York City and vicinity, according to an article in the "SATURDAY EVENING POST."

Mrs. Hertz's four-room apartment near Prospect Park is stocked with quiz prizes, from an electric stove and a refrigerator to a sterling-silver dinner service; most of the clothes she wears were won on quiz programs, and she receives between 30 and 40 dollars a week in cash, writes Maurice Zolotow in "Quiz Queen."

Frequently known as "The Poor Man's Kieran," the article states, Mrs. Hertz has been interrogated approximately 4,000 times in the past eight years on such programs as "Professor Quiz," "Double or Nothing," "Detect and Collect," "Dr. I. Q.," "Give and Take," "Break the Bank," and "Take It or Leave It."

Of the many pros who compete on the 26 network quiz programs which hand out each week between \$35,000 and \$50,000, Mrs. Hertz is described as "the most persistent and successful." Her mistakes "are usually funnier than anybody else's correct answers, because she has an instinctive sense of comedy timing in her delivery, and a great gift of

seizing upon outlandish words and phrases."

The article adds that "Mrs. Hertz's abilities as a malapropian and ad-lib humorist, as well as her willingness to do anything for a laugh, no matter how silly, have won her the appreciation of the quiz masters. Frequently, when she has performed a particularly uproarious bit, the emcee privately slips her an extra five or ten dollars in gratitude."

## Flying Commentator

Special events commentator Hal Yerxa, of CJCA, Edmonton, recently covered the forced landing of a small American plane in the backwoods of Alberta, by flying in with the rescue ship. The rescue plane, with Yerxa aboard, flew to the spot with the intention of landing, but decided the field was too small and returned to Edmonton. Later Yerxa returned to the scene, in the aircraft, to drop supplies to the stranded pilot. But he had set up a crude message saying that he had headed for Edson, on foot, a distance of sixty miles.

Yerxa broadcast his experience over the network on CBC's "News ROUNDUP."

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One of my more pleasant opportunities was the chance to see and hear a "Once Upon A Time" show. This was what I had been waiting for because, both before and since holidays, I had heard a few episodes and had become intrigued and curious.

These shows are designed to appeal to listeners from six to sixty and I can well understand how they must do just that. Actually they are fantastic fantasies but presented in such a manner that their appeal is unanimous. Right on the heels of a vacation in the North, this show was ironically entitled "The Biography of Mosquito."

Winnipeg might well square its radio shoulders and take deep breaths for rare script writing by Darby and outstanding production by Esse W. Ljungh. The inspiration for the subject matter of some of the scripts, I am told, originated in the vivid imagination of the writer's son.

My radio experience has meant seeing many producers at work but never have I seen one with more magnetic enthusiasm and one nearer approaching perfectionism than Esse Ljungh.

And Toronto deserves much credit for its part in these shows. Its important and heavy role that of narration which is aptly handled by Elwood Glover. The cast was starstudded, with artist giving the ultimate.

The musical settings for the various scenes are composed and conducted by Morris Surdin. It seemed to me that the portion of music designed for background was too pronounced. Collectively, however, the quality of the compositions is difficult to surpass. Opening and closing themes are arranged by Pauline Rennie. Trans-Canada network carries this half-hour show each Sunday night.

Another Trans-Canada show that has caught my ear is "Canadian Party". It is a half-hour show emanating from different points across Canada and shortwaved to troops abroad.

I am not prepared to draw comparisons between broadcasts from different cities, but I am quite ready to admit that a recent broadcast from Toronto featured a vocalist far above average, and no mean Dorothy Ault.

The orchestra was conducted by Geoffrey Waddington with vocalists Dorothy Ault and George Murray. Elwood Glover was Master of Ceremonies with Clary Settell as guest.

Dorothy Ault has been to the States and returned to her native Canada. While she was south of the border, Dorothy did clever vocal work on "International House Party," and she is now doing exceptional vocalizing here.

One very acceptable feature about Dorothy Ault's singing is the absence of slushing in the song lyrics. Her words are enunciated very clearly and distinctly. We feel justly proud of Harry Adaskin, noted Toronto Violinist, his appointment to the chair of music at the University of British Columbia. Adaskin, brother of producer John and violinist Murray, gave concerts and lectures with the CBC a number of years.

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

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Northern Alberta is a Major Market!—

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*Let CJCA be YOUR Voice!*

**James Fisher**

James Fisher, founder and president of the James Fisher Company Limited, Toronto and Montreal, died while vacationing near Port Arthur, Ontario, Friday, August 30. Funeral services were held in Toronto.

**PROFILE of a BEAVER**  
*by Helen MacNamara*

**3. CLAIRE WALLACE**  
 by Helen MacNamara

Claire Wallace, on her own admission, didn't have either the voice or the training for radio, yet her thrice weekly "THEY TELL ME" over Trans-Canada, has placed her high in the popularity lists for the past five years, and won her a Beaver last February for her public service in connection with her radio work. Claire's rise to success may not, as she says, follow any of the rules, yet her followers recognize in her show a quality that sets it apart from the ordinary. Also, she has an enthusiasm and love for her job that is staggering to the person who meets her behind the scenes.

Contrary to the opinions of those who think radio is a soft job, Claire's pace in a single day would send a Bay Street magnate running home for his aspirins. Her working day usually starts at 8.00 in the morning but often she is at her desk at a dismal grey 6.00 a.m. When she quits . . . well, that could be anywhere from 6.00 p.m. to

midnight. She works hard, as her business associates will tell you, and with a zest born of a great restlessness.

"I always feel that the next show may be my last so I want to make it my best," she says. "It's easy to slip into a routine, and I'd feel I was cheating if I didn't put every bit of effort into it."

Her program, sponsored by Robin Hood Flour, and heard every Monday, Wednesday and Friday at 1.30 p.m. EST, reaches thousands of women in cities, towns and farms scattered across the country. For those women she is willing to go to any lengths to get a story. When she steps up to the mike with announcer Elwood Glover and launches into a fascinating item with the catchline sentence, "They tell me . . ." her listeners know that her story, sparked by the Wallace personality, will be something different, quite often a scoop.

If need be she will climb moun-

tains to get a story, and this summer she did just that when she visited Mexico. Most of her listeners by now have a pretty graphic picture of that trip, but a highlight was the climbing of the volcano Paricutin by horseback. On that same trip she entered a secret convent and crawled into a hidden chapel on her hands and knee but she got a story! One other summer she was the first Canadian to reach Europe via the Clipper, and while holidaying in Jamaica another year she walked around on the ceiling floor.

Her attitude toward her program is good reason for its popularity. "I have invested in my job right from the start," she says. "Every summer I take a trip to some far off place. And to take those trips I have to do without things that normally one in my position should have. Canada is full of stories that women like to hear about throughout the world. I try to travel for them."

Right now her big interest is in learning to fly. And it's a bet that this new hobby will be turned into another investment for her listeners. Claire is waiting the day when she can fly her plane to other cities for on-the-air news.

Although she can drag news of the most commonplace event from anyone—"There is a story about everyone"—her interviews with famous are an outstanding feature of the show. If there is anyone whom she thinks her listeners would like to hear about, ten to one the interview is obtained. "And if it only been turned down once," Claire says, "by Clare Boothe Luce who, at the time, didn't want any publicity. But I find that whenever I tell an interviewee that I want a story for my program for Canadian women I always get a response. If I can't get them in person then I reach them by telephone."

The telephone, incidentally, plays an important part in Claire's life for she doesn't think twice of making a call anywhere from Halifax to Hollywood. That habit is undoubtedly an offshoot of her newspaper days. As any reporter will tell you the telephone is an invaluable tool and Claire has made full use of it.

Another reason for Claire's success as a commentator could be attributed to her early days as a newspaper reporter. Fifteen years ago, with a young son on her hands, she found that she had to get a job. And of all things to choose it was the newspaper business. Blessed with a tall slender figure and blonde hair, such a girl seemed to be just the opposite to the movie conception of a newspaper reporter. Evidently the TORONTO STAR was persuaded before he hired her

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NEW YORK

CHICAGO

HOLLYWOOD

... probably glad about it later  
 ... high for her stunt stories attracted  
 ... wide readership. Later she in-  
 ... rated the "OVER THE TEA-  
 ... CT" column in the Star which  
 ... added considerable spice to the  
 ... women's page and gave Claire a  
 ... boost in confidence in her reporting  
 ... ability. After a couple of strenuous  
 ... years on the paper Claire suddenly  
 ... packed up and left for a year of  
 ... freelanceing in England and then  
 ... back to Toronto, and to radio.  
 ... It was in May, 1936, that Claire  
 ... was asked to take on "TEA TIME  
 ... TALKS," a 6 p.m. 15 minute show  
 ... on the C.B.L. Her ability to drag news  
 ... out of even an incident impressed  
 ... the radio lads and they gave her the

poses. And while on the subject of  
 statistics Claire writes a total of  
 3,000 words per program, amount-  
 ing to an average of 12,000 to  
 13,000 words a week. Added up  
 she has written up to 7½ million  
 words since her first venture into  
 radio ten years ago, and that's not  
 counting her magazine and news  
 articles.

Claire's unique radio personality  
 might well be another reason for  
 the program's rating high. But here  
 Claire pins her faith in its stories.  
 "If it's a popular program . . . and  
 I hope it is . . . It's because of its  
 stories," she says candidly, "I like  
 best of all to talk about human be-  
 ings, and Canadians preferably. I

school teachers.

Since then she has found it im-  
 possible to cover every news angle  
 without additional help. On her  
 staff now a competent secretary and  
 a research reporter aid her in keep-  
 ing abreast and often, ahead of the  
 news.

On top of this tremendously busy  
 life Claire manages to incorporate  
 a happy home into her routine  
 largely through having "a patient  
 family and organization." When  
 her working day comes to a close  
 she is glad to relax in the company  
 of her husband, James E. Stutt, and  
 son Wally.

Although it is difficult to follow  
 Claire's pattern of success she her-  
 self thinks that if anyone has  
 similar ambitions it is a good idea  
 to acquire reporting experience and  
 a knowledge of dramatics. Plus this  
 recipe for success once told to her  
 by Noel Coward: first of all, be  
 prepared for hardwork. second, be  
 awake to opportunities; third, keep  
 physically fit. And with that in  
 mind, she adds the reminder that  
 you can't afford to drink or stay up  
 late. "I find I cannot exhaust my-  
 self needlessly," she says, "every  
 bit of effort goes into the program."

So if you have hopes of following  
 in Claire Wallace's footsteps you  
 will find that there will be sacri-  
 fices to make, but being tagged  
 Canada's leading lady commentator  
 might be worth the effort.

*Night  
 and Day*

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Watts

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**MONTREAL**

Horace N. Stovin & Co.

**U. S. A.**

Joseph Hershey McGillvra



**She Gets Her Story**

... lead signal. Then the program  
 ... was heard by men as well as women  
 ... and apparently held an equal  
 ... appeal. Five years later she switch-  
 ... ed to C.B.L. and "THEY TELL ME."  
 ... When she was first asked to ap-  
 ... pear on the air Claire had had little  
 ... to do with broadcasting. She was  
 ... not trained for radio but, right  
 ... away she took a quick course in, of  
 ... all things, whistling, for breath-  
 ... control. Today there are few who  
 ... will deny that she has one of the  
 ... most natural voices on the air.  
 ... "I feel that naturalness is im-  
 ... portant," she says. "Women, especi-  
 ... ally, are apt to sound strained and  
 ... stiff and I have tried to avoid  
 ... that. She also says that having a  
 ... good announcer on the show is an  
 ... asset and pays a special tribute  
 ... to Elwood Glover for his help and  
 ... cooperation. "The best show could  
 ... be a flop if you haven't a good an-  
 ... nouncer," she asserts.  
 ... Both Claire and Elwood work  
 ... hard for a perfect program. One  
 ... week before it goes on the air they  
 ... run over the script as many as six  
 ... times for timing and editing pur-

like to make each program either  
 informative, amusing or inspiring.  
 And there are so many stories.  
 That's why I like to talk to every-  
 one."

Her programs cover a variety of  
 topics. They might be about a man  
 with a fascinating hobby, about an  
 organization such as the Red Cross,  
 the story of its origin and present  
 set up; about etiquette hints, or an  
 informative story. As so often  
 happen in radio the most unlikely  
 story is liable to bring the greatest  
 response.

Such was her story on snow.  
 Claire recalls the time that she was  
 at loss for an item, then suddenly  
 noticed snowflakes on a window  
 sill. Their shapes and designs in-  
 trigued her, and right away she  
 started looking up reference books.  
 And in no time at all she had  
 enough information to fill 15  
 minutes of air time. Most satisfy-  
 ing of all she discovered her listen-  
 ers were really interested. Right  
 after that broadcast requests for  
 copies of the script began to pour  
 in from clubwomen, teachers and

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 CJOR's promotion is tailor-made, adapted  
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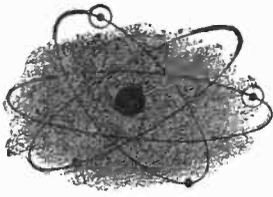
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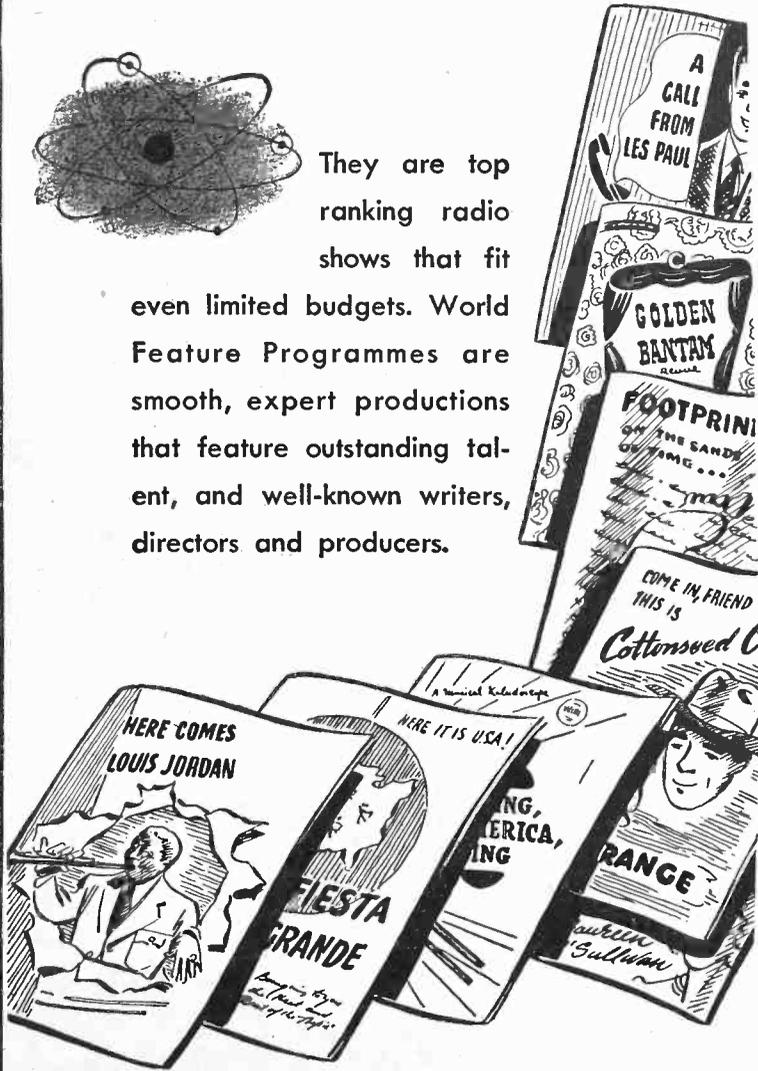
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they're hits!

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

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

In this issue of "Technicolumn" we shall describe briefly a few of the factors influencing the selection of sites for broadcast antennas used on the standard broadcast band. In previous issues we have described in some little detail the selection of sites for FM antennas. It should be noted that the considerations for the selection of a site for frequency modulation antennas is entirely different in many respects than that for an AM antenna, due to the wide difference in frequency between the FM and AM bands.

The chief factor which differs is the importance of ground conductivity. In the case of standard broadcast antennas ground conductivity is one of the most important considerations, whereas in the case of FM antennas the most important single consideration is that of height and the effect of ground conductivity is, for practical purposes, negligible.

Many aspects of the problem of choosing transmitter sites are well covered by a technical bulletin issued by the Canadian Association of Broadcasters. We recommend that all who are interested in the selection of a transmitter site carefully read this bulletin.

One aspect of the problem mentioned in the bulletin we think could be amplified. It is that which deals with the determination of the conductivity of the area to be served. In this connection it should be noted that it is the average conductivity between the antenna site and the majority of the receivers to be served that is the major consideration.

The most straightforward manner of measuring the conductivity from the proposed antenna site is by placing a pilot transmitter at that site and measuring field intensities in the desired directions. In some cases such a procedure is difficult because it may not be feasible to arrange for the installation of such a transmitter. In this case a working knowledge of conductivity conditions can often be obtained by utilizing the radiation from existing broadcast stations in the same locality. The procedure in this case is to plot a field strength contour along a line passing through the proposed antenna site and the antenna of the established broadcast station.

A study of the contour thus obtained can yield fairly exact information regarding conductivity conditions along the above mentioned line. It is possible in most areas to obtain such contours in several directions, the number depending upon how many established broadcast stations already exist in the area. A study of the surrounding terrain added to these field strength measurements can produce a fairly comprehensive picture of the suitability or unsuitability of the proposed site.

It should also be mentioned that a pilot transmitter need not necessarily be installed at the actual site, if, for some reason, such a procedure is not advisable. In this case the radiation from the pilot

transmitter is used in a similar manner as that described above when using an existing broadcast transmitter for making the measurements.

Before a site can be intelligently selected a frequency must be chosen and a rough analysis prepared in order to determine if a directional antenna must be employed and if so the approximate directions of the main lobes and nulls. The best site from the standpoint of conductivity may not necessarily be the best site with the directional properties of the antenna are taken into consideration. It would obviously be required to select a site which would give a null in the antenna pattern falling in the direction of a substantial portion of the areas which are to be served.

In addition to the important factors already mentioned, others must be considered in selecting the most suitable site. Some of these are:

1. The signal strength should be sufficient to blanket more than one percent of the receiver's service area.
2. A site in proximity to power lines or other installations of a nature should be avoided.
3. Trouble is occasionally encountered due to high fields in the vicinity of old plumbing or like structures which, due to a resonance action, can produce bad interference and cross modulation.
4. Another condition which should be kept in mind is the shadow effect caused by large land masses or other obstructions between the transmitter site and the service area.
5. The site should be readily accessible by road and adequate power facilities should be available.

## BOOKS BY MAIL

(Post Free if cash enclosed with order)

SIMPLY SEND  
TITLE, AUTHOR &  
PUBLISHER IF  
POSSIBLE

"RADIO'S SECOND  
CHANCE"  
Chas. A. Siepmann  
\$3.00

"CANADIAN RADIO  
YEAR BOOK"  
\$5.00

"RADIO ADVERTISING  
FOR RETAILERS"  
Professor C. H. Sandage  
\$5.00

Columbia Broadcasting System  
"RADIO ALPHABET"  
An 85-page illustrated glossary  
of Terms of the Trade  
\$2.00

"RADIO WRITING"  
Max Wylie  
\$4.50

BOOK DEPT.  
Canadian Broadcasters  
371 Bay St., Toronto

# ARNHEM ANNIE WAS A LAUGH

German Radio Propagandiste Mostly Missed The Boat  
by ROBERT FRANCIS

The most popular girl in North Europe when the Allied were slugging their way to the Rhine in the Winter of was a character called Arnhem Annie.

You couldn't fraternize with her, nobody ever set eyes on her, you've heard of, but she had a more regular clientele than any other merchant on the continent.

Arnhem Annie was the voice of Arnhem, in Holland. The broadcasts may not in fact have originated from Arnhem, which is a few miles north of the Waal where Canadian army was making developments. At the time it was thought the programs had developed elsewhere, possibly been broadcast from London, close to Canadian lines.

Annie played more and more music than any BBC program which reached the forces, consequently she had more success, as far as you could tell from comments in various camps. The Germans picked up on short wave broadcasts and recorded the latest hit tunes, and Annie was able to offer them shortly after they first went on air.

The music was the comeon for the boys to listen, and it naturally did. Between musical items she had her Sunday punch—propaganda shafts aimed at soldier ears and pointing out how much it would be if the Allies quit so that everybody could have a nice Christmas.

The line went something like this: "Hello boys, are you listening tonight? How are you feeling out there in the cold and the snow? Some of your pals are safe on this side, because we took care of the prisoners. I'll read you their

names in a few minutes. Wouldn't you like to be out of harm's way too? I'm sure your mothers and sweethearts would rather you just gave up, and then in a little while you could go back to them safe and sound. Well, here's a little number you'd be hearing if you were home now. I'll play it for you."

Selection of music was clever, designed to make an impressionable young man homesick and tired of the fight. Played time after time, the tunes were aimed at building an enervating nostalgia in men's minds, maybe enough to affect their fighting efficiency. This type of music was mixed with the latest hot numbers from the "Hit Parade," and the total effect was a first class reminder of home and better times.

The end product was to be a big slump in morale, the Germans imagined, and Annie worked overtime to bring that about. But the effect, so far as one could discover, was usually only to start a clinical discussion about German propaganda methods. It never broke anybody's heart.

It had the result, however, whether it was good or bad, of taking a good many soldier listeners away from the BBC's dreary talks and uninspired musical programs. And though the Canadians probably appreciated this angle more than the British, it gave an alternative to BBC comedians.

If you never heard a BBC comedian you could not know what a relief this could be in a place where other entertainment facilities were nil.

Another sure fire dodge to keep soldiers tuned in was to read lists of prisoners taken in previous days. Annie did this several times nightly, between songs from her wide selection of recordings, and every

unit that had lost men in action was sure to keep near the radio.

Then when she had read the names, with regimental numbers and rank for sure identification, she gave her audience another propaganda shot along the same lines: "wouldn't it be nice if we didn't have to take any more of you boys prisoners? Why don't we call the whole deal off and everybody go home? You can give up so easily."

Annie had to quit work herself when the final push occupied the northern part of Holland. There was a report she had been captured by the Allies. Some of the boys would have liked to see her, to thank her for the laughs.

## May Ban Crosby Discs

Now that Bing Crosby has signed up to record his program for Philco, he is making an effort to have the playing of his recordings in programs stopped by the Federal Trade Commission.

So far the FTC has done nothing to halt the playing of Crosby discs, but it is felt that there may be some action if the small stations who do not carry the Crosby transcribed show, start filling in this slot with programs of his recordings.

These programs would be listed in program notes as Bing Crosby recorded and his own show would be listed in many papers the same way.

Night  
and Day

5000

Watts

(No increase in rates)

C F P L

LONDON

TORONTO

Dial 110 and ask for  
Zenith 58000  
(No toll charge).

MONTREAL

Horace N. Stovin & Co.

U. S. A.

Joseph Hershey McGillvra

**CKAC**  
MONTREAL

A *Bright* STATION

French Speaking Canadians  
Tune **CKAC** Montreal  
Quebec's Most Popular  
Radio Station

See  
**WILLIAM WRIGHT**  
Victory Bldg.

AD. 8481

**CKCH**  
250 W. 1240 K. C.

*The* FRENCH VOICE  
OF THE OTTAWA VALLEY

**211.246**  
FRENCH PEOPLE  
IN  
CKCH COVERAGE AREA

TORONTO  
4 ALBERT ST.

MONTREAL  
DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD.  
UNITED STATES . HOWARD N. WILSON

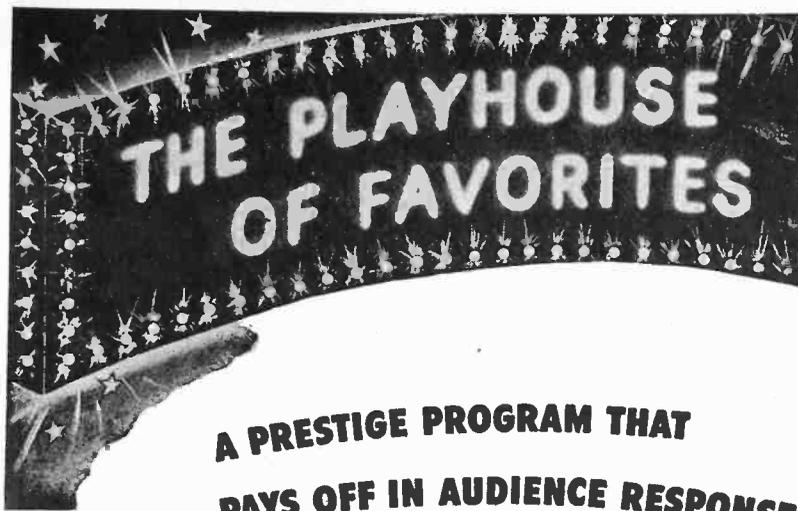
COOPERATING WITH "LE DROIT"

*Stretch*  
YOUR PUBLICITY  
BUDGET WHERE  
A DOLLAR  
REACHES  
MORE  
PEOPLE

# UNRRADIO ACTIVITY

by ALBERT SHEA

At present attached with the British Information Service Vienna, Austria.



**NBC Recorded Production of world-famous stories by Dickens, Irving, Victor Hugo Dumas and other immortal writers**

- ★ WENDY BARRIE . in *She Stoops to Conquer*
- ★ FRANCES HEFLIN . . . . . in *Evangeline*
- ★ SIGNE HASSO . . . . . in *Anna Karenina*
- ★ LUIS VAN ROOTEN . . . . . in *Moby Dick*
- ★ WILL GEER . . . . . in *Rip Van Winkle*
- ★ JEAN GILLESPIE . . in *A Tale of Two Cities*

IT'S EASY to see why THE PLAYHOUSE OF FAVORITES scores such a hit with local radio audiences all over the country, why stations are proud to schedule this syndicated program in class "A" time, why it rings the sponsor's cash-register bell.

For NBC recreates these stories in their original splendor . . . and gives its productions all the punch, pace and pull of the great radio shows on America's No. 1 Network.

NBC stamps each program with the mark of its top technique . . . its superb production . . . flawless recording . . . unusual musical arrangements . . . and the inspired acting of such radio-theater-movie stars as Signe Hasso, Karl Swenson, Les Tremayne.

And yet these network-caliber shows (which are exclusively yours in your sales-territory) come to you at a nominal cost because you share the expense with other advertisers in non-competitive areas.

Any wonder so many radio advertisers pick THE PLAYHOUSE OF FAVORITES . . . for real "audio" action?

**THE PLAYHOUSE OF FAVORITES**  
now sponsored by: Jewellers, Department Stores, Utility Companies, Bakeries, Drug Companies, other local advertisers . . .

**SCHEDULE:**  
1 half-hour program a week

**NOW AVAILABLE:**  
52 weeks of broadcasting.

Available in Canada through ALL-CANADA RADIO FACILITIES LTD., Victory Building, Toronto



**NBC RADIO-RECORDING DIVISION**  
AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

Beauty and utility are combined to a rare degree in the Palace of the Nations, Geneva. This world parliament building, constructed for the League of Nations, is now the property of the United Nations, and only a few days after the transfer was completed the United Nations Relief and Rehabilitation Administration had convened there for its fifth council session.

Radio had its important part to play in the Council session. UNNRA has long recognized the importance of radio as a means of keeping the people of the United Nations informed of its world-wide activities. At both the headquarters in Washington and the European Regional Office in London, the Radio Branch is an important part of the Information Division of UNNRA. At Geneva, J. D. Mugford, head of the broadcast section of the London Information Division, was in charge of putting the Council Session on the international airlines. Arrangements were made for direct wires to London so that important speeches could be carried by the BBC and the CBC. A studio was set up in the Palace of the Nations, with wires leading to a recording van outside the building. From this studio more than fifty broadcasts were sent to all parts of the world via recording during the two weeks of the Council Session. Among the Canadians who faced the microphone to discuss various aspects of UNNRA's work were Hon. L. B. Pearson, Canada's Ambassador to Washington, and Brigadier Charles M. Drury of Montreal, chief of the UNNRA Polish Mission.

An airplane courier service was available for recordings, and they were in London a few hours after discing, ready for broadcast by BBC or rebroadcast to the CBC and the American networks.

Representatives of the American chains were present at Geneva, and

the American playwright Bel Spewack attended the session and described them on her *Arctic Broadcasting Company show, Bel Spewack Reports.*"

In addition to arranging broadcasts in half a dozen languages, Mr. J. D. Mugford and his assistant, Diane Sherwood, prepared broadcasts for the local station *Radio Geneva*, so that the Swiss people might be informed of the events of the international conference to which they were hosts.

Mr. J. D. Mugford, an Englishman, is a script-writer and broadcaster with twelve years activity in United States broadcasting behind him. In America Mugford wrote and produced commercial broadcasts both recorded and live. Production of UNNRA broadcasts combined American techniques of Mr. Mugford, and the English technique of his capable assistant, Diane Sherwood, formerly of the BBC.

The considerable radio activity at Geneva is an example of the important part radio can play in keeping world public opinion informed about the activities of the international bodies on which hopes for world peace now rest. Radio itself cannot ensure the success of the United Nations. But by keeping the people of the world informed it can be a valuable instrument for achieving that goal.

## Wins World Trip

Norman Corwin, winner of the "One World" award, sponsored in memory of Wendell Wilkie, stopped over in Rome on his around-the-world trip to have a private audience with the Pope.

The award gave Corwin a 40,000-mile trip around the globe and plans to cover 25 countries. He is recording all the events and incidents he covers and they will be used in a series, over CBS.

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 3400

# Sides of MOUNT ROYAL

by WALTER DALES

...ttest trade rumor at the mo-  
... is that Nolin Trudeau of Mac-  
... Advertising Company and  
... Bqurassa of Spitzer and Mills  
... will resign from these agen-  
... effective October 1st. Both top  
... radio producers, they plan to  
... establish a firm called "French  
... Advertising Services." They will be  
... job by Marcel Pare, who is now  
... supervisor of production for CBC,  
... Montreal.  
... apparently the plan is to provide  
... such adaptations, both news-  
... and radio, for any advertis-  
... and originate public relations  
... campaigns or adapt them for  
... fresh consumption. Presumably  
... he will not buy space or time  
... he will merely provide all other  
... and services.

Christopher Ellis has replaced  
... Thor on the Black Horse  
... news-cast. Ellis recently  
... moved to newscasting under  
... the leadership of Persona Blades,  
... on a short contract. He soon earned  
... a high rating and heavy fan  
... and was an obvious choice to  
... replace Thor. In his new spot, how-  
... at 8:00 a.m. he will be com-  
... ing with Hamilton Grant (Cord-  
... Ltd.). Grant is well estab-  
... lished, and handles a skilfully edit-  
... ed news-cast in a smoothly profes-  
... sion-manner and should give Ellis  
... a run for his ratings.

...rice Bedard, former Winni-  
... ber, who has had reams of good  
... newspaper publicity since startling  
... the general with his wake-up pro-  
... gram on CJAD, has been selected  
... to head up the newly established  
... drama department of the  
... Canadian Art Theatre here.

... things happened fast for Ron  
... this week. Monday he was  
... promoted to Program Director at  
... replacing Hal Stubbs.  
... He got a wire from Edmonton  
... announcing the birth of Ronnie,  
... eight pounds ten ounces,  
... and son doing well. Ron  
... on his new job; will take  
... the train for Edmonton Wednes-  
... day to check up on the new son,  
... and do some back slapping  
... from CFRN and CJCA where he  
... works in radio.

### Plan TV Chain

Speaking to a group of radio and  
... men in Toronto, recently,  
... Balaban, president of Para-  
... Pictures Inc., said that his  
... company was ready to set up trial  
... stations in Canada as soon as it  
... got the CBC go-ahead.  
... Balaban said that the trial  
... stations would be in Montreal,  
... Toronto and Vancouver, as a  
... first step for a future chain.

### Air Rough-Riders

West Motors, the General  
... Dealer in Regina, is spon-  
... soring the broadcast of all the home  
... games of the Saskatchewan Rough-  
... Riders in the Western Conference,  
... starting next week in  
... Regina.  
... The broadcasts will originate in  
... Regina, Park de Young with the  
... play handled by CKCK's  
... director, Lloyd Saunders.

## 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

# This Corn is Gold



*We are*

Frank to admit that the CKNX Saturday evening Barn Dance is straight from the corn-field. It isn't culture but it's been packing 'em in for the past fifteen years with local and national sponsors lined up to the left.

During the 15-year period, over 250,000 CKNX listeners have paid admission to see in action the CKNX Barn Dance which they hear every week over their radios.

*Ask*

**JAMES L. ALEXANDER**  
TORONTO MONTREAL

*about*

**C K N X**  
*The Ontario Farm Station*

OFFICES AND STUDIOS • FIELD'S BUILDING • WINGHAM, ONTARIO

# THANK

from

## An Appreciative Freelancer . . . .

to

• *Jack Murray*

for "Treasure Trail"  
(since March 1944)

• *Woodhouse and Hawkins*

for "Double or Nothing"  
(since April 1944)

• *Jack Cooke*

for "KEY Musical Clock"  
(since November 1944)

ALL 52 WEEKS A YEAR  
EACH RATING "TOPS"  
IN ITS TIME SLOT

•  
*Stu Kenney\**

\*The same guy  
Radio World  
always calls  
Kennedy



Sitting in the studio audience through the opening program of the new RCA Victor series, starring comedians Wayne and Shuster, last Friday, I found its humor so spontaneous and refreshing that I wondered what it would sound like on the air. I asked Spitzer and Mills to lend me a disc, and I still like it.

A term bandied loosely around until it means very little is the word "big time". From where I sat in the Concert Studio, the word came to mind as a fit one.

Shuster and Wayne fell from grace (my grace) only once. This was during one of the commercials. Having nothing to do for the moment, the comics detracted the audience's attention from Herb May's pronouncements to themselves, by holding a minor script conference slightly up centre. Doubtless only their ardor prompted this lapse from good manners, but if a program invites the public to sit in—needs them in fact to provide background and atmosphere—then every effort should be made to do a showman-like job in the theatre-studio, every effort that is which does not lessen the entertainment of the admittedly more important listeners over the air. Further, not only the audience but the actor or announcer who is speaking, is not helped by this kind of distraction, even by the stars of the show. And the sponsor has an added beef to register when it occurs during a commercial.

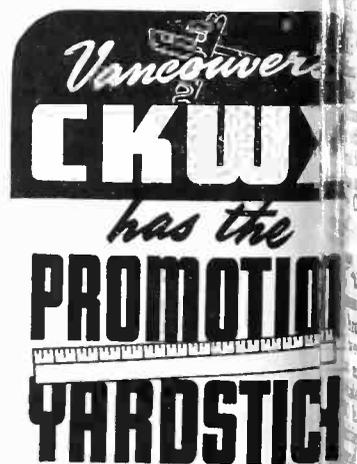
This comedy team, whose work has improved tremendously since the boys' experience entertaining the troops overseas, works primarily on a gag (not situation) technique. They handle their blow-lines with restraint, instead of the Costello-type of atomic emphasis, which gives them a subtle quality. In the studio, the stress is about perfect. For myself it is ample on the air. But then I have an innate dislike for being smacked in the face with a skinned rabbit, and maybe I'm peculiar that way. Throughout the show, I realized that there was something different about this comedy style. Later I realized what it was. I had heard scarcely any of the gags before.

Speaking of gags, there is one at which I have to take umbrage. That is the one which gave evidence of our national inferiority complex which seems to dog every entertainment endeavour we tackle. The gag was built around the line: "... but everybody listens to the American programs . . . but we can beat those American shows like Jask Benny", etc. I'm really surprised it got around the CBC's well-known multiple sponsorship regulation, because it was a direct plug for Jack Benny, Bob Hope, Jerry Colona, Frances Langford and Skinny Ennis. RCA commercials made no reference to Marconi or Northern Electric radios, and if thousands of people own either or both these makes, there was nothing to indicate it in Herb May's commercials, so why go into all this fandangle about American programs? Also — anyone's liable to be hauled up on the carpet in this column, and this time it's the sponsor—an RCA executive said in the Royal York Hotel elevator on the way up to Len

Headley's excellent post program party: "one thing to remember, Dick, is that the programs are Canadian." See what I mean?

Sammy Hersenhoren, who inspired a good belly-laugh when one of the boys said: "Is that name? I thought it was an instrument", not only did a fine job of leading his lively band through the musical portions of the program, but also gave the true added illumination with the smile of sheer enjoyment he wore throughout the show. Spitzer, Bernie Braden and Alex Clark added to the program with exactly the right amount of relief from the antics of the two stars. Georgia Dey's vocalizing was a highlight in 1946, and invoked unimpeachable epithets of delight from the teenage-agers sitting beside me. Herb's speaking voice was not so perfectly shaped, and needs a little more of the able treatment producer Rae dispensed to the whole show.

On behalf of listeners everywhere, I must hand an order to the sponsors who permit these delightful kicking around of commercials. There was no music still while we hear a message from the organization that makes this grand program possible"; no plea to listeners to show your appreciation by running and buying three RCA commercial sets immediately". I hope Herb May had to battle the comics to get his message at all, and the result was for the program, and so for RCA Victor. For our there is still room for improvement in the commercial element, but this will come automatically if Mr. Sponsor will even more horse-play.



...To guarantee continuous promotion, plan and distribute fairly among CKWX program sponsors.



Ask the ALL-CANADA MAN



national capital Anglicans were huffy with CBC over alleged failure of net to provide full coverage to visit of Archbishop of Canterbury. Local Anglican clergy made charges from his pulpit that CBC had not carried special service conducted in Ottawa by Canterbury while here, because net official felt the Archbishop had no listener appeal. The Reverend gentleman, L. E. C. Gram, said he had approached acting manager of CBO with proposal that the special service at Christ Church Cathedral to be broadcast by the Anglican Primate should be broadcast. Further, he suggested that the lesson would be by Viscount Montgomery. Arrangement later fell through. Mr. Graham claimed this something to do with CBC's interest in the service, and that he was told the net felt the Archbishop did not command sufficient interest.

the statements were made at the clergyman's pulpit on Sept. 8, CBC had no time to reply or take cognizance of charges until they were published in Monday's 9th newspapers and had been picked up by the wire services. Assistant G. M. Donald (senior CBC official present in Ottawa at the time) at once undertook personal investigation of the circumstances, and issued a statement. Manson made it plain that the time chosen for the service (5.30—6.20 pm on Friday of August 29) was a 'singularly difficult' one from broadcast point of view. Further, continued the M.: "Although it was suggested that Viscount Montgomery take part in the service at Christ Church Cathedral, his presence or otherwise was not taken into consideration when the decision was made that the broadcast at the Cathedral could not be regarded".

was felt", continued Mr. Gram, "that inasmuch as previous commitments did not permit to broadcast the entire service it would be better not to broadcast any portion of it". The M.'s statement also pointed out that CBC had carried Canterbury service on Maritime network; from CBL on second broadcast, from Winnipeg on Trans-Canada; and covered activities in many regional and national news bulletins. Finally, Mr. Manson wound up with: "I was distressed to learn that as reported to have turned away from the broadcast giving as a reason the lack of audience appeal. Mr. Ringle (acting manager CBO) stated positively he made no such statement".

New CBC regs re wine and beer broadcasts will not escape attention on Parliament Hill, always sensitive to pressure from temperance and prohibition groups. Canadian Press reports that liquor advertising would be permitted are not correct; new regulations permit only to wine and beer in programs where advertising of such projects is permissible.

It was radio that provided the most spectacular battle of Parliament's last two days. When supplementary vote 965 was called for granting authority to loan \$2 million dollars before Sept. 31st 1947) it touched off a heated debate that lasted almost 24 hours on second last day of Parliament's sittings. Most mem-

bers had reservations out on that night's train; fidgeted impatiently while Social Credit and Progressive-Conservative members attacked possibility of CBC monopoly in Canada. Item finally passed just before nine o'clock the night of August thirty, without recorded vote. Item replaced the 4-point amendment to Broadcasting Act originally introduced into house as result of Radio Committee's report. Understood that the amendment will be re-introduced at next session of Parliament.

Debate on the supplementary vote was almost a filibuster, lasting as it did from just before noon until five minutes to nine that night. House had only an hour out for lunch that day; and another hour for dinner. Board Chairman Dave Dunton and Assistant G. M. Donald Manson sat on the floor of the House before Revenue Minister McCann while the debate lasted. Speakers frequently wandered far from the immediate subject almost every Member remaining in the House on Opposition benches took part. The opposition was led by Social Creditor E. G. Hansell, and G. Ross, Progressive-Conservative. Both were on the Radio Committee. R. R. Knight, CCF Saskatoon City, also participated. Knight was one of the three men from his party who was on the committee. Committee Chairman Ralph Maybank participated in the debate, as did Revenue Minister McCann. A. L. Smith, D. M. Fleming, and John Diefenbaker, leading Progressive-Conservative members of the radio committee, had already left for home. These men had laid down a powerful barrage against the amendments to the broadcasting act as originally proposed, when these were introduced to the House.

### TRADE WINDS

by Art Benson

McKim's Toronto office report that General Dry Batteries has a one minute spot Campaign under way over a wide list of stations coast to coast. The 3 a week series is scheduled for 20 weeks and features hockey highlights by Foster Hewitt. Lorne Green begins his third year newscasting for A. Wander Ltd., (Ovaltine) over CKEY, Toronto, on October 28. Biltmore Hats Ltd. makes its radio debut first week in October with a dramatized flash campaign over a wide list of stations coast to coast including French outlets. Purity Flour Mills (Hovis) has commenced a flash campaign over CKWX, CKRC, CKEY and CJAD advertising Hovis Bread and English Health Loaf.

Ronalds' Toronto office tell us that L. K. Liggett Co. Ltd. has returned "Drama of Medicine" to 11 Ontario and Western stations.

According to the commercial department at CKWX, Vancouver two local accounts have resumed for another season. Garvin Ice & Fuel brought back "Hollywood Radio Theatre" through Cockfield Brown while "Public Opinion" returned for David Spencer departmental store.

Hayhurst's Toronto office have added CKAK, Montreal to Bromo-Seltzer's "Inner Sanctum" already being piped in to CFRB, Toronto from Columbia. The program is heard Mondays at 10 p.m. (E) delayed.

**STRUCTURAL STEEL  
TOWERS  
OF ALL TYPES**

Vertical Radiators for  
Radio Transmission  
Now in Service  
Coast to Coast

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

# 5000

## Watts



# Now

## NORTHERN ONTARIO'S

# HIGH

# POWER

# STATION



**Installation and Proof  
of Performance  
Completed**



# CKSO SUDBURY

**CANADA  
ALL-CANADA  
U. S. A.  
WEED & CO.**

**CKNB CAMPBELLTON N.B.**

September 21, 1946

Dear Mr. Timebuyer:

Since "happiness is a state of mind", we're happy to state that our mind is made up about the listener-appeal of the transcribed shows provided us by All-Canada.

Right now our feature spot programmes include ALLEN PRESCOTT THE WIFE-SAVER... FRANK PARKER...THE LONE RANGER...THE INK-SPOTS...DONALD NOVIS...PLAYHOUSE OF FAVOURITES...BETTY AND BOB...NAMES YOU WILL REMEMBER...YOUR PLEASURE PARADE...KEEPSAKES...and MELODY LANE.

In a few days we'll be adding SINCERELY KENNY BAKER; and when we want more, we know that the All-Canada Programme Division has them waiting.

With programmes of this calibre All-Canada keeps us happy...we keep our listeners happy...clients cash in...and EVERYBODY'S happy!

Yours very truly,  
*Stau Chapman*  
STATION MANAGER

CSC/JN

AN ALL-CANADA STATION

# "quotes"

"Adequate controls are more necessary in the case of radio than in the case of ordinary natural monopolies like power and transportation services and telephones. These only deal with things and services. The radio deals with ideas, and ideas die if they are denied free expression. In a democracy particularly it is important that ideas have free circulation and that no monopoly, government or other, have the power to circumscribe them."

—:Vancouver Province "30"

"CBC Chairman A. Davidson Dunton must have had his tongue in his cheek when he assured a Parliamentary Inquiry Committee that 'we look upon the elimination of commercial advertising from the CBC certainly as part of our ultimate policy'. Almost at the very moment Mr. Dunton was making his glib statement, the CBC commercial department was off on a new advertising venture. That same week advertising agents and advertisers received in the mails a new CBC rate sheet, offering the Government's powerful transmitters at a special, cheap rate."

—:Quebec Chronicle—Telegraph "30"

"The government is no doubt well advised to postpone the second reading of the proposed legislation. The bill would have given the most authoritarian power to the CBC ever given a public owned enterprise in this Dominion, power far beyond that given to the management and operation of the railways"

—:St. Catharines Standard "30"

"The onus of justifying its demands for more revenue is on CBC, and the more nearly it approaches the ideal of a strictly non-commercial status the less difficult this will be."

—:New Westminster British Columbian "30"

"Sometimes the brand of liberalism practiced by the Liberal government at Ottawa is hard to understand. Surely there must be some other (beside Mr. Reid) independent-minded Liberal backbenchers who are made uneasy by the enthusiasm with which the Socialists under Mr. Coldwell jump on the CBC bandwagon. Why do they remain silent? Is it too much to call this a step in the direction of Fascism? Fascism means, simply, authoritarianism, and that, simply, is what the CBC's position is with respect to private radio... authoritarian."

—:Vancouver Sun "30"

"How much are Canadians justified in paying for radio system which appears to combine the worst features of both the public-control set-up of England and the private enterprise system of the United States? In short just what are we getting for our radio license fee which American listeners do not get for nothing?"

—:Edmonton Journal "30"

"This newspaper still believes in a nationally-owned radio system. If, however, we are to have private radio stations along with it, we ought to have them under conditions that are just. The system of being half bound and half free is seldom good business."

—:Ottawa Journal

### Russia Ousts BBC "Highbrow" Service

The new "high-brow" service the BBC planned inaugurating this month, has met with a setback by the discovery that the Russians are using the frequency for their powerful station at Riga in Latvia.

The new broadcasts, designed to carry cultural programs, were scheduled to begin operations on September 29, but BBC engineers discovered that the Russians had taken over the intended frequency without referring the matter to international arbitration, and using it to beam broadcasts to the land.

Little hope is seen for a settlement with Russia, and as there are no other suitable wave-lengths it is possible that the broadcasts may be postponed indefinitely.

### Hold That Tiger

CHML, Hamilton, is making plans to carry all the home games of the Hamilton Tigers in the provincial Rugby Football Union as well as all away games, with the exception of those played in the Stadium Toronto.

Play-by-play accounts will be given by Vic Copps, sports editor of CHML, aided by guest commentator Tommy Finch, Hamilton football coach.



From Ingenues to Grandmothers call  
**Marjorie Mowbray**  
through  
**Radio Artists Telephone Exchange**  
WA. 1191  
TORONTO

A Good "Steer" ...use **CFAC** to Sell the West!

STUDIOS: SOUTHAM BLDG. CALGARY  
Representatives:  
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**BENEFIT BASEBALL**



When the Van Beuren Chamber of Commerce, organized a benefit baseball game to aid Mrs. F. Larsen, whose husband, a star athlete, died during a baseball practice, CJEM and station N.B. was on hand to broadcast a play by play broadcast in conjunction with WAGM, Presqu'ile, during the game, to which even the

broadcasters had to pay their \$1.00 admittance, netted \$2,000 for Mrs. Larsen and she is pictured above during the ceremonies that followed the game with from left to right: H. Trafton, president of the league; Frank Jean, CJEM sportscaster; G. Labrie coach; Mrs. Larsen; WAGM technician.

**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>		
Sister	13.3	+1.4	Alec Templeton Show	17.3	-3.0
Perkins	12.9	-.1	Fred Waring Show	15.7	-4.5
Per Young	12.4	+1.2	Alb. of Familiar Music	13.1	-3.7
Linton	11.9	+2.0	Waltz Time	11.6	-1.5
Opera Limited	10.9	new	Silver Theatre	11.0	new
Can Be Beautiful	10.8	+1.3	Kraft Music Hall	10.9	-1.8
of Life	10.3	+2.1	Green Hornet	9.6	-1.0
at to Happiness	8.9	+ .9	Meet Corliss Archer	9.5	-1.7
re Wallace	8.9	resuming	Big Town	8.8	-.5
			Theatre of Romance	8.8	-.3
			<i>French</i>		
Principale	19.4	+ .3	Dr. Morhanges	14.1	-4.2
Jessie Doree	19.0	-1.3	Metropole	13.1	-5.3
de Famille	17.1	-1.0	Course au Tresor	12.1	-4.8
de Lucie	16.2	+1.5	Leblanc Detective	9.5	-1.3
Les Nouvelles	12.4	-1.8			
Quot d'heure	10.8	-1.4			
L'ami Zepherin	10.4	new			
Pierre et Pierrette	9.2	+ .6			

**CJCH**

**"Your Good Neighbor Station"**

Representatives: HORACE N. STOVIN & CO., CANADA  
 JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

**GOING UP  
BUT FAST!**

**COMMUNIQUE #2  
"OPERATION CKCK"**

400 FOOT TOWER  
 ERECTED IN RECORD TIME  
 OF 5 DAYS. TRANSMITTER  
 BUILDING UNDER CONSTRUCTION.

**SOON  
SWEEPING  
SASKATCHEWAN**

**WITH 5000 WATTS!**

**REGINA CKCK REGINA**

— NO INCREASE IN RATES —

**T**HE larger centres of population are not typical of most Maritime Canadians, for 60.6% of the combined populations of Prince Edward Island, New Brunswick and Nova Scotia are rural dwellers, according to 1941 Census figures. The BBM Report credits CFCY with 72,086 radio homes in its primary area, which is 56.48% of all radio homes in the three Maritime Provinces.

**CFCY**  
 CHARLOTTETOWN

*The* **MARITIME**  
**Must STATION**

ALL-CANADA RADIO FACILITIES LTD.  
 WEED & CO. IN THE U.S.A.



CHUM Roving Reporter Interviews Traffic Officer Vern Page

## Public Service . . . . .

THE TRUE VALUE of a radio station is measured by its ability to attract both listeners and local sponsors. For radio, after all, is a local medium—a part of the community throughout which its programs are heard. And a truly successful station can invariably attribute its greatness to the esteem with which it is regarded within its own community.

*TRAFFIC OFFICER Vern Page's Safety Crusade has taken him to 71 Toronto Schools, 24 Summer Schools . . . his Sunday afternoon broadcast on CHUM has educated thousands of listeners . . . to make Toronto "The safest place to walk and drive in Canada."*

PUBLIC SERVICE programming builds radio listener loyalty. A young station, with a refreshing outlook towards all affairs of community interest, CHUM has already become a potent force in the lives of the citizens of Toronto—and a welcome voice in the homes of more than 2,000,000, Ontario people!

# CHUM

## T O R O N T O

*Representatives*

CANADA  
JAMES L. ALEXANDER

UNITED STATES  
WEED & COMPANY



### LITERARY LAPSE

The knife surgeons use to perform delicate bloodless operations . . . was invented, not by a Doctor, but by Dr. Lee DeForest.

—Books of All Cars  
Is he is or is he ain't?

\* \* \*

### UPS AND DOWNS

Scientists are working on a moon to earth broadcast and the CBC probably regrets more than ever its unaided connection with a mere term.

—Toronto Telegram

\* \* \*

### ET TU BRUTE

We acknowledge a letter from R. J. A., free-list reader of this paper, who feels that the cartoon in the last issue was "strictly from hunger".

\* \* \*

### HOBSON'S CHOICE DEPT.

In keeping with the prediction that beer and broadcasts will be permitted in provinces where such advertising is permissible, it is understood that Ottawa is going to legalize murder on the same terms.

\* \* \*

### HAPPY BIRTHDAY TO US

CBC is celebrating its birthday with a series of programs presenting the story of "ten years of progress in the national radio system." Reliable sources state that listeners who write in will be given a free copy of "Mein Kampf".

\* \* \*

### DEPT. OF OPPORTUNITIES MISSED

Isn't it reasonable to assume that representatives of the private stations would have been just as welcome at the Canadian Weekly Newspaper Association Convention in Halifax this month as were employees from the CBC?

\* \* \*

### BUYER'S GUIDE

In reply to the broadcaster who writes in to our book department enquiring for a volume of familiar quotations, we suggest that he procure a copy of the bible.

\* \* \*

### SELF CENSORSHIP

Radio Row is wondering if the CBC is going to be able to regulate just its own regulation to permit itself to carry the recorded Bing Crosby programs on the network.

\* \* \*

### PARLIAMENT HILL

With the liberals now holding only 123 seats out of 246 in Ottawa, one is consoled by the comfortable thought that all good things must come to an end.

# BRITISH COLUMBIA - A MAJOR CANADIAN MARKET

**BRITISH COLUMBIANS ARE  
RADIO CONSCIOUS!**

## Fact No. 1:

On a per capita basis, B.C. has more radio homes than any other province in Western Canada. And these are the same homes that enjoy the highest weekly income\* in all Canada. The people are equipped to listen—and have the money to spend.

\* Canadian average \$31.94  
B. C. \$34.72

*You're not selling  
Canada . . . . .  
unless you cover  
British Columbia  
by RADIO*

SPONSORED BY THESE INDEPENDENT STATIONS OF BRITISH COLUMBIA

Chilliwack • Kamloops • Kelowna • Nelson • New Westminster  
**CHWK CFJC CKOV CKLN CKNW**

Prince George • Trail • Vancouver • Victoria  
**CKPG CJAT CJOR CKMO CKWX CJVI**

# Ontario's Favourite Radio Station!

**By ACTUAL COUNT, more people throughout  
the Province listen to CFRB than to any  
other Toronto station**

**O**NTARIO represents over 40% of Canada's rich market. CFRB, with top coverage, popularity and influence in this area, offers you most listeners per dollar of any local station... more than half a million homes... the largest share of Ontario's radio audience.

# CFRB

## TORONTO

### Representatives:

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