



At left Dick Rice, CFRN, Edmonton, surrenders the WAB presidency after four years, to Bert Cairns, CFAC, Calgary. Centre; CHEX Peterborough, broadcast the junior and juvenile games every Saturday afternoon, under the sponsorship of Quaker Oats Co. Left to right Jack Stuart, Jr. advertising executive for Quaker, four of the youthful ball players and El Jones, sports commentator for CHEX. At right; Ralph (Curly) Parker, manager of CFPA, Port Arthur, is not going to be out-lanked by Gerry Quinney, manager of CFAR, Flin Flon, Manitoba, as they pose for this picture at the WAB Convention.

CANADIAN BROADCASTER

TWICE A MONTH

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COMMITTEE GIVES CBC CLEAN SWEEP

A discussion in the house on the recommendations of the Radio Committee, tabled Friday of last week, will in all probability be taking place as this paper is on the press. Conservative and Social Credit members of the committee, numbering 7 of the 25 committeemen, are said to have fought the report, point by point, and a discussion was indicated for early this week.

Almost the entire report of the Radio Committee tabled in the house last week dealt with requests of the CBC, and none of the requests seem to have been denied.

The committee expressed approval of the CBC taking over high clear channel frequencies from private stations, and dismissed the plea of "insufficient notice" with a statement to the effect that neither the private stations were aware or had reasons to be aware of the policies of the CBC. Stations affected by this opinion are CFRB, Toronto, CFCN, Calgary and CKY, Winnipeg, which have been advised that they will have to surrender the frequencies they now occupy by June 1947.

The committee renewed its expression of disapproval of the private network plan, and took a non-committal attitude regarding the CAB's request for an inde-

pendent board of appeal. "Your committee is not prepared to give its approval to the change," the report read, and then went on to state that "there was not sufficient time to thoroughly study the problem."

The recommendation was made that the CBC and Transport Department get "statements of good intentions on public service before renewing licenses each year."

Liberal Paper Gets \$42,000 Free Time From CBC

THE TORONTO STAR has had the use of free time on stations CRCT and CBL to the value of over \$40,000 a year at present rates for its self-sponsored newscasts ever since the paper closed its own station, CFCA, in 1933.

Evidence brought out by the House Committee showed that the paper, which is ardently supporting the CBC in its present plan of appropriating the frequencies of private stations, is receiving free time to the net value of \$42,250 per year for its two daily newscasts on the CBC's major Toronto station.

CBC's general manager, Dr. Augustin Frigon, pointed out to the Committee that the STAR had owned one of the pioneer stations

Approval was expressed of the plan under which CBC would receive full amounts collected in license fees without deduction of collection expenses; and the committee also recommended that the Broadcasting Act be amended to allow government loans to the CBC of more than \$500,000 for capital expenditures.

Other suggestions contained in the report advocate security in

in Toronto and that, when the station was closed, and the CRBC opened station CRCT, this newspaper was given newscasting privileges. When CBL was established the paper requested that their privileges be maintained, and, after a great deal of discussion, they were.

Correspondence was read to the committee between Gladstone Murray, general manager of the CBC between 1936 and 1942, and the STAR which referred to previous conversations between Messrs. Murray and Hindmarsh, vice president of the STAR, in which Mr. Murray was quoted as having said that the paper had a "moral right" to the privilege. In addition to this, evidence was produced showing that the Honourable C. D. Howe

tenure of office for the CBC general manager until he reaches the age of 65, thereby placing him in the same category as a cabinet minister; the establishment of an alternative French network comparable to the Dominion Network. The committee also went on record with a recommendation that commentators guard their utterances "to protect at all times the heritage of our free democratic way of life."

had urged the CBC to honor the "moral arrangement" between itself and the politically Liberal paper, and that Mr. Justice J. T. Thorson had also written to the radio committee on their behalf.

Evidence in front of the committee showed that the arrangement had been inherited by Mr. Murray but there was no evidence that the matter had ever been brought to the attention of the CBC Board of Governors.

Questioned by the Committee, CBC Chairman Davidson Dunton admitted knowledge of the arrangement and stated that work connected with the committee had delayed his inquiring into it but that it would now probably come up before the Board of governors.

Hitch your story to a

STAR

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Famous NBC harmony instrumentalists and top girl vocalist.

CALLING ALL GIRLS

Girls, department stores and stations all love it!

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Domestic adventures, with a laugh in every line.

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Informative and full of laughs for the whole family.

THEATRE OF FAMOUS RADIO PLAYERS

Hollywood drama at its best, with well-known players.

THE MAN WITH THE STORY

Mercer McLeod, the master story-teller.

FRANK PARKER SHOW

With Andre Baruch, Kay Lorraine and Paul Barron's music.

PARENTS MAGAZINE OF THE AIR

Authoritative, helpful information on child care and home management.

PLENTY of very clever people chart their futures by the stars . . . A study of radio advertising linked up with this constellation reveals nothing but a rosy future of the sponsor, with success and ease assured (just ask someone who has already used one of our shows). Your AC-PD man is available for consultation, to help you chart your sales future. Hitch your sales message to one of our star shows and you'll have top entertainment, high ratings and soaring sales at low cost.

THE BEST IN TALENT AND PRODUCTION!

Take advantage of these made-to-measure programmes. They are guaranteed to suit your needs and your purse. All-Canada's library of syndicated shows . . . the largest in the world . . . is at your disposal, as well as the experience of men trained in advertising and radio technique.



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Gala Opening For CJBQ

August 15 saw the opening of CJBQ, the new Belleville station, under the management of F. A. Stovin, RCAF veteran. The station had been broadcasting a regular schedule since August 12. The formal opening, complete with visiting dignitaries, was held until the 15th.

Attention of listeners in the Belleville area was attracted by a dramatic bombardment of the 25 service area by Belleville Fly-club using handbills for bombs. The ceremony was held in the Belleville Collegiate auditorium. A. McLean Haig, president of the club, presiding.

The formal action of opening the station was performed by Mayor J. Folwel of Belleville, with messages by the mayors of Picton, Campbellford and Carleton Place, and the county wardens Hastings and Prince Edward Counties. In addition musical entertainment was provided by bands and artists.

At the same evening another program was presented under the auspices of the Junior Chamber of Commerce, featuring more recorded greetings to the new station with a special recording from the town of Hastings in England to the county of Hastings in Canada.

Radio Rangers

During the recent forest fires which destroyed more than thirty buildings and summer homes in the vicinity of Moncton, and for some threatened the city itself, the old transmitter house was moved over to the New Brunswick Forestry Branch, who used it as a launching depot.

The telephone in the transmitter house was still connected to the studio switchboard so calls from people fighting the fire to the officials had to go through the studio.

In addition to this, CKCW broadcast warnings and calls for help to the outside.



"I have no further territorial demands . . ."

Lost and Found

CKWX Vancouver recently aided a U.S. sailor to find his Canadian girl-friend whom he had not been able to locate for two years.

The sailor, Thomas J. Roach had last corresponded with the girl, Winnifred Hearn when she lived in Edmonton. During that time he was torpedoed and she moved to Cobble Hill, Vancouver Island. He was not able to trace her until CKWX carried the message on one of its newscasts. Miss Hearn was informed of the message by one of her friends who heard the broadcast.

Music While You Fly

Radio Station CFCY was thrown into a small panic recently when an American Aircraft, flying over Charlottetown, P.E.I., radioed in a request for "Bumble Boogey." The message came through Maritime Central Airways and explained that the boys were listening to the "Best on Request" program. But it was going off the air, and in the remaining few seconds the announcer at CFCY just had time to advise the crew: "Next time you're flying over this way let us know, and we'll be glad to play your requests."

WAB Board

Succeeding G. R. A. Rice of CFRN Edmonton after four years, A. M. "Bert" Cairns of CFAC Calgary was elected president of the Western Association of Broadcasters.

Rice was elected to the directorate of the association, with A. A. Murphy of CFQC Saskatoon and G. S. Henry of CJCA Edmonton.

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Going to F.M.?

* A.M. Briefs prepared.

* F.M. Briefs prepared.

* Sites selected.

* Advice on Equipment

* Proof of Performance Measurements.

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"Radio is entitled, on its own merits, to be regarded as a senior advertising medium."

"We felt that Radio was the logical medium with which to sell . . . over and over we have been justified in that feeling."

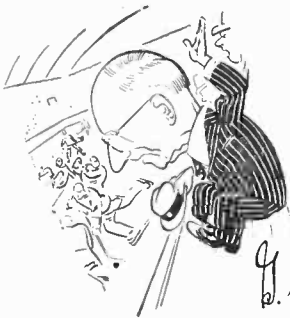
"Radio advertising, properly co-ordinated with other forms of advertising, has contributed greatly to the growth of our business."

"Its growth as an advertising medium has been phenomenal." "We are now using 37 stations across Canada and expect to continue this, or possibly increase the number."

"Radio has earned for itself a proven place as an effective and appealing medium for advertising in Canada."

"Development of Radio Broadcasting in Canada has proved an incentive to new ideas and a spirit of co-operation once thought impossible."

"Broadcasting provides a very intimate and human form of contact with people."



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Advertising Manager
IMPERIAL OIL LIMITED



W.O. Neil
General Manager
COMMUNICATIONS
CANADIAN PACIFIC RAILWAY

W.M. Armstrong
General Manager
CANADIAN NATIONAL TELEGRAPHS

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

*Represented by us in Montreal only.

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

TWICE A MONTH

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

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Coming Events Cast Their Shadow

Now is the time to start working on next year's presentation before House Committee on Radio Broadcasting.

While none of the CAB's requests was granted this year, the situation might have been worse. But if action is not suited to the words spoken by the CAB before that committee, next year it is virtually certain that the CBC, flushed with its success in 1946, will ask for more again its request will be granted.

One less grim spot in this year's report is that the House Committee stated definitely that private radio has a place in the radio picture alongside the CBC.

However, an intelligent survey of the history of radio in past years indicates that private radio has always played a most important part in the CBC's operation. After all, the CBC owes its position and strength to its networks. Most of the network stations are private stations. So, naturally, the government, depending on the private stations for outlets and audiences for its own networks, would be the first to admit private radio's important place alongside its own handful of stations. But the scene changes fast.

Recently the CBC has expressed its intention of adding to its own network of high-powered stations. The CBC chairman told the committee that it was the intention of the Corporation to replace many of the private stations now on the networks with its new high-power outlets soon as they are in operation. And the committee gave the plan its blessing. So, when the CBC has enough of its own 50 kw stations to enable it to dispense with the "privates", we ask in all seriousness just how important a place the private stations will have in government hands.

That came the networks. Subtly the CBC lured the private stations by lending their facilities for the establishment and solidification of Canada's only two national chains. It was a period of experiment, but the CBC was not risking the lives of many of its own guinea pigs. How the borrowed guinea-pigs lived. So CBC started plans to replace the guinea-pigs with their own stations, now that the risk was reduced.

By appropriating private stations' wave-lengths they are not only bringing listeners for themselves, but they are also doing everything in their power to weaken their competitors, by relegating them to inferior frequencies.

Another step in the same direction is the institution of the CBC commercial "spot broadcasting" department, which now enables advertisers to buy these high-powered government outlets against the price of private ones.

There has been a saving grace thus far in the fact that the CBC has been either unwilling or unable to attract listeners with its own broadcasts to the same extent as have the private stations, power notwithstanding. But this does not permit a relaxation of institutional support on the part of private radio. If the committee's recommendation that the CBC be given unlimited borrowing powers and an extra \$10,000 in license fees, is acted upon by Ottawa, it is possible that, along with their extra revenue from "spot broadcasting", better and more popular CBC programs may result. It is going to be tough opposition, requiring long thinking, to compete with the CBC's programs in the eyes of listeners; it is also going to be tough going to compete with the CBC before next year's committee in terms of usefulness. Financial competition is unfair. But these are the facts.

What private radio has to do now is to do two things in preparation for the next committee. First it must accomplish things, in terms of public service, worthy of recounting. Second, it must continue along the path established by those charged with the preparation of this year's presentation to the committee by gathering in details of all such activities so that the briefs do not have to be prepared frantically at the last moment, so that there need be no hurried scramble to get the story to the public via the press after the committee has commenced sitting. Another function for private radio to perform is that of acquainting the public and keeping them acquainted with the fact that there are private stations. Use of chain and station breaks and "Manager Speaks" programs for this purpose can be amplified with addresses to service clubs, which can often be made interesting to the press. But there is another job to be done—that of making those private stations sought after by listeners for the quality of their broadcasts and the usefulness of their services.

It will probably be about twelve months before the committee reconvenes. In our opinion, this provides barely adequate time for the somewhat task of preparation for the further attempts at government endorsement which must inevitably follow.

Richard G. Lewis

Editor

LET'S ABOLISH POWER CEILINGS

From an address To The Radio Executives Club of Toronto

by HARRY DAWSON

CAB Engineer

I have been asked to say something about the Havana Treaty from a technical standpoint and while much of what I will say will be quite familiar to many of you, I am going to try to talk to you about some of the general aspects of the Treaty which seem to be most generally misconstrued.

In the first place there seems to be a lot of confusion as to whether or not the Havana Treaty in some mysterious way definitely assigned these channels to the CBC and that the CBC would be breaking the Havana Treaty if they did not use them. This is completely at variance with the facts since the treaty was signed between representatives of the countries concerned, without reference to who operated the stations within the various countries, that being the responsibility of the individual Governments themselves.

The bargaining power which each country possessed was largely related to what they had in operation before the Treaty was worked out, coupled with the obvious requirements of the size of population and the area over which it was located. For example the United States with 140 million population obtained 32 clear channels, Canada 6, Mexico got 6 and Cuba 1.

Why are there so few clear channels? Because of the necessity of crowding some 1200 stations located in the various countries into the 106 channels available in the broadcasting band. This means that most of the stations had to be on shared channels. These are sub divided into regional and local channels; and this makes it impossible to reserve more than the 45 clear channels. In fact at the present time there is a very strong move to break down some of these clear channels into shared channels in the United States and it is quite likely that it will result in a reduction of the number of interference-free channels.

There seems to be a lot of confusion as to exactly what is a clear channel and whether it means that no other station can operate on it. This is not the case: but a country which has clear channel rights is guaranteed that any other station which operates on it will be so far away that as a result there will be no reduction of range in the country concerned over what it would be if it were the only station on that channel.

Old timers in radio will remember that, in the early thirties, it was a generally accepted principle that you could hear much further at night than by day and that to get any distant reception, night time was the time to listen. The

reverse is almost true today due to the greatly increased interference resulting from the very large numbers of stations operating. In almost every case, with the exception of the clear channel stations, the range is greatly less by night than it is by day. This is because the potential interference which any station can cause is much greater by night time than by day and the long distance reception which was thought to be so wonderful in the early days of radio has actually proved itself to be the greatest obstacle to radio operation today. I would like to illustrate it by pointing out that a 1 kw. station has to be spaced 1000 miles from another 1 kw. station if each of them is to be able to obtain a range of about 30 miles at night. The area in between the two 30 mile circles is an area where neither station can be properly listened to.

As a technical man I object very greatly to talking of the power of radio stations as if a specified power automatically covered a specified square mileage. You all know the difference which is obtained at different ends of the broadcasting band, this is one factor alone which makes far more difference than any comparison of power. Ground conductivity is also a tremendous variable in different parts of the country, making a 1 kw. station equivalent of 50 kw. when comparing extreme cases.

And when we add to that the different degree of protection which is obtained on the different class of channel, the guessing of the potential coverage of stations in relation to its power has virtually no meaning. In this country we have been very power-conscious, whereas it seems to me we would have been better to have concentrated more on coverage. There are many 50 kw. stations in the United States that have a range at night of as low as 20 miles where they are subject to high interference and on the other hand there are 50 kw. stations on clear channels which can be clearly heard at night 7 to 800 miles away.

The change from 860 kc. of station CFRB can not help but be a considerable reduction in territory because no matter what frequency they eventually use it is a fact that there are no other channels which afford the protection from interference which are not already in use.

I would like to see all artificial power limitations removed and thus allow the technical people to do the best possible job of coverage that is possible under the circumstances, which is, after all, most in the public interest and should be the desire of the authorities that control radio.

WAB SETS UP SELF-CENSORSHIP COMMITTEE

by ROBERT FRANCIS

Canadian Broadcaster, B.C. Correspondent

The CAB Annual Meeting will have to be moved back to February from May if private radio stations are going to be able to present their case with maximum effect to future parliamentary committees, according to WAB president G. R. A. Rice. Rice's remarks followed a report of the recent presentation of the CAB briefs to the 1946 Parliamentary Committee which was delivered by F. H. Elphicke, who had himself presented the first part of the brief in Ottawa last month.

It was generally felt that sufficient time had not been given stations to comply with the request for information on stations' community service as fully as they might have done, for presentation to the committee.

While there had been shortcomings in the whole campaign, it was felt generally that considerable progress had been made. Special mention was made of the fact that the committee now realized that the story of the "enormous profits" earned by the private stations is a myth. It was also felt that the committee was not only sold on the community service rendered by the private stations but also that they were amazed by it.

The Association went on record with a vote of thanks to all concerned in the preparation and presentation of the briefs.

Self-Censorship Committee

The Association set up a Committee on Practices and Procedures. One of the first tasks it will tackle is the question of hitch-hiker tags at the end of transcribed spot announcements.

George Chandler, manager of

CJOR, Vancouver, who had said he did not believe such a committee would work "without teeth", was named chairman of the committee, with John Hunt of CKMO, "Tiny" Elphicke of CKWX, Bill Rea of CKNW, and a member of the CBC to be appointed.

During discussion prior to appointment of the committee, Chandler said that while the idea would get his warmest support, he did not believe it would work without the imposition of penalties on offenders.

The discussion, opened by Bert Cairns of CFAC, began with a resolution that the WAB deplored the use of hitch hiker tags for secondary products on transcribed spot announcements and recommended to the CAB that CAB member stations jointly agree to refuse to accept such announcements.

The resolution was dropped after discussion, however, when formation of the practices and procedure committee was proposed.

"Any industry needs rules of procedure," Cairns said. "Such a committee could deal with such questions as the acceptability of certain types of spot announcements, and would have broader scope than the WAB board."

Cairns saw the committee as something becoming a national group comprised of CBC and CAB representatives which would be the radio industry's governing body. Under such a system it could not be charged that there was discrimination by the CBC against private operators.

George Young, CBC supervisor of station relations, believed the

idea good if teeth could be put in the committee and said the CBC would be back of it 100%.

"If you could make the committee strong enough to control your stations," Young said, "it would be good, and it would help us as we are being criticized for our lack of policing."

Young said that unethical practices which did not fall under the control of CBC could be controlled and he said that also would be the case with the CBC.

He spoke of reports which are sometimes received from various stations regarding actions by other independents.

"But sometimes a company will not name the outfit or who he complains," Young added. "If a station does not live up to recognized ethical standards it should be reported so that the abuse can be corrected."

Don Laws, commercial manager of CJOR, agreed with George Chandler that the enforcement of such a practices committee would be hard to enforce. He said that failure of a specific committee to enforce rules in one instance would be an invitation to other stations to break out of line.

"Tiny" Elphicke of CKWX, however, took the opposite view, pointing out that the situation in many phases of radio was better now than ten years ago.

"Control over undesirable practices has been achieved by trying," he said. "We are not doing this too. If the WAB simply takes the negative view that such a proposal simply will not work, we are not making progress at all."

Gordon Henry of CJCA (Montreal)

5000

Watts

CKSO SUDBURY



NORTHERN ONTARIO'S

HIGH POWER STATION



Officially
Dedicated

AUGUST

19th



Installation and Proof
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Completed

CKCR
KITCHENER

KITCHENER
has 154 Industrial Establishments which
manufacture 215 kinds of products.
Gross value of production in 1943 was
\$90,500,000

For More Market Data

See
WILLIAM WRIGHT
MONTREAL
Medical Arts Bldg.
Fl. 2938

TORONTO
Victory Bldg.
AD. 8481

CKCR CKCR CKCR

believed that common sense the only "teeth" needed to control stations. If the committee something was bad broadcast- he said, all stations would be fined of the instance.

self regulation in the movie industry was cited by Dorwin of CJOR as an instance of desirable practices. Scripts were examined before production began, pointed out, which saved producers a great deal of money which might have been wasted filming unobtainable material. The same principle, Baird suggested, might be followed between agencies and practices committee.

"Ches" Chesnut of CJVI Victoria commented that it would be a good idea if private stations could show themselves to be self regulating.

Win on BBM

Five basic aids which the Bureau of Broadcast Measurement gives advertisers were discussed by Stovin during the meeting.

Stovin listed the aids in this order:

- 1) Evaluation of stations and their works.
- 2) Buying of radio to match product distribution.
- 3) Buying of radio to supplement other advertising media.
- 4) Promoting programs more effectively.
- 5) Fostering dealer tie-in advertising.

The BBM, the speaker said, was established to answer the two fundamental questions: (1) What is the size of your audience? (2) Where is it located?

The BBM Audience Index gives an analysis of costs in relation to station audience," Stovin said.

BBM has a new report on the air, based on 32,000 completed spots out of 62,000 sent out. Stovin pointed out that these figures cover population shifts and increases up to 1944. Agreement has been reached between all factors of radio, advertisers and agencies on the numbers of radio spots.

Want DST Standardized

A resolution urging WAB members to influence local authorities to adopt daylight saving time on a date corresponding with the rest of Canada was passed at the convention.

Presented to the meeting by resolution committee chairman A. A. Murphy of CFQC Saskatoon, the resolution pointed out that most network programs reached western listeners on a daylight saving time basis, regardless of local time.

It urged that "WAB members use their influence on local governing bodies to adopt daylight saving time, if such time is to be adopted in their communities, on the same dates as prevail throughout Canada."

Bert Cairns of CFAC said he believed that if the WAB set arbitrary dates, such as April 28 and September 28 for the start and finish of daylight saving, the municipalities would follow suit.

"You hear the same complaint right across the country," said G. R. A. Rice of CFRN Edmonton, retiring president. "The public would be with us if we could work out a solution."

Small Markets Committee

The WAB Convention formed a Small Markets Committee under the chairmanship of Jim Browne, CKOV, Kelowna, for stations located in towns of less than 25,000 population.

A study of small market problems will be made. Jim Wallace, general manager of station KPQ, Wenatchee, Wash. has offered his assistance and will supply a report from the NAB of their small market committee's activities in the United States.

The idea was born at the last CAB Convention in Quebec in May under the aegis of Les Garside who was scheduled to lead a discussion on the subject at the WAB meeting, but was prevented from attending at the last moment.

While no resolution was recorded, considerable interest was displayed by the smaller operators.

U.S. Visitors

American visitors gave an international touch to the convention.

From south of the line were Mr. and Mrs. Joe Weed, of J. J. Weed and Co., Mr. and Mrs. Jim Wallace, KPQ, Wenatchee, Wash., Mr. and Mrs. Al Leary drove north from San Francisco, where Leary, former Toronto radio man, is setting up as a station rep. Another American visitor was Harlan G. Oakes of Los Angeles, who is with the rep firm of Howard Wilson.

Baritone Back Home

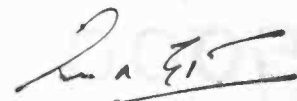
Edmund Hockridge, young Canadian baritone, who rose to fame in England during the war years has accepted the invitation of the CBC to return to Canada for an extensive concert engagement.

Hockridge went overseas with the RCAF in 1941 and while in London won a singing competition which started him singing on a CBC-BBC broadcast. He continued his singing training and climaxed his radio career with the "Johnny Canuck Review."

Since being demobilized he has been billed in engagements with the Queen's Hall Light Orchestra, the Melachrino Strings and in BBC concerts.

SHOW BUSINESS
by Geo. A. Taggart

Still Fishing!



165 Yonge St. Toronto
ADelaide 8784.



WE'VE GOT COVERAGE, TOO

A gander at a Maritime map will show you what CKCW's new 5 kw job is doing. Up into the North Shore district of New Brunswick with its rich lumbering and fishing trade plus dairy and fox farming regions in King's County. Lush fruit growing Annapolis Valley and coal mining Cumberland County in Nova Scotia. Then, to top it all, there's Prince Edward Island with its agricultural wealth.

Lionel guarantees there'll be listeners a-plenty when your sales message goes over CKCW.

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

Representatives Stovin & Co., Toronto - Montreal ..

CKAC
MONTREAL

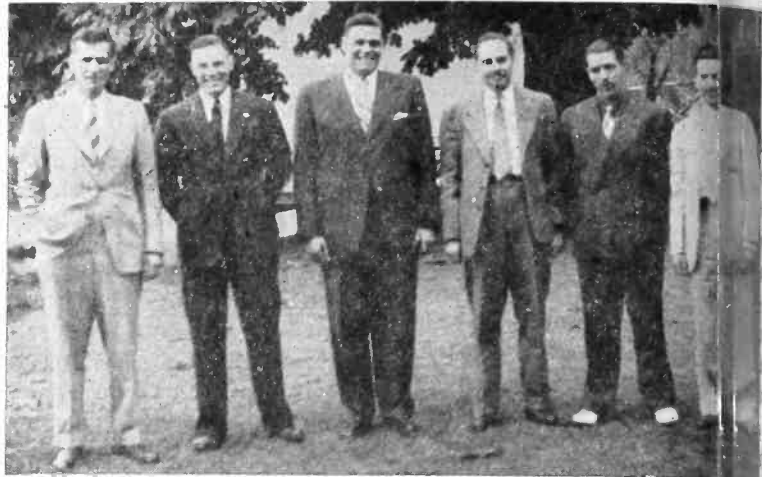
A *Wright* STATION

More French-Speaking Canadians hear your sales message when you use **CKAC, MONTREAL**

See **WILLIAM WRIGHT** Victory Bldg.

AD. 8481

EQUIPMENT MEN AT WAB



Transmitter and equipment men turned out for the WAB Corentic in full force. Pictured above, from left to right, we have West's RCA Victor, Winnipeg; Jack Davis, Canadian General Electric, Vancouver; Jim Wallace, KPQ, Wenatchee, Wash., who addressed the meeting on FM; Harry Dawson, CAB engineer; Art Gregory, Northern Electric, Vancouver; Russ Desautiers, Canadian Marconi Co., Montreal.

NEW POWER

- PLUS PROGRAMMING
- PLUS PROMOTION
- PLUS AUDIENCE
- PLUS SALES



FOR

CKOC

HAMILTON

"The All-Canada Station"

5000 WATTS

RICE URGES PUBLICIZING RADIO

Private radio stations must make known more widely the services they are rendering the public, G. R. A. Rice of CFRN Edmonton said in his presidential address at the opening of the 12th annual convention of Broadcasters at Harrison Hot Springs, B.C., Aug. 5-6.

"The year 1946 will go down as an important one in the history of Canadian radio," he said. "This period can well be the turning point in what may be the future of the art of broadcasting in this country."

He warned however that it was not enough simply to perform the service on the air. It should be properly promoted and drawn to the attention of as wide a number of people as possible.

Those of us who had the privilege of listening to the CAB presentation at Ottawa had no doubt that it was proved that the majority of private radio stations are conscious of their responsibilities towards the communities they serve," Rice said.

"In fact," he added, "I was quite amazed at some of the services that are performed daily by various stations. I think every station operator would find it profitable to analyse carefully the ideas included

in the brief."

Rice went on to say that after hearing the presentation he thought the greatest fault of private operators was in failing to publicize and carry out by broadcast the interest of the public.

"This must be our aim from now on," he said. "We are not in the advertising business, and it is just as important to advertise our operations as it is to serve our clients. We cannot afford to fall down on a job that we, as people, are supposed to know."

"Let us hope," Rice added, "that the day will come, when widespread public knowledge of what our stations are doing in the service of the public of Canada there will be no need for us to appear before any parliamentary committee."

New Manager

Gerry Tonkin, one time program manager for Northern Broadcasting and Publishing Ltd, has been appointed manager of station CJKR, Kenora, succeeding the late Howard Clark.

Gerry, since leaving Northern Broadcasting, has been associated with CFAR, Flin Flon, CKB, Prince Albert and CKE, Fort Frances. He has also been operating his own photographic business in Fort Frances.

Postman's Holiday

Fen Job, staff announcer at CJA Montreal, operates his own station in his time away from the radio. His own station is set up in the kitchen of his home and recently he was successful in contacting stations in South and Central America in two hours.

"TOPS" IN MANITOBA

CKY

WINNIPEG 15,000 WATTS

Manitoba's most powerful station! Trans-Canada network. Use CKY to tell your story to thousands of eager listeners in the West.

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

DOMINION NET WORK
1000 WATTS
CKX
BRANDON

FOR DOMINION NETWORK USE Popular CKX BRANDON, 1000 Watts

EVERYBODY'S LISTENING

to

RUSS TITUS

Canada's Favourite Male Singer

Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

Pro and Con

John Pudney, noted British author and poet, recently discharged from the R.A.F., is impressed with the change which has come over the minds of the British people.

He claims that the English, who are very good at expressing themselves orally, now do so at every opportunity through brain-trust forums, copied from the BBC as the "Braintrust". In their clubs, social gatherings, and even in pubs the people organize discussions using any local authorities that are available.

Although few of them have such authorities as the BBC's professor and Commander Campbell, they are given the same thorough, organized treatment.

British author and critic James Burnham, has criticized the BBC's overseas broadcasts in a letter to "THE TIMES." He claimed the broadcast poured material into natives and never considered "what the natives were going to make of the material poured into them."

As an example he told of the effect of news broadcast on the natives of the Congo telling about Hitler's crimes staining the souls of the Germans. This would be followed by stories of mass murders, gas chambers and the destruction of Rotterdam. The effect of this on the natives, he said, was to make the natives rub their hands and feet under Hitler "the very devil of the world" and a man they would go through fire for."

CBC Scoops Post

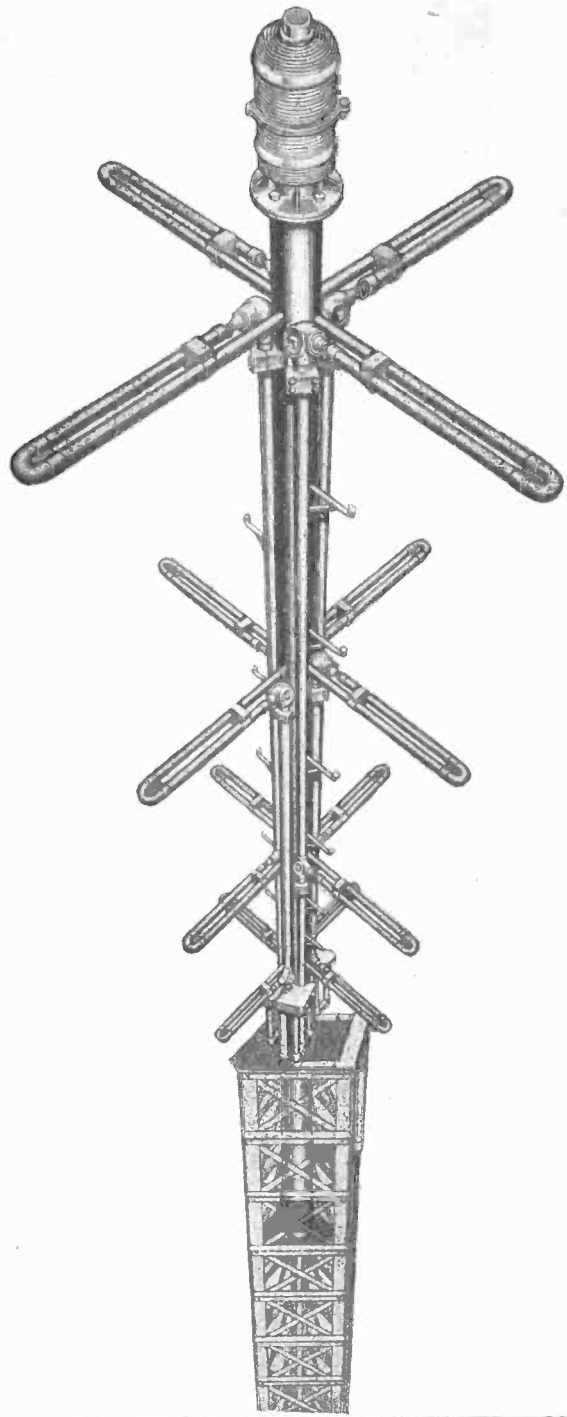
A complaint that the CBC was neglecting the Post Offices was registered by F. S. Taylor Postmaster at St. James Point, Manitoba, at the 23rd Annual convention of the Manitoba Association of the Canadian Postmasters Association, held in Brandon recently.

Mr. Taylor said that postal changes were announced over the radio long before local postmasters received official notification and that it resulted in the Post Offices being unable to give the service required.

Back Prima-Donnas

In connection with Cornwall's "Home Week" a footrace between dignitaries of some of the city's centres took place, with the "Prima-Donnas" covering the event. Harry Flint manager of CKSF, as the official mayor of Pitt Street, was asked to compete, but declined the honor to superintend the race. The winner of the race was Frank McNeil, mayor of Belleville with the unnamed alderman from Hamilton placing.

MARCONI



from the ground up
build with
MARCONI
FM Equipment

Not only can you count on Marconi to supply everything your FM station needs, from microphone to antenna . . . but our engineers can help you with your station planning even to the smallest detail and deliver a unit installation which meets the requirements of your particular site and coverage.

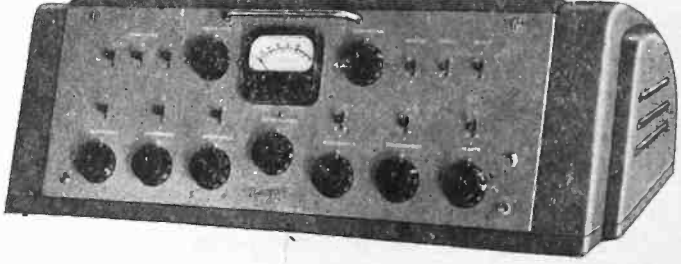
MARCONI FM ANTENNA

Engineered to distribute the power from your transmitter to maximum advantage within the bounds of your station coverage contour. Carefully designed support towers are available either guyed or self-supporting, for installation on high building or open field.

THE MARCONI STUDIO CONSOLE

The AB-11 Studio Console is a complete studio input speech system for both AM and FM use which will accommodate four microphones, two transcription turntables and six remote lines. It is ideally suited for the small stations requiring an inexpensive arrangement for one, two or three studios and is equally desirable for the larger station requiring complete and compact equipment for each of its several studios.

STUDIO CONSOLE TYPE AB-11



FREQUENCY RESPONSE — Flat within plus or minus 1 db from 30 to 15,000 cycles.

DISTORTION — Root sum square of all harmonics up to 24Kcs within the range of 30-10,000 cycles does not exceed 1% of the fundamental.

NOISE AND HUM — At least 65 db below signal level.

INPUT IMPEDANCES — Microphones 30, 50, 200 and 250 ohms. Transcription turntables—10,000 ohms.

OUTPUT IMPEDANCES — Programme amplifier—two 500 ohms output lines.

MONITORING AMPLIFIER — 500 ohms for 3 separate outlets.

GAIN — 100 db.

POWER OUTPUT—Monitoring amplifier 8 watts.

CANADIAN MARCONI COMPANY

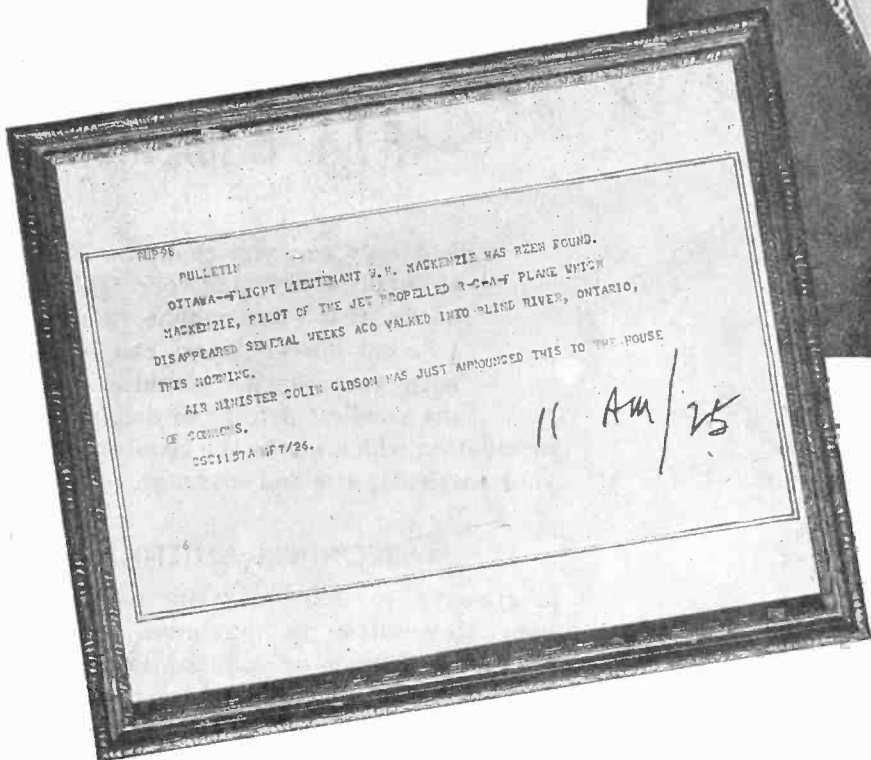
Established 1903

Marconi Building

Montreal

VANCOUVER WINNIPEG TORONTO HALIFAX ST. JOHN'S, Nfld.

MARCONI - The Greatest Name in Radio



Our picture shows the presentation described below. From left to right, J.O. Blick, manager of station CJOB, Winnipeg; Alvin Epp, CJOB news editor; Mrs. W.H. Mackenzie and Flight Lieutenant W. H. Mackenzie the missing flyer.

"I HAVE IN MY HAND THE FIRST NEWS BULLETIN OF YOUR RETURN TO CIVILIZATION: IT CAME OVER THE BRITISH UNITED PRESS WIRES THREE MINUTES TO ELEVEN, THURSDAY JULY 25... I THOUGHT IT WOULD BE A GOOD IDEA TO FRAME THE BULLETIN AND PRESENT IT TO YOU AND YOUR WIFE. I KNOW IT MEANT A LOT TO ALL OF US AND EVERYTHING TO YOUR WIFE AND PARENTS."

With these words, Alvin Epp, news editor of station CJOB Winnipeg, presented Flt. Lt. W. H. Mackenzie, the missing Winnipeg flyer, and his wife, with the framed B.U.P. release, pictured above, in a special broadcast commemorating his return to safety.

**B. U. P. CLIENTS
SCORE AGAIN**

with the first news of the
Missing Flyer

**BRITISH
UNITED PRESS**

231 James St.

Montreal

Shades of Mount Royal

by WALTER DALES

Maybe it is not necessary to be a radio star but it is necessary to help. Even a hasty glance at Montreal's radio fraternity indicates that they are long on brawn and as well as talent. Frank Sinatra couldn't breathe in this atmosphere!

My running into Ron Morrier in back alley. I watched this CJAD guy win a paper doll last week at Belmont Park when the weight judge judged him as a 215-lb. Ron stepped lightly onto the scales, and the needle swung around to 225!

And last Saturday, at Molson Stadium, singer Ken McAdam of the Sweet Cap Summer Show took the sixteen pound shot contest in the International Kick & Field Meet . . . and walked away with the honors!

Mont Tilden, announcer on the same show, looks more like a athlete than a radio man.

Lawrence Thor is a husky viking. Johnny Winter has shoulders would credit any regatta.

Maurice Bedard might have the descendant of a swarthy fleur de bois. Birnie Manion is a rigorous workout directing singing group daily. I've never seen a shadow boxer work as hard!

His penchant for la vie sportive leads even to Repts. For instance, Ralph Bowden is developing a tummy that would do credit to Tony Galento. Fred Scanlon can manhandle a cigar as well as anyone in town. Wilf Dippie has more than his share of singing contests on the Beaconsfield fairway. And I must confess I have never seen going in for a sweater and rubdown after a strenuous struggle with a pin ball machine.

Recently arrived in Montreal is Pat Logan, former Vancouver singer. I didn't take him long to get singing. I heard him the other day at Walter Downs, recording a lack of singing announcements.

Phyllis Carter and Jack Mason. He sounded good to me. Another newcomer to the radio is George Bishop, former editor of the Westmount Examiner.

This week joined the Montreal staff of Horace Stovin & Company.

Montrealer Harry Bowley has a piece in the current issue of Canadian Writer and Editor.

He said, "I'm Eyeing the USA." He resembles J. B. Priestley to the effect in England the man who lives on bread-casting must please the or starve. He intimates that present CBC expansion plans may ultimately lead to the same thing in Canada.

It was reported here some time ago that CBC personnel had voted to obtain a Staff Council rather than a union. This probably will please veterans, in view of the recommendation by the Veteran's Committee of the House of Commons that vets be given preference in employment in service of the and other Government-owned enterprises. Union agreements usually have promotion by seniority as a basic factor. At CBC Montreal, in Montreal, at the present time, about three out of four male employees are

Stage 47 Returns

"Stage 47" CBC dramatic presentation comes back to the air commencing September 29 at 8.30 EDT. This year the show will be a full hour instead of its usual half hour.

Broadcast on the Trans-Canada Network the program this year will feature radio adaptations of well-known novels, short-stories, plays and biographies. It will use adaptations of Shakespeare, Ibsen, Chekov, Moliere, etc., as well as new plays by Canadian radio writers, Hugh Kemp, Tommy Tweed, Litaire Sinclair, Len Petersen and Gerald Noxon.

Music for the broadcasts will be original scores composed and conducted by Lucio Agostini.

Shades of Men from Mars

The Pepsodent show "Un Homme et Son Pêché," broadcast from the CBM studios in Montreal has built up an audience of over one million French-Canadians, who treat it not as a play but as the story of real living people. Work ceases in the French-Canadian communities as people live and fight the stories of "A Man and His Sin." It is the story of a miser and his brow-beaten wife and is written by Claude-Henri Grignon, who gathers his material from among the country people.

Estelle Mauffette who plays the poor wife Donald, receives in gifts from her listeners, the things her husband Seraphin (Hector Charland) denies her on the air. When a halfbreed incendiary escaped in the play, possés were organized by listeners and many people who resembled the fictitious criminal were held until they were able to satisfy the fans of their identity.

Court Clicks

Court Benson, in the role of Greg Hamon, has been added to the cast of NBC's daytime serial, "Backstage Wife" heard Monday to Friday, 4.00 p.m., EDT.

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
Adelaide 8784

CHML . . . HAMILTON, ONT.

COVERAGE CONTEST

RCA engineers are at present conducting field strength measurements on our increased power of 5000 watts day and night. These measurements will conclusively prove CHML'S coverage at our new higher power.

From the information supplied by RCA, Elliott-Haynes will tabulate the population and retail sales within our primary coverage area both directional and non-directional. The contestant whose estimate most closely coincides with the Elliott-Haynes findings, will be declared the winner of the CHML Coverage contest, and awarded first prize, which is a 1946 Chevrolet roadmaster sport sedan or its cash equivalent of \$1,460.00.

The winner will be announced in the Canadian Broadcaster.

... 5000 WATTS

Going UP

UP

in

UP Elliott-Haynes

Remember the "Evening" ratings last Spring?

| | |
|-------------------------|------|
| Station A, 15,000 Watts | 36.6 |
| Station CJOB, 250 Watts | 27.5 |
| Station B, 1,000 Watts | 26.0 |

Look at them now!

| | |
|-------------------------|------|
| Station CJOB, 250 Watts | 34.8 |
| Station A, 15,000 Watts | 33.5 |
| Station B, 1,000 Watts | 22.0 |

We're "Working For Winnipeg"
And Winnipeg Likes It!



Contact Radio Reps in Toronto or Montreal



WE'RE

"*Tout oreilles*"
IN QUEBEC...

What's Your Message ?

"All ears'—yes, how true! My name is Irene Larivière, and I am interested in several service clubs in my city. My responsibility, as social convener, is to buy the soft drinks, food, and so on, for parties, dances, and other affairs. I am duty-bound to buy the best... that's why I'm 'all ears' to advertising! CKAC, with its good French programmes and well-presented advertising, is an excellent source of information."

There's more to that phrase, "good French programmes," than you might realize. For French Canadian taste is highly distinctive, and the pioneer French station, CKAC, presents programmes that are exactly right in appeal!

Quebeckers, with a steadily rising standard of living, are in the market for merchandise of every conceivable kind (spending annually over \$800,000,000). Present your product to French Canada via their favourite medium—radio, on their favourite station, CKAC, since 1922. Write for full details now.

CKAC La Presse, MONTREAL
Affiliated with CBS

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

This proves what you have heard about CKAC!

In March, CKAC was awarded 7 out of the first 8 ratings by Elliott-Haynes.

In April, CKAC repeated the performance... 7 out of the first 8.

In May—with three leading programmes off the air for the summer—CKAC still led—with 5 out of the first 8!

There you have it in black and white...

In Quebec it's CKAC—Since 1922

FM Heading For Let-Down

FM has been overpublicized to the point where potential listeners are heading for a let down, J. W. Wallace, general manager of KPQ Wenatchee, Wash., told the Western Association of Broadcasters convention recently.

He pointed out that local channel AM stations could expect to get considerably increased coverage with FM, using the same power, but that regional stations having adequate protection would probably not realize any important change.

Factors like high fidelity and wide dynamic range have been given too much limelight, because this will only be predominant with sets priced far above the average.

What will really sell FM to the listener, he said, is the noise free reception which can be obtained in cities with antiquated wiring, and other causes of man-made static.

Wallace declared that his experience on radar production during the war convinced him that FM sets should be produced at prices roughly the same as the standard AM sets.

Academy Award

The top award given to the outstanding student in their course by the Academy of Radio Arts in Toronto, a two year scholarship at the Neighborhood Playhouse in New York City was won by James M. Doohan of Sarnia.

Doohan's interests lie toward radio producing and writing and he will take advantage of his scholarship when the Neighborhood Theatre opens in September.

Number Please

The American Telephone and Telegraph Company have filed application with the FCC to erect shortwave transmitters and receivers along 800 miles of highway between New York, Washington and Buffalo, and between Los Angeles and San Diego. The transmitters and receivers will be used to establish highway radiophone service for passenger cars, buses and trucks.

The company already has equipment on test between New York and Boston, and between Chicago and St Louis. These lines bring to almost 1,400 miles the coverage given by this company.

Calls go through special switchboards into the ordinary telephone service and when the reverse call is made it rings a bell and flashes a warning light in the vehicle.

Equipment required in the car is a six-foot antenna, a twenty-watt transmitter, a receiver and an ordinary hand telephone.



I just discovered radio via a long scenic route.

Today, the publisher announced on Saturday, we would go fishing. And as anybody with a crap education knows, when the publisher says we go fishing, we go fishing.

But the covered wagon arrived. WAB president Dick Ripley, overland from CFRN Edmonton, brought a whiffle tree at Boston. Instead of fishing, the publisher decided, he would pick up a piece and see the Fraser Canyon.

Which is dandy, if you like that sort of thing. The publisher said he couldn't wait to get back to Toronto to warn his friends about it.

Jack Pilling, who had been writing his near completed story, size at CHWK Chilliwack, put down his spirit level and went along to point out history. Now he's accepting congratulations towards a modest tower erected near Hell's Gate. The rest of the publisher's story is out.

As he was busy the next few days writing Lewisite, he had his fishing score at one ally, which he caught under the direction of M. V. Chesnut near CJL Victoria. However this is no reflection on his character.

There's a gag somewhere, if you can just work it out, about paying your way in to cover the convention. It was open to recognized press services, gentlemen which is a left handed way of saying that the closed sessions were really open, except at CJL men had to read about it later.

That noise overhead heard Leo Dolan of the Canadian Travel Bureau was talking about tour paradise, or something, was rather let's face it.

Dolan added some remarks about independents thinking they were abused by the CBC, looking round at the diners and said he couldn't see any signs of a wolf at the WAB's door.

Michael Barkway, BB representative in Toronto, attended the parley and uttered a word of Commonwealth relations and the health of the delegate. This was on Monday morning.

Superlatives aren't new, the publisher kept saying to anybody who would listen to his fishing ventures (see above).

On top of that, he couldn't get marmalade for breakfast which prejudiced his viewpoint even more.

During discussion on formation of a Practices and Procedure Committee, George Chandler, manager of CJOR Vancouver, said emphatically it wouldn't work without him. Now he's chairman.

See what I mean about radio?

THE QUIZ SHOW RIDES AGAIN

by ART LINKLETTER
of NBC's "People Are Funny" Show

A dozen years ago, when I did my first quiz show, the standard approach was simple, direct, and almost brutal. Some hapless contestant was dragged before a microphone, fixed by the steely eye of a coldly formal master of ceremonies, and required to perform intellectual gymnastics guaranteed to make a Phi Beta. If he could give the distance between Cairo, Egypt and Walla Walla, Washington, approximate the speed of flight, and mentally multiply the two figures and be within .00001 of the correct answer, he was given a buck and was mighty thankful to get it.

Today, the affable, sympathetic host cajoles, coaxes, and teases a contestant into giving his right answer, and if half of it is right, he is rewarded with diamond rings, Perry Bonds, a lifetime supply of radios, electrical appliances, and perhaps a two-week stay at the dorf with all travelling expenses paid if he also gets his answer right within ten miles of his intelligence.

Games, kiddies of radio-land, Bank-Night, and Alladin's Cup have all been combined for this newest upsurge of quiz shows. All the old standbys, like the famous "People Are Funny" show on Friday nights over NBC, are being brought to the kitty until it is nothing to give away on a single play (as we recently did) a \$3,100 car, a \$500 diamond ring, three jewel watches, two \$300 record players with record-changer attached, and a free airplane trip to

five servicemen from Hollywood to their home in New York City. Yes, all that was actually dished out in 30-minute free-for-all, and other big night-time quiz shows are also beating their brains (and pocket books) to a frenzy in an endeavor to outdo each other.

And now, to add to the impetus given quiz fans by the awesome prizes of the established night-time transcontinentals, comes the newborn batch of daytimers. A rash of audience shows has broken out on all the networks, offering airplane trips to honeymooning couples dinner dates with movie stars, and complete ensembles designed for the winner by nationally known fashion authorities. Letters come in to all quizmasters from fans in remote parts of our land which are still damp from the drooling that while grasping pen in hand to plead for a chance to be a Queen, a Cinderella, a Bride, a comedian, or anything else that promises a pot of loot.

Where is it all leading to? Well, in one man's opinion, it will skyrocket to the same dizzy heights that the earlier quiz shows of about 1933 and 1934 attained, and then slide back into the abysmal depths of ennui except for those hardy perennials who have never lost sight of the basic essential for any and all shows, and that is *Entertainment!* Basically, a show must be filled with fun no matter how much someone is given for knowing he is alive!

NOW

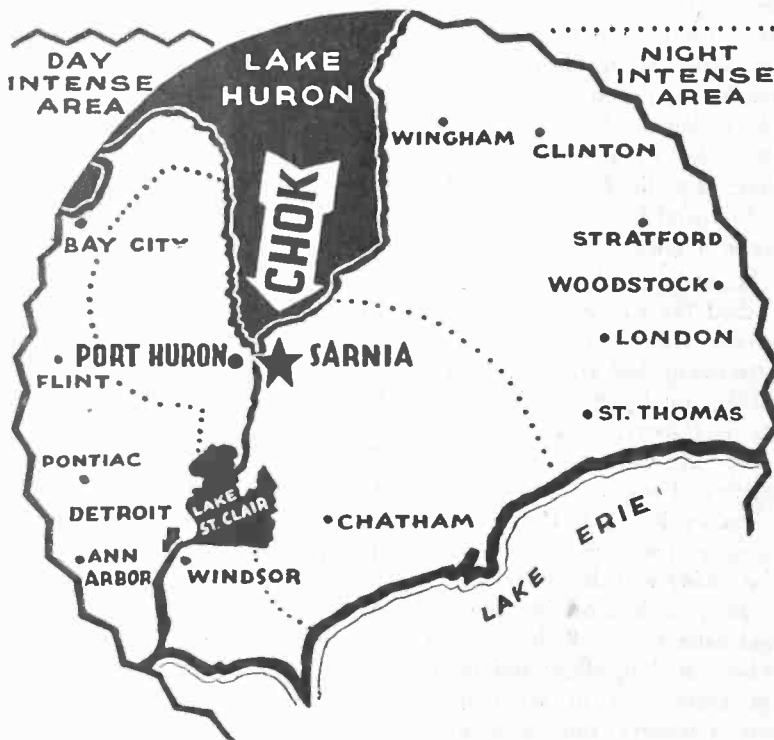
on the Air!

CHOK SARNIA

★5000 WATTS DAY

1000 WATTS NIGHT

★1070 KILOCYCLES



CHOK — Canada's newest radio station — offers advertisers complete coverage of the rich industrial and agricultural area of Western Ontario and South Eastern Michigan. Fully modern facilities, sound policies, fully Experienced Radio men and women — all are at the service of the advertiser. Serving more than 3 1/2 million listeners in its intense coverage area, CHOK is geared to give advertisers the kind of complete service that pays off in sales.

For additional information and market data,
phone or write:

CHOK

Sarnia Broadcasting Company Ltd., 148 1/2 Front St., Sarnia, Ont.

Representatives — NATIONAL BROADCAST SALES

TORONTO 2320 Bank of Commerce Bldg. AD. 8895
MONTREAL 1010 University Tower Bldg. HA. 3051

DONALD COOKE, INC.
New York—220 Fifth Ave. Chicago—20 East Jackson Blvd.

BUILD LARGE KEEN AUDIENCES

NETWORK STARS
TRANSCRIPTION HIGHLIGHTS
OUTSTANDING PUBLIC SERVICE
TOP LOCAL TALENT

AND EFFECTIVE PROMOTION

FOR YOUR SALES MESSAGE

on CJCA

EDMONTON

A RADIO station that never broadcasts a news bulletin sounds about as improbable as Dumbo, the elephant that flew. But Radio-Andorra, one of Europe's that is one of the distinctions of newest and loudest commercial stations.

There are other features that set Radio-Andorra apart. First of all, its location, high on a peak of the Pyrennees mountains, between France and Spain. The tiny republic of Andorra, founded by Charlemagne in the XIIIth Century, was virtually isolated from the outside world until about twenty years ago, when a motor road was built through it connecting France and Spain. Since then its quaintness and beautiful situation have charmed many a traveller, including one enthusiastic American tourist who offered to buy the country outright for \$54,000.

The building of the motor road necessitated some provision for tourists more than was afforded by the capital city of Andorra la Vieja and its population of six hundred. So a fine modern hostelry, the Hotel de Franca, was opened. But along came the Spanish Civil War and General Franco, and Andorra's tourist business slumped.

Meanwhile, plans were being hatched for an international commercial radio station that could make use of Andorra's intermediate position (and possibly of favorable tax conditions), to appeal to listeners in various countries of Western Europe. The Hotel de Franca was bought by the Barcelona company for their station, and after being remodelled from cellar to attic, it became the spacious headquarters of Radio-Andorra, housing studios, offices and reception rooms. Six or seven miles away, a massive, fortresslike stone building was erected to house the transmitters and technical equipment; it was connected to the aerial masts on a ridge some 2,000 feet above by cables over half a mile long.

Thanks to its remote situation, Radio-Andorra was untouched by World II, and escaped the fate of other European commercial stations which lay in the path of advances and retreats. As a result it emerged on VE-Day with its independence intact, as the most powerful—in fact almost the only high-powered commercial broadcaster in Europe.

Radio-Andorra first went on the air August 1939, just three weeks before Hitler's blitzkrieg burst into Poland. Every day since then its programs of music, interspersed with commercial announcements, have gone out into the often



Top row, from left to right: A corner of the transmitter building; the studio and office building which is sometimes completely cut off by snow necessitating the staff remaining there for days; the transmitter tower. Centre row, left to right: one of the studios; and at right, the transmitter bay. Bottom, one of the staff, who "greet our listeners with the popular and agreeably distinctive, 'Aqui Radio-Andora'"

troubled European air until two o'clock in the morning. During the war years the BBC and most other stations were off the air by 10.30 or 11 p.m., and the commercial voice of the Pyrennees had things much to itself in the late evening hours, with its 60,000-watt signal pounding easily into England and even right across Europe into that other neutral outpost, Sweden.

Strict neutrality has been a basic rule in the operation of Radio-Andorra. The station maintains a well-equipped listening post, in which transmissions from all over the world are monitored by experts, in order to gather information about reception and transmission conditions, and to keep abreast of radio developments everywhere. But never has any program of information from abroad been rebroadcast

by Radio-Andorra, since this would be a departure from strict neutrality.

This neutrality policy, too has some bearing on the decision to bar all broadcasts of news from the station's daily schedule. Officials of Radio-Andorra point out also that there are already more than 200 European radio stations which provide news broadcasting services for listeners in their own countries, and it would therefore be quite useless for Radio-Andorra to attempt to duplicate or supplant these services. In consequence, it is able to concentrate completely on providing entertainment for its European audience. Its programs are intended, says the station, to bring liveliness and happiness and tranquility to all its listeners. Radio-Andorra claims, furthermore, to have contributed

by placing its facilities at the disposal of international commercial radio, to the economic rebirth of Europe, just as American commercial broadcasting has played its

(Continued on next page)

CFPA

Port Arthur - Fort William

Preferred by local merchants who know their customers' listening habits.

Ask N.B.S.

"Serving The Lakehead"

part in the development of the U.S. economy.

The fact that its audience includes listeners in many European countries, speaking many different languages, makes program arrangements at the station somewhat complicated. In addition to maintaining complete program services in French and Spanish, a staff of linguists caters to the needs of listeners in Great Britain, Switzerland, Italy, Portugal and other countries. There are separate publicity departments for Spanish, English-speaking and Swiss fields.

In Andorra's "Radio City" there are living quarters for travellers spending a few days in the tiny republic who come to visit the station or transact business. Another feature is the record library, manned by a large staff, in which are listed more than 50,000 selections from all over the world.

The Republic of Andorra is one of the four smallest countries in the world, but radio's powerful voice is making it known to millions of Europeans. The American artist's offer of \$54,000 would be even more ridiculous today than when it was made a few years ago.

Hope Plans World Tour

The "Bob Hope Show" is tentatively planning a world-wide tour designed to promote goodwill for Cope, Pepsodent, Paramount and the U.S.A.

The plans call for a tour of all the important cities of Europe, Asia and Africa except for those where the local government might object. Hope would like to do the tour this winter if the plans can be worked out. The troupe would travel in two private aircraft and their shows would be short-waved back to the US weather permitting. Arrangements will be made to cover bad transmission times.

STRESSES INTERNATIONAL BROADCASTING

The future of broadcasting and television was outlined by Sir William Haley, Director-General of the British Broadcasting Corporation, when he addressed the final session of the Sixth Imperial Press Conference recently in London.

He said that a third network was planned and awaited only the completion of the Brookman's Park high mast, and that there was already provided the only full seven days a week public television service in the world.

A BBC correspondent to the United Nations was to be appointed, and, as travelling became easier, efforts would be made to interchange broadcasting staff within the Commonwealth: "Let us never underestimate the power of broadcasting to help the people of the Commonwealth better to understand each other," he remarked, adding that the B.B.C. was now talking in 24 European languages, one more than during the war.

The world was entitled to ask about the spirit underlying international broadcasting. The BBC's main duty was to the truth, and it must never cease to strive to broadcast a continuous, unemphasized, antiseptic flow of it. The strength of their world effort had lain in its integrity. Nations must speak peace unto nations, and one of the first things needed was a code of international broadcasting conduct, which should come from the United Nations."

Referring to television he said: "I cannot state too often that the BBC has no desire to impinge on any existing entertainment interest. We do not believe television will do so. It is not going to seek to be another cinema. It is going to be an entertainment in its own right. It does not believe it will

ever be a substitute for the sports ground. It believes it will lead more and more people to the sports ground."

Television could not fail to help all entertainments, and both the cinema and theatre would finally benefit. He pointed out that broadcasting and the Press were complementary. Society had not approached saturation point in either entertainment or leisure, and television had a creative and not a destructive role. The BBC sought no temporary advantage, but hoped to establish good-will by confidence. It could not envisage the stifling of television, which would go on and extend, and when its use was somewhere near that of sound the two would become complementary within at least one of the networks.

Finally, Sir William Haley said the BBC would soon be starting a Commonwealth commentary to bring to British audiences assessments made on the spot of the problems and affairs of the Dominions. Negotiations were also taking place for some of the best Commonwealth entertainment.

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MAIL - INTEREST - SERVICE

"FARM FRONT"
Tuned in Eagerly Over
CKCO
OTTAWA

Facts and data from
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

FLY your trial balloons over
CFCY Charlottetown, which according to the BBM Report, has 72,086 radio homes in its primary area, representing 56.48% of all radio equipped homes in the three Maritime Provinces— Prince Edward Island, New Brunswick and Nova Scotia.

CFCY
CHARLOTTETOWN

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

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

CKNB CAMPBELLTON N.B.

August 24, 1946

Dear Mr. Timebuyer:

They might have asked us for the loan of a record-player, and our recording of The Wedding March.

That didn't occur to them. In a town where your local radio station is strictly "home folks" you don't hesitate to ask for the works.

So they asked if we could pick up the music from their own church, pipe it in to our studio and broadcast it for pick-up at the house...commencing at exactly six P.M.

We could and did. The station log notation says "sustaining".

And so they were married.

Yours very truly,

Stau Chapman

CSC/JN STATION MANAGER

AN ALL-CANADA STATION

TO PROBE FCC

Senator Charles W. Tobey, recently demanded in the U.S. Senate investigation of the FCC in regard to its control of programs, the re-allocation of FM frequencies, the allocation of FM and other frequencies, and its general administration.

The Senator, who hopes to have the report finished by the end of this year put forward the following resolution.

"Resolved, that the Committee on Interstate Commerce, or any duly authorized sub-committee thereof, is authorized and directed to make a full and complete investigation with respect to :

(1) "The exercise of control by the Federal Communications Commission over radio broadcasting programs and the extent to which said Commission claims to have the right, and exercises the right, to censor or control the operating and program policies of radio broadcasting stations, and the extent to which such censorship or control has restricted, or may restrict, freedom of speech in radio broadcasting as guaranteed by the Constitution of the United States.

(2) "The effect upon the public interest of such censorship and control or attempted censorship and control.

(3) "The manner in which the Commission has administered the matter of allocation of frequencies to broadcasting stations.

(4) "The effect which the Commission's orders transferring FM from its former position in the radio spectrum would have on the rural population of our states and whether there is not involved discrimination against the farmers of America in the matter of facilities for radio reception.

(5) "The matter of allocation of frequencies to that type of broad-

casting known as FM and the effect to the recent re-allocation of frequencies to such type of broadcasting stations, and the reasons therefor, together with the measure of the effect of the re-allocation on the public and the radio and broadcasting industries, also the effect thereof on the measure of control generally of radio broadcasting by said Federal Communications Commission.

(6) "The administration generally by the Federal Communications Commission of those provisions of the Communications Act of 1934, as amended, which relate in any manner to radio communication. The committee shall report to the Senate, at the earliest practicable date, the results of its investigations together with its recommendations, if any, for necessary legislation.

Air Flying Conditions

KFAR Fairbank's program "the Air Today" is directed to students in outlying districts of Alaska and Yukon Territory, and specific information about pilot movements and flying conditions for the day.

This up-to-the minute information is broadcast by the KFAR station, to miners, postmasters and others, to enable them to avoid unnecessary trips to landing sites usually miles from their base of operation.

This information will enable residents to mark out landing strips when the weather turns bad and they know there is a plane coming in.

Largest Little Theatre

London Ontario's Little Theatre Group, with the help of CFPL's Mary Ashwell, has expanded its dramatic activities to the radio field. With its 6,500 members is the largest Little Theatre Group on the continent. Recently it appointed a radio committee and within six months was presenting radio shows. Spirit behind these radio shows is Mary Ashwell Women's Editor of CFPL for the last three years. Mary, an old timer with the LLT has spent many of her holidays studying radio drama technique in Toronto and New York. She has taken courses and her enthusiasm has had her invited to "sit-in" on actual production.

When the LLT turned to radio work Mary took over auditioning and producing of plays. These plays have taken form over the years and more productions are slated for the future.

↓

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TORONTO AND MONTREAL

CJAV PORT ALBERNI — CKMO VANCOUVER,
CKNW NEW WESTMINSTER — CFEN EDMONTON,
CFCN CALGARY — CJCJ CALGARY,
CFQC SASKATOON — CJOB WINNIPEG,
CKPB FORT WILLIAM — CHUM TORONTO,
CKCH HULL — CJSO SOREL — CKCV QUEBEC,
CKTS SHERBROOKE — CHGS SUMMERSIDE.


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

THE MOST EFFECTIVE AND ECONOMICAL WAY TO SELL SOUTHERN ALBERTA

★ ALL CANADA STATION GOING TO 5000 WATTS

CJOL

Lethbridge, Alberta



OTTAWA Letter

by JIM ALLARD

Policy-making deliberations of the Parliamentary Radio Committee have been considerably sidled over from the final presentations of evidence. Last such meeting of the Committee was on Tuesday, August sixth; policy-forming meeting had not been held as of August thirteenth. Such meetings are "in camera," and at them is written the recommendation of the Committee to Parliament. Customarily, most such reports are adopted by the House without serious question or prolonged debate.

Sandwich agenda policy was allowed by the Committee. At initial hearings, CBC officials reported on the past year's activities of that corporation. Then came Canadian Association of Broadcasters "past-activities" report, allowed at once by CAB's suggestions in regard to Canadian radio's future. This was followed by hearing representatives of CFRB and CFCN in regard to relocation of their wavelengths. Finally, the Committee heard CBC's views on these re-allocations, and its suggestions for the future. One or two other incidental presentations were heard while all this was going on—presentations from the Adult Education Society, from a group of radio artists, and from the cooperative people. These protested bitterly against the independent stations carrying spots by the name Taxpayers' Association.

In closing stages, the Radio Committee heard Dr. Frigon and Dave Dunton of CBC. Dr. Frigon dealt largely with technical aspects of the wavelength re-allocation, at some length also with one or two points brought out in the AB presentation.

At one point, Dr. Frigon objected to the CAB statement that emergencies in given communities could be handled only by community stations, not by a national system. The CAB brief had specifically quoted, among others, the work done by the Ontario independents during the 4 snowstorm there. Dr. Frigon maintained that similar service had been rendered by the CBC.

Board Chairman Dunton concerned himself almost exclusively to review of CBC recommendations for future operation. At only one point did he refer to AB presentations, and then in answer to a direct question about AB's request for an independent court of appeal. Mr. Dunton opposed such an arrangement. Perhaps the nub of his argument as contained in these words: "... I think we must realize that radio as a whole medium is a form of monopoly or partial monopolies. It is a matter of monopoly, and it seems to me better that you have one body responsible for that medium and for keeping supervision over the different sections in degrees of monopoly and answering for it all. It is not only the positive thing of freedom as against centralization. It is also a question of positively developing this medium we have of communication in the national interest. That, to me, is much more important than any negative kind of

regulation work. It seems to me that it is more important to stimulate better broadcasting right across the country, better broadcasting in the different sections, and better service all across the country, which I think we need. I think we need one authority which can do that and which can look at the whole picture both in the different sections and right across the country."

Future policy outline of CBC calls for construction of 50 kw jobs in Red Deer Alberta and in Winnipeg, Manitoba (or upping CKY to 50 kw if that station can be acquired from MGT by CBC); for upping CJBC in Toronto to 50 kw on 860 kcs; for FM experimental outlets in Montreal, Toronto, Winnipeg and possibly Vancouver; and for new studio construction in Toronto and Montreal.

It is also hoped that Dominion network will shortly be in daytime operation.

CBC also asked that full amount of receiver license fees be turned over to it (at present cost deduction is made at Transport); and for power to borrow from the Government more than the present statutory half-million dollars. This arrangement could be made by an amendment to the Broadcasting Act, passed by Parliament or by other means.

Also in CBC plans: A station in Windsor; a 10 kw outlet in Chicoutimi (up from present power); upping CBC's 100-watter in Halifax to 5 kws; increase of CBR Vancouver to 50 kws; upping of CBC's Quebec City and Ottawa outlets to 5 kws; 100-watter in Halifax to 5 kws; an "efficient shortwave receiving service" in the Maritimes and on the Pacific Coast; possible new studios in Winnipeg and Vancouver.

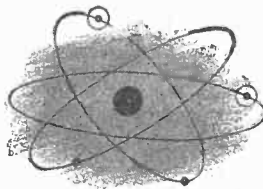
Statements made while CBC was outlining its "future policy suggestions" indicate that stations going from one to five kw will not get increased card-rate from CBC for carrying network; that certain stations, now basic network, will be eliminated when new construction is completed, and that CBC visualizes ultimate transfer to FM of independents, with probably much greater number of licenses.

CBC also asked for some specific direction about the matter of free network time for the Labor-Progressive Party. This party is entitled to network time under the present arrangement; but its sole representative in the House of Commons is at the moment in jail.

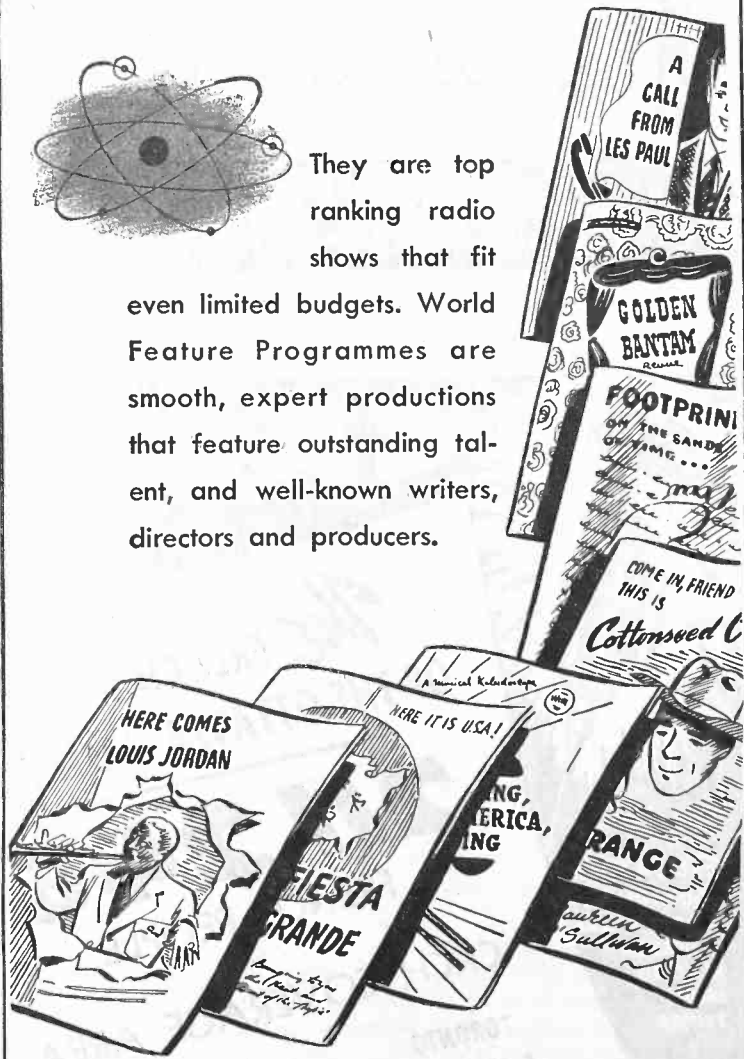
American broadcasting played quite a part in the Radio Committee's deliberations at various times. Near the close of the sittings, CBC's General Manager Doctor Frigon said this: "The FCC ... regulates the issuance of frequencies to broadcasting stations, to all communications organizations. It has no control of program content. It does not regulate rates on stations. It is trying to get action on the part of the stations and networks to get better programs in the United States and there is a discussion as to whether it should have a lot of these powers you have been talking about this afternoon, but it has not got them yet. They are trying to impress on the minds of the broadcasters that they should produce better programs because in the United States the programs are not controlled at all, and they find it is getting to a rather disturbing position over there."

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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.

Dear Sir:
We have new studios and offices under construction at the present time. In this connection we have a problem relating to acoustical treatment of the studios. We would like to make them polycylindrical but so far have been unable to obtain authoritative advice as to how much of this type of treatment should be applied, and where.
Jack Pilling
CHWK, Chilliwack, B.C.

We agree that the method you suggested is probably the most satisfactory. It is coming into greater use due to the advantages of obtaining relatively short reverberation time and still retaining desirable liveness in the studios. The problems of microphone placement, etc., are also far less critical with this type of construction. As such construction is a highly specialized field, we would strongly advise, however, that you consult a company specializing in this type of work rather than attempting to treat the studios yourselves. You will note that such a company is not necessarily one which deals in sound absorbing materials, as the method of attack on the acoustical problem is considerably different than in cases where sound absorption material alone is used. Considerable information can be obtained on sound problems from the files of the Journal of the Acoustical Society of America.

Apropos of the above problem, a few words dealing with the acoustics of rooms might be of interest.

Undesirable acoustical effects are principally due to:—(a) Reverberation time, (b) Variation of reverberation time with frequency and (c) Resonances of the room.

The reverberation time is the time required for the sound intensity in a room to fall to one-millionth of its original intensity, i.e. 60 d.b. The time required for a sound to become inaudible will vary with frequency because the threshold of hearing varies considerably with frequency, so that the higher and lower tones seem to disappear sooner than those in the middle register.

If the room is very large, echoes will be observed. Reflections will always be present, as even the most perfect sound absorbing materials are only about 70%-80% efficient, but whether or not echoes occur is determined by the difference in time between the arrival of the original sound and the arrival of the reflection at the microphone. An echo will only be observed if this difference exceeds about 1/15 to 1/10 second. As the speed of sound is about 1100 ft. per second, true echoes can only be heard if the room length exceeds about 55 ft. Even if an echo cannot be heard, reflections of the same type can cause slurring of syllables, with a reduction in the intelligibility of speech. Syllables average about 1/20 of a second apart in normal speech, so that if reflections occur at a dis-

tance such that they have time lag equal or greater than this value, slurring of syllables will obviously be present.

Any room is a Resonant cavity which has several different resonant frequencies. Resonant frequencies are determined by the geometry of the room, that is, its proportions and arrangement of its walls as well as its size. Resonances are very troublesome in that they accentuate some sound frequencies and produce peaks in the reverberation time-frequency curves. A further disadvantage is that the resonances vary with the placement of the sound source and the effects vary also with the placement of the microphone.

The acoustical treatment of the room depends on its use, because the acoustical characteristics should be different for speech than for music. In the case of music a longer reverberation time is not only permissible, but desirable. The optimum reverberation time varies with the volume of the studio. In the case of speech a much shorter reverberation time is desirable so that maximum intelligibility is obtained and to give the impression that the speaker is actually speaking in the room. If a very large amount of absorbing material is used on the studio walls, the studios appear "dead", that is, the reverberation time is extremely short. This is very undesirable as it also sounds unnatural. Even when the reverberation time is carefully adjusted by controlling the amount of absorbing material, room resonance are still troublesome. This is especially true when there are large parallel plane surfaces. A great improvement is found if these surfaces are broken up so that the sound is scattered rather than uniformly reflected so that standing waves are not set up. This has been done in many ways, such as using strips and irregular pieces of absorbing material. In some cases it has been placed on panels which can be tilted at angles, (5-10 degrees) from the walls. Irregularity in the arrangement of such panels is advantageous.

The outgrowth of the technique is the polycylindrical design, in which convex surfaces protrude into the room so that the sound waves are more or less uniformly scattered in all directions from the walls. This arrangement is so successful that the emphasis on absorbing material has been removed and due to the uniform diffusion of the sound, peaks in the reverberation time-frequency curve are greatly reduced and microphone placement is greatly simplified.

Aids Fire Victims

CKCW Moncton, gave a one minute spot to the Moncton Fishers Limited, recently broadcast in aid of the Fire Victims Relief Fund, sponsored by the company.

Starred on the show Marguerite and Marie-Germaine LeBlanc, Moncton's Singing Sisters, Laura Gaudet, NBC singer of Acadian songs, who is holding a concert in Moncton, and other local artists.

In addition to this the station is airing daily spots calling attention to the "Times Transcript" Fund to aid those in distress through fire.



CKCH
350 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

Stretch YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

COOPERATING WITH "LE DROIT"

Stork Market

Proud smiles at CFRB, Toronto, long to Ken Marsden who on August 2 became the father of an 8 lb. girl. Nena Kathleen is the little lady's name and she is the Marsden's first. Mother and father doing well.

Born to Mr. and Mrs. Fred Phillips, a baby boy, Craig Frederick, 8 lbs, at noon, August 7, in the Strathcona Hospital, Toronto. Fred insists it's a blonde. On the staff of Metropolitan Broadcasting Service Ltd., Fred is transferring his activities to the republic of C.W. Wright.

Radio Training

When station CJBR Rimouski, heard that the technical school here was without technical instructors in radio, they offered their help to help.

The school had received many requests for radio instruction but was unable to comply because of lack of qualified teachers.

The Hon. J. A. Brilliant, president of the station heard of their predicament and arranged for his help to take over the job.

Already some of the graduates of the scheme are turning to professional radio work.

B.C. Round-up

Andrew Allan, CBC drama chief, has completed a series of conferences here and returned east to attend sessions of the Public Service Radio Institute at U. of Wisconsin.

John Evans, disc jockey at CKOV Kelowna, has moved to the announcing staff at CKCO Ottawa. A former CKWX Vancouver man, Allen Crewe, has gone to CKOV.

Don Laws, commercial manager of CJOR Vancouver, has been elected president of the Canadian Advertising and Sales Federation.

Art Chapman, one of Victoria's outstanding athletes, is handling play-by-play descriptions of Victoria Athletics baseball games over CJVI.

CKMO Vancouver has come up with a flock of new programs. There's "Daily Double," with listeners collecting cash for naming the pieces played; "Makebelieve Danceland," a daily musical review; "Reminiscing," an early afternoon musical program; and "Date for Dialing," an air column discussing programs and people on subsequent CKMO programs.

UN Appointment

The appointment of Major Brian Meredith of Ottawa as Senior Radio Liaison Officer in the Department of Public Information of the United Nations was announced in New York recently.

Major Meredith, who has just completed six years service with the army, will have charge of relations with the broadcasting organizations of the United Kingdom, the Dominions and the middle western countries.

He will be in Toronto around the end of August contacting leaders in broadcasting in Canada.

Drama Tuition

Auditionees who make over fifty percent on their auditions for CKEY Toronto's "Drama Workshop" now receive two hours training entirely apart from the casting, rehearsing and presentation of the weekly half-hour show.

Under the guidance of Howard Milsom the broadcast aids sound-effects men and aspiring producers as well as dramatic talent to be heard and to gain experience on the air.

They are now calling for scripts from non-professional writers to make the show completely amateur.

Re-Employment Service FOR SERVICE MEN

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

File CB 49, returned RCAF, wireless operator, ground, three years. 26 years old, married. A Torontonian but willing to go anywhere. Equivalent Junior Matriculation with interest in dramatics. Semi-skilled technically, capable of reading blueprints. Can work your switch-board and willing to do anything to break into the radio game with announcing as the final object. Ready and willing to use Veterans Training on the job. Box CB 49 Canadian Broadcaster, 371 Bay St., Toronto.

Boxla Broadcast

CFOS Owen Sound is now carrying broadcasts of all their Senior Lacrosse Team's games, both at home and away.

Bill Dane, special events man and sports commentator, travels with the team to Barrie, Orillia, St Catharines and Hamilton and broadcasts the play-by-play descriptions.

NBC RADIO—RECORDING PRESENTS

Reflections

A PROGRAM DESIGNED FOR MEDITATIVE, RELAXED LISTENING

• The brilliant color of music . . . woven with the golden thread of words, and REFLECTIONS looks deep into the pool of memory. Narrator Frank Willis creates ever-changing moods . . . as baritone Russ Titus softly croons songs of memory.

REFLECTIONS supplies a long-standing demand for relaxed, meditative listening . . . features Canada's finest radio talent, and is NBC-produced with All-Canada Radio Facilities.

As Narrator of REFLECTIONS, Frank Willis - long associated with CBC—brings sincerity of voice, intelligent reading and masterful intonations. The baritone voice of Russ Titus, heard on some of Canada's outstanding shows, balances the natural dignity of the program with a fresh, popular stylization of favorite songs.

REFLECTIONS is available for local and regional sponsorship at rates advertisers everywhere can afford.

15 minutes—2 times a week . . . 52 weeks of broadcasting

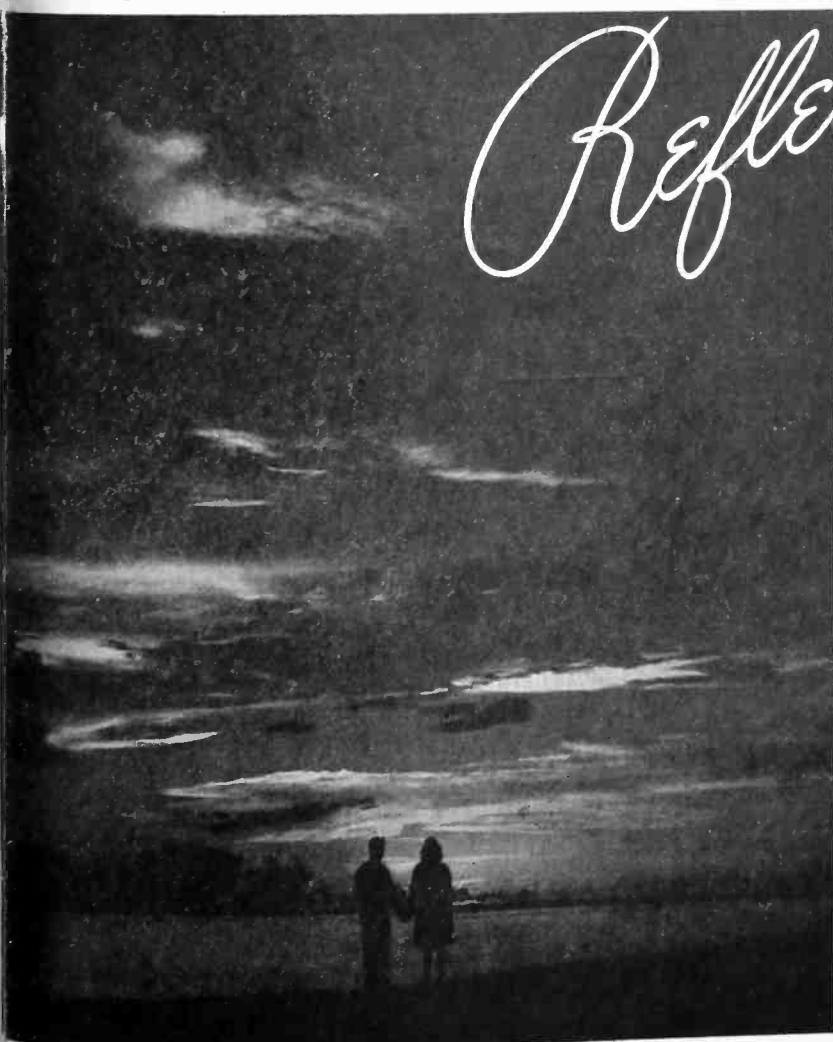
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A Service of Radio Corporation of America

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DISTRIBUTED IN CANADA THROUGH ALL-CANADA RADIO FACILITIES. TORONTO, ONTARIO



How They Stand

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

| DAYTIME | | | EVENING | | |
|-----------------------|------|-------|-------------------------|------|-------|
| <i>English</i> | | | <i>English</i> | | |
| Ma Perkins | 13.0 | -3.3 | Alec Templeton Show | 20.3 | -7.9 |
| Big Sister | 11.9 | -3.7 | Fred Waring Show | 20.2 | new |
| Pepper Young | 11.2 | -3.6 | Album of Familiar Music | 16.8 | -1.3 |
| Stars to be | 10.3 | -1.7 | Waltz Time | 13.1 | -4.1 |
| Lucy Linton | 9.9 | -3.1 | Kraft Music Hall | 12.7 | -6.0 |
| Life Can Be Beautiful | 9.0 | new | Meet Corliss Archer | 11.2 | -3 |
| Road of Life | 8.2 | -4.8 | Green Hornet | 10.6 | -2.1 |
| Right To Happiness | 8.0 | -6 | Ellery Queen | 9.7 | -1.7 |
| <i>French</i> | | | <i>French</i> | | |
| Jeunesse Dorée | 20.3 | -8.3 | Big Town | 9.3 | -1.9 |
| Rue Principale | 19.1 | -5.3 | Treasure Trail | 9.3 | -3.6 |
| Vie de Famille | 18.1 | -7 | <i>French</i> | | |
| Tante Lucie | 14.7 | -6.1 | Métropole | 18.4 | -11.5 |
| Quelles Nouvelles | 14.2 | -14.5 | Dr. Morhanges | 18.3 | -6.3 |
| Quart d'heure | 12.2 | -5.1 | Course au Trésor | 16.9 | -6.1 |
| Courier Confidences | 9.1 | -4.3 | Leblanc Detective | 10.8 | -4.4 |
| Pierre et Pierrette | 8.6 | -2.7 | | | |

A Station is Known by... "the Companies it Keeps"

Carrying a host of nationally known top-flight radio shows, CKRC is recognized as Manitoba's leading sales-building station.

- "MEET CORLISS ARCHER" (Campbell Soup Co.)
- "TEXACO STAR THEATRE" (McCull-Fontenac)
- "NORTHERN ELECTRIC HOUR" (Northern Elec. Co.)
- "CONTENTED HOUR" (Carnation Company)
- "PARADE OF SONG" (Goodyear Tire & Rubber)
- "THEATRE OF ROMANCE" (Colgate-Palmolive-Peet)
- "BOB HOPE" (Pepsodent Co.)
- "TREASURE TRAIL" (Wm. Wrigley Jr. Co.)
- "JACK CARSON" (Campbell Soup Co.)
- "DICK HAYMES SHOW" (Electric Auto Lite Co.)
- "ALAN YOUNG" (Bristol-Myers)
- "MAYOR OF THE TOWN" (Noxzema Chemical Co.)
- "NATIONAL BARN DANCE" (Miles Laboratories)
- "DOUBLE OR NOTHING" (Javex)
- "CAVALCADE OF SPORTS" (Gillette Safety Razor Co.)
- "SWEET CAPORAL SHOW" (Imperial Tobacco Co.)

Write, phone or wire your
All-Canada man for availabilities.

630
ON THE
DIAL

CKRC

WINNIPEG

... And going
to 5,000 watts
SOON.

Sarnia Opening

July 29 saw the official opening of station CHOK Sarnia Ontario, with a ceremony attended by some 2500 persons.

Among the visiting dignitaries at the ceremony were Mayor W. C. Nelson of Sarnia, Mayor Harry E. Gillow of Port Huron, Michigan, Port Huron City Manager L. G. Howell, Bryan Cathcart, M.P.P. for West Lambton.

Transcribed messages were broadcast from Dr. Augustin Frigon, General-Manager of the CBC, J. W. Murphy M.P. for West Lambton and Harry Sedgwick, Chairman of the CAB.

Featured entertainers at the opening were Dorothy Deane, Russ Titus and Al McLeod.

Just before broadcast time Al McLeod, pianist, broke his glasses and some of the people were a little concerned as to whether he would be able to manage to pick up his cues. However one of the local taxi-drivers loaned him his specs and stood by, at regular rates during the broadcast.

Radio Year Book

"The Canadian Radio Yearbook", edited by Hugh Newton, Toronto newspaperman, and made available to the Canadian public recently, is a book of the who's, why's and wherefore's of the Canadian radio game.

Attractively bound the book contains listings of all the people in radio, from the household names to the lowliest lad behind the scenes.

All the radio stations are listed with their wavelengths, power and geographical location, as last reported.

Radio's affiliates, agencies, libraries, news services, engineers, representatives, musician's unions and the other wings of the industry are also listed.

Comic Consultant

Goodman Ace of "Easy Aces," radio writer and producer, has been appointed to the newly formed post of Supervisor of CBS Comedy and Variety Programs effective September 3.

Double Directors



Even the camera caught the art of the WAB Convention this month when the new WAB Board posed for the Broadcaster. Left to right (more or less) they are Dick W. CFRN, who was re-elected to the Board after four years as president; Gordon Henry, a little warty-like but there none the less, of CJCA; A. A. Murphy, CFQC and the incoming president, left, Cairns, of CFAC, Calgary.

Travelled Emcee

Johnny Winter, one half of the emcee duo on the "Sweet Caporal Show" is a well-travelled veteran of the air-force. In his four years with the RCAF he visited the United States, Mexico, London, Newfoundland, Scotland, Ireland, France, Belgium, Holland and Germany as well as many parts of Canada.

Discharged early this year he returned to his former work announcing and does the Friday night show with Monty Tilden.

Aussie Amateurs

Australia's "Amateur Hour" program that received its first vote on November 28, 1940, is now believed to have passed its 4,000,000 vote mark.

The program, which is broadcast over some 40 stations, travels to all the main centres in Australia and a group of talent scouts cover the rest of the country.

From its inception in November, 1940, the programs' mail vote brought it to the 1 million mark in December 1942, to the 2 million mark in June 1944 and to the 3 million mark in July 1945. The 4 million vote mark was expected to be reached in July during the programs' 289th broadcast.

In addition to the opportunities given to young artists to be heard, the show carries a booking service to aid these artists to get started professionally. The artists are encouraged to enter into their own contracts and often do so, but through the booking service alone, contracts worth £44,000 have been negotiated.

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

CKNW

NEW WESTMINSTER, B.C.

CFRB BROADCASTS GOLF TOURNEY

For the second successive year CFRB did an exclusive broadcast of the Millar Trophy Golf Championship at Islington in which all Eastern Canada's top-notch professional players participated.

Practically the entire match was described by Wes McKnight and Gordon Sinclair by means of a shortwave portable transmitter. Jack Bennett did the announcing from the club house where the receiver is situated. Bill Baker was in charge of technical supervision assisted by Bill MacGregor.

A gallery of some 5000 necessitated three marshalls to pilot the broadcast crew to strategic positions on the tees and greens; and during the game, outstanding figures in golf were interviewed. Several of the fans who were following the game on the course also carried all portable radio sets to listen the same time to the broadcast.

On the final green Wes McKnight interviewed Stan Horne (Montreal) the winner and the runner-up, Elmer Blower of Weston, who put up a great fight in the finish.

CFRB's pack transmitter used in this broadcast is an RCA. It has a power output of 2 watts with a fre-

quency range of 30 to 41 MCs. It is 18³/₈ inches high by 13³/₄ inches wide and 5¹/₂ inches thick, with a total weight of 30 lbs., complete with batteries, and gives broadcast fidelity.

The pack transmitter is carried on the back by shoulder straps. A standard broadcast microphone is used. The range is approximately four miles.

In the club house two high-fidelity receivers were set up each equipped with different type aerials to cover varying conditions. One receiver was a large commercial "Hallicrafter" receiver and the second was an RCA communications receiver.

The pack transmitter with a battery supply for nine hours continuous operation is housed in an aluminum case.

Back in the Saddle

The Alberta Ranch Boys, who are by now on their tour of Montana and Alberta, took time out to play for two "opening" broadcasts over CJOC Lethbridge.

The two celebrations were the opening of the McGavin's Bakeries and the unveiling of the modern garage built by Emerson Motors.

TV Debunkers

Future guests on the BBC TV show "Guest Night" include clairvoyant Fred Marion and telepathist Maurice Fogel. On the same show with them will be a conjurer and several university professors as sceptics. In this way the TV fans will see the two men demonstrate their trades and the efforts of the others to disprove them.

Non-Union Cast

Breaking a leg last May 24 has barely caused an interruption in the radio career of Toronto's Maurice Rapkin, who was forced by his injury to miss one broadcast of "Cashmere Bouquet" and one of "Money Makers."

Maurice fell down a hole in front of a new building on Ward's Island, Toronto, and the result was a very badly fractured leg. He was placed in a walking cast and although the leg is not healing properly he is getting around to do all his shows. Besides the two mentioned previously he produces the People's Credit Jewellers "Sunnyside Show" each Sunday and is working on production of a new series of Canada Savings Loan programs and spots.



Mona O'Hearn

can be reached through
Radio Artists Telephone Exchange
 WA. 1191
 TORONTO

Another First!

CKBI

FIRST IN SASKATCHEWAN

with **5000 Watts**

CKBI

PRINCE ALBERT SASKATCHEWAN

 **ASK THE ALL-CANADA MAN**

NOW IT'S YOUR MOVE—

take advantage of our power increase from 1,000 to 5,000 watts at no increase in rates.* You'll be getting a premium on your advertising dollar in this "Year Around Market" with income from Mixed farming, Fishing, Furs and Forests. See that CKBI is included in your next campaign.

"The Community Station with the 'Year Around' Market"

*No rate increase till further notice

URGES RADIO TO SELL CANADA

Radio can perform two great services to Canada, aiding the unification of the country and building the tourist industry, D. Leo Dolan, chief of the Canadian Travel Bureau of the Department of Trade and Commerce told the Western Association of Broadcasters at their annual dinner, August 5th.

"A tremendous responsibility rests on the shoulders of those who have in their power the vast potentialities of radio," he said.

"Radio can perform at least a part of the job of unification of Canada," Dolan declared, terming it a "job which has to be done."

He said that the story of Canada as a single country could be told by radio in a way that it could not be by the written word. On the air the west and the Maritimes and the other sections of the Dominion could exchange their thoughts and

ideas, and this interexchange alone could lead to real unity.

"I think we may have, by the association of ideas, a more solid Canadian unity sponsored by the whole people, and not simply by parties," Dolan declared.

Turning to the tourist industry, which he called Canada's most important single enterprise, he said that radio could do much to improve the recreational industry.

"I don't think radio has told enough of the grandeur of Canada," he said.

He urged radio men to consider production with purely Canadian talent of shows which would tell of the history and culture and recreational facilities of this country.

"The shows should be produced by our own radio producers and

with our own talent," he said, "and be of such high calibre that the American chains would accept them.

"Private stations and the CBC could join for once, to make programs of this character. I believe we have the talent, because those figures whom I used to hear on Canadian radio, I now hear on the American networks."

He said that if he himself believed such a production to be good he would "go to bat" for it to the extent of his ability.

"It's time we developed some of the American habit of boosting ourselves," the speaker said. "We lack it."

Appoints Montreal Rep

Station CHUM Toronto has appointed J.L. Alexander as their representative in Montreal.

Manager Drowned



Howard Clark, Manager of CKX Brandon, was drowned while swimming at his summer cottage near Kenora on Friday August 2nd.

Howard, who was thirty-four years old had been manager of CKX for two years and prior to that with CKX Brandon.

He is survived by Mrs. Clark and their son, Bruce Allen. Funeral services were held in Sudbury.

Opens Radio Theatre

CKEX Toronto has just announced the opening of a new Radio Theatre on September 1.

The modern air-conditioned building has accommodation for 100 persons. It is just off Yorkville at Trinity Square.

One of the features is a Control Booth that enables the sponsor to watch his show unseen and give him a view of the audience.

Slot Radio

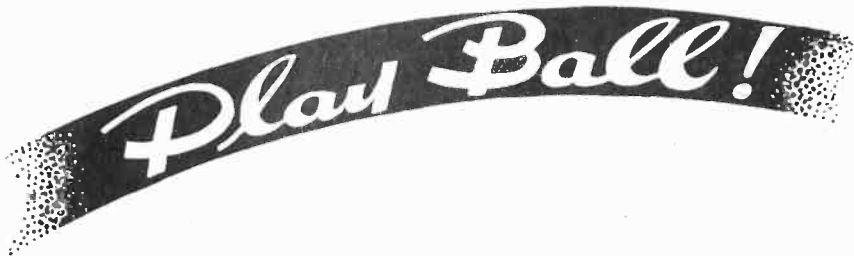
Designed to serve the needs of the guest, who desire to hear the radio in their room is the new 25c slot machines that provide bits of music with two hours listening.

Already in production they will give two hours of either continuous or intermittent listening, after the quarter is inserted.

Aid to Youth

Funds to buy an artificial leg for a youngster who was run over by a street car will be raised at an entertainment by CKNW New Westminster at Kitsilano Beach, Vancouver.

The child, 10 year old Bobby Dale, can get around on crutches now, and the station is determined that he shall have a leg for the final stage of learning to walk. Surplus money will be put into a trust account for the boy.



"Tory" Gregg, CKNX Sports Organizer and Reporter

THE Western Ontario Athletic Association, founded by CKNX, and managed by "Tory" Gregg, former professional hockey player, and CKNX sports organizer and reporter, has made CKNX the sports centre for 21 Western Ontario towns in the station's primary area.

These towns comprise your listening audience when you schedule CKNX.

Ask

JAMES L. ALEXANDER

TORONTO

MONTREAL

about

C K N X

The Ontario Farm Station

OFFICE AND STUDIOS: Field's Bldg., Wingham, Ont.

MEMBERS TEAMS in the W.O.A.A.

- | | |
|------------|-------------|
| Clinton | Seaforth |
| Goderich | Mitchell |
| Exeter | Wingham |
| Blyth | Brussels |
| Ripley | Kincardine |
| Lucknow | Listowel |
| Palmerston | Harriston |
| Howick | Walkerton |
| Hanover | Durham |
| Chesley | Southampton |
| Port Elgin | |

quotes // RADIO COMMENTATOR FLOWN INTO STRIKE-BOUND STEEL PLANT

"...we were solemnly assured if we paid an annual license we would, never suffer from commercialization of radio programs as they were received on the Commission stations... we still pay the listeners' that was to compensate the Commission for loss of commercial revenue, but the Commission is into commercialization of its programs with both feet."

—:Oshawa Times-Gazette "30"

"Independent radio is worth being in Canada. It would be a strange otherwise especially in view of the government's opinion on this session of Parliament in sponsoring a bill to put a cap on combines and monopolies. A monopoly in radio is as objectionable as any other sort of monopoly."

—:Vancouver Sun "30"

"With Dr. Brittain's statement that the 'membership' is getting money's worth from the CBC are not disposed to quarrel at the moment. But the people are getting their 'money's worth' in private stations which derive revenues at all from license fees."

—:Montreal Star "30"

"We believe most sincerely in freedom of the press. In these times it is also in the interests of democracy that we retain freedom of the air."

—:Acton Free Press "30"

"McCann has admitted the need for a change. Why should he not come out now for a change that will actually work?"

—:Edmonton Bulletin "30"

"When the whole country is snatched by the CBC, to what nations will Canadians turn? Everyone knows the answer—to the big networks of the United States. And everyone, except the CBC apparently, knows that from the Canadian point of view, both national and business, such a course would be undesirable."

—:Fort Erie Review "30"

"The almost frenetic lust of the CBC to 'rule the roost' and to crowd private stations off into a small corner is a threat against which the radio committee should take a firm stand. There is a most quieting gap between the CBC promise of 'a big place' for local stations and the performance by which the CBC is trying to elbow them aside."

—:Montreal Gazette "30"

"...like most government-controlled corporations, the Canadian Broadcasting Corporation cannot live within its income and is attracting envious eyes on the receipts of a private competitor which through better service and higher quality programs has been able to earn substantial revenues. Only by reducing the value of the private station to the program sponsor can the corporation hope to annex to itself the revenues from these various presentations."

—:Sherbrooke Record

John Collingwood Reade, CFRB commentator, and writer and speaker on the program "The Steel Co. on the Air," was recently flown into the strike-bound Hamilton works of the Steel Co. of Canada. Reade spent a week-end "inside" and addressed the off-shifts in the improvised auditorium which is normally the warehouse for the Tin Mill. Carpenters, electricians, blacksmiths and craftsmen of all kinds, he says, contributed their efforts to creating this place of entertainment for the men behind the picket line, who are continuing to produce steel under campaign conditions and in a state of siege.

Reade reports that the sense of comradeship among these men who have dared defy the edicts of an American union, which, however powerful elsewhere, never represented a majority of the employees in the Hamilton works, is comparable to that of a regiment on active service.

These men have taken the word scab, he says, much as the British Regulars of 1914 adopted the Kaiser's sneering reference to Britain's Contemptible Little Army. Of course they are not scabs, he points out, because a scab is one who moves in to take somebody else's job, while he is striking for a cause in which he believes. These are men, he explains, who are standing by their own jobs because they believe there is no cause for striking.

"Here is a city within a city," Reade told us. "The Steel Co. of Canada expected six hundred die hards. Two thousand Canadian citizens, in the first instance, decided to exercise their freedom of choice and their right to work. Since then 800 more have joined them. Now there is a city within a

city, with its airstrip, its bakery, its golf-course, its baseball diamond, its theatre and auditorium and its own nightly radio program. 'Citizens' may choose any one of five places to eat."

Extend Vet Preference

The special parliamentary committee on veterans' affairs has recommended the extension of "veterans' preference" to include all employment in Government agencies including the Canadian National Railways, and its subsidiaries, the Canadian Broadcasting Corporation Trans-Canada Air lines and all Crown Companies.

Some members of the committee expressed the opinion that this would virtually make it impossible for a civilian to obtain work with these organizations.

Toronto Execs Discuss Frequency Question

Members of the Radio Executives Club of Toronto were enthusiastic in their commendation of the first since the annual meeting which took the form of a luncheon at Simpson's Arcadian Court, Aug. 14.

Instead of a guest speaker, a discussion, led by Joe Sedgwick and Harry Dawson, delved into the current question of frequency allocations. The CAB general counsel and that association's engineer each spoke for about ten minutes and then the meeting was thrown open to what proved a lively discussion.

Speaking of the CBC's proposal to move the wave-length of station CFCN, Calgary from 1010 to 1060 kcs, Joe Sedgwick pointed out that the cost of the move, including the erection of the necessary directional antenna, would amount to \$125,000. He went on to explain that under the present situation where private operators can only depend on holding their wave-lengths from year to year, there was no assurance that the station would not be subjected to the same expense next year, and year after.

Harry Dawson's talk on the technical side of the question was couched in language easily intelligible to the layman, and will be found on page 5 of this issue.

Following the resolution introduced at the annual meeting of the Executives' Club that meetings would be held on the second Wednesday of every month, President Jim Knox announced that the club would meet again September 11th.

BOOKS

The Canadian Broadcaster Book Dept. can supply you with the books you need.

Simply send title and name of author.

Books mailed post free if cheque enclosed with order.

Current

BOOKS ABOUT RADIO

"RADIO'S SECOND CHANCE"

by Chas. A. Siepmann

(A constructive attack on stations, sponsors and agencies)

\$3.00

"RADIO ADVERTISING FOR RETAILERS"

by Professor C. H. Soudage (Harvard University)

\$5.00

"THE HUCKSTERS"

by Frederic Wakeman

Light fiction on radio and women. Amusing if you like your pornography straight.

\$3.00

"CANADIAN RADIO YEAR BOOK"

Complete Directory of the Radio Industry

\$5.00

Send us the title. We'll do the rest.

Book Dept.
Canadian Broadcaster
371 Bay St.
Toronto 1


ASK YOUR
Agency

about
Adaskin Service

on

- MAJOR PRODUCTIONS
- COMMERCIALS
- SINGING SPOTS
- PROGRAM IDEAS

Ask Our
Representative To Call



**JOHN ADASKIN
PRODUCTIONS**

67 YONGE ST. TORONTO

Vancouver's
CKWX
has the
PROMOTION
YARDSTICK

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



Ask the
ALL-CANADA MAN

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by
ART BENSON

Bill Byles at Spitzer & Mills Toronto office tells us that client Colgate-Palmolive-Peet has announced starting dates for a number of its fall shows. "The Happy Gang" returns to Trans-Canada September 2. "Share the Wealth" moves to the 8.30 slot Saturday September 7 over Trans-Canada. "Les Joyeux Troubadours" comes back to the French network September 9 and "La Min d'Or" returns October 7. "The Shuster & Wayne Show" makes its debut September 12 over Trans-Canada for RCA Victor. British American Oil is starting a new French show "L'equipe aux quarte vents" September 26 over the French network. Quaker Oats announce the resumption of "Terry & the Pirates" September 9 over 12 stations coast to coast. Same sponsor is also starting the "Quaker Oats Breakfast Parade" featuring Two-Ton Baker October 7, 15 minutes 3 a week, over a wide list of stations coast to coast.

A. J. Denne reports that Mother Parker's "Musical Mysteries" is ready to go again September 14 over 7 Ontario stations.

MacLaren's Toronto office tells us that Tuckett's "Buckingham Theatre" returns to Trans-Canada September 11 for a 39 week run. Same agency also reports that "Double or Nothing" for Javex

starts on CJOR, Vancouver. September 10.

Dancer Fitzgerald Sample reports that Proctor & Gamble are piping in "The Jack Smith Show" from Columbia to CFRB and the Trans-Canada. The show started Aug. 19 and advertises Oxydol and Drene Shampoo.

Young & Rubicam's Toronto office have their fall radio plans under way. Claire Wallace's "They Tell Me" went back to Trans-Canada August 19 for Robin Hood Flour Mills. Same sponsor also resumed "Les talents de chez nous" over the French network August 22. Borden's "Canadian Cavalcade" is scheduled for September 16 opening over Trans-Canada. International Silver's "Ozzie & Harriet" comes back September 1 to CFRB, CKAC and the Trans-Canada. Whitehall Pharmacal brings back "Stars-To-Be" for the second season October 8 over Trans-Canada.

Cockfield Brown's Toronto office tells us that Shirriff's "Fun Parade" is coming back August 27 to CFRB and following week to CKWX, CFCN, CKRC, CKCO, CFCF and CFCY. Same agency also reports that the "Jack Carson Show" for Campbell's Soups is returning to CFRB and the Dominion network October 2.

Eddie Gould at McConnell Eastman's Toronto office says that "Music for Canadians" comes back October 6 for Tip Top Tailors moving over to Trans-Canada with new time 7.30 EDT. McCormicks Biscuits return "Corinne Jordan" to a wide list of Eastern Canadian stations October 14. Same agency also has Brown's Bread going to CKEY, Toronto in mid-September participating on "Make Believe Ballroom" 15 minutes 3 a week.

Un Survey

R. S. Lambert, supervisor of school broadcasts for the CBC, has been granted leave of absence, to serve as counsellor in the media of mass communications, attached to the United Nations Educational, Scientific and Cultural Organization.

CBC Official Passes

Charles Finlay, manager of the CBC's shortwave station at Gower Street, died in hospital there July 1. Mr. Finlay originally came to Canada in 1924 and worked as a radio operator with the CNL. Later he transferred to the CBC and became manager of the showway station in 1934.

J. R. Finlay, prairie regional representative of the CBC is brother of the deceased.

False Alarm

On-lookers at the new transmitter tower that CHSJ Saint John is building were horrified to see a body hurtling from the top of the tower. When the inert form was examined at the base of the tower it was found that it was just a pair of overalls one of the workmen had thrown down.

The new transmitter tower is being set up for the station to increase to 5000 watts.

15th Anniversary

"Jack Armstrong, The All-American Boy" celebrated its fifteenth anniversary under the same sponsor over ABC recently.

The children's show hit the air in July 1932 with General Mills, Inc. sponsoring the show and Gene Ameche playing the lead. Ameche has left the show but it still has the same sponsor.

"Lucky Lady Time"

The initial offering of Famous Players Radio Division, is a three minute program called "Lucky Lady Time", currently being sponsored over CKEY Toronto, CHML Hamilton, and CKTB St. Catharines.

Vic Growe, Radio Director for Famous Players, says that they are making tentative plans for a national campaign, starting possible in November.

Composer Contest

NBC is offering a prize of 2000 to the composer of the best musical composition with a United Nations theme.

The competition, which is world-wide, is being run by the NBC in co-operation with the American Association for the United Nations. This group is now establishing a World Federation of Associations for the United Nations and through this contests will be held in each country and thousands submitted to an international jury which will select the final winner.

The NBC Symphony will broadcast the first performance of the work.

Covers
**THE RICH
FRUIT BELT**
of
BRITISH COLUMBIA

CBC BASIC ★ 1000 WATTS

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

CHNS BULLETIN BOARD

CONCENTRATED population means more POTENTIAL CUSTOMERS; CHNS MEANS WIDEST VARIETY IN PROGRAMS . . . THE TWO GO HAND IN GLOVE.

THE ALL-CANADA MAN KNOWS WE'RE GOING TO 5000 WATTS—ASK HIM ALL ABOUT IT!

CHNS

HALIFAX NOVA SCOTIA

960 ON YOUR RADIO

ACCENTUATE the NEGATIVE

never wrote an article up in lane before, but you never until you try, if I may coin phrase.

WAB Convention is over, one of Mr. King's socialized aircraft is carrying me rapidly to the Holy City of Toronto, two grand weeks divided between Vancouver, Chilliwack, Harrison and Lethbridge—with a trip to St. Boniface to look Louis Leprohon's swell new for station CKSB, attend horse show, and spend an evening with St. Boniface's hospitable Mayor George MacLean and family, under the able escort of Mrs. Garside.

The English-speaking chief magistrate of this bi-lingual city, who is just completing his eleventh year, has a peeve. He says the farm reporter insists on referring to the Stock Yards in St. Boniface as the Winnipeg Stock Yards. St. Boniface is proud of the fact that her Stock Yards are the largest in the world (or was the Empire). Why then, asks the mayor, do they have to say they are in Winnipeg? Obviously the worship has not had much experience with the CBC. He says he took it up with Bud Walker, who he headed the Prairie Commission but without success. Now going after Jim Finlay. I don't want to discourage him because he takes the question of Winnipeg-St. Boniface harmony seriously. Let us hope the CBC will not arrange to have the Stock Yards moved to Winnipeg just so they can prove they were there all the time.

There isn't room in this here column to say thanks individually to everyone who played gracious to me in the west. May I say a collective merci, and I haven't missed anyone, to Lena Elphicke, George Adler, Johnny Hunt, Bill Rea, Crotty, Sam and Anis Ross, Chesnut (no T), Bob and Francis, Jack Pilling, Casey, Cam Perry, Les Garside, Johnston, Waldo and Gwen, Helen, oh and Dave Holden (I had his bedroom), Gerry and Frances Gaetz, and anyone else who was beguiled into being so damn nice I completely forgot to mention on Canadian unity. It was one passing thought about the conventions. It did seem a bit, as though as soon as we'd recovered from Quebec it was to hot foot it for Harrison. It could account for the fact that several important western broadcasters were conspicuous by their absence from the BC hide-out. It was a good meeting, timed to take place at radio's most crucial hour. The absentees might have made it better.

The broadcaster suggested that we spend nine full months each on one protracted convention. Then we could work with interruption the remaining months. This may sound a little stretched, but could this be an idea? Besides the parent Canadian Association of Broadcasters, we have offspring associations in the West, Quebec and the Maritime. Why could not all associations meet for a full week at the same place. The "offspring" could hold their gatherings simultaneously for the first two or three days. Then they would all assemble at the CAB. One advantage would be that resolutions sent in by the "offspring associa-

Sound Sight

A guiding instrument for the blind, based on the principal of the war-baby radar, is the project being worked on by English scientists.

Research on the scheme is being carried on at St. Dunstan's, the London hospital for the blind, under the supervision of Sir Ian Fraser, head of the hospital and himself blinded. He says of the plan, "We don't imagine that radar can make a blind man see, but something analogous to radar may be used in constructing our guiding instrument."

The instrument which is tentatively called a listening torch, will use a system of focussing to bring a noise to the listener which will be either fuzzy or clear depending on the proximity of an object.

The blind person will flash the torch around in the same way a person capable of seeing would use a flashlight. With practice, the different sounds would give him a mental picture of his nearness to any obstacle.

DX Boosters

CKRC Winnipeg's two short-wave stations CKRO and CKRX have had their coverage of a good portion of the world confirmed by mail response.

The stations, which give a reception to most of the northern country during the summer period of Long-wave ineffectiveness, have received mail from such widely scattered points as Southern California and Florida, Vancouver and Saint John, Newfoundland, Alaska and South America, Sweden, Australia, New Zealand and Hawaii.

Cueing Device

Final Canadian patents on *Audio-Q* have been granted to Austin Moran, Chief engineer of Dominion Broadcasting Company, Toronto. Application for U. S. patents is still pending in Washington.

Audio-Q is a method of cueing recordings with three "beep signals" along the lead-in grooves. The operator is able to hear the beeps from the pick-up head without amplification. After the third beep he stops the disc, knowing that from this point there is a half turn of the disc before the beginning of the program or announcement.

Audio-Q will be used on all Dominion Duophonic Recordings.

tions" would be acted upon without the lapse of from six to twelve months by the CAB. Also, by moving the venue of the meeting across the whole country from year to year, broadcasting would be one industry with a full knowledge of its own country.

COMMUNIQUE # 1 "OPERATION CKCK"

200 FOOT TOWER NOW COMPLETED. 400 FOOT TOWER NEARING COMPLETION.

SOON

SWEEPING

SASKATCHEWAN

WITH 5000 WATTS!

620 KC. REGINA **CKCK** 620 KC. REGINA

PRODUCTION SPECIALISTS

CJOR is ready for the trend to local programming on the part of national advertisers... for, at CJOR, you'll find top staff members with a decade of local and network production experience. No other Canadian station west of Toronto can offer you the same cooperation when it comes to live talent programming!

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

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

*** CJOR**
VANCOUVER B.C.
CBC-DOMINION NETWORK



MAYOR SAUNDERS

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.

MAYOR SAUNDERS' weekly "Radio Report" to the citizens of Toronto, broadcast every Sunday afternoon, represents but one of the many phases of CHUM's Public Service programming policy.

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
TORONTO

Representatives

CANADA
JAMES L. ALEXANDER

UNITED STATES
WEED & CO.



SUPER CARGO

Art Benson and Chuck ainseforth say that things wt so smoothly during your etor's sojourn in the west that al most seemed as thoug the Canadian Broadcaster as a legitimate business.

* * * *

CENSORED

The Australian parliamen has accepted the Radio Committee's recommendation acocating the elimination fro the air of broadcasts concernig sex and VD.

Pure Matilda

* * * *

CAVEAT EMPTOR

The only thing about (ardor Love's plan for a station be owned outright by its lierary is that in the case of sor ta tions we know this wou onstitute a monopoly.

* * * *

LEXICOGRAPHER

Readers unable to truslat the Latin titles used ocasion ally in this column are iderred to Hal Williams of Damion Broadcasting Co. for accurate translations.

* * * *

TWENTIETH FLOOR

One body which might have been considered for the proposed Radio Board of ppet is the Cabinet, which would probably have been armed to learn of the rape of ftedor which is being perpetrated in the name of the pede of Canada.

* * * *

BRITISH JUSTICE

Probably the Radio (mmi tee, or those who gave the instructions, have heard the story of the Irish jud wh told the accused that e wa determined to give him a fash trial before he condem d him to be hanged.

* * * *

JOB SPEAKING

There's always the confortin thought that we had to let Hitler capture all Europe before we started in the battl which eventually won a baq from him.

* * * *

RESOLUTION

Let's not ask the ostrhes to move over.

More Hope THAN CHARITY

by Elda Hope

of the unpleasant things we
to put up with when we
the city to slave during
oo's summer is the pleasant
letters we get from people
ast off the yoke and light
more pleasant surround-
irst you head for the cool
aces and then Dick moves
bathe in some of Canada's
weather.

ould insult to injury you send
notes, with the tear-stains
(what is) clearly marked, tell-
how much you wish we
ere. This has stains on
but they are sweat, Art's

ne.
letters come under the file
am and on glancing through
e we find that they come
ter our dossier of people
ve their initials on their
andmother's skull with an
just before the dossier
ple who put their infants
the meat-grinder to feed

Elda, your holiday is really
ete one. No radio, just
g lots of time listening to
obs of silence. The main
y with that is you don't
aried enough program.

odd moment stolen from
e Man's Family" office,
(two) went rural. Using
car, we went to the farm.
rolled along the highway
ht Phillips Milk of Magne-
Waltz Time". Here is a
n we heartily recommend
e weary car travellers.

with lots of pleasant musi-
ground and featuring the
music that makes people
ack and whistle, hum or
depending on their capabili-
or a program that stays
listenable, we thought that
deal of the present credit
go to Bob Hannon, who
he way we wish we could.

g your absence from Can-
radio City we were lucky
to get a sneak preview of
ada's "Reflections". Chalk
e up for future reference.
e the types who always en-
sting anything for nothing,
re pleased to accept an
on to a special preview of
Brothers "Night and

The showing was a special
the radio crowd. We en-
it, especially our acid ton-
d-friend Monty Woolley.

e a little sports minded we
to the airing of the Millar
Tournament over CFRB
casts were in the hands of
McKnight, Gordon Sinclair
ck Dennett. It was well-
with the word pictures
out by the trio giving a
portrayal of the goings-on.
criticism we had was this.

aten to sport broadcasts
the strain of actual parti-
n. We found it difficult to
in this broadcast however,
es and Gord nanting might-
the mike. It sounded like
ork and we felt we were
forced to work with them.
liked Wes's broadcast even
it didn't sound like Wes. Or
we say we liked the broad-
d it didn't sound like Wes?

Elda, that just about clears
gs at this end, Best Wishes,
Art and Chuck.



Looking TOWARD Fall

IF WE WERE AN ADVERTISER...

We'd make plans, right now, to go after a good slice of business in this productive area . . . with the help of CKLW. We'd remember that *this* station is a live wire . . . with heads-up programming around the clock . . . and 5,000 day-and-night watts at 800 kc., to give you concentrated coverage where you want it. We'd recall that CKLW covers the rich Western Ontario markets, urban, and rural. Then we'd begin making up a schedule *now* . . . and be ready to cash in at the proper time!

J. E. CAMPEAU, *Managing Director*
5000 Watts—800 Kc
Day and Night

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



CANADIAN BROADCASTING CORPORATION
MUTUAL BROADCASTING SYSTEM
MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS

Look at this market...



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