

CANADIAN BROADCASTER

TWICE A MONTH

Vol. No. 20

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

October 19th, 1946



Pictured at left are the "Red River Boys," new recorded feature of Maple Leaf Milling Co. Ltd. From left to right (back row), Dixie Dean, Bill Richards and Tony Stechison; (front row) Carl Tapscott, Don Parrish, Jack Ringham, Harvey Reddick and "Foreman" Gordon Howard (on horse). Right hand picture shows Clyde Beatty being interviewed on the "Kent County Family Almanac" (Canada and Dominion Sugar Company) on CFCO, Chatham, by writer-producer-narrator Frank Fleming.

CAB Board

A meeting of the Canadian Association of Broadcasters Board was held in Toronto, November 15th. One of the matters under discussion will be the employment of Public Relations Counsel by the Association; consideration of the appointment of an Association Assistant and general manager to replace Glenn Bannerman. The meeting will also hear a recommendation as to a solution of the pending right fee problem.

Battleford Station

Radio Station CJNB, the new station at North Battleford, Saskatchewan, which has been under construction for some time past, is expected to be on the air around the middle of October, according to Mr. Dalston, station manager. The station will have an initial power of 100 watts and has been allocated the wave band of 1240 kc.

Heads CAAA

Announcement has been made of the appointment of Alex M. Miller as executive head of the Canadian Association of Advertising Agencies. Mr. Miller has a background in advertising, having formerly been advertising manager of the Chrysler Corporation. In 1942, he organized and ran the regional office of the oil controller in Windsor, Ontario, went to Smallwood, N.B., in Long Branch, Ontario, and later served as Industrial Relations Counsel for DeHavilland. Mr. Miller has established his office temporarily at 111 Avenue Road, Toronto.

GOVERNMENT SLOWS TV

"There is no technical reason for further delay in giving television to millions of Canadians as a new medium of information, education and entertainment," K. R. Patrick, O. B. E., manager of the engineering production department, RCA Victor Co. Ltd., Montreal, told a meeting of the Toronto Institute of Radio Engineers, at the Ontario Re-Establishment School, October 7th. Recent surveys conducted by responsible fact finding organizations proved conclusively that the Canadian citizen not only wants but expects television soon, he said.

In the States, he pointed out, television is moving ahead; "not only is there scheduled television broadcasting to large audiences," he continued, "but also scheduled sponsored broadcasting with the most encouraging prospects for extensive sponsored programs. The leading radio manufacturers in the states," he went on, "are already delivering television receivers to those communities now being served by television, with receiver-manufacturing programs of tremendous magnitude."

Speaking of his own company, RCA Victor Company Ltd., he told his audience that they are in the process of installing 25 television broadcast stations in the United States. "Our entire 1947 production schedule is sold out to the U. S.

and to other countries," he stated.

Raising the question: "Why this progress in the United States as compared to Canada?" he submitted that the answer is simple. The government will grant the private broadcaster a license" (in other countries), he said. "The private broadcaster is then privileged to risk his money and go ahead with the construction and operation of a television station, even though it is now generally recognized that it may be some years before he may realize some returns from his somewhat heavy investment."

"I am confident," Mr. Patrick stated, "that in Canada, we have equally courageous business men in the broadcasting industry who would be willing to contribute to the development of television in Canada and thereby Canadian progress."

The three main points brought out by Mr. Patrick in his address were: (1) television is technically ready and no longer "around that famous corner;" (2) Television can become a tremendous factor in the economic and social welfare of our nation; (3) Immediate, decisive action on the part of the Canadian Government is essential, and this lack of decision is the main factor retarding the television picture in Canada.

Least Government—Best Government

"The radio industry should never permit itself to become the private voice of any special interest," James F. Fly, former chairman of the American Federal Communications Commission, told the Radio Executives Club of New York, at a recent meeting. Calling for the maintenance of a free radio, and declaring that the Government should aid and promote its development in addition to protecting its international and domestic interests, Fly urged the three important segments of the industry—the advertisers, the broadcasters and the public—to work together to foster its development. "This has been achieved," he said, "we would then come to the ideal situation whereby the least government would be the best government."

Oshawa Station Opens

Saturday October 26 was official opening date for CKDO, Oshawa, operating from studios in the Genosha Hotel, as "The Voice of Ontario and Durham Counties." Representatives of various groups and service clubs in the city, headed by Mayor Frank McCallum, appeared on the inaugural broadcast.

The station will operate under the management of George Elliot, who, at 23, claims to be the youngest radio station manager in Canada. Appointments include Ross Rowlands, formerly of CKCW, Moncton, N.B., as chief announcer; Donald Allman and James Marsh complete the announcing staff; Sidney Townsend is studio engineer and George Blanchette, chief engineer.



Butcher . . .

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DRUGGIST . . . JEWELLER . . .

FUEL DEALER . . . TAILOR . . .

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

ALL-CANADA PROGRAM DIVISION

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



OW RISKS CLINK TO PRAISE COMICS

The following letter from a radio listener with somewhat restricted buying power has been received by Mr. and Mrs. Shuster, comedy duo on the RCA Victor program.

Dear gentlemen:
In my opinion this will be the funniest letter you'll ever receive. Because I am a German I hold this position since the beginning of the war. (I was aboard on a liner from South America when the war broke out). At present I am employed on a farm outside (name withheld). After the daily work I mostly tune to the radio and is how I tune to your two shows. Yours Allan Young's show are the best comic programmes I like. I don't know how to write one of your jokes. Anyway I understood Mr. and Mrs. Shuster. I know that I'm correct but I didn't put it on an envelope, just in case—you know the mail-man! Inside the envelope I hoped you wouldn't mind. I stand for useless, fruitless, nonsense but I don't think you would like that. I wrote that to let you know that even if you don't like to listen to your jokes it's still nonsense. 'Stainless'.

Yours truly, R. J.
Since we are not allowed to write ordinary mails, you could write me but this time it is my turn to write. I don't mind" to get 28 days in prison. Because, within the end of the war I have to leave Canada to go to Germany, the Russian occupied Zone. And in my opinion I really have no hurry to arrive home. I don't like to go."

Refresh Heir Dept.

Mr. MacRae, of Cockfield Row besides giving birth to the article on page 12 of this issue, is the father of Paul Ross MacRae, September 21, in Regina. Both Paul and mother Phyllis are expected to be doing well.



"The whole question, my dear Hampstead, is what soap does wash the whitest"

ADVERTISERS MEET NOV. 13-15

A packed agenda is planned for the 3-day convention of the Association of Canadian Advertisers, to be held at the Royal York Hotel, Toronto, November 13-15, according to Athol McQuarrie, ACA Managing Director. Among speeches scheduled to be heard during the convention, will be an address by Vernon Beatty of Swift and Co., Chicago, entitled "Statesmanship in Advertising." Mr. Beatty will speak at the Wednesday (13) luncheon. Ralph W. Carney, Vice-President of Coleman and Co., makes two appearances. At the Thursday (14) luncheon, his subject will be "The Man who Sells." During the Friday (15) forum on marketing problems, his subject will be "Welding the Weakest Link." Oden Thomas, Director of the Council of Market Development, will talk to the Friday Luncheon on "What Makes People Buy."

A public relations forum will again be a feature of the convention. Scheduled for Thursday afternoon under the chairmanship of Jack W. Lawrence (Borden Co.), speakers include Charles Watson (Canadian Breweries), Moray Sin-

clair (T. Eaton Co.) and Dr. B. K. Sandwell (Saturday Night).

ACA awards for contributions to Canadian advertising will be presented during the luncheon meeting Wednesday. These awards are given each year by the Association for contributions to Canadian advertising: Gold Medal, for distinguished service to advertising in general; three Silver Medals to an advertising manager, an agency man and a media representative.

BROADCASTERS

Going to higher power?

Going to F. M. ?

*A.M. Briefs prepared.

*F.M. Briefs prepared.

*Sites selected.

*Advice on Equipment.

*Proof of Performance Measurements.

Contact:

G. R. Mounce
Eric Leaver

ELECTRONIC ASSOCIATES

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Toronto 12

Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.

What is AUDIO-Q?



Audio-Q is a fully patented method of cueing records and transcriptions for instant and split second start.

Audio-Q does away with slurring starts and needle damaged grooves.

Station operators claim it to be the greatest advance in recording technique in years.

Only DOMINION made records and transcriptions have Audio-Q.

Jean Baptiste says:-

This year sees Sherbrooke's 150th anniversary, for it was founded in 1796 by Gilbert Hyatt, an Empire Loyalist from the neighboring state of Vermont who named the tiny settlement of 35 souls Hyatt's Mill. Today Sherbrooke is a modern, prosperous city of over 40,000 people.

Sherbrooke is but one of many prosperous French-speaking markets for your goods or services. Reach them through the radio stations of Quebec Province—any one of our three offices below will gladly furnish full information.

CHRC
QUEBEC
Watts (soon 5000)

CHLN
TROIS RIVIERES
250 Watts (soon 1000)

CHLT
SHERBROOKE
1000 Watts

OS. A. HARDY & CO. LTD.

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MONTREAL
Tel. HARbour 2515

39, ST. JOHN ST.
QUEBEC
Tel. 3-6693

80, RICHMOND ST. WEST
TORONTO
Tel. ADeLaide 8482

DOMINION BROADCASTING COMPANY

4 ALBERT ST. TORONTO

Pacific Prattle

by ROBERT FRANCIS

After the mild observations I offered last week on the less satisfactory aspects of radio, this week I have gathered a stack of data on some features of the business which pass muster.

For example, after a nerve-splitting weekend listening to the comics, there is NBC's "Pacific Story" just about last thing Sunday night. Now there is a well produced show, an easily digested serious treatment built around an aspect of current affairs in the Pacific. It's not trimmed with a lot of garlic sausage, and it just might do something for understanding. We could stand more pieces of the type.

I like the trend in the Jack Benny and Alan Young shows, and I think some others, to kick the commercial around in the script. It's a good sign when a sponsor has the sense of proportion to allow it, showing that the gent who buys the time has finally discovered that the listener remembers his product longer when its gagged up than when it's rammed down his throat.

Hit Parade goes on the positive side of the ledger, too. You've got the best tunes without so much of the balmy chatter which often ruins a good swing program. Or anyway, the intros are better and the voice is not offensive.

The type of singing of Juliette Sysak, the voice of Del Richards' band here, is another thing I can stand a lot of. She gets along without groaning or shouting (that guy in the Hucksters wouldn't have hired her), she just sings, fellas. To prove the point, MCA just signed her up for seven years.

Another thing that helps a man through a gloomy Sunday is Stage 47, CBC's dramatic haymaker with Lister Sinclair and Andrew Allen. The other night it was Pride and Prejudice, and don't ever think condensing a Jane Austen novel into one hour isn't a trick. Outside of the voice of Mrs. Bennett, which was often incomprehensible, it was a dandy.

A voice which a good many broadcasters could study, for a lesson or two is Dick Diespecker's, on CJOR. It's clear, and the inflection rings natural, unlike some of the golden voices of radio who must just have got their elocution diplomas. Picks good subjects for his scripts, if you're still with me and talks as if he was interested in them, but not as if he was trying to sell you something you didn't want.

A CBC enterprise that I'm keen about, though I'm not home to catch it myself, is a daily broadcast to schools tied in with their study program. If Phil Kitley hadn't been born 20 years too late we could have had radio as a diversion when I went to school, and then I wouldn't have got in a jam with a redhead in the fifth grade.

Generally speaking, one of the greatest things radio has done is to make available almost any day, as well as jazz, a wide selection of opera, symphony, light orchestral and other types of music to a huge audience. You have to look for it sometimes among the swing bands, but it's there. Without radio, most of it would still be reserved for the few.

I'm heartened by occasional zany-les like Bill Ward on CKWX, whose Doghouse hour is an anaesthetic for a while against atomic diplomacy, bellyache pills, cowboy music and audience participation programs.



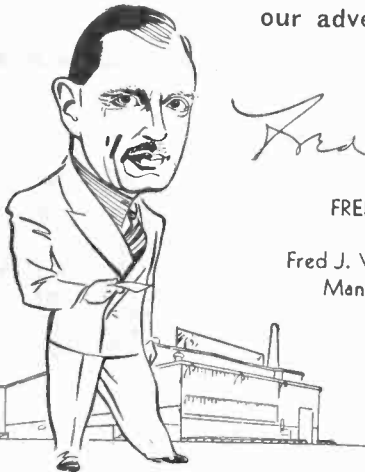
Our Guest-Speaker Is:

FRED J. WHITLOW
PRESIDENT
Fred J. Whitlow and Co. Ltd.
Manufacturers' Agents

"In the distribution and selling of such nationally-known lines as Alka Seltzer, One-a-Day Vitamins, Nujol, Flit, Mistol and Sheaffer Pens, we have found Radio a valuable medium.

"Dealers, in the Drug and Jewellery trades, recognize that well-planned radio programs bring customers into their stores to buy advertised goods. Consequently, we find it easier to distribute a line to the trade when it is supported by radio advertising.

"We consider Radio, when soundly planned and intelligently merchandised, as a valuable part of our advertising plans."



FRED J. WHITLOW
President
Fred J. Whitlow and Co. Ltd.
Manufacturers' Agents

HORACE N. STOVIN & COMPANY

Radio Station Representatives

for these Live Independent Stations

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

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO

HOME

CHWK Chilliwack broadcast nearly five hours of interviews, commentaries and results of the three days of the town's annual fall fair. Bill Teetz, Turvey and Gina Haron of the station staff handled the assignment. Casey Wells and Gordon Rose jockeyed recordings of the ceremonies. Five national and local accounts sponsored the broadcasts on a cooperative basis.

President Norman A. McKenzie of University of Columbia made his third annual broadcast over CBR, Oct. 7, calls his 15 minute stint to the Citizens of the Prince.

An ex-mayor of Vancouver, G. G. McGeer, has joined a six week series of talk over CKWX, entitled "Canada at Constitutional Crossroads." His address was an attack on cracy and centralization of government at Ottawa. The series at a time when civic politicians are wondering whether Geer will run in the coming oral race.

Youth Forum on CKWX ran for 15 weeks during the summer and went off the air when school started in September. It returned to the air. It's a service deal, supervised by Garrett. Aside from a guest moderator and three speakers of high school or university participants. The Forum runs hours Thursday nights, with an hour of the recorded aired at 4.30 Sunday. "What a Canadian Bill of Rights" title of a sample program.

Mike Crammond, who is a member of the Fish & Game Club of the over CKWX, had to take his own advice in a hurry other morning at his home a few miles outside cover. He looked out of the window to see a sizable black playing a few feet from his months old daughter. His wife is waiting for a new one.

The World Series brought some inter-station cooperation to the coast. When CJOR was able to carry the games of church broadcasts comm CKMO aired the Sunday with CJOR plugging the the air, and CKMO, in mentioning CJOR weekly casts.

First production in Vancouver Theatre, a winter drama from CBR Vancouver, was "Martial", a play about a soldier charged with attempted suicide. Mavor Moore and Earle Birney were co-authors of the script. Vancouver Theatre Thursday at 8 p.m. on the work.

A new audience participation program, Cinderella Slipper has been originated by CKM Vancouver from Purdy's cafe days through Friday at 3.30. Quizmaster Bill Griffiths and around gag questions from pumpkin and the successful pushers get prizes ranging from teddy bears to book ends. It is selection of a Cinderella day, who gets the better wardrobe.

Real estate note: Chief operator John Porter at CJOR bought a house for \$9,000 and though he has been had. Before the place was warm there was a guy at the door with a checkbook and a about fifteen grand. Porter kept the house.

Dr. Otto Klemperer, one of the world's great conductors is in Vancouver where he will conduct eight concerts of the Vancouver Symphony Society. The program will be carried nationwide on CBC.

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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

No. 20

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

October 19th, 1946

Editor: RICHARD G. LEWIS
Production Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY

Correspondents	
Montreal	Walter Dales
Ottawa	James Allard
Vancouver	Robert Francis
Winnipeg	Erith Smith



Torpedo To Port

There is a fine lesson for private business in the tremendous job of publicization which is being done by the CBC in connection with its 10th anniversary. Using this "birthday" as a pretext for acquainting the public with the CBC operation and the problems it entails, it is telling just about every requisite of good publicity—telling the public the story at the public's expense, and making the public like it.

Equally outstanding in this goodwill campaign is a series which starts this month called "Box Seats—\$2.50." In it the idea is expounded that a license fee of \$2.50 gives us a box seat to what the CBC modestly calls "the greatest show on earth." No one could have listened to a radio program without feeling that \$2.50 is a real bargain for what gets through our loud speakers, with a free share of "stock" thrown in as a good measure.

Private radio has a different story to tell. It dispenses good entertainment too—has been doing so for fifteen years longer than the CBC. It shares in the \$2.50, neither does it exact a toll from its listeners. It is not that people are aware of this? Does John Public know that on October 19, 1947 private commercial radio in Canada celebrates not its 10th but its 25th anniversary? Are plans being laid to make the first week of the year a coast-to-coast festival of private radio? Has private radio taken any steps whatsoever to get it across to the listeners that its programs come free of charge? That selection of programs is not made by an audition board in Ottawa, but by the demands of the public? That all private radio wants is to please the greatest possible number of listeners in order that advertisers may sell their goods. Private radio has to get this across to the public, not just to insure its own prosperity, but in order to revive some hope of survival.

As far as advertisers and their agencies are concerned, the old slogan "no skin of our noses" has to go by the board, because it is wrong. Slowly but surely nationalized radio is showing the way to general socialization of business. Slowly but surely other industries are going to be swamped and submerged unless immediate steps are taken to stem the tide. For years now the electrical power industry has been operated—and well operated—by government. Would it be a great stretch of imagination for the same bureaucratic waves to invade the electrical equipment business? Banking, insurance, liquor, the telephone business in some provinces, and latterly, the automobile, are right under the gun. Only the co-ordination of all private radio can remove the menace that besets it. It is one menace which can only be combated by one united defender. And attack is the best method of defence.

Private radio is coming up for consideration again when the House re-convenes early next year. In the meantime, the CBC is by no means satisfied with the extremely clever propaganda programs it is dispensing on its own frequencies, and the wave lengths of those private stations on which it has bestowed the gift of network, it is employing more equally effective means.

Chairman Davidson Dunton's most recent pronouncement is to the effect that an economy wave has broken over the corporation. His costs must be cut; other expenses must be examined to see if they can be applied. There is a subtle reason for this.

Recently Parliament gave the CBC two million dollars more capital which is to expand itself at the expense of the private stations, but the government is granting the increases it sought, in income, until the next year. So Mr. Dunton trots out this program of economy to convince the public, and, more particularly, his masters in Ottawa, that this extra money is needed; with remarkable astuteness he is using the CBC radio frequencies to stir sympathy for his cause. Neither private radio nor the government is interested in the survival of private business dare sleep while these further plots against freedom are being hatched.

Richard G. Lewis

Editor

IN THIS CORNER

Time-Buyers, Reps and Stations Square off at Toronto Radio Exec Lunch

Bill Byles, Radio Director of Spitzer and Mills Ltd., struck the first blow in this month's luncheon affair of the Toronto Radio Executives Club which met at the King Edward Hotel last week to deal with problems of time buying. Speaking from the standpoint of advertising agencies, Bill submitted that insufficient data is available on rural listening trends. He also said that too much time is purchased upon information gleaned from ratings with too little thought being devoted to mail pull. "Why not devote some consideration to mail response," he asked, "and work from information which can be gained from this?" Local merchants, he went on to say, can also assist by giving information as to what products are being sold. "When we buy early or late time, we are buying a pig in a poke," he said, "because ratings are not available, anyhow." He expressed disinterest in overall "cost-per-listener," maintaining that a good program can often bring in a maximum audience on a secondary station. "Stations," he went on to say, "are lax in supplying market data, either to their representatives or direct to the agencies, and it is on such material that the agencies depend to select stations for their broadcasts.

Taking up the cudgels on behalf of the national representatives, John Tregale, head of the time buying and statistical departments of All-Canada Radio Facilities, expressed satisfaction with the unity which exists between all representatives. One of the main problems he brought out was a lack of consideration by agencies for unnecessary demands entailing heavy long distance and telegraph bills for availabilities which could be secured more effectively by air mail. Often, he said, the agency knows that if the contract breaks, there will be weeks or months intervening, and fuller information can be obtained by mail than wire. Replying to Bill Byles' plaint of lack of information on listening trends, he insisted that the representatives do everything possible in this regard but pointed out that neither the Federal nor Provincial governments have population and other figures for farm areas in many instances.

Ralph Snelgrove, manager of CFOS, Owen Sound, speaking for the stations, objected to the current manner of "bicycling of transcriptions." Sufficient time is not allowed for the shipping of discs to and from outlying stations he pointed out, because express does not travel as the crow flies and in many instances there is no Sunday train service.

Speaking of alleged delinquency in replying to mail, Ralph said that the same situation applies and that quite often delivery of

letters into the smaller centres takes longer than agencies seem to expect. He appealed to agency publicity departments to distribute publicity material well in advance of a show. Quite often, he said, displays and other releases arrive as long as a week after a new series has taken to the air. "Rural stations can use publicity material to good advantage," he said, "providing it is shipped to them in sufficient time to send it out." One month before airing would be none too early, he maintained.

Considerable discussion took place on the practise among agencies of demanding a specific time without consulting the station as to the practicability of such time. Agencies, Byles thought, had not done much to educate their executives in rural advertising and are inclined to jump to the conclusion that a good time in a city is necessarily good time in a smaller centre. He urged that station managers take time buyers into their confidence in suggesting suitable times for programs and spots.

The meeting met under the Chairmanship of Jim Knox, Radio Executives Club President, and head table guests were: (for the agencies) Doreen Dunlop, Young and Rubicam and Bill Byles, Spitzer and Mills; (for the representatives) John Tregale, All-Canada, and Andy McDermott, H. N. Stovin & Co.; (for the stations) Ralph Snelgrove, CFOS, Owen Sound, and Hal Crittenden, CKCK, Regina.

The meeting adjourned with the announcement that the Club would reconvene November 13th.

Air U.S.-Canadian Ties

"Tales of the Foreign Service," NBC United Nations project, presented Friday, October 11, featured "Good Neighbor to the North," a history of the development of lasting friendship between Canada and the United States. The documentary drama traced diplomatic relations between the two nations from the days of the French and Indian War to the present, commenting on outstanding personalities who contributed to the cementing of Canadian-American ties.

Bike Radio

Featured in the "Britain Can Make It" show, which opened in London last month, is a built-in radio for bicycles. In addition to the radio, the new bicycle has shaft propulsion like a car instead of chain drive.



RADIO NEWS IS HEADLINE NEWS

No time for page 16 copy in a newscast

- * SPY TRIALS
- * GANDER CRASH
- * NAZI VERDICTS
- * STEEL STRIKE
- * HOCKEY SCORES
- * FARM STRIKE
- * UNITED NATIONS
- * RUGBY SCORES
- * MEAT PACKERS
- * DC-4 CRASH
- * BOXLA FINALS
- * NAZI HANGINGS

RADIO NEWS IS FRONT PAGE NEWS

It's

B. U. P.

Every Time

HEAD OFFICE
231 St. James St.
MONTREAL

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>		
Big Sister	15.6	+2.3	Charlie McCarthy	29.5	resuming
Lucy Linton	15.0	+3.1	Lux Radio Theatre	26.5	resuming
Happy Gang	15.0	resuming	Ozzie & Harriet	20.7	resuming
Pepper Young	14.1	+1.7	Alb. of Familiar Music	18.4	+5.3
Ma Perkins	13.8	+ .9	Fred Waring Show	16.9	+1.2
Right To Happiness	13.6	+4.7	Waltz Time	16.1	+4.5
Claire Wallace	13.4	+4.5	Kraft Music Hall	13.9	+3.0
Household Counsellor	11.8	resuming	Big Town	13.3	+4.5
Life Can Be Beautiful	11.4	+1.1	Green Hornet	13.2	+3.6
Road of Life	11.2	+ .9	Share the Wealth	12.6	resuming
<i>French</i>			<i>French</i>		
Jeunesse Dorée	25.1	+6.1	Un Homme et Son Pêché	33.6	resuming
Rue Principale	21.1	+1.7	Ceux qu'on Aime	23.9	resuming
Vie de Famille	19.8	+2.7	Café Concert	23.9	resuming
Tante Lucie	19.0	+2.8	Métropole	23.0	+9.9
Joyeux Troubadours	18.6	resuming	Théâtre Improvisé	21.9	resuming
L'Ami du Consommateur	14.8	resuming	Nazaire et Barnabe	21.7	resuming
Quelles Nouvelles	13.2	+ .8	Talents de Chez Nous	20.4	resuming
Quart d'heure	11.4	+ .6	Dr. Morhanges	19.7	+5.6
L'Ami Zepherin	10.7	+ .3	Course au Trésor	19.5	+7.4
Pierrette et Pierrette	9.3	+ .1	Leblanc Detective	14.0	+4.5

PRESSTIGE

Vancouver daily papers have devoted nine full pages of news columns to the results of "Public Opinion", now in its third year on CKWX, Vancouver. Sponsored jointly by the David Spencer Department Store and the Vogue Theatre, largest of the Odeon chain on the coast, each week the public votes

"yes" or "no" on questions of public interest. The votes are registered on forms included in Spencer's display ads. Reed Chapman is emcee.

Recently Park Commissioners referred to the program the problem of selecting a name for a city park, but they have not promised to use the name that turns up.

CKCK

the **FIRST** station in Saskatchewan for
PROGRAMS • AUDIENCE • COVERAGE
PRESTIGE and RESULTS

Approaching our 25th Anniversary

AND NOW PROUDLY CARRYING THE
GREATEST SCHEDULE IN OUR HISTORY

SOON SWEEPING SASKATCHEWAN
WITH 5000 WATTS
(NO CHANGE IN RATES)

CKCK REGINA
620 KC
An All-Canada Station

Vancouver Starlet

Juliette Sysak of Vancouver, who at 20 already has six years of singing experience behind her, will shortly have her quarter hour BC network show increased to a half hour.

The announcement came simultaneously with her signing a profitable of contracts which will keep her tied up with the powerful Music Corporation of America for the next seven years.

The young singer started on the Pacific Coast with Dal Richards orchestra in 1940, singing at its Vancouver supper dances at regular intervals and attending high school during the day. Later she appeared in western Canada and with the Young show.

Now MCA, whose agents have been assembling data here on Sysak, will be her exclusive agent in selling her to U. S. radio and movies. They are currently working on plans for a screen test for the girl.

CKAC Appointment

CKAC Montreal has announced the appointment of George B. B. sa, former National Sales Representative of the station, to the position of Sales Manager. No new recruit to radio, George started as sales manager for CHLT, Three Rivers, and returned to the position of General Manager. A few years later, he took over the management of CKCH, Hull, and returned to Montreal as head of the French radio department for Harold F. Stanfield Advertising Agency and joined CKAC in the summer of 1945.

Stork Market

September 29th was D-day in the Dennett household when Jack's wife Norma became parent to Lauraine who arrived at the comfortable hour of 11.30 a.m., tipping the scales at 8 lbs. plus.

3.55 a.m., October 5th, George Keeble (F. H. Hayhurst Co. Inc.) was pacing the floor while his wife Midge Ellis, was in the process of presenting him with his first-born daughter, Elizabeth Jane.

EVERYBODY'S LISTENING

to
RUSS TITUS

Canada's
Favourite Male Singer
Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

FM FOR POLICE



McIntyre (with hat), chief engineer at CKNW New Westminster, shows the principles of the new police FM three-way radio equipment to police chief Jack Donald.

McIntyre, chief engineer at CKNW New Westminster, recently had installation of FM radio equipment for the city police department and tests have proved satisfactory, according to reports.

Range and reception tests were carried out with the three way equipment between the city and as far up the Fraser Valley. The transmitter is located near the city's fair at Queen's Park.

It is noted that the hilly nature of the topography would develop dead spots in which patrol cars would not be able to receive messages, which have failed to materialize. Contact with Vancouver city headquarters was also established.

The new FM system, which enables

officers to carry on three-way conversations between two patrol cars and headquarters, cuts out static, howling and motor interference to a degree impossible with old style equipment. The installation makes New Westminster the only western city with FM equipment for its police department.

The equipment is compact and simple to operate. To call a car from headquarters, the officer simply speaks into a mike built like a normal cradle-type telephone. Release of a thumb switch turns the set to "reception," and the car's reply comes through a loudspeaker above the officer's head.

Similar equipment in patrol cars enables policemen to talk instantly to headquarters or to any other car.

COUNTING HEADS

Bill Rea of CKNW New Westminster is thinking of adding a host taker to his staff after his absence while broadcasting at the annual Surrey fall fair.

Mrs. E. E. Charlton won the prize for having the most children at the affair, mentioning

that she had seven with her. A count showed there were eight.

Somebody said they hoped she would bring nine next year and were shaken to hear her announce that she would be along with eleven. There were three others she'd left home, she said calmly.

Sick List

Joe Hardy, National Representative for stations CHRC, Quebec City, CHLT, Sherbrooke and CHLN, Three Rivers, who was stricken with a heart attack in New York recently, is back in his home in Quebec City. Though confined to his bed, Joe is said to be progressing favorably.

Maurice Rosenfeld, Radio Program Director, MacLaren Advertising Agency Ltd., has been suffering from a severe attack of pneumonia. He has, however, made a phenomenally fast recovery and is expected to be back at his desk about the time this issue goes into the mail.

Moon Casts

Radio science is ready to provide a radio set to broadcast to the earth from the moon, if the American army is successful in its plan to build earth-to-moon rockets within the next eighteen months, according to Dr. J. A. Hutcheson, associate director of the Westinghouse Research Laboratories, in the States.

These radio transmitters, weighing less than 100 pounds, would, on their battery power, be able to transmit one minute in every hour during the trip and for several days from the moon, provided they reached it. The range, some 240,000 miles, would be gained by the use of ultrashort waves.

SHOW BUSINESS

by Geo. A. Taggart

IN A radio program you can spend just as much money talking to a few listeners as to a great many. The idea is to build and maintain a radio show that will attract the largest number of listeners at the lowest cost per person to the advertiser . . . a show that will give the greatest result in sales per radio dollar spent.

WE BELIEVE that our record of higher ratings per radio dollar spent is one of the best reasons why you should call The George Taggart Organization next time you are planning a new radio campaign.

165 Yonge St. Toronto
A Delaide 8784

Covering
KENORA
LAKE OF THE WOODS DISTRICT
NORTH WESTERN ONTARIO
NORTH EAST MANITOBA
with **1,000 WATTS**

ESSENTIAL COVERAGE

Because of heavy mineralization of this territory, which affects radio reception of outside stations, CJRL is in a position to give almost exclusive coverage in its field. Without CJRL there is definitely a link missing in your chain of national coverage. Write Manager Gerry Tonkin at Kenora or our representatives, for the full story.

DOMINION NETWORK

REPRESENTATIVES:

Horace N. Stovin & Co.,
Montreal, Toronto, Winnipeg
Adam J. Young Jr. Inc., U.S.A.

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

ARE YOU READING THE BROADCASTER



"HOW'S ABOUT IT, MISTER?"

There must have been many a time when you would have liked to blow your top about something we've written and printed in the paper, but you've had to forego this pleasure so far, because people who come in on free passes are prohibited from throwing eggs.

This is the paper which, twice a month, brings you a Canada-wide picture of the explosive business of broadcasting, which seems to perch eternally on the edge of a keg of dynamite, because radio is the guinea-pig on which the socializers are experimenting before they tackle your business, too.

\$2.00 a year—\$5.00 for 3 years

Circulation Department

CANADIAN BROADCASTER

371 Bay Street

Toronto 1

ACCENTUATE the NEGATIVE

Quite spontaneous laughter and applause from the studio audience greeted the commercials for Borden's "Canadian Cavalcade" when I dropped in to see the show last week (7), and I cannot help feeling that, having the courage to laugh at himself and his product this sponsor is getting closer attention from more listeners.

RCA Victor is striving manfully to accomplish the same end on their new "Wayne & Shuster" offering, but so far they have failed to ring the bell for these ear-drums. My diagnosis would be this. Announcements are led into with a gag between the comics and announcer Herb May. This is good studio and air listening. But, after the gag, you get the impression that the comics are standing by in awe, while Herb elocutes a technical and not too short commercial. I realize they are flirting with what seems a highly revolutionary commercial technique, and I think eventually they can find the right recipe; then the commercials will be a lot more palatable, as well as nourishing for the sponsor's cash register.

Recent meetings of the Toronto Radio Execs have Toronto radio all agog, and good turn-outs appear at the lunches (2nd Wednesday of each month) to hear and heckle discussions on vital problems of the industry. So far they have discussed problems of producers and last week it was time buying. Only complaints heard last week were: "it was too short." But it's a good thing to ring down the curtain while people can and would like to hear more in any show. Prexy Jim Knox is really ringing the bell, and those who have not been to one of the lunches lately should note November 13 on their pads for an interesting and informative meeting.

Under the wire: Bob Buss writes that CHAT, Medicine Hat will be taking to the air on a full-time basis, November 1st. The station will operate under Bob's management with J. M. Ellis as chief engineer and Bartley Brown as program director. The station will be supplementary to Dominion Network; reps are All-Canada in Canada and Weed & Co. in the States.

The long-drawn-out case between Gooderham and Worts and the CBC seems to be drawing to a close.

G & W had charged CBC with violation of the terms of the CBC's lease of the old CKGW, Toronto, plant, when that station went off the air in 1938. G & W took it to the Privy Council which partially sustained the appeal, declaring the CBC liable to pay rent at the original rate of \$12,000 a year annually, until the tenancy is duly terminated, and to make good a clause in the lease to keep the premises in good repair etc. One source says it will cost the CBC (John Public) several hundred thousand dollars.

Simultaneously CBC chairman Davidson Dunton announced that the CBC will conduct a drive to cut down expenses, including cost of production of programs, because of diminished revenue. This economy wave will not however affect the CBC expansion program (appropriation of private stations' wave-lengths) Dunton says, since such costs are regarded as capital expenditures.

Former CFRB announcer CY

Strange, who left recently to invade British Filmdom, has had at least two screen tests with good results. He will be heard Oct. 22 on the "BBC Newsreel".

Recent visitors at the radio broadcaster office were Hal Crandall of CKCK Regina on a sale promotion through the east and Alf Wark from CKCW Windsor, who spent a "holiday" in Toronto calling on the agencies.

Wrigley's have dropped their "sure Trail" after 408 broadcasts. Guess they feel they have tried it out and it wasn't any good. T. T. has received over 24 million letters according to Jack Wright, its owner-creator, who says there are many nibbles for it. The next issue, John Collingwood's "Voice of John Citizen", will be hitting CFRB with a positive airing of contentious issues for the Toronto "Globe and Mail".

Chinook Series

The "championship of the world" has been settled for another year. The "Golden Mike" Dogpatch for another year as result of an 18-11 fastball by CJCA's Dogpatch Dodge vs. CFRN's Sunwapta Braves.

This is an annual event in Edmonton, with entire proceeds from game going to the Community Chest. Three thousand witnessed the spectacle with every member of CJCA's staff dressed as "Abner" character, while personnel were braves and members of the Sunwapta Tribe. Community Chest won to the tune of \$636.

BOOK BY MAIL

(Post Free if cash enclosed with order)

SIMPLY SEND TITLE, AUTHOR & PUBLISHER IF POSSIBLE

"RADIO'S SECOND CHANCE"

Chas. A. Siepmann \$3.00

"CANADIAN RADIO YEAR BOOK" \$5.00

"RADIO ADVERTISING FOR RETAILERS"

Professor C. H. Sandage \$5.00

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

"RADIO WRITING"

Max Wyllie \$4.50

BOOK DEPT. Canadian Broadcasters 371 Bay St., Toronto



Parliamentary Press Gallery is an important and vital part of machinery on the Hill. In effect, it is the eyes and ears of the nation, since most Canadians depend upon the Gallery to see and hear what goes on in Parliament and report to them. In effect, the gallery sees Parliament through the eyes of the correspondent who writes for his favorite newspaper.

Wellhorses of the Press Gallery are the men from the two major news agencies—Canadian Press and British United Press. For obvious reasons, the agency must cover Parliament more fully than any other newspaper. There is always a man from each agency in the gallery at all times. For many obvious reasons, their reports must be completely objective and impartial—and are, in fact. They are also the most complete and comprehensive news out from day to day. Parliamentary men from both agencies are crack correspondents—almost to the point of being obsessive, but confident, fully informed, and extremely competent. Surprising degree of physical resemblance amongst these men—almost without exception, all brunettes; nearly all inclined to the "lean" shape.

Correspondents for individual newspapers and magazines run the full gamut of sheer genius to ho-hum. Perhaps the most clear-cut and objective reporting on a consistent basis from this group emanates from the Winnipeg Free Press representation. The MacLean-Hunt publications of Toronto are represented by Ken Wilson and Fraser—both sheer brain, speaking, concise.

Ottawa dailies are in the fortunate position of being able to reach men from their regular staff for Parliamentary duties. Amongst these is Richard Jackson of the "Ottawa Journal"—a former libertarian who is an energetic proponent of the colorful school. He is energetic hunting and skillful writing. He has several times won recognition in the form of press awards. One of the "Ottawa Citizen" men is Austin Cross, probably the most colorful single figure in the gallery. Cross who is author of "The People's Mouths", and "The People's Mouths", is probably the only newspaper writer who can make a railway locomotive (his hobby) interesting to a reader who doesn't know the difference between a log and a brakeman. One-time teacher, Cross is one of the few gallery correspondents not worried about criticizing what he thinks is wrong (predominantly certain brass-hats).

Press Gallery is a closed-shop affair. It has complete control over its own operations, responsible only to the speaker. Setup in the Centre Block of the Parliament buildings is surprisingly complete. It is first of all, the gallery in the House of Commons Chamber running the full width of the chamber immediately behind the Speaker's throne. On the floor as this, and not far from the corridor, lie the working quarters of the Press Gallery—a tremendous room that's a mass of desks and typewriters, with the

phones in booths along one wall. In conjunction is a lounge, used amongst other things for interviewing distinguished visitors. Telegraph companies maintain a full sending office just off and alongside the House of Commons Chamber, largely for press convenience, and full time messengers in both the Chamber gallery and the working gallery.

The Press Gallery itself determines membership therein. At the moment, this is restricted to correspondents who file by mail or overhead to a daily paper. However, "associate" correspondents have been recognized—those representing publications other than daily, such as "Time" and "MacLean's".

Radio is not recognized at all. Last refusal was on grounds of space, not on principle of radio representation as such. Argument about space is perfectly justified; even the most casual inspection reveals that Press Gallery is very badly overcrowded. Section of the corridor outside has been boarded off to provide additional working space.

Lack of Gallery recognition does not prevent a correspondent from gathering and reporting Ottawa news; but it does bar him from official status, from most press conferences, and put him under several distinct handicaps. Gallery membership also carries with it several Parliamentary privileges. Correspondents are entitled to use of Parliamentary cafeteria and restaurant, and to entertain friends in former only. This is no small concession in Ottawa, where restaurants are few, poor, expensive, always crowded, and located with amazing inconvenience. Publicity wise men in public life make no particular effort to avoid or offend the press, and a certain amount of entertaining is therefore done. One or two MP's and one or two House officials are rather stiff about the press, but the attitude doesn't seem to worry anyone much. And in final analysis, it's not only that what the Press Gallery sees is what Canada sees; to a large extent while Parliament sits, it is what the Press Gallery sees outside that many men in public life see outside.

Operates Signery

CJRL Kenora has instituted its own sign writing department in which it is preparing promotion displays for its advertisers. The new sign department is in charge of Jim "Pat" Paterson.

THE MOST EFFECTIVE AND ECONOMICAL WAY TO SELL SOUTHERN ALBERTA

★ ALL CANADA STATION GOING TO 5000 WATTS

CJOL

Lethbridge, Alberta

WE'RE

"Tout oreilles"

IN QUEBEC...

What's Your Message?

I am Annette Martineau, and I live in a town. I've watched Quebec become increasingly progressive, up-to-date, eager for more and more benefits of modern living. When we French-Canadians shop (whether for a pound of coffee, a new toaster, or a suite of furniture) our interest in all that's new and better is displayed. We ask for the brands we have heard advertised on CKAC—the radio we listen to through so many working and leisure hours. That's why we're said to be "tout oreilles"—"all ears."

As Madame Martineau points out, through working hours and leisure time, where there are French-Canadians there's generally a radio—and it's generally on! They have great faith in the spoken word . . . presented in their own language, by their own artists! The surest way of promoting our product successfully to this great market (annual spending in excess of \$800,000,000) is via radio—over French Canada's own pioneer radio station (since 1922)—CKAC of Montreal. Write today for full details.



CKAC La Presse, MONTREAL

Affiliated with CBS

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

The Province of Quebec spends yearly over \$800,000,000 (approximately 1/5 of the sales for all Canada).

In the area where 76.8% of all these sales are made—CKAC has 78.2% coverage!

Why does CKAC enjoy such influence in French Canada? Because, since pioneering in 1922, CKAC has based every programme on a complete understanding of French-Canadian idiom—attitude—and taste.

The Direct Route to Quebec's Rich Market is via CKAC of Montreal

News is Important on

CKSB

Manitoba's French population listens to its favorite station for Local and National news

CKSB PROVIDES THE ONLY WAY LISTENERS GET UP-TO-THE-MINUTE NEWS EVERY DAY IN FRENCH!

Do they listen? 8:00 a.m. 21.3
1.00 p.m. 26.7*

*Elliott-Haynes

Complete details from C. W. Wright, Toronto - Montreal, or write to

CKSB

ST. BONIFACE MANITOBA
1250 kilocycles 1000 watts

WESTERN CANADA'S FIRST FRENCH LANGUAGE STATION

Where

ARE THE BRIGHT YOUNG MEN

BY GORDON SINCLAIR

Radio is depending on Veterans according to this veteran newsman-turned-broadcaster. He has thrown down the gauntlet, leaving plenty of scope for one of the bright "wonder-boys" to pick it up.

On a February morning in 1923 the city editor of the TORONTO STAR sauntered into the reporter's room and asked: "Any of you guys, besides Hewitt, know how to run a radio?"

The Hewitt he meant was Foster Hewitt, the sporting editor's son, who was engineer, announcer, director, producer, special eventer and everything else but one for the Star-owned CFCA.

However Mr. Hewitt's boy was getting a social conscience. He was objecting to working seven days and seven nights a week for \$22.

I mentioned that I had heard a few programs, so that was it. I was in radio. I was a Sunday engineer.

My job was to gather up some portable equipment on Sundays and take it to a Bloor street church where I broadcast the sermon of the Rev. George Pidgeon. I did it too. Did it for five weeks until one day I forgot to turn the buttons and Pidgeon's vast audience, all 30 of it complained.

So I was out of radio; a failure at 23!

What all this is leading to is not the fact that I've been back on the air a few days, but the fact that the old timers are still going strong. Foster Hewitt still has the greatest sports audience in Canada and who else has a coast to coast sports show? Clary Settell. And who is this guy Settell? . . . one of the fathers of Hydro Electric power in Ontario. Many a man has claimed to have been Sir Adam Beck's right hand man in that great endeavor but Settell wins Beck's right arm in a walk . . . and how long ago was that?

Whose telling radio stories from here to there and back again? Greg Clark is; veteran of two wars and reporter of 32 years experience.

And that padre named Pidgeon I went to broadcast 23 years ago. How about him? He's still there on the air.

The first Canadian singer I remember hearing regularly was Gordon Calder and I still hear him most every night. Not singing, but still in radio.



Charlie Jennings as announcer. Have the bright young men come along and replaced them?

Andy Clarke, one of the best news broadcasters, is still going strong. His Sunday morning airing of the weeklies is a gem in winter when Andy was very busy they set equipment up in his room so he could do his show without interruption. Who will replace him with a post-war wonder boy? Maybe there are none.

Each Friday Al Savage and I go to some Ontario town and ask a question and answer program on CFRB and what engineer has been that for us? Bill Baker, and I have been aces as an engineer for more than 20 years. As for who didn't he help Marconi put his wireless together?

I don't know whether W. McKnight originated sports announcements as a regular feature on radio but I've been hearing him do it for at least ten years.

All through the war I used to hear freelance announcers wonder how long their big bug would last. They all felt like a battalion of heroes on the front level of the genius would come home and snare away the announcer jobs.

Have they done it? Nanon beside Joel Aldred.

When the war broadcasts were originating in the hot spots of Europe what one man stood out above the others. Mat Halton, a veteran.

Either the young wonder didn't develop or couldn't be bothered with radio, although it could be a novelty ending he might be wrong.

A WORD OF APPRECIATION

CJOR's smartly-turned out Fall & Winter schedule—our finest in 21 years of operation—leads us to express our deep appreciation to all who made this possible: our hard-working reps, the Dominion Network, our enterprising local salesmen and of course the clients and agencies who have in each case made the final choice. Because of your work and your decisions, CJOR has more first rate programs than any other station in this area.

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

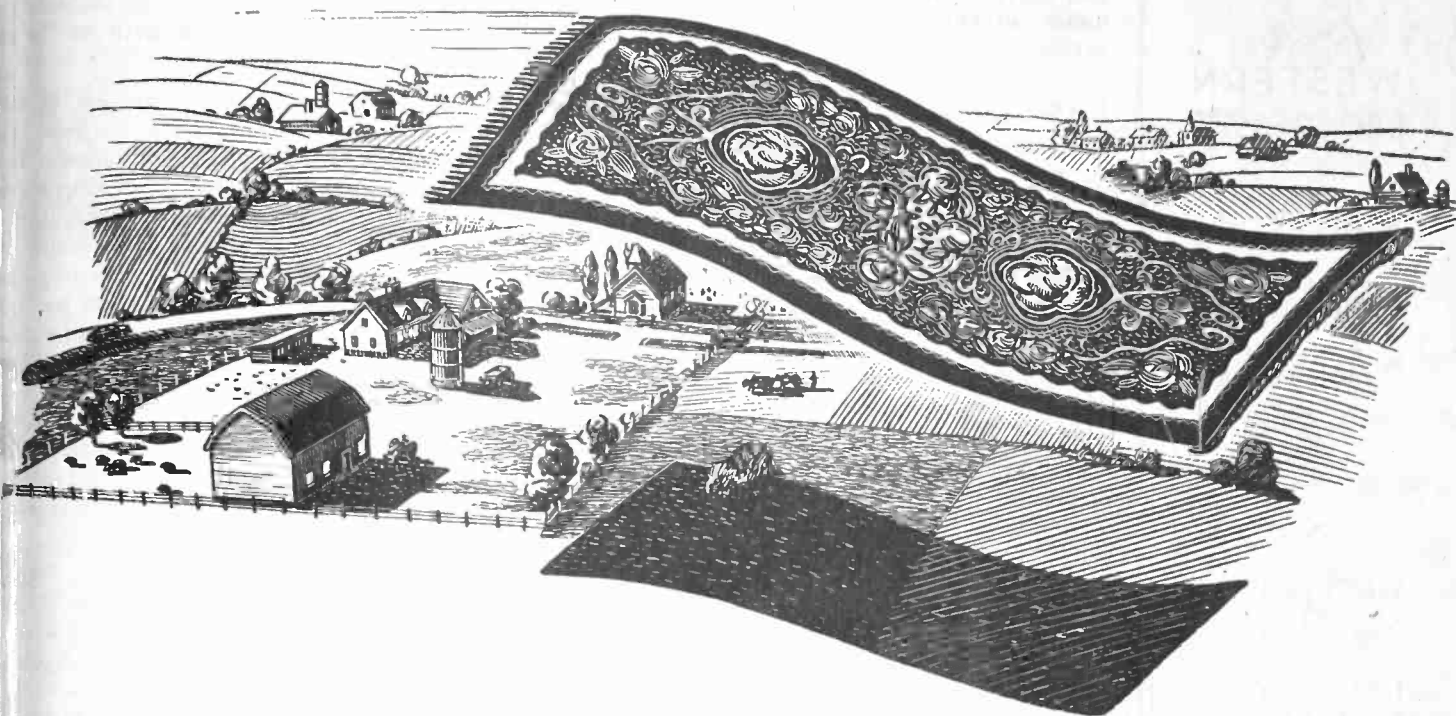
OUR 20th YEAR
5000 Watts, 600 K.C.



CJOR VANCOUVER B.C.

CBC - DOMINION NETWORK

Modern Version of the MAGIC CARPET



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

Small wonder why wise advertising men choose CKLW as a medium to reach Western Ontario's rich buying market ... urban and rural. Both program and station publicity is always carefully planned and consistently used to build and hold our audience and advertisers. Listener audience and buying influence is the most important thing to be considered when selecting a radio station as your advertising media. That's why you should remember this important radio station when making plans for your activity in this great market. Remember also that CKLW is the preferred radio station in the South Western Ontario area.

Representatives

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

J. E. CAMPEAU, *Managing Director*
5,000 WATTS—800 KC
DAY AND NIGHT

"For Radio Results it's C K L W 800 on the Dial"

CKLW

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

INSIDE STELCO

by Ross MacRae

Complete
RECORDING
FACILITIES

for your
WESTERN
BROADCASTS

- Air Checks
- Delayeds
- Actualities



WRITE OR WIRE
Les Garside
INLAND
BROADCASTING
& RECORDING
SERVICE

171 McDERMOT AV. WINNIPEG

A year ago Ross MacRae left CKCK, Regina, came east to Toronto and joined the advertising department of Cockfield Brown & Company Ltd. Back in July an advertising agency performed a new job for its client when they flew Ross over the picket lines into the Hamilton Steel plant to act as liaison between the army of workers who had refused to lay down tools and their families, by radio. Beneath the humor of Ross' narrative, we detect a strong under-current of a difficult job well done, by radio, and by a radio man who submitted seven weeks of voluntary exile to do it, all of which he shrugs off with a grin as "a real experience with a great bunch of guys."

After any conflict, some expert gets himself a pile of notes, a typewriter, and a publisher, and writes a book, telling all about said conflict. A bunch of the boys on his side say: "this is at last, the real McCoy on what went on."

The boys on the other side of the thinking-fence read the book, and say "Yaahhh," but with a touch of vitriol in their words.

No matter what side of the fence you may be on you have to admit that the big Steel Strike is over. What you may not know about it is this: for the first time in history, a series of broadcasts went on the air from a struck-plant, telling the story of the men who stayed on the job, producing steel.

The locale was the Steel Company of Canada, Hamilton Works, and the station used was CHML in Hamilton. Now, a few words from the "gee" who entered the plant, and got the broadcasts to-

gether. That "gee" was I. So, these words come straight from the horse's mouth. (Some of you will probably say I have my equine anatomy mixed up.)

Dick, may I write in the first person singular, rather than with the editorial "we"? It sounds like I am two people in one bunch. Actually, I am thin, with big feet. Stand me against a stove of music manuscript, and my mypotic fiddle-player would say: "that's an 'E' Natural." Thanks.

Well, when you're the only cook, and are brewing up a broth of radio programs which is to tell a story to the outside world, no matter what the broth is like, some people who are interested in that particular radio-soup will enjoy it.

I was the only cook. When I was flown in to the Steel Company Plant, I knew nary a soul in the place. I told the fellows I was from an Advertising Agency in Toronto. This was not a good move, as many of them had read "The Hucksters," and thought I must be a combination of a tom cat and Thomas A. Edison. Actually, I am the Casper Milquetoast-turtle type.

Steel workers are a good bunch of fellows, who speak a tongue which would make a city-editor shudder, or look to his lexicon of oaths, and catch up on his James T. Farrell novels. However, you soon become used to a pal saying: "Hello, MacRae, you son of a Baptist Minister," or a reasonable facsimile thereof.

Having learned the names of several steel-stalwarts, I set out to discover how to make steel. This is accomplished in one quick tour through the plant. You make pig-

iron out of iron ore in a blast furnace. Then, you pour the molten iron into an open-hearth furnace, add several tons of scrap steel, and that's where the miracle takes place. For out of the open-hearth furnace comes a golden flow of pure steel. It's like if you could put a ton of nickels in a pot, add a couple of quarters, shake 'em up, and take out quarters.

Now that you know how to make steel, you are probably wondering what part radio played in the Steel Strike. That, friends, is what I'm here for.

Briefly, here's the story: there were more than 2,500 men at the Steel Plant. They lived in sleeping on double-decker bunks. They ate there, and the food was well-cooked, although not as elegantly served as at the last staff picnic. They had their regular shifts.

For pleasure to business, a recreation club was set up with accommodations for 1,500 people. There, motion pictures were shown. There, the fellows themselves put on shows slightly reminiscent of the gaslight era, boxing, wrestling shows, old time shows, and all kinds of similar improvised concerts. At one or two of these, the "Scabettes," six fellows, dressed in gaudily attired in gaping short-sleeved shirts and improvised brassieres (stuffed with oranges), danced for the great applause at this point.

Where was I? Oh yes, those broadcasts. Well, the question was: how can we communicate with the people outside that the men are feeling fine? that they are living well? that they are since their belief that the stand taking in staying at work, is

The answer was of course,



Best
Round-up
Man
in the
West . . .

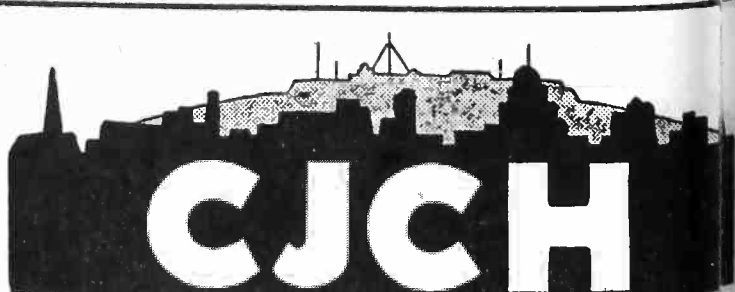
CFAC

Put him to work bringing in more sales!

STUDIOS: SOUTHAM BLDG. CALGARY

Representatives:

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



"Your Good Neighbor Station"

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

newspaper reporters could enter the plant, take pictures, and report on what the men said. But when they could get a guy on the air, and let him say of his own accord: "I'm here because I think this whole strike is a lot of nonsense, and besides the government says I should stay," you had a pretty powerful way of telling a human interest story.

CHML's Production Chief, Tom Dilling, arranged to have lines put in the recreation club I mentioned earlier. He also brought an amplifier (the simplified edition for operation by MacRae), and a microphone. Then, I was told to go ahead and put on some programs.

So, remembering what mother always said: "Make your programs always informative and entertaining." I tried to find fellows inside the plant who would go on the air, mention their names, and tell, in their own words, their own particular attitude as far as the strike was concerned. They talked about the laundry problems they faced. One fellow attached a big tub to a hunk of machinery with a motor on it, and used it as a washing machine. As far as I know, the blue-prints are still available. The problem is to get that first big hunk of machinery. It costs about \$100.00.

Other fellows mentioned the fact that they were putting on weight, darned their own socks, writing letters regularly for the first time in their lives, and saying, "Hello, Wife, I'm fine. Hope you Junior, you help mother with the dishes, wash behind your ears, cut the lawn on Saturday, and when Daddy gets home, he'll buy you a bicycle."

All this was during the "edit-out" period of broadcasts by "Canada's Biggest Family," which happened to be the name we gave the shows.

But like all editorials on the same subject day after day, (no offence, Dick) they got a trifle boring. Also, we were running out

of songs to be sung in Community Fashion by the gang at the broadcasts each night.

Came Stage Number Two. This stage was the one where we, inside the Steel Plant, dug up the comedians in the place; the singers; the old time fiddlers; harmonica-players; and one guy with a Banjo and a repertoire of George Formby's most shocking songs. These fellows co-operated, all the time knowing that they weren't quite in the Kenny-Baker-Larry-Adler-Eddy-Peabody class. And the gang in the plant loved them for it. The folks at home seemed to like it, too, as they would write fan mail saying "We rush home from the show, or Aunt Fanny's, or the beach, to hear your programs every night. It just makes us feel good to know you are being taken care of."

Also in stage two of these broadcasts by "Canada's Biggest Family," were quiz shows. Our prizes weren't refrigerators, or diamond rings, or new houses. They were socks, razors, chocolate bars, and cigarettes. On one quiz show, I asked the contestant if he knew the name of Barney Google's horse. He said "Silver," and that broke up the show.

Okay! Do YOU know the name of Barney Google's horse?

All told, these broadcasts by "Canada's Biggest Family" did the job they set out to do (it says here in small print.) They did let the world at large, and CHML's primary coverage area in particular, know that the things inside Stelco were fine. That the men were quite content, and happy enough at a time when the CIO's propagandists were telling some pretty tall stories about conditions on the Steel Company's side of the big fence.

Did someone say: "Were there any women in the Plant?" I thought so. Yes, there were. There were about 24 girls who worked in canteens. They were under the supervision of a Matron. Every day, one man was assigned to the task of seeing that two girls

were kept out of trouble. They couldn't even go for a walk without this fellow along, keeping an eye on them.

And please don't ask "Who kept an eye on the guy keeping an eye on the girls?" That I don't know.

Anyway, we're all happy that the steel strike is over. Radio people should be particularly happy, because now you'll get your new transmitter sooner, or your new transmitter tower, or perhaps a new microphone.

The thing that the broadcasts from the Steel Company of Canada Hamilton works did prove, was that radio is still the most potent medium for telling a story to the people.

But you all know that. Look at all the pink-pills they buy.

Edmonton Drama On Net

The CJCA Edmonton Drama Club, has gained, for the third time in the past year, a spot on the Trans-Canada Network, this time for a series of 12 quarter-hour plays.

The plays, all written by Elsie Park Gowan of Edmonton, will be produced by Doug Homersham of CJCA's production staff.

The plays are all based on the lives of people, around whom the history of the Prairie Provinces is woven.

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

Handbook **FOR ANNOUNCERS**
and others in **BROADCASTING**
Newly revised edition now available.

Contents includes:
*Speech standards
*Pronunciation guide
*Name lists
*Place names
*Notes on microphones

Copies of the CBC HANDBOOK FOR ANNOUNCERS may be obtained by sending 25 cents by postal note or money order to:
CBC PUBLICATIONS BRANCH Box 500, Toronto 1, Ont.

CKCH
250 W. 1240 K. C.

The **FRENCH VOICE**
OF THE OTTAWA VALLEY

211.246
FRENCH PEOPLE
IN
CKCH COVERAGE AREA

TORONTO
4 ALBERT ST.

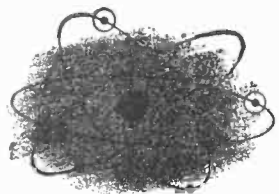
MONTREAL
DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD.
UNITED STATES. **HOWARD N. WILSON**

COOPERATING WITH "LE DROIT"

They're modern...
they're exclusive...
they're hits!

THE WORLD FEATURE PROGRAMMES



They are top ranking radio shows that fit even limited budgets. World Feature Programmes are smooth, expert productions that feature outstanding talent, and well-known writers, directors and producers.



Write today for full details on World Feature Programmes.

Northern Electric

COMPANY LIMITED

25 BRANCHES ACROSS CANADA

Dept. 918, 1261 Shearer St., Montreal, Que.



11-6-6

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.

PULSE TIME MODULATION

We have been requested to discuss briefly the Pulse Time Modulation System for radio link service.

In pulse time modulation the emission consists of a series of pulses, the time relation between the pulses conveying the intelligence. These pulses are of two types. One type is the synchronizing pulse which is of very short duration and which occurs at regular intervals. This interval is called the frame period and in a typical pulse time modulation system is of the order of 100 microseconds in length. The other type of pulse consists of the signal proper. The intelligence is communicated by a variation in the time interval between the signal pulses and the synchronizing pulses, the peak amplitude of these pulses remain the same irrespective of the signal transmitted. At least three frame periods are required for each cycle of the highest audio frequency to be transmitted. For example, to transmit a top frequency of 3 Kc., a frame frequency of 10 Kc. would be required:

At the transmitter the audio signal is fed into circuits which shift the time of the signal pulses proportionate to the amplitude of the audio frequency wave. At the receiver end a circuit is activated by each synchronizing pulse and turned off by the following signal pulse. The length of time during which the circuit is activated is directly proportional to the time displacement of the signal pulse from the synchronizing pulse. The output of this circuit thus varies proportionately to the amplitude of the modulating audio frequency wave at the transmitter. The fluctuations in the output from this circuit represent the original modulating wave.

Several channels can be handled simultaneously by such a system by having a number of signal channels independently control several signal pulses occurring between synchronizing pulses. For example, in an eight channel system, there would be eight signal pulses between each pair of synchronizing pulses. The timing of the individual signal pulses is closely controlled to prevent the signal pulse representing one channel from getting into the time zone representing a second channel. In other words, the excursion in time of each of the signal pulses must be limited to prevent mutual interference.

In the P. T. M. system only a single carrier frequency is required for multi-channel operation, whereas in an amplitude or frequency-modulating system employing several channels, sub-carriers with their attendant modulators and demodulators must be employed. Because the radiation from a pulse time modulation transmitter is in the form of pulses of energy of short duration, the band width of the receiving system must be wide in order to pass these pulses without attenuation. As a result of the wide band width required, the

pulse time modulation system of communication is only practical in the microwave region of the radio spectrum. The actual band width required is a function of the frame frequency and number of channels required. For example, to transmit eight channels simultaneously with a top frequency of 3000 cycles in each, the frame frequency is approximately 10 Kc. In each 100 microseconds therefore there must be crowded the synchronizing pulse plus eight signal pulses, plus the time space necessary for the movement of these signal pulses about their mean position with the modulating audio wave. Necessary then the duration of the pulse is very short (.4 to 1 microseconds for the signal pulse and 2 to 4 microseconds for the synchronizing pulse). The corresponding band width to accept these pulses must be of the order of megacycles.

The advantages of pulse time modulation are low inter-channel cross talk, high signal to noise ratio and reduced complexity of multi-channel work.

It should be noted that the pulse time modulating system was developed initially chiefly for army communication purposes and hence the fidelity required was not high, the audio band width being approximately 300 - 3000 cycles. The system is capable of high fidelity, however, although the technique becomes increasingly more difficult as the top audio frequency is increased.

Scores Boozecasts

Action of the CBC in lifting the wartime ban on liquor advertising on the air was attacked in Vancouver at the 63rd annual convention of the B.C. branch of WCTU.

A resolution was passed deprecating liquor advertising because, it was said, it created a demand for alcohol.

The provincial government, at a convention said, should not grant permission for broadcasting liquor ads in B.C.

Mrs. F. G. Grevett, Alberta president of the WCTU, said the organization also protested against the CBC decision because they were anxious lest the CBC network should carry American programs which were sponsored by liquor interests.

The convention asked for a Royal Commission to investigate the liquor trade, and urged that no more licenses should be granted until such a probe had been undertaken.

WANTED Experienced Writer of Radio Commercial Announcements

Must have thorough experience in selling through the medium of the spoken word; be fast, versatile, dependable. We are not interested in Free Lance writing. Good salary and excellent opportunity for advancement in progressive advertising agency. Reply by letter, stating all qualifications in full, and salary expected.

BOX 2005
CANADIAN BROADCASTER
371 Bay Street, Toronto

Western Teen-Time

The younger listeners who get such a big share of the attention in radio these days get another offering in "Swingtime at Spencers," a weekly live talent show over CKWX Vancouver sponsored by David Spencers Ltd., the local department store. It goes 10 to 11 a.m. Saturday.

The program originates in the department store dining room, which is scheduled to handle an audience of 50. Vancouver dance bands are featured, and added are news items of interest to high schoolers, and quiz shows.

Don Robertson, University of BC. graduate, is emcee, and Reo Thompson of CKWX produces. The first show, which goes Sept. 28, features Lance Harrison's 12 piece band, which is a group of war veterans that have created a musical sensation since their appearance last spring.

Station Aids Singer

When CKCW Moncton, heard there was a possibility that Germaine Leblanc, runner-up in last years "Singing Stars of Tomorrow," might have to discontinue her singing career, the station arranged a recital for her to help a fund to carry on.

The concert was arranged to be held in the Moncton High School, and the two papers "MONCTON MANUSCRIPT" and "L'EVANGELINE" aided the cause by supplying tickets, programs and publicity.

Local organizations aided the station with the ticket sales. The effort on Miss Leblanc's behalf resulted in a trust fund of \$100. being setup for her future training.

Want Dual System

"In a highly competitive world in which the Government is continually stressing the importance of overseas sales, ought British advertisers be deprived of a medium that can ignore national barriers?" is the question asked by the Institute of Incorporated Practitioners in Advertising, in a brief presented to the British Government.

Petitioning against the extension of the BBC Charter, and the ban against commercial radio the IIPA suggests that another wave-length be allocated for commercial radio, separate from the straight BBC non-commercial set-up.

Dedication Broadcast

When Rev. H. F. Appleyard, ex-padre of the Royal Regiment, and minister of Christ Church, Meaford, Ontario held a special service to dedicate four new stained glass windows to the boys of the parish who gave their lives during the war, CFOS, Owen Sound was on hand to broadcast the service. The windows were made by a famous firm of stained glass window makers in England out of pieces Rev. Appleyard had collected from bombed churches in England, Ireland, Wales, Belgium and France.

After the service, Ralph Snelgrove, CFOS manager, interviewed the minister about his experiences overseas. The interview was recorded and sent to the CBC in Toronto. Later Snelgrove was informed that it had been used in the International Service of the CBC, and had been picked up and rebroadcast by the BBC.

25th ANNIVERSARY FOR PIONEER STATION

WJZ, New York, flagship of the American Broadcasting Company, celebrated its 25th anniversary in broadcasting on October 7. The week of October 1 to 7 was marked by the station as "WJZ's 25th Anniversary Week." There were special broadcasts recounting the milestones in the station's history.

The first broadcast of the station was heard on October 7, 1921. The studios at that time consisted of a converted ladies' powder room in the Westinghouse factory in Newark, and the 500 watt transmitter was housed in a shack built on top of the factory. The staff consisted of four people, one of them being Milton Cross who was at that time

a singer, but moved into the announcing slot when it was decided to expand that staff to two.

During its broadcasting days WJZ has been the first with the following; first broadcast of a World Series, (their first broadcast); first regular market and food reports; first broadcast of shipping news; first Arlington time signals and commercial weather forecasts; first air-to-ground broadcasts.

In 1925 the station went to 50,000 watts, and in the next year became the key station of the NBC. In 1943 the Blue Network became the American Broadcasting Company with WJZ still key station.

LEVER BROS. (Pepsodent)
BOB HOPE SHOW

Tuesdays 9 p.m.

Selects

630 Kc. CKRC WINNIPEG DOMINION NETWORK

-and Here's Why!

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

Representatives

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

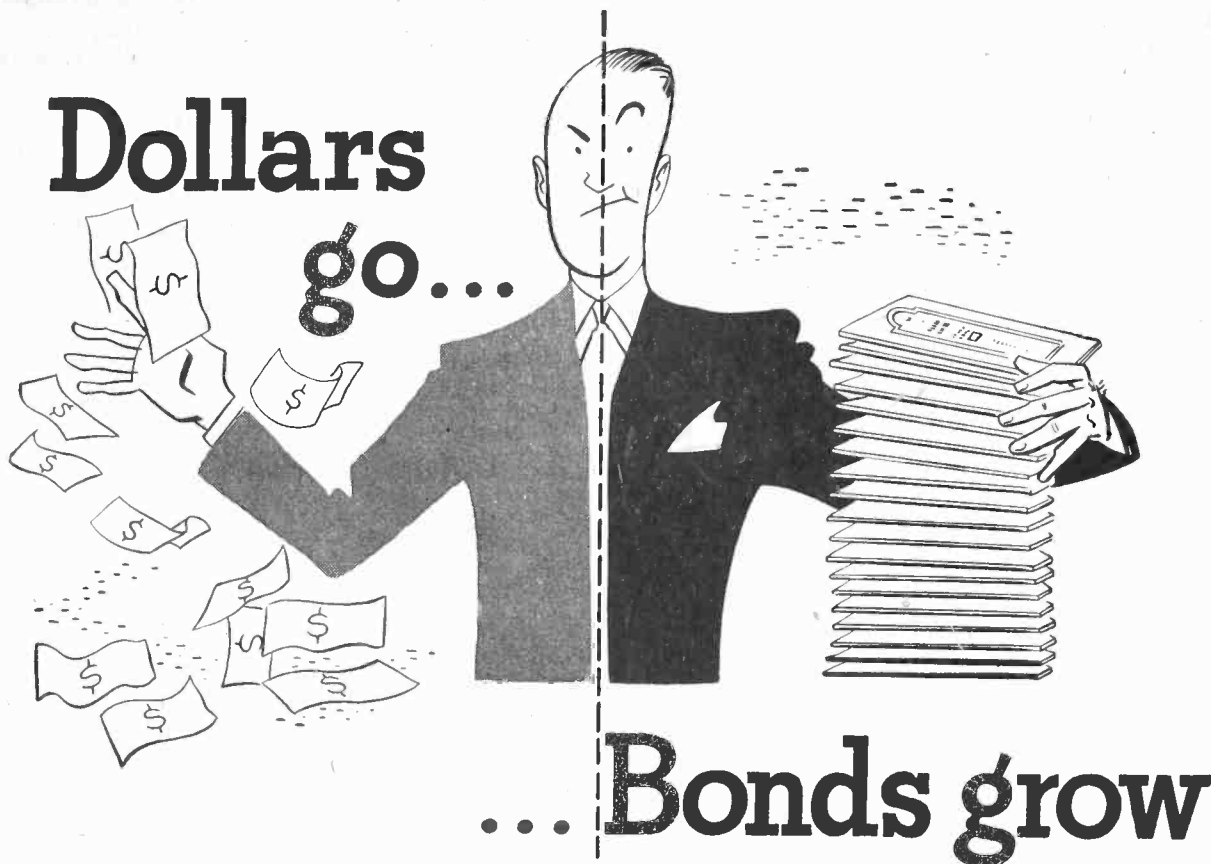
Public Service

This Letter

from the Aberdeen League is typical of hundreds in CJCA's files. We are humbly proud of our service to the community--and grateful for the consistent loyalty it shows CJCA's programs.

*The Lady Aberdeen League has asked me to write and thank you for your cooperation in giving us time to advertise our tag day over C.J.C.A.
The Veterans in the Colonel Newburn Hospital will be very thankful to you also for your help in making our tag day so successful.*

CJCA Edmonton Soon 5000 WATTS



"Where on earth does the money go?" How often have you voiced just such a question, half in wonder, half in dismay? It's so *easy* to fritter away ready cash! A dollar here—a dollar there—and in the end nothing to show for it.

Saving for the things we all want is difficult unless we "tie ourselves down" to a definite objective—and Bonds provide that objective. When we purchase Bonds we're more apt to build up that nest-egg we've set our heart on.

That's why Canada Savings Bonds have been created. They provide an opportunity for you to continue to increase your savings . . . safely, surely, conveniently.

Canada's Finest Investment

You can buy Canada Savings Bonds in units of \$50, \$100, \$500 and \$1000. You may buy up to \$2000 per person. They pay 2¾% interest each year for 10 years. Your bonds will be registered in your

own name, providing protection against loss. You can cash Canada Savings Bonds at full face value, with interest, at any time at any branch in Canada of any chartered bank. They are better than any comparable form of saving . . . providing a higher return than you can get today on any investment as safe and cashable.

But please remember this point. These are "Serve Yourself" Bonds. This time there will be fewer salesmen. They will not be able to call on everyone. So it's up to you to take advantage of this fine investment opportunity—without delay.

How to Buy

You can buy them at any bank; authorized investment dealer; stock broker; trust or loan company—for cash or by the Monthly Savings Plan. Where your employer offers a Payroll Savings Plan you can buy Canada Savings Bonds by regular deductions from your pay.

8 out of 10 will buy again....

Canada Savings Bonds

In The Air—On The Air



Radio listeners in Australia heard a relayed broadcast of the arrival at Port Moresby, New Guinea, of the passenger DC-4 that pioneered the Australian-Canada link in the scheduled route circling the empire. The plane, with 34 passengers and a crew of 10, touched down at Port Moresby and started home two days later. On board on the return trip was an express package containing a record of the arrival, made by a special events crew from Ottawa. P. B. Cooke, general manager of the Canadian-Australian

line, immediately asked that it be air expressed down under.

The disc, voiced by Ken Hughes and Bert Cannings, included messages from Mayor Jack Cornett, reconstruction minister C. D. Howe and president J. H. Symington of T. C. A., as well as remarks by Cmdr. P. L. T. Taylor, pilot of the aircraft.

From left to right in the picture is Australian deputy minister for civil aviation, Capt. E. J. Johnston, Symington, and Howe at the other side of the mike.

AID TO NEW BUSINESS

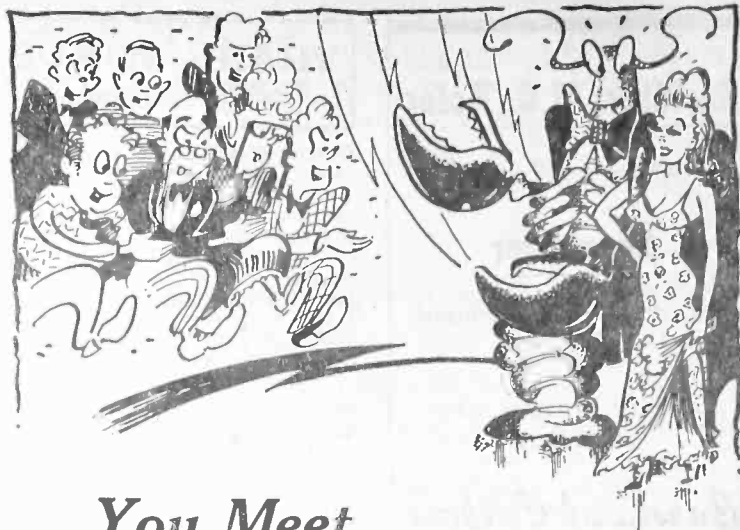
A new idea along the line of helping war veterans who have started in business has been originated by CKMO Vancouver. The station has worked out a plan to broadcast a series of spot announcements to ex-servicemen and women setting up for themselves.

Manager John Hunt contacted DVA officials some time back to outline the idea for helping those opening their own businesses. Now, DVA recommend veterans to CKMO, and the station gives a one month

series of spots free of charge to the enterprise.

So far, the station has helped more than one hundred new businesses with announcements, and each series gets the same care in preparation as is given a sponsor.

Veterans have proved so keen to have this added publicity for their businesses that the station now has a waiting list of those wanting the spots. The scheme is restricted to veterans who are getting DVA aid in starting up.



You Meet the Best People

You meet the real Maritime buying folk through CKCW . . . for your sales message goes into the home of every type of wage earner.

In New Brunswick, there's the Northumberland Lumberman . . . the Straits shore Fisher folk and the Kings County Dairyman. Add to this the Nova Scotia Coal Miner and Prince Edward Island Fur Rancher and you have a pretty swell bunch to work to.

Lionel should know . . . they're all friends of his.

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

**OUTSTANDING
 IN POWER, POPULARITY
 AND PROGRAMS**

CKY
WINNIPEG
15000 WATTS

TRANS-CANADA NETWORK

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

DOMINION NETWORK
 1000 WATTS
CKX
 BRANDON

CKCO
 OTTAWA
 A *Wright* STATION
 A "Capital" Station
 in the "Capital" City
CKCO, OTTAWA
 facts and data from
WILLIAM WRIGHT
 Victory Bldg.
 AD. 8481

Narrator, M.C., Actor

commercial and actuality

Announcer

with 8 years background
in Radio

PRIVATE STATION, CBC
FREELANCE

Bernard Cowan

CALL "BUNNY"
DAY OR NIGHT

THROUGH

Radio
Artists
Telephone
Exchange

WA. 1191

TORONTO

TRADE WINDS

Edited By Art Benson

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Man Hunt

There is a savour of the R.C.M.P. to the CKAC, Montreal, mystery program called "Manhunt." Between October 1st and December 21st, listeners to the La Presse station will be searching frantically for the name and address of a person living in the province of Quebec, in an attempt to win the grand prize of a new Nash "600." Clues are given over the Montreal station daily at unannounced times.

Speech Expert

CJCA Edmonton has Mrs. Bertha Briggs as a speech consultant on their staff, to help announcers improve their pronunciation and delivery. Mrs. Briggs reviews all scripts before they go on the air, and goes over all the newscasts with the announcers, before broadcasts, to iron out any errors or to clear up any difficult points.

Formerly a language instructor, she speaks French, German and Italian as well as English, and finds her novel profession most interesting.

Amateurs Return

Ken Soble's "Amateur Hour" has returned to the air after a lapse of three years. The program has been on the air for seven years, starting on the regional networks in 1939, the same year that the late Mordecai Bowes initiated a similar series on NBC. Quite a few of today's top "names" experienced their first attack of mike fright on the Soble show, including Oscar Peterson, Bobby Breen, Mildred Morey and Eddie Allen.

The program is now running on Soble's own station, CHML Hamilton, with hopes that it will eventually move on to an Ontario network with a few weeks with an eventual going, coast to coast, on Dominion.

Paging H. R. Zilch

A "radio paging" device, designed to allow a subscriber to be notified of a call, has been approved in the U. S. by the FCC.

The approval was given to the US Telephone Answering Service to erect a high frequency transmitter.

Subscribers to the service carry a small receiver about the size of a cigarette package. All you have to do is place the receiver to your ear and if you are being paged you will hear your code signal. You need only call the Service on the next phone and you will then be connected with your call.

Ascendent Star

Grace Benson, the Toronto radio actress who accompanied her husband, Court, to New York in April 1946, and who was a winner of the 1944 Beaver Award in the field of radio acting, and also captured the La Fleche Trophy, has been selected for a part on the NBC program, "Just Plain Bill," which opened its 15th year on the network this month. Grace has also just signed a contract for the starring female role in "The Shadow," the mystery dramas sponsored by Blue Coal.

THERE'S THE WOMEN AN' THE CHILDREN
AND THE POPPAS TOO
ALL HOME LISTENING TO THEIR
COMMUNITY RADIO STATION

ask us
about spot
broadcasting
on these
Stations



CKNW NEW WESTMINSTER
CJAV FORT ALBERNI
CKPR FORT WILLIAM
CKTS SHERBROOKE
CHGS SUMMERSIDE
CKMO VANCOUVER

CKCH HULL
CJSO SOREL
CKCV QUEBEC
CFCN CALGARY
CJOB WINNIPEG
CFEN EDMONTON

CFQC SASKATOON

Look to
RCA VICTOR
FOR
OUTSTANDING STUDIO FACILITIES

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



vidence that a good deal of
est exists in the controversy
the relative merits of private-
erated radio as against social-
radio was the record attend-
at the Montreal Advertising
es Club luncheon where CBC
man A. D. Dunton and Roland
dry M.P., president of Radio
n-Abitibi Ltee, debated the
t-ct.

th speakers were disappoint-
g bland. Beaudry seemed over-
ar to make it clear that he
the CBC in spite of its bad
s; and Dunton's defence of
lized radio was based on the
that it could be worse, for
B has allowed established pri-
stations to exist and new ones
me into the picture.

audry came close to the real
t of the argument when he
"I believe in the principle of
elom for all in thought, in
sh, in deed. I believe in free
arprise . . . in private incen-
v. . . and therefore I believe
the untrammelled enjoyment
eedom requires as few licenses
ossible. I refer to the type of
es you tack up on a wall be-
n you can start enjoying the
erits of freedom."

nton, whose youth and good
gain him the immediate
athy and good will of an
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e, and his attempt to speak
ut script fell pretty flat. He
probably accepted the invita-
to speak thinking that it was
y the usual relatively small
ering of advertising and sales
utives, and was taken back a
y the huge attendance lured
he Normandy roof by a bar-
of advanced publicity. Be-
a public servant, paid a
salary to manage a state-
ed industry, might well be ner-
when publicly debating an
so politically significant.

c. Beaudry, a Liberal M.P., was
is own ground, and had every
t to debate on a political sub-
and consequently delivered
t he had to say in a forceful
n convincing manner. Perhaps
eef too many things unsaid. At
n rate, as a station operator
hself, he deserves an award of
oe kind for his bold stand
gntst CBC monopoly. In that
erd, he pulled no punches, and
esequently should receive the
gratulations of the whole in-
ury.

mong the highlights of his
pch, these paragraphs stand
u.

t is true that, as a Liberal in
h political sense of the word, I
e witnessed our party set de-
the limitations and controls over
ividual activities, but I have
ugh faith in the innate liberal-
of my leader to be positive
t this trend is but temporary,
r to be sure that the prime
ister of our country finds it
as irksome as most of us, to
and reconcile—even if through
essity—this practice with his
ents. I would like to speak to
today as a private individual,
nrested in radio, who finds it
adoxical in the extreme, that
ody originally devised to pre-
ere the rights of Canadians in
th field of radio broadcasting,
hould rapidly tend to become the
ecroller and sole enjoyer of these
rats—and that, with the occa-
sional blessing of a democratic
liament which is its very be-
h godfather."

" . . . I must say to Mr. Dunton that while the CBC's intentions may be of the best, while its aims may be of the highest, while its ideals may be of the loftiest, it is an almost inescapable conclusion that the very realization of these must bring about something which the CBC claims as farthest from its thoughts and its intentions—the demise of private radio broadcasting and the existence of a state monopoly."

"Again I repeat—any expansion of the CBC on a scale of any importance—inevitably leads to socialization of radio; by the sole operation of a fundamental law of mathematics and without the help of any desire or wish or intention to socialize radio."

"My purpose is merely to indicate to a group of men interested in advertising in Canada that, unless a check is brought to the expansion of the powers and the operation of CBC, there will remain no private radio industry when this expansion has reached the state where, on a permanent basis, a certain, if at present, indefinite amount of money has been syphoned from private stations commercial revenue into the CBC's commercial income sheets."

Farm Bureau

Operating under Arthur C. Robinson, Associate of the Kentville Agricultural School and B.S.A. of the Ontario Agricultural College, CHML Hamilton's "Farm Bureau" is making a strong bid for rural listeners with its daily "Farm Family Hour" (7.00 — 7.45 am), emceed by Wally Ford, with overnight news and agricultural information; the noon hour "Farm News" with latest crop reports and trends, garnered by Art Robinson; and Saturday evenings, the "Farm Program", which takes to the air in lighter vein with old time music and such.

With this new rural setup, visits are made to many communities within the station's coverage area. Country fairs, grain shows, town meetings and rural activities of all descriptions gain attention from the Bureau.

Family News

A husband and wife combination newscast, apparently aimed at both genders of the family simultaneously, was instituted on Mutual Sunday night, October 6th, when George Carson Putnam and his wife, Lee, commenced a new series. Putnam presents straight news while his wife does the fashion news on their 15 minute program.

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

CKNW
NEW WESTMINSTER, B.C.

CKNB CAMPBELLTON N.B.

October 19, 1946

Dear Mr. Timebuyer:

As autumn dons her fairest hues along the Restigouche our traffic board sprouts more and more varicoloured cards denoting the increased tempo of advertising.

To say that availabilities are non-existent would, thank heaven, be an overstatement; but I do suggest that you alert ladies and gentlemen who want the mostest of the bestest get your time booked with us now.

Yours very truly,
Steu Chapman
STATION MANAGER

CSC/JN

AN ALL-CANADA STATION

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.

Narrator, M.C., Actor

commercial and actuality

Announcer

with 8 years background
in Radio

PRIVATE STATION, CBC
FREELANCE

Bernard Cowan

CALL "BUNNY"
DAY OR NIGHT

THROUGH

Radio
Artists
Telephone
Exchange

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THERE'S THE WOMEN AN' THE CHILDREN
AND THE POPPAS TOO
ALL HOME LISTENING TO THEIR
COMMUNITY RADIO STATION

ask us
about spot
broadcasting
on these
Stations



CKNW NEW WESTMINSTER
CJAV PORT ALBERNI
CKPR FORT WILLIAM
CKTS SHERBROOKE
CHGS SUMMERSIDE
CKMO VANCOUVER

CKOH HULL
CQSO SOREL
CKOV QUEBEC
CFON CALGARY
CJOB WINNIPEG
CFRN EDMONTON
CFQC SASKATOON

Look to
RCA VICTOR
FOR
**OUTSTANDING STUDIO
FACILITIES**

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

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Yours very truly,

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CSC/JN

AN ALL-CANADA STATION

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CFCY CHARLOTTETOWN

The MARITIME Must STATION

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

Narrator, M.C., Actor

commercial and actuality

Announcer

with 8 years background
in Radio

PRIVATE STATION, CBC
FREELANCE

Bernard Cowan

CALL "BUNNY"
DAY OR NIGHT

THROUGH

Radio

Artists

Telephone

Exchange

WA. 1191

TORONTO

TRADE WINDS

Edited By Art Benson

Gordon Keeble at Hayhurst's Toronto office reports that Edgeworth Pipe Tobacco has started spot announcements in 5 Canadian markets through CHNS, CJAD, CFRB, CKRC and CKWX. The campaign is slated for 26 weeks and features readings by David Ross. Rit Dyes has renewed its spot series for another 26 weeks over 10 Ontario stations.

McKim's Toronto office tell us that Bob Martin (Export) Ltd. (Dog Condition Powders) has renewed its flash campaign until late spring 1947 over CJAD, CKEY, CKRC and CJOR.

McKim's has an hour's comedy and variety show under way over 10 French stations for O'Keefe's Brewing Company. Called "Radio Carabin" the program features Maurice Meerte's 18 piece orchestra, international and Canadian artists guesting, "Le Chroniqueur O'Keefe" relating stories on "Canada Unlimited". The program originates from L'Ermitage, Montreal and is scheduled for 26 weeks.

According to the commercial department of CKSB, St. Boniface morning and evening newscasts have been sold for a year to Perth Cleaners and Mitchell-Copp Jewellers. Canada Packers has contracted for a year's spot campaign through Cockfield Brown. Boston Clothing is taking 30 minutes of French songs 6 a week for 6 months with option to renew.

MacLarens Toronto office reports that Imperial Oil is bringing back the N. H. L. Hockey Broadcasts

to the Trans-Canada network October 19.

The commercial department at CJRL, Kenora reports that the Ontario Minnesota Pulp & Paper Co. has brought an evening newscast devoted chiefly to local and regional happenings.

Cockfield Brown's Montreal office reports that the Canadian Marconi Company has started an intensive spot announcement campaign over a wide list of stations coast to coast.

Molson's Brewery has started "Les Radio Concerts Canadiens" over 10 French stations originating from CBF, Montreal. The 45 minute show features Jean Deslauriers' orchestra and spotlights French Canadian artists.

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The MARITIME Must STATION

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CHNS BULLETIN BOARD

C H N S
 "The Voice of Halifax"
 For 20 Years
 NATIONAL ADVERTISERS' BEST OUTLET
 IN THE
 MARITIME PROVINCES
5000 WATTS SOON!
 ASK THE ALL-CANADA MAN

MONTREAL TORONTO

960 ON YOUR RADIO

PROMOTION



Jack Davidson, for the past two years supervisor of Northern Broadcasting and Publishing Ltd. stations, has been appointed manager of National Broadcast Sales. He replaces R. E. McGuire, who has resigned to open his own program and transcription business.

Quiz Televised

Forty Junior High Schools of New York have entered teams of ten students each in a weekly television quiz tournament which opens November 7 over CBS Television Station WCBY, N. Y.

Titled "All-New York Junior High School Quiz," and implementing the Board of Education's first television program, "There Ought To Be A Law," (now in its second year over WCBW) the tournament is set up in ten two-week periods, one culminating January 16, 1947, and the other April 24, each producing a semi-finalist. The bracket winner meets in the finals May 1.

Questions are based on material drawn from the syllabus of the New York City schools. The unusual feature of the tournament is that each team will prepare questions to be asked the opposition, not only selecting the material but working out visualization of the question, an essential in television.

In revealing the new series, Ben Feiner, Jr., Acting Director of Programs for CBS Television Station WCBW stated: "CBS anticipates not only an entertaining and effective program, but a secondary value to television which will arise from having some 400 students and 40 teachers involved in producing the series. By giving this group not only the opportunity to appear before the television camera, but the responsibility of preparing material specifically for broadcast we are creating in the viewers of tomorrow, a genuine concept of what television means and needs."

Joins Broadcaster

Tommy Holub, who served overseas with the Army Show, and more recently was with CKEY, Toronto, has joined the Canadian Broadcaster as editorial assistant.

Speaking of Service...



● George Gear, Agricultural Representative for Bruce County and Jerry Nelson of Huron County appear regularly on CKNX. (Picture of Mr. Nelson not available)

Agricultural Representatives from the CKNX rural area report regularly to the counties they serve on current farmer problems every Saturday, following the market reports. This service is now entering its third year on CKNX

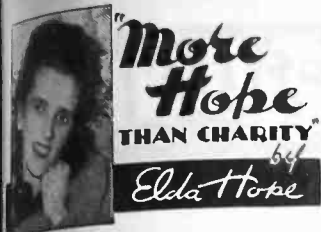
Ask

JAMES L. ALEXANDER
TORONTO MONTREAL

about

C K N X
The Ontario Farm Station

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



It never ceases to amaze me that there are a number of our people who frankly remark: "We never listen to Canadian programs. Our definite preference is American shows." There must be a reason for this. What is it?

Can it be that, to some artists, "far-away fields look green," or is it possible that our programs just don't reach the standard? There is no doubt that we have a number of artists to the States, but aren't there excellent ones still remaining here? Scads of people have left Canada in the past to join the Metropolitan Opera and, latterly, to have their talents broadcast over the American air. Glaring examples of these are the recent acquisitions by Hollywood of Percy Faith and Alan Young. Or can it be that Canadian sponsors do not pay the price to interest our talent?

A startling instance is that of the American Tobacco Company which, advertising a single product, spend hundreds of thousands of dollars a year on radio to advertise Lucky Strikes. Have we anything comparable to that?

It's quite true that I mention Colgate's "Happy Gang" often but, to me, this is one Canadian show which is a winner. Just before their holidays I saw them in action and five half hours per week means lots of work and effort. The Gang may not be tops every day but some artist rates top score on each program. For my listening, Cliff McKay with his clarinet, sax and his voice, is a favorite.

An outstanding example of a personality show is "Ontario Panorama" sponsored by Willards Chocolates. Alan Savage and Gordon Sinclair alternately interview people from the town they are visiting and they have travelled miles to different towns in the province. Some surprising facts come to light which cannot fail to attract the interest of listeners. If it doesn't already exist, this type of show is a good bet for every province.

In my opinion, all good things don't necessarily come from afar. Too often we cannot see the forest for the trees.

'Bye now.
ELDA.

HUNTERS

DEER SEASON
OPENS NOV. 4th

Spruce Camp bordering on Algonquin Park open for hunters who mean business

wire collect
L. C. COLBOURNE
60 Rosevear Ave. Toronto
Howard 2042

COME TO THE FAIR



A radio station went for a ride in a jeep, probably for the first time, when Gord Smith, manager of CFOR, Orillia, undertook the big job of moving his equipment, lock, stock and console, to the Orillia Fall Fair. The jeep was loaned by a friend when Gord found himself completely stymied for transportation.

The light weight car was used throughout the fair to rush equipment to various spots for remote programs and to bring in local talent to do appearance broadcasts. In the picture, two enthusiastic visitors, to the fair are seen being interviewed before the CFOR mike by chief announcer Dick Mungham.

CKAC HOLDS SALES CLINIC

Plans for celebration of CKAC Montreal's 25th Anniversary were among the highlights of the CKAC Sales Clinic held in Montreal last month.

C. W. Wright, Toronto and Montreal representative, was accompanied by George Arnot, and Adam Young, Jr., U.S. rep, brought with him Tom Malone and Bob Russell.

The first morning of the day-long meeting was devoted to a checkup of all CKAC shows available for sponsorship this season with a list of 30 programs resulting from the discussion. Plans for the jubilee celebration occupied the afternoon and in the evening they were special guests of the Living Room Manufacturers, Talent Quiz program, "En Chantant Dans Le Vivoir."

CKAC was represented at the sales meeting by Phil Lalonde, General Manager; Roy Malouin, Assistant Manager; Len Spencer, Chief Engineer and the following department heads: Ferdinand Biondi, Barney Goulet, Bob Jouglet, George Bourassa, Jean Lalonde, Andre Daveluy and Paul Gelin.

CFPA

Port Arthur - Fort William

We're On Speaking Terms With A Lot Of Nice People.

Be Glad To Tell Them About You And Your Product.

Ask N.B.S.

"Serving The Lakehead"

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

Covers
THE RICH FRUIT BELT
of
BRITISH COLUMBIA

CBC BASIC ★ 1000 WATTS

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

CKCR KITCHENER

INDUSTRY

Gross value of production in 1943 in Kitchener's 154 industrial plants (last available) was \$90,500,000; capital invested \$45,668,496, total salaries \$18,425,000

CKCR IS THE KEY TO THIS MARKET

See
WILLIAM WRIGHT
MONTREAL
Medical Arts Bldg.
Fl. 2938

TORONTO
Victory Bldg.
AD. 8481

CKCR CKCR CKC



Helen Ward leads Queen Alexandra School Choir on CHUM's Saturday Junior Red Cross program.

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.

CHUM'S WEEKLY DONATION of broadcast time gives the Junior Red Cross its own show on the air. With a young guest chairman and a featured school choir each week, the program points to work being done by the Jr. Red Cross. 11,351 articles of clothing and comforts have been sent to England, Czechoslovakia, Greece and France by Toronto members. The broadcast is of especial interest to the more than 350,000 Junior Red Cross members throughout Ontario.

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

CHUM

T O R O N T O

Representatives

CANADA
JAMES L. ALEXANDER

UNITED STATES
WEED & COMPANY



PUBLIC SERVICE

"I don't know why we w
have done if radio had
come along to drain off
unskilled labor market."

Why, Mr. Dunton.

* * *

DRAMATIC LUXURY

The success of Laurence
vior's magnificent produ
Henry V shows what ca
done with a play you g
the trouble of wring it

* * *

PAN MAIL

"Dear Art Benson: If
ACA issue (Nov. 1) is de
ed to send Dick Lewis bac
England for Christmas, I
you to know that I'm al
it.

—: Art McDe

* * *

HEADS I WIN

On a recent qu prog
"Hobson's Choice" was de
as a choice which is no a
native.

No connection, naturally,
the "CBC Book of Rules

* * *

BIRTHDAY GREETINGS

"It hardly seems possi
a decade has pass since
heard the precous in
(the CBC) utter his fir
telligent cry of 'Let Ra
Canada' over the nation's
ceiving sets."

—: John L. Wat
Saturday Nig

* * *

WE THE PEOPLE

After refusing to carry p
representatives to ander
lowing the recent tragic c
the RCAF consent to jitt
ing CBC representatives to
from the scene of the acci
As the Toronto Teleg
points out: the CE, for a
off-repeated protets, is
above using government
lities as its own.

* * *

CLOSE HARMONY

"Saturday Night sug
that there is nothing so
about Pulse Time modula
enabling eight transmissio
go out on one frequency,
and suspects that "our
local station has been tr
this out for some me n

* * *

PLUG OF THE MONTH

"Dick Lewis spell nation
zation—nationalization."

—: Fran Chambe
in "Radio Wor

BRITISH COLUMBIA - A MAJOR CANADIAN MARKET

**BRITISH COLUMBIANS ARE
RADIO CONSCIOUS!**

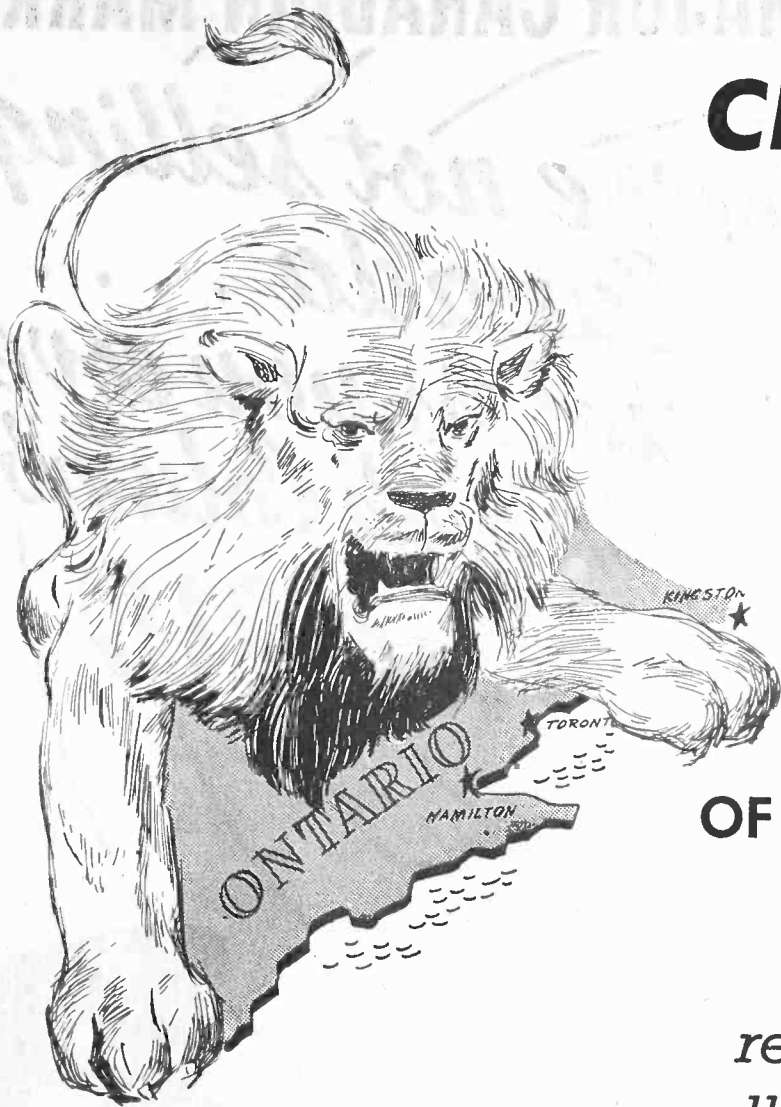
Fact No. 2:

On a per capita basis, B.C. has more radio stations to serve its people than any other province in Canada. In this vast, most westerly province (with only eleven daily newspapers) our customers have learned to look to radio as their chief source of day-to-day information and entertainment.

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



SPONSORED BY THESE INDEPENDENT STATIONS OF BRITISH COLUMBIA
Chilliwack • Kamloops • Kelowna • Nelson • New Westminster
CHWK CFJC CKOV CKLN CKNW
Prince George • Trail • Vancouver • Victoria
CKPG CJAT CJOR CKMO CKWX CJVI



CFRB COVERS

The Lion's Share

OF THE ONTARIO MARKET!

*And this Province
represents over 40% of
all the wealth in Canada*

A comparative study of the listenership ratings for all Toronto stations shows that CFRB commands the largest percentage of the radio audience in Ontario.

Over half a million homes open to your message . . . here's your best radio buy, dollar for dollar, in this whole rich market

TUNE TO

CFRB

TORONTO

REPRESENTATIVES

UNITED STATES

Adam J. Young Jr., Incorporated

CANADA

All-Canada Radio Facilities Ltd.

Ontario's favourite radio station!