

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 13

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July 5th, 1947

NEWS in BRIEF

Aggies from Ziv Company, U.S. transcription producers, have returned to Cincinnati after completing a deal with All-Canada Radio Facilities Ltd., for the "Riald Colman Show," said to entail many movies in production. The package figure for this show is \$2,000,000.

Pee-Chee Co. Ltd. are running one-minute spots on a number of Ontario stations through June and July. Release is through Empire Advertising, Windsor.

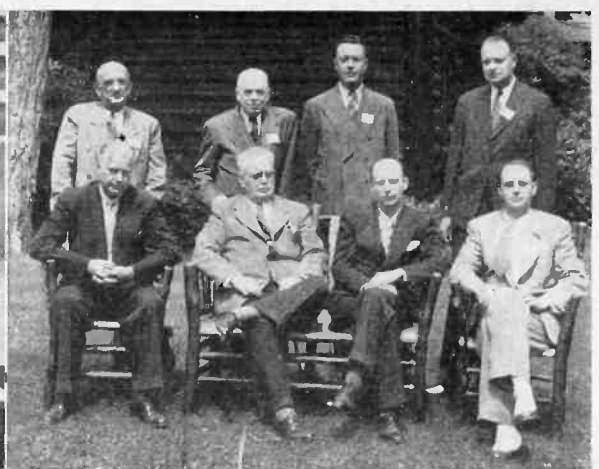
Major winners in the Ontario Golf Tournament last week were: CBC Trophy (low gross) Lee, of CKEY; CFRB Trophy, (low gross) Wes McKnight, of CKEY Trophy, (low net) Hart, of Spitzer & Mills; Trophy, (2nd low net) Lesley, of Cockfield Brown. There are 40 other prizes.

Ernie McLeod, of CJOC's sales department, was awarded the D.F.M. at a recent investiture held in Edmonton. The medal was pinned on him in an impressive ceremony by Alberta's Lieutenant-Governor, J. C. Lorne. Lorne served as a Flying Officer in the R.C.A.F. during the war and joined CJOC in the late fall of 1945.

Ernest Caldwell, manager of the radio division of All-Canada Radio Facilities Ltd., and president of the Radio Executives Club, Toronto, has been appointed to the Board of Directors of the Canadian Cancer Society. He served as chairman of the National Publicity Committee of the Society during the 1946 and 1947 annual campaigns.

CBC's "It's a Legend," summer dramatic replacement for the "The 47" series, heard Sunday's Trans-Canada, is also being covered by WNEW, New York, which has obtained American rights to the program. "It's a Legend," directed by Andrew Allan, is written by Ray Darby, Joseph Schull and Helen Peterson. It is understood to be the only cost to the New York office is the line charge from Toronto to New York.

CJOC, Lethbridge, last month broadcast proceedings of the celebration of Trans-Canada Airlines' 10th anniversary. Airline officials from Canada, England and the U.S. attended a banquet on the evening of June 21, which was addressed by Sir William P. Hildred, O.B.E., Director-General of International Transport. The broadcast by CJOC was fed to the All-Canada network of the CBC. CJOC's production manager, Ernie Brown, gave a summary of the day's events on the "CBC Round Up."



—Photo by Harry Rowed

At left, the CAB's experimental FM station at the Convention last month, kept reminding delegates that they were in the broadcasting business by sending a clear signal over the Marconi FB-11 250 watt transmitter, into RCA FM receivers scattered through the Jasper Park lodge cabins. From left to right are pictured members of the station's staff: Gordon Shillabeer (CJCA); Paul Guy (CJCA); Chuck Tremblay (Marconi engineer who installed the station); Ted Bown (CFRN); Vic George (Whitehall Broadcasting); George Duffield (CFRN); Claude Blackwood (CFRN); Earle Connor (CFAC). Missing from the picture, Joyce Saywell (CFRN). At right, the new directors of the Canadian Association of Broadcasters, elected during the Convention last month: front row, left to right, G. S. Henry (CJCA); Lt.-Col. K. S. Rogers (CFCY); Ralph Snelgrove (CFOS); Malcolm Neil (CFNB). Back row, left to right, A. A. Murphy (CFQC); Narcisse Thivierge (CHRC); A. M. Cairns (CFAC); and G. R. A. Rice (CFRN). Missing are: Harry Sedgwick (CFRB); K. D. Soble (CHML); and Phil Lalonde (CKAC).

DUNTON CLAIMS CBC NOT COMMERCIAL

Committee Attendance Is One In Three

CBC Chairman A. D. Dunton presented the Corporation's case for the survival of regulatory control when he spoke in rebuttal of the CAB brief before a bare quorum of the radio committee last Friday.

"If another Board were set up", he said, referring to the CAB's suggestion of an independent commission, "we cannot suggest exactly what would happen because much would depend on its powers and instructions, and how it would carry them out . . . nor do we know how great the cost would be."

He emphasized that "under the present principles, with its duties covering the whole field of broadcasting, the Corporation makes every decision in what it believes to be the best interests of the public."

Dunton argued that the new board as proposed in the CAB brief, would not be in the public interest because, although it does carry some sponsored programs, "the CBC is not a commercial organization . . . as is the CNR for instance."

"Claiming that many of the requests made by the CAB had never been voiced before, Dun-

ton asserted that the government has nothing to do with the approval or changing or administering of the regulations. "That", he said, "is all the responsibility of the CBC which in such matters acts entirely independent of the government." He stated that if the CBC "tried to ask for advance submission of news broadcasts, or, under regulation 16, to force a station to carry a government news program, then the Corporation would have much to answer for

to a Parliamentary Committee."

Regulation 16 is worded as follows: "Priority for Programs: Stations shall, on request of the Corporation, give right of way to such Corporation or other programs as the Corporation shall designate. In such event, neither the station nor the Corporation shall incur any liability for compensation or damages.")

The meeting was attended by eight of the twenty-five committee members.

LIFE BEGINS AT 59

A quarter of a century of active service with Quebec City's radio station CHRC, came to an official close during the CAB convention last month when Narcisse Thivierge announced his resignation as managing director of that station.

A former newspaper reporter and free-lance writer, Narcisse started in radio as an amateur in 1921, at which time he was advertising manager of LE SOLEIL, Quebec. He incorporated his amateur station as CHRC in 1932; he is a co-founder and recently re-elected director of the Canadian Association of Broadcasters and the Quebec Association of Private Broadcasters; founder of the Quebec Advertisers Club.

In announcing his resignation,

Thivierge, who admits to having been born in 1888 and who ranks as a pioneer of Canadian radio, made it clear that he would remain in the broadcasting field, in what he termed "a rather active capacity," although he has severed his connections with the station, he revealed that he would remain with the industry on a "take-off" basis, branching out with a bi-lingual advertising agency. Whatever he does, the best wishes of the broadcasting industry will go out to Narcisse. Delegates at a recent CAB Convention in Quebec, still talk of his address, "The Pipe of Peace," in which he pleaded for a united Canada while his and his listeners' emotions ran the gamut from tears to laughter.

ALL-CANADA PROGRAM DIVISION



PRESENTS . . . *Nine packaged shows . . . nine sellers of sales . . . available for regional or local sponsorship.*

<p>PHILO VANCE 104 half-hours of crime detection with America's top detective from the pages of S. S. Van Dine. Each mystery combines excitement, romance, amusement and suspense. This popular Ziv production offers you a proved network success.</p>	<p>HOUSE IN THE COUNTRY 52 thirty-minute programs packed with surprises and good, clean FUN . . . just what every one is looking for. A novel comedy-situation show as fresh and breezy as country air . . . injected with plenty of that good old NBC dynamite.</p>	<p>MURDER AT MIDNIGHT 52 half-hours of this thrilling new mystery show packed full of chills and shudders. With words and music that spell MURDER. This is Louis G. Cowan's most recent contribution to mystery lovers everywhere . . . and it's TERRIFIC!</p>
<p>GREATEST OF THESE 26 half-hours of "Big-Town" adventure . . . dramatizations of the Golden Rule for living with an exciting, new twist. Each thirty-minute show is a complete story, expertly written, packed with top talent, produced in the best Hollywood style.</p>	<p>MOVIETOWN THEATRE 52 half-hours of real drama . . . a Les Mitchell variety series of the "Lux" type, with cast, music, scripts and production easily recognizable as the finest in "Movie Town". A first-rate show . . . first-rate stars . . . first-rate ratings!</p>	<p>BARRY WOOD SHOW 156 quarter-hours of music that is soft, music that is sweet, music that everyone loves. A perfect setting for Barry Wood and Margaret Whiting, America's top girl vocalist. This all-star cast also includes the Melody Maids and Henry Silvern's orchestra.</p>
<p>NEW KORN KOBBLERS 156 fifteen-minute programs of "Spike Jones" type of music and sensational corn. Brass, piano and drums plus a ridiculous aggregation of just plain junk that produces Music that's Confusin'. This is a radio riot of musical entertainment.</p>	<p>THE GREEN HORNET 130 half-hour episodes available. Here's an old favourite that's ever-popular . . . a top-rating show, with one national sponsor for over five years, consistent ratings above 25, for many months the highest of all Canadian originating programs.</p>	<p>SINGING WEATHERMEN & MUSICAL THERMOMETER Two shows offering a new approach to daily weather forecasts and temperature readings. The first covers all types of weather, attractively set to music and the second is a snappy jingle announcing the temperature.</p>

For an Audition Program or any Information . . .

Ask the All-Canada Program Man

ALL-CANADA PROGRAM DIVISION



VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

Sounding Board

...s—Having been brought up
...y, and taught to respect my
...ds, Elda Hope's challenge to the
...gency boys" to reply to her June
...column on summer broadcast-
...ng inspires me to do something
...ct it.

...ve you ever tried doing a pro-
...ra in the dog days of summer,
...ld when the atmosphere of the
...no was like the inside of a
...ese? Stars like vacations, even
...roachers grow weary of well-
...talent grows stale, and
...ers hold their own noses as
...write their summer scripts.

...dly enough, too, the income
...nters into it, where the bigger
...are concerned. Summer work
...s payments to that insatiable
...tment bigger, and net income
...er. It pays to play.

...ere are arguments galore both
...and against summer broad-
...shg. Some of the most astute
...rtisers on the continent hold
...site opinions — to some ex-
...t it depends on the product.
...ully divergent are ideas on the
...of summer replacements. I'll
...my case — and myself — on
...thought that even God labored
...ix days when he created the
...ot, and rested on the seventh.

ALEC PHARE.

Martin and Dorsey Top CKEY Poll

...ddy Martin and Tommy Dor-
...re the favorite sweet and hot
...s, respectively, according to a
...weeks' popularity poll cond-
...nd by Keith Sandy, emcee of
...e Believe Ballroom" on CKEY,
...nto. Frank Sinatra and Dinah
...e were rated the most popular
...and female vocalists while
...King Cole Trio is the small
...p favorite. A total of 19,643
...ts and 17 postcards were re-
...d from listeners. Contestants
...e listing of favorites corre-
...led most closely to that of
...majority vote, were awarded
...s as follows: a complete li-
...er of Mercury recordings, a
...on chair-side combination ra-
...nd record player, a Sparton
...od player, eight Emerson
...uel radios and five Columbia
...ed albums. Listeners were ad-
...st from day to day as to the
...gins in the poll while orches-
...aders, vocalists and groups
...er informed by wire as to their
...ress in the popularity votes.



"We told Trans-Canada they'd have to do better or we'd switch the show to Dominion, but they just didn't seem to care."

MILLION WORDS A MINUTE

New System Will Outmode All Communications Media

Development of a new radio-
mail system which will surpass ra-
diotelegraphy, wire telegraphy, ca-
bles and air mail in the speed of
operation, was revealed last month
by Niles Trammell, president of
NBC, during his testimony before
the U.S. Senate subcommittee
hearings on new radio laws. The
recent development, which was
disclosed by the NBC official to
illustrate the rapid change of the
broadcasting industry and the ne-
cessity for taking the changes into
account in drafting new laws, is
capable of transmitting twenty
50,000-word novels across the con-
tinent in only one minute. Tenta-
tively termed "Ultra-fax," the sys-
tem has been produced by the
RCA Laboratories and utilizes mi-
crowave radio relays.

Any letter, document, cheque,
photo or even newspaper or maga-
zine, can be transmitted, each
printed page being treated as a
frame of a television picture and
flashed in rapid succession. Re-
production at the receiving end is
accomplished by a new high-speed
photographic process for rapid de-
livery.

The new communication system
will be demonstrated publicly this
year, said Trammell, adding:
"world-wide radio and domestic
telegraphic communications as we
know them today will, in the light
of this development, make pres-
ent-day communications appear as
slow as the oxcart compared with
a stratoliner.



FOR THESE ARTISTS

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

Day and Night Service
at
Radio Artists Telephone
Exchange

CKSB
MONIFACE STATION
A Wright Station
**CKSB is a MUST Station to reach
Manitoba's French Market.**
Owned and operated by its listeners
— See —
WILLIAM WRIGHT
Victory Bldg.
AD. 8481

**REACHING A
\$100,000,000.00
MARKET**

940
ON THE DIAL

800 C-4-8
900 C-4-1
940 C-4-2
980 C-4-3
1000 C-4-4

IN THE CENTRE OF
GOOD LISTENING

With seeding completed and
moisture conditions uniformly good, an-
other profitable season awaits this pros-
perous farming area. To secure concen-
trated coverage, include C J G X in your
fall schedules. In North Eastern Sas-
katchewan, it's "the station folks turn
to first."

**C J G X
YORKTON**

WESTERN CANADA'S FARM STATION
DOMINION NETWORK

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



Our Guest Speaker is:

A. L. GARSIDE

Managing Director

Radio Station CJGX, Yorkton, Sask.

"At Yorkton — Western Canada's Farm Station — we think 13 is a lucky number!

"We realized a long time ago that CJGX—and any other independent station — is measured by the service it renders to its listeners. We concentrated on giving Yorkton, and surrounding communities, the service they wanted.

"The other day we counted no less than 13 Board of Trade and Community organizations in the Yorkton area who are on the air with us daily.

"That's right — 13 communities — count 'em: In Saskatchewan — Canora, Langenburg, Melville, Saltcoats, Sturgis, Buchanan, Hudson's Bay Junction, and Yorkton. In Manitoba—Roblin, Russell, Swan River, Bowsman, and Dauphin.

"These 13 organizations are made up of hard-headed business and professional men. They spend their money with us because they know CJGX is listened to and appreciated. We're proud of this story—it's one that only an independent Community Radio Station could tell."

A. L. GARSIDE

HORACE N. STOVIN & COMPANY

Radio Station Representatives

for these Live Radio Stations

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

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

Manitoba Round-Up

by Dave Adams

Recent visit to Winnipeg of Trygve Lie, secretary-general of the United Nations, gave CKRC the opportunity to launch a world broadcast.

Sponsored by the local chapter of the United Nations Organization, Lie's speech was broadcast locally by CKRC. It was then picked up by the national network of the CBC and fed through Montreal to United Nations radio at New York. In the American city the speech was translated into several languages and beamed to Europe.

One hour later, a waxed version of the U.N. chief's speech was fed by CKRC to the CBC western network. Incidentally, CKRC's Jack Scott introduced Lie to the radio audience.

Both CJOB and CKRC participated in the world premiere of "Welcome Stranger," first filming of which took place at the Capitol Theatre in honour of the annual convention of the Canadian Medical Association which was held in Winnipeg.

Jack Wells, chief of CKRC's special events department, conducted an actuality broadcast in front of the theatre prior to the showing of the film. Wells interviewed William Demarest, Hollywood star who made a special trip to Winnipeg for the premiere, Win Barron, editor and commentator of Paramount News, and several other personalities.

Inside the theatre, CJOB microphones were set up on the stage, and Demarest's "specialty act," a throwback to the old vaudeville days, went out over the air. Ed. Farey, chief announcer, handled the announcing job for CJOB.

An amusing incident happened to Bert Hooper, chief engineer of CKRC, in connection with the film premiere. CKRC had made plans to broadcast the delivery of the film to medical officials in Winnipeg by helicopter. On the day prior to this, by Bert's reckoning, he took his station's FM mobile unit down to the parliament buildings for a test. Just as he was getting the equipment warmed up, he noticed a plane circling overhead. Pretty soon it was hovering over the heads of a crowd which had gathered on the front steps of the parliament buildings. It was the helicopter with the film. Somehow Bert had got his day's mixed up. Result—no broadcast.

CKRC's Student Drama Lab., mentioned in this publication a few issues ago, is being swamped under by applicants who want to enrol in the free classes. Since hitting the airlines five weeks ago, more than 100 applications have been received. With 80 applicants still to be auditioned, director Maurice Desourdy has been forced to split his regular class into a senior and junior section.

The travel bug struck hard a two CKRC employes — Jim Williams, promotion director, and Norm Berquist, engineer, the other day. Both lads packed up their belongings and set off in the general direction of Australia. They have no concrete plans formulated for their stay "down under," but likely will look over the Australian radio setup.

CKRC is a mecca for rural schoolchildren at the moment. The Winnipeg station is a "must" on the list of young fry when they arrive in the city on a conducted tour. Especially lucky were those kids who happened into town when the Royal American Shows were in attendance. Entertainers from the show broadcast over CKRC every day for nearly a week, and the rural boys and girls had the privilege of witnessing a "live" program.

With the bangtails in town, Jack Wells, CKRC sport's editor, is spending most of his time out at the track. Each week day, Jack broadcasts the actual running of the second race from Polo Park. National Taxi Company sponsors this service.

Prior to the running of the first race, Wells does his stint for "Track Jackpot," sponsored by Hercules Manufacturing Company. Daily, Wells interviews racegoers and gives that person a chance to name the day's winner. For each winner, \$2 is paid, and if the contestant can call all seven winners he or she receives \$50. Results are announced each night on Wells' "Headlines In Sport."

WINDING IT UP: George Keenan has left CJOB and is now located at CKX, Brandon. . . Frank Stanley returned the compliment switching his allegiance from Brandon to Winnipeg's "24-hour station". . . Chuck Skelding, former CKRC chattel, is now with CJOB as is Greg Anderson, formerly an announcer at CJRL, Kenora.

Nix Commercials On Aussie "CBC"

The Australian Parliamentary Committee on Broadcasting has brought down a finding rejecting a proposal that the government-owned Australian Broadcasting Commission should embark on commercial broadcasting. The committee felt that an ABC commercial service would have little chance of competing against the privately-owned stations. It rejected proposals for a tax on radio advertising, a tax on radio receivers, or an increase in licence fees paid by commercial stations and recommended that the deficits incurred by the ABC should be financed from consolidated revenue.

Heads Jay-Cees

Don Mackay, manager of station CJCJ, Calgary, and also alderman of that city, has been elected president of the Canadian Junior Chamber of Commerce. Elections took place in Montreal last month.

RADIO GETS YOUR MESSAGE HOME

CANADIAN BROADCASTER

TWICE A MONTH

Editor: RICHARD G. LEWIS
Production Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
Editorial Assistant: T. J. HOLUB
Photography: AL GRAY

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July 5th, 1947

WIDER STILL AND WIDER

As the 1947 Parliamentary Committee on Radio Broadcasting completes the preparation of its report, more is at stake than the rights of the private broadcasters to continue the development of their businesses, unhampered by government regulation and competition.

Great stress has been laid on the implications of speech control within the Canadian system of broadcasting exerts; issue has been taken on the fact that administration of the Broadcasting Act is shared, and consequently confused, by three ministers—Reconstruction, Internal Revenue and Transport; it has been pointed out that the CBC is not truly treated as a "public corporation," but rather as the play-thing of the Governor in Council, that is to say that it functions according to the whim of the executives of the government of the day, who deliberate in haste, rather than being, as was intended, the responsibility of parliament, which operates in the public view.

On these points have been extremely well-taken, not only by the broadcasters themselves, but also by the Canadian Daily Newspapers Association, the Canadian Chamber of Commerce and the Association of Canadian Advertisers.

Important though it is, control just of radio broadcasting shrinks to insignificance when you set it against the whole pattern of business and industry. Government does not have to nationalize all industry to control industry. It is only necessary to seize its supply lines, and the rest is done if it wishes to bring undemocratic principles into play. The fact that the present government has no desire to exert undemocratic sway is a safeguard, unless it were possible to guarantee the good intentions of the government and the governments which will succeed it.

The supply lines in question are transportation, motive power, finance and communications.

To examine these separately, in the field of transportation the government already owns and operates the Canadian National Railways and the Trans-Canada Airlines. It operates a number of less important steamship lines. So far it has not touched road transport, except that it owns and operates the Polymer Corporation, where it manufactures the synthetic rubber which is essential for the operation of trucks and other forms of road transport.

In the power field, the federal government has left control of hydroelectric provinces thus far. To date coal and oil are untouched.

In finance, Ottawa has its Bank of Canada.

In communications we have mail service, which is operated by government the world over. Telegraphic service it operates through its Canadian National Telegraphs. Only provincial governments have invaded the telephone field so far. For radio Ottawa has its Canadian Broadcasting Corporation. And this leaves only the press. As was pointed out by the Canadian Daily Newspapers Association in their presentation to the royal committee, under the existing Broadcasting Act, the CBC has complete control over all broadcasting, and, when wireless transmission of news (facsimile) is adopted by the newspapers, this will give government new power over the press through its CBC. It is also worthy of mention that the Canadian newspapers are served by two news services, one of which is a co-operative venture of their own. But it has to be remembered that news is transmitted over wire lines, at least some of which belong to the government, through its Canadian National Telegraphs.

... conflict is just part of a pattern, and it remains to be seen what pattern will resolve itself into a pattern of general...

INSIDE THOMSON

With Apologies to John Gunther

A man was once fishing about ten yards off the shore of a lake. The man from whom he had rented the boat was fishing about twice as far from land. After a while, the boatman called: "You're too close in sir." "How many have you caught?" yelled the angler. "Haven't had a bite," came the reply. "How're you doing?" Our friend held up a string of five three-pound bass. "That's fine," called the boatman, "but you're too close in."

The story does not disclose the name of the angler, but it might well have been Roy Herbert Thomson, who fishes too close to the shore according to everyone who knows him, but who always makes land with the biggest catch.

A few days ago, Thomson announced that he had completed the purchase of the CHATHAM DAILY NEWS and the GUELPH MERCURY for his Thomson Publishing Company.

With this purchase completed, Thomson now owns, through one or other of his interests, eight Ontario daily newspapers, three radio stations outright with half interests in two others, and in association with a partner, a national magazine.

To be specific, these are stations CFCH, North Bay; CJKL, Kirkland Lake, and CKGB, Timmins. He has half interests with Senator Rupert Davies, in CKWS, Kingston, and CHEX, Peterborough. In the newspaper field, he owns the dailies in Timmins, Galt, Kirkland Lake, Sarnia, Welland and Woodstock, as well as Chatham and Guelph.

It was in 1930 that Thomson set up his "museum piece" transmitter in the attic of a North Bay Theatre. He gave the Canadian National Carbon Company a note for \$500 and then had to get them to implement it by a further couple of hundred to equip it with tubes. This was the corner-stone for his present empire, and as he has built it up, he has been criticized by everyone up to and including each successive Parliamentary Committee.

He admits this criticism is his own fault. "I love shooting my face off about the money I make. That's my motto," he says.

Roy has a reputation for payroll parsimony. This dates back to the day when the North Bay experimenter did not find favor in his bankers' eyes. He will admit quite frankly that there were two problems then—getting the cheque from him—getting it cashed by the bank. It is unquestionably true...

he can help. Yet we have it from one of his managers that he has recently made it possible for his "key men" to buy into the concern. Furthermore, it is also true that dozens of today's radio men will admit that their first jobs under the Thomson shingle (he couldn't afford a banner then) gave them a start at a barely adequate salary, but a salary which they could not obtain elsewhere at any price.

Incidentally, Roy Thomson was among that handful of stalwart gamblers who bought advertising in the first issue of the CANADIAN BROADCASTER. He bought not one but two quarter pages in that memorable 8-page issue, but insisted on paying only the half-page rate. Parsimony if you wish, but it was infinitely preferable, from where the publisher sat, to those more cautious members of the industry who decided to withhold their advertising until they could determine whether or not the paper was going to live.

Son of a Bowmanville barber, Roy could not have attained the status of emperor without the muddy slings and arrows of his outraged competitors. Neither would he be human unless it had been possible to make some of that mud stick. It is quite certain though that if the path of his employees, especially the lesser ones, is sometimes a trifle rocky and insecure, Roy is asking no one to take on an assignment he hasn't tackled himself. His philosophy, if it extends beyond the confines of his counting house, would be: "I did it, Mac, so why can't you"?

No one will ever try and hang on Roy the charge that he hoards his wealth. In past years he has made bids, with or without his erstwhile General Manager Jack Cooke, for radio interests in Eire, Luxembourg and Normandy. One writer stated that if he had known Mr. Clement Attlee a little better he would undoubtedly have made an offer for the BBC.

In association with Cooke, he is still reputed to be angling for the TORONTO EVENING TELEGRAM and the austere SATURDAY NIGHT. He has newspaper interests in Bermuda, and somewhere or other owns a construction company. If you wake up tomorrow and learn that he has just become the owner of Cambridge University, Mount Robson or the United Nations Security Council, it will simply mean that another of his fantastic schemes to add to his empire will have succeeded, and Roy will probably be just as surprised as you or I.

SERIOUS BUSINESS



—Photo by Harry Rowed

Running the CAB is serious business judging by the expressions of Harry Dawson (right), CAB Manager, and Dick Rice, of CFRN, Edmonton, who has been named Honorary President. Pictures were snapped during the CAB Convention at Jasper last month.

Truman Address Taped

CKVL, Verdun, using portable tape recorder manned by five men, provided complete coverage of President Truman's visit to Ottawa last month. Planning only a description of the ceremonies, the broadcast included interviews with the engineer and trainmen of the special train which brought the President to Ottawa, the CNR vice-president, the Honorable Louis St. Laurent, Minister of Foreign Affairs, and also the address of President Truman.

CFOR Add To Staff

Jack Harvey and Dick Mung- ham, graduates of the Re-estab- lishment School, Toronto, and Bev Harrington, of CKCR, Kitchener, have joined CFOR, Orillia, as an- nouncers. Edna Forman, of the Academy of Radio Arts, and James McGarvey, of CANADIAN HIGH NEWS have joined the continuity department of the station while Jim Nash, Hamilton, and Ted Lit- tle, Orillia, have been added to the technical staff. Francis Kir- ton, formerly with CKOC, Hamilton, becomes CFOR's program director.

TRADE WINDS

Edited by Art Benson

The commercial department CKWX, Vancouver, reports the Parsons Brown (Insurance adv- ors) has scheduled the 15-minu- transcribed "The Man With T Story" (All-Canada) featur- Mercer McLeod every week for a year. Same station has also be- added to Mutual's "What's t Name of That Song," sponsored Wildroot Hair Tonic.

According to the commerc- department at CFRB, Toronto, St Walker Furs is starting the minute Sunday feature "Just l- ax" on July 13 for one year w- Ellis Advertising handling. "T- American Melody Hour" (fr- CBS) started July 2 for 52 we- sponsored by Sterling Drugs.

Ruthrauff & Ryan report th- Auto-Lite has "Lawyer L- Tucker" under way over, CF- CKAC and the Dominion Netw- as a summer replacement for "Dick Haymes Show." Pepsod- piping in "Adventures of Ph- Marlowe" with Van Heflin fr- NBC taking over the "Bob Ho- slot for the summer. It goes CIBC, and CKEY, Toronto, and Dominion net.

The Otaco Company of Oril- Ontario, manufacturers of R- master wagons, has started a- ies of spot announcements or- wide list of stations coast to ce- directed expressly to farmers w- E. W. Reynolds handling the- count.

The commercial departmen- CKNW, New Westminster, tells that Sears-Roebuck placed a s- spot series in conjunction with opening of a Vancouver mail o- office. The Vick Chemical Ca- pany has scheduled 130 5-min- portions of "Bill Rea's Round- to run five a week beginning September and placed thro- Morse International Inc.

Young & Rubicam's Toronto- fice reports that the Borden C- pany has a series of transcr- spots going to major markets- tween Calgary and Halifax in- ducing Borden's Instant Coffee

CAB Convention Photographs
(In This Issue and Others)

AVAILABLE AT
\$1.00 Each

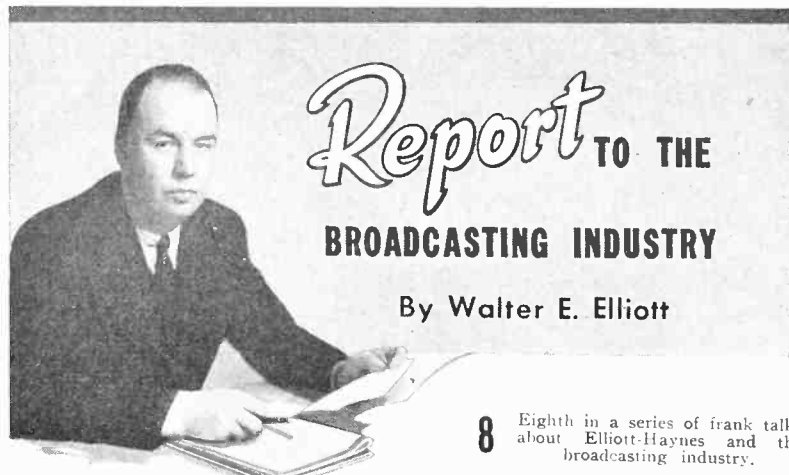
HARRY ROWED
Press Photographer
JASPER ALBERTA

Toronto's
Leading
Used Car
Market
Uses
20
Time Signals
Daily
on
CHUM
There's
a
reason!
It's
RESULTS
that
count.

More Local Accounts
Than Any Station
In Toronto



Representatives:
Canada: J. L. ALEXANDER
U.S.: WEED & CO.



Report TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

8 Eighth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

Formula For Determining Sets-In-Use

1. The formula must take into consideration all the replies obtained by the interviewers (See Report No. 6) in order to be accurate. The formula is as follows:

$$\text{Sets-In-Use} = \frac{A}{B} \times C + \frac{D - E}{A}$$

2. The symbols represent the following:
A—Total radios on.
B—Total radio homes.
C—Busy and refusals.
D—Total attempted calls.
E—Non-radio homes.



Elliott-Haynes Limited

Sun Life Building
MONTREAL

(Continuous Radio Audience Measurements Since 1940)

515 Broadview Ave.
TORONTO

Perpetual Promotion

Advertisers in Canadian Broadcaster get more for their money than just lineage because here is a paper which never stops promoting readership with its useful and interesting sideshows.

BROADCASTER'S BEAVER AWARDS

pack the house with advertisers and agency men who pay hard cash to get in on this Broadcaster promotion.

ACA MEMBERS

whose appropriations aggregate \$35,000,000 a year have had their attention focussed on all issues of the Broadcaster for the straight goods on the radio question by our special editions distributed each year at their conventions.

AGENCIES AND ADVERTISERS

as well as broadcasters use our gratuitous employment department when vacancies occur on their staffs.

COAST TO COAST

businessmen have been learning about radio through our speeches to service clubs, which draw attention to you as advertisers as well as ourselves. To check press recognition of these and other Broadcaster activities, see your local paper.



LIVE CIRCULATION

Our latest Canadian Circulations Audit Board statement credits us with an average distribution of 1693 copies, broken down as follows:

NATIONAL ADVERTISERS	793	RADIO ARTISTS	102
ADVERTISING AGENCIES	380	ALLIED BUSINESSES	60
NATIONAL REPRESENTATIVES	35	OVERSEAS	60
STATION MANAGEMENT and STAFF	195	MISCELLANEOUS	74

CANADIAN BROADCASTER

TWICE A MONTH

371 BAY STREET

TORONTO



Notes on the back of some other guy's invite to the CAB soiree up the hill back of here:

The brotherhood straggled home from Jasper in twos and threes, haggard but still punching. It had taken three days and nights, but by cracky, it was decided: radio is here to stay.

Since the witenagemot had been called by the CAB, nobody present cared much whether the CBC was here to stay or not. But they were afraid it was.

While there appears to have been no doubt in most minds that the independent stations themselves would be able to stick it out in the face of government competition, most of the usual arguments, plus a few new ones, got a good mauling over.

To those who reasoned that neither faction would be able to abolish the other entirely, and who felt there was room for each to perform a function for the listener, the idea of a regulatory body controlling both with a single authority seemed like a fairly good compromise.

The diehards were still ready to go in there waving their stiletos at the drop of a radio license, and settle the issue but fast. However, with the aid of FM piped hot and

fold into every room, the old round table spirit prevailed, more or less.

Everything on the agenda was cleaned up (depending on your view, of course) without anything except a few verbal blows being struck in heat.

The main source of heat to arrive at the pow-wow was a series of two columns by Vancouver Sun Columnist Jack Scott. This serial story, in effect, called the CAB a lying bunch of peons, speaking of the ads which were running in the daily papers at the time of the convention.

Scott went on to say, more or less, what was wrong with private radio, and to add that all this loose talk about the CBC having power of life and death over the independents was a lot of malarkey.

Which made the delegates feel just swell. However, having just gone over the question of free speech with a fine tooth scalpel, the CAB will presumably defend to the death Scott's right to say it.

Local radio people who came home anxious to have a fireside chat with Scott and try to make him see the light of 89 independent stations, found a note in italics under his masthead saying he'd just left on a new assignment.

Technical blokes who attended the parley were certainly relieved to read an agency dispatch quoting them to the effect that the FM apparatus set up at the convention had worked satisfactorily despite the mountainous terrain.

The west coast sporting and radio world came through in a big way for Leo Nicholson, longtime sport commentator in Vancouver, who has been put to bed by the doctor and will be there maybe a year, according to reports.

The lacrosse crowd, whose game Leo made one of the biggest athletic attractions in the west with his fast play by play accounts on the air, staged a big game for a benefit fund. Baseball and other sports which Leo covered regularly for many years, showed their appreciation with similar affairs.

Leo Nicholson was on CJOR for many years and lately has been broadcasting hockey and the rest of the sports menu on CKMO.

Canadians and Americans of Scandinavian descent received a tribute from the CBC, which broadcast the annual Scandinavian Midsummer Festival at Seymour Park, near Vancouver. The Bellman Male Chorus from Vancouver and the Svea Male Choir from Seattle were featured.

B.C. members of parliament get the word to their constituents via "Report from Parliament Hill," a weekly series aired over CJOR on Thursday nights. The piece is recorded in Ottawa and gives western voters a chance to hear what their members say they're doing down on the Rideau.

CJOR has originated another transcription series which has met with wide popularity. Speakers to the Board of Trade, such as J. Arthur Rank, Sir Frederick Bain and Dr. Leonard Marsh, the housing authority, are recorded and broadcast on Monday nights.

Jack Short, the dapper gent who calls the ponies during the racing season in Vancouver and Victoria, has been mulling over his form charts since the current season got under way at Vancouver, June 27.

Broadcasting over CJOR from Lansdowne and Hastings in Vancouver, and from Willows in Victoria, Short goes on at 12 noon with late scratches and entries. Late in the afternoon he goes on with one of the day's feature races, rebroadcasts it at 8.15, and goes through the entire day's races again at 10.30 p.m.

Spanish Service For Pan-Am.

CBC International Service through CKNC, Sackville, on 16.8 meters, last month started a regular series of daily Spanish-language programs for shortwave listeners in Central and South America. The programs, produced in Montreal, will be heard from 9 p.m. EST daily. Format call for a half-hour recital by a Latin American or Canadian artist, followed by 30 minutes of news, commentaries and actuality broadcasts, designed to give a broad picture of Canada and its citizens.

Cite CBC House Orga

The 16-page CBC Staff Magazine "RADIO," has won an award in the 1947 Industrial Publications contest, sponsored by the International Council of Industrial Editors held last month in St. Louis, Missouri. According to the CBC, the award was given for "general editorial content, appearance and achievement of purpose," which states the CBC release, is "for the purpose of exchanging ideas and information about the industry, the interests of the further development of national radio Canada."

Operator Passes

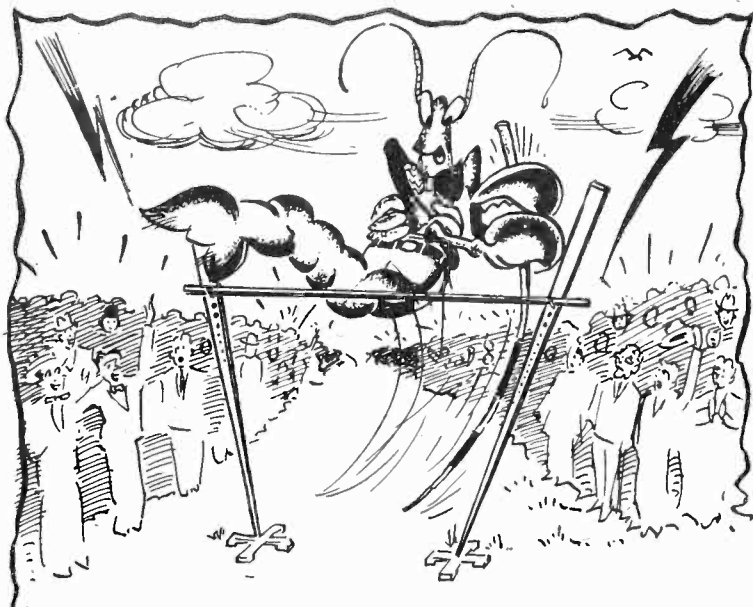
Thomas W. Allen, of Toronto, special assignments operator Canadian National Telegraph well known to Ontario broadcasters, last month after a brief illness. Born in Prescott, Ontario, moved to Toronto 25 years ago and had been employed by CN for the past 20 years. He has relayed race results from every track in Ontario, and worked for a number of years for Canadian Press Queen's Park. His most recent duties were in reporting hockey and baseball results for CKEY, Toronto.

Three Presidents

The presidents of three Edmonton community service organizations are on the staff of CJCA, Edmonton. Gordon Henry, manager is head of the Edmonton Golf and Country Club; Tom Shandro, publicity chief, is president of the Edmonton Kinsmen Club, and Don Homersham, assistant production manager, is president of the Edmonton Junior Chamber of Commerce.

Direct Film By TV

Directing and editing of motion film by television is planned in the US film industry as a method of simplifying movie production. Under a recent patent granted Dr. A. N. Rosenthal, director of research for the Scopony Corporation of America, using a group of TV and film cameras, the editor or producer, located at a distance from the movie set, could watch and direct operations, enlarge or reduce the scene reproduced on his TV screen, which would be an exact reproduction of the view as it would appear on film. The "pre-shooting" planning would reduce the number of retakes and save in costs of film, time, and personnel.



UP AND OVER

With the bar set at \$25,000 in local sales for the first six months of 1947, Lionel hitched his trunks, took off from a running start and cleared the \$39,000 mark. Commitments already indicate a greater increase for the next half year.

The reason? Merchants in CKCW's market are more radio advertising conscious than ever before knowing that Lionel has the listening audience and can guarantee an enthusiastic response to sales messages.

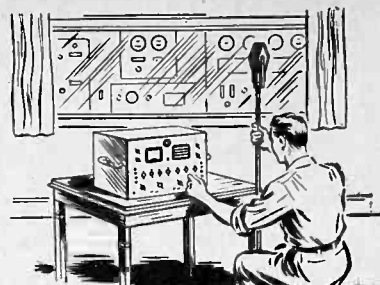
This same audience is waiting for your sales message. Talk it over with "Uncle" Horace.

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

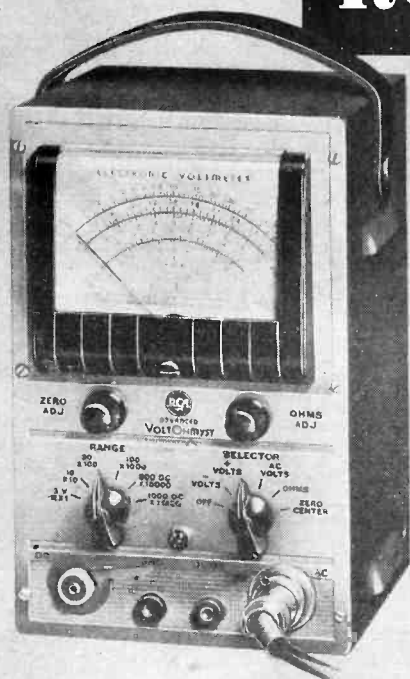
WANTED A GOOD MAN

For program director duties in Eastern Station. Bilingual, experienced, able to take over administration periodically. If you're aiming for the top start here. Write, in French, to Box 3065, Canadian Broadcaster, 371 Bay St., Toronto.

Maintain broadcast equipment
at its peak with the NEW



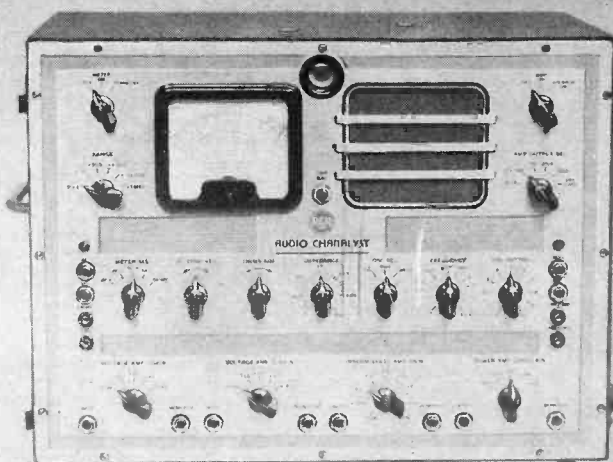
RCA VICTOR TEST INSTRUMENTS



The New WV-75A VoltOhmyst

An advanced model with many important new features, facilitating service of broadcasting equipment.

The RCA WV-75A is actually six meters in one, comprising VHF, Audio, AC and DC Voltmeters, Ohmmeter and FM indicator, in an anti-static meter case. Weighs only nine pounds. Steel instrument case has one piece unbreakable front.



The New 170-A Audio Chanalyst

A compact, complete testing laboratory that tests everything from microphone to multiple speakers.

The RCA 170-A consists of three principal sections—volt-ohmmeter, complete signal source and calibrated audio amplifier. Portable—can be set up in any convenient location. Cover contains all necessary cables and leads, neatly packed.

Features

- Measures A-C voltages to 250 mc.
- Special electronic circuit makes meter practically burn-out proof.
- Full-wave rectifier makes possible both negative and positive voltage reading.
- Portable test bench with facilities for checking all makes of sound equipment.
- Audio amplifier may be used as emergency replacement unit.
- Channel monitoring facilities.

Uses

- Measures D-C resistance to 1000 megohms.
- Reads both A-C and D-C voltages up to 1000 volts.
- Measures AFC and FM Discriminator voltages.
- Completely tests any sound system for operation failure, interruption or distorted output.
- Tests voltages of any item in support of control of signal.

For further information about the complete line of RCA Victor test equipment, write:
Engineering Products Sales Department, RCA Victor Company Ltd., 1001 Lenoir St., Montreal, P.Q.

Look to RCA VICTOR

For Radio Communication—Today and Tomorrow

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

Sponsors Script Contest

The Saint Genesis Players Guild, of Montreal, is sponsoring an amateur script writing contest, for which prizes of \$50, \$25 and \$10 will be awarded for the three plays selected. Scripts should be written for 25-minute programming with historical, biographical, sociological or fictional subjects. Full information and entry blanks are obtainable from the Guild Headquarters, 3454 Peel Street, Montreal.

Proof Of Performance

Proof to Moncton merchants that radio advertising pays is given in the CKCW, Moncton's monthly sales bulletin, "Radio-beam." Tuck's Transfer, who signed a three-month contract for a quarter-hour Sunday musical program, opened their office on the Monday morning following their first broadcast. Within half an hour, phone orders for business were received, amounting to more than twice the cost of their three-month radio campaign.

Freedom Concerns Everyone

Henry Dawson, CAB manager, just back from the CAB convention in Jasper, told members of the Radio Executive Club of Toronto, that freedom of speech was not something to be fought for merely by the radio and newspaper business, but by each and every individual. Nine out of every ten Canadians would say, if asked, that we do have freedom of speech in this country, he said, but they would be wrong when referring to radio. Under present conditions, with the CBC in control, private radio has no legal right to freedom of speech, he contends.

Dawson went on to say that the newspapers also have become very concerned over government monopoly of radio in Canada for, with facsimile broadcasting on the horizon, editorials may have to be tempered so that the newspapers may stay in the good books of the CBC or suffer the consequences.

Referring to the brief presented by the Canadian Association of Broadcasters to the Parliamentary Committee on Radio, Dawson declared that it was absolutely impossible to undermine the CAB's basic proposal, namely, the inauguration of an independent regulatory body to control all radio in Canada.

"quotes"

"Too much time is taken up the CBC in reporting trivial matters, many of them saying a doings of political jockeyists of parties and not enough emphasis given to what is news. Independent stations are definitely giving much better news coverage a the CBC should keep its eye on a ball if it is to serve the public."

—Port Elgin Tin

"30"

"It's a rare CBC news broadcast that fails to give favorable mention to at least one member of the King cabinet."

—Toronto Telegr

"30"

"The trouble with . . . Canadian radio . . . is that the independent stations are in no position to provide active, healthy competition to the CBC. This position is weak, tiredly because of regulations formulated and enforced by the itself. Their licenses to operate granted on a year-to-year basis their frequencies may be appropriated at any time, and they not form networks. Before overall improvement long over in Canadian radio can be realized independent broadcasters must be given surcease from stifling strictions."

—Canadian States

"30"

"... the CBC is sole authority control of upwards of 100 private owned radio stations, with with necessity it must compete. competitive race can be run far on such terms. . . . Radio Broadcasting in Canada is not emerging into any stable condition. It is hodge-podge under a thin weak national direction. Some the regulations upon which rests are grossly unfair, and result to the general public remained what it was — in main disappointing. The Commons' committee should investigate this result, because a vast amount of money evidently being expended on it."

—Victoria Colon

"30"

"(The CAB) would withdraw from the CBC power to regulate own competitors. And they would secure fresh assurances of freedom of speech on the air. With these views the Canadian Chamber of Commerce has expressed general agreement. We are certain that thousands of ordinary listeners will heartily back them in seeking improvement in a reactionary policy that now gets nowhere."

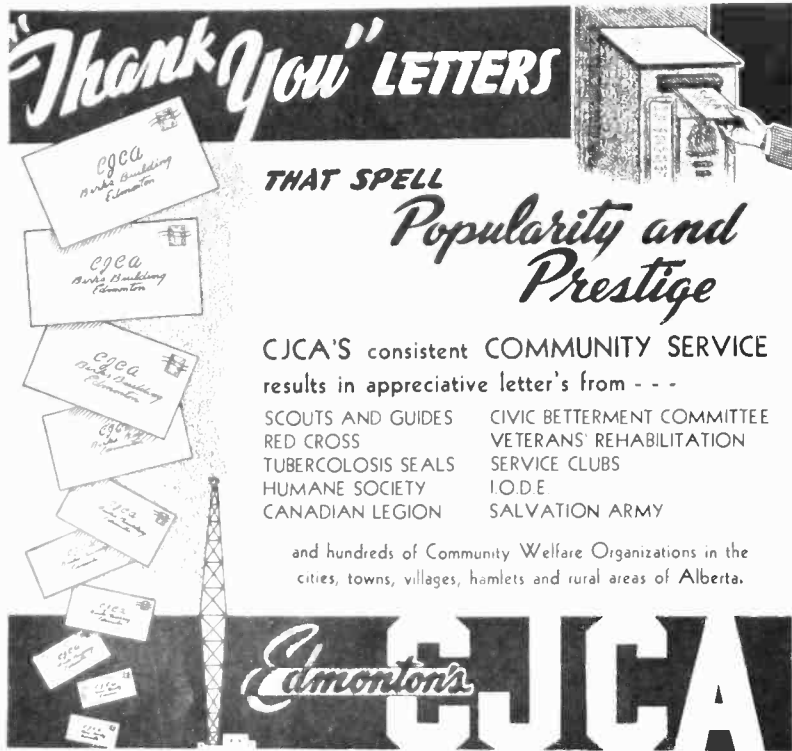
—The Vancouver

"30"

"Radio without advertising must necessarily be either mediocre or prohibitively expensive to the listener. And that being so, there is no advantage in having a government-operated system which both taxes the listener and his commercials at him. It is doubtful whether a government should be engaged in radio broadcasting at all; certainly the commercial aspects of radio should be left to independent interests. American experience has shown the wisdom of such a course."

—Canadian States

Thank You' LETTERS



THAT SPELL
Popularity and Prestige

CJCA'S consistent COMMUNITY SERVICE results in appreciative letter's from - - -

SCOUTS AND GUIDES	CIVIC BETTERMENT COMMITTEE
RED CROSS	VETERANS' REHABILITATION
TUBERCULOSIS SEALS	SERVICE CLUBS
HUMANE SOCIETY	I.O.D.E.
CANADIAN LEGION	SALVATION ARMY

and hundreds of Community Welfare Organizations in the cities, towns, villages, hamlets and rural areas of Alberta.

Edmonton's **CJCA**

CKNX Airs WI Anniversary

CKNX, Wingham, last month aired a two and a half-hour commentary on the observance of the 50th anniversary of the Women's Institute of Ontario, held at the Ontario Agriculture College, Guelph, which was attended by over 10,500 women. Speakers included Hon. George A. Drew, Premier of Ontario; Hon. T. L. Kennedy, Minister of Agriculture, and Miss Anna P. Lewis, of the Women's Institute of the Ontario Department of Agriculture. Commentary was by Margaret Brophy, CKNX's Women's Commentator.

The CKNX announce staff has been augmented by Don Hamilton, a graduate of the Academy of Radio Arts, and Bill Pring, operator, formerly with CHUM, Toronto.

PRODUCTION-MINDED

Whether it's a half-hour drama or a fifteen-second spot announcement, you'll find it getting the "right" treatment at CJOR—the production-minded station in Vancouver. An experienced, capable staff is ready to give your message the treatment you want for it, each and every time it is broadcast.

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

OUR 21st YEAR
5000 Watts, 600 K.C.

* CJOR

VANCOUVER B.C.
CBC-DOMINION NETWORK



"DOMINION" OUTLET For SOUTHWESTERN ONTARIO

CHATHAM *Serving*

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

JOHN BEARDALL
Mgr.-Owner



Parliamentary Radio Committee has been kept really busy this week. Five major presentations occupied its agenda, plus routine and miscellaneous matter, and minor presentations.

First major presentation was that of the Canadian Broadcasting Corporation; made by Board Chairman A. Davidson Dunton and General Manager Doctor A. Friess. Theme of this report was CBC's needs, and request that network be paid full amount of license fee instead of having cost of collection deducted by Department of Transport. Prevailing opinion in Ottawa is that the request will meet approval of Committee, and subsequent recommendation made to Parliament accordingly. A recommendation of this type would inaugurate a procedure in the House that would permit of a full-fledged debate on radio.

However, the Committee's recommendation cannot be tabled, let alone passed, until about two weeks later. Parliament folds up in depression. Faced with gathering clouds of a heat, and a still heavy pile of important legislation (at least a dozen items of it highly contentious), Parliament may not be disposed to debate radio at any great length. Moreover, many important members of the radio Committee have gone home for the year-end that time.

Other major presentations were those of the Canadian Association of Broadcasters; the Canadian Daily Newspapers Association; the Canadian Chamber of Commerce, and the Association of Canadian Advertisers. All four suggested direct regulatory powers from Parliament, instead of leaving these in hands of impartial regulatory body similar to that of Transport Commission, which has been removed as far as practical influence of executive branch of government. First two also suggested establishment of legal right of freedom of speech on the air, similar to that now enjoyed by radio.

Whatever the Committee recommends, these suggestions will be the subject of subsequent debate in the House of Commons. Many experienced Ottawa observers believe the Committee will, therefore, recommend a Royal Commission, to examine into radio and particularly to carry out the suggestions about a impartial regulatory body. Such a recommendation would avert the trouble of new legislation and long debate at a time when Parliament is anxious to adjourn. It would permit the Committee to remain almost neutral on the points involved; yet justly it had opened the way for a impartial investigation. It would also permit a more thorough investigation than is possible for a Parliamentary committee; and it would remove from the haste and confusion of party politics, with its inevitable considerations of party prestige and commitments. Such a course

of action was almost suggested in the submissions of both the Canadian Chamber of Commerce and the Association of Canadian Advertisers.

Radio Committee also heard presentation by Marcel Provost, editor of "RADIO WORLD" and "RADIO MONDE." Mr. Provost seemed to feel that the popularity and benefits of American network shows are exaggerated, and that Canada could get along without them. He suggested standby bands in the case of certain American network importations; and a higher tariff on transcriptions coming into this country from the United States.

Presentations of CAB and CDNA, like that of CBC, were made by representatives of those organizations personally: Joseph Sedgwick, K.C.; and J. J. Robinette, K.C., respectively. The Chamber of Commerce presentation took the form of a wire to the Committee; ACA put in its presentation by wire to the Committee chairman.

Some subsidiary questions came up: question of newspaper ownership of stations was discussed, and some Opposition members endeavoured to show that too many license or transfer grants in past months were to well-known Liberals. The CDNA presentation turned first of these points into a major issue. It is extremely likely that appropriate licensing authorities will be directed not to discriminate in future against newspapers applying for radio licenses. Second, and other subsidiary points raised, are likely to remain subordinate to what has become the main issue: appointment of an independent regulatory body.

Ideal Acoustics For Choir Broadcast

Almost ideal broadcasting conditions were found at Blairmore, Alberta, when CFCN, Calgary's mobile unit, visited the town to broadcast a local choir from the town hall. Town officials had posted police at both ends of the street outside the hall, detouring all traffic so as to maintain silence, and railroad switch engines in the town were halted for the half-hour broadcast. Engineer Bob Lamb, of CFCN, on finding no one but the choir in the hall, asked that an audience be permitted to improve acoustics. Local school teachers, town officials and leading citizens were picked to witness the broadcast, and who could be relied upon to maintain silence. With a guard placed at the door, the broadcast proceeded.

SALESMAN WANTED

Responsible salesman required by independent radio station immediately. Central Ontario. New territory. Must be able to solicit and service accounts. Apply Box 3250, Canadian Broadcaster, 371 Bay St., Toronto.

STRUCTURAL STEEL TOWERS

OF ALL TYPES

Vertical Radiators for Radio Transmission Now in Service Coast to Coast

The **CANADIAN BRIDGE Company, Ltd.**
WALKERVILLE, ONT.

Now!
5000 WATTS
MORE SELLING *Power* IN A PROSPEROUS MARKET

CJOC

Lethbridge, Alberta
ALL CANADA STATION

Ad Club Has PR Course

An evening course in public relations will be started Nov. 8 at the University of Toronto in cooperation with the Advertising and Sales Club, of Toronto, and the Association of Canadian Advertisers. Consisting of 12 weekly evening sessions, the course will consist of two 40-minute lectures each night. The first lecture will consist of the academic or theoretical aspects of a particular phase of public relations and the second will deal with its practical aspects. The course is designed for top executives, public relations officers, advertising administrators and beginners.

Dr. W. J. Dunlop, Toronto Uni-

versity Extension head, and Roydon M. Barbour, who directs the Ad & Sales Club's educational activities, will supervise planning of the courses while active arrangements are in the hands of Douglas O. Durkin and Lee Trenholm, public relations chairmen of the Association of Canadian Advertisers and the Advertising and Sales Club, respectively.

Movie Talk

A 13-week summer series of "Flicks and Flashes," originating in Vancouver, will be broadcast over the Dominion network of the CBC, commencing in July. The program, of Hollywood chatter, will feature Susan Fletcher, and will be heard Mondays at 7.30 p.m.

Belleville Airs Trained Bear

"Rosie," the trained Russian brown bear which appeared in "Road To Utopia" with Bing Crosby and Bob Hope, and her trainer, Stanley Beebe, were heard during an "on-the-spot" broadcast last month on CJBQ, Belleville, from the Belleville Memorial Arena. The bear act is part of the Merrick Brothers Circus which performed for the Belleville Shrine Club in aid of their "Crippled Children Fund." "Rosie," in her husky voice, made a good attempt during the broadcast to follow her trainer as he sang "Sweet Adeline."



"More Hope THAN CHARITY"
by
Ella Hope

It has long been a mental fanny of mine that any program bearing the CBC stamp meant quality — good quality, that is. I could always be wrong. I was wrong. While most shows have at least one, and sometimes many, redeeming features, the CBC's "Salute to the Happy Gang" (June 13) really threw the listeners a curve.

When I heard that the CBC planned a tribute to the Gang's 10th anniversary I was delighted at expected big things. Maybe I expected too much. The idea was good one, the program content was good, but the result was frightful. There are few programs on the air today surpassing the height attained by the "Happy Gang," but if a stray listener were to judge it by this so-called tribute it would be robbed of all merit.

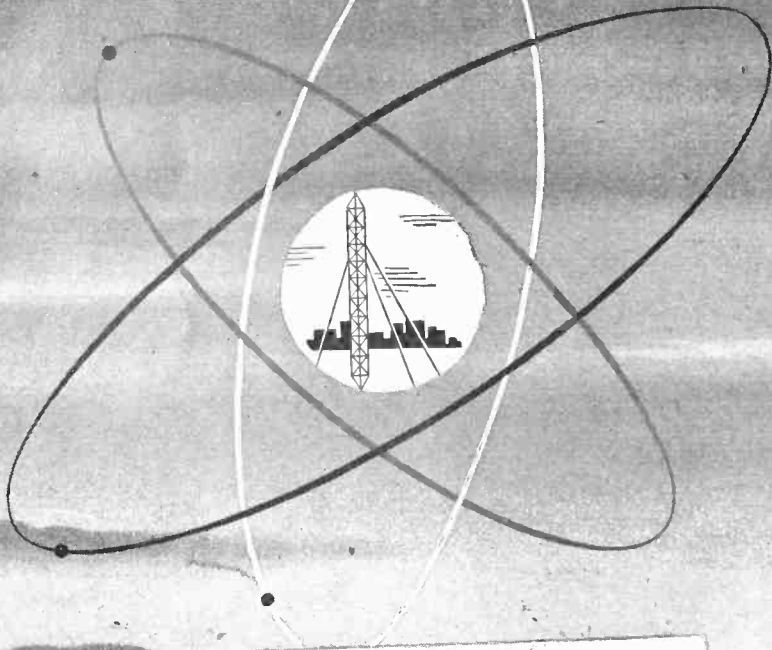
To my way of thinking, Pearl deserves a great deal of credit not only for keeping the program on the air all these years but for the very successful shows turned out daily. It can't be a cinch to produce five half-hour shows each week, but when those shows are top-notchers, that's when more credit becomes due. To me a tribute is a tribute, and I can only hope the "Happy Gang" retains its standard rather than the picture CBC painted for us.

And speaking of pictures, a commentator of today who paints the clearly and attractively is Monica Mugan. Her program "Ladies" is on CKEY Monday through Friday at noon for Christmas Breads. I have never met Monica, and know little about her, except that she sounds gay and interesting. Here is a woman who knows her commenting and talking about things that her listeners want to hear. Commercials are handled by Howard Milsom, while Frank Morrison produces this broadcast show.

Perhaps I don't know my piano playing and again perhaps I have listened several times to O. Peterson and, to save my soul, the majority of what I hear is variations. When I studied piano, the rudiments was to slight project the melody. Technicians believe Peterson is one of the best but melodically, well that's different. It seems absurd to put time scales on a network.

If you happen to be a listener to CFBF Tuesday nights, you will be familiar with the hour-long dramatization from Columbia entitled "Studio One." I have heard several of these and not only am I justly proud but heard dramatically well done. Written by our own Fletcher Markle, the stories seem to have just the amount of appeal. The other I heard one entitled "To Marry with Love" and recognized names and voices. Hedley Ray played in the cast and, as filled his role in a capable manner.

BROADCASTING...



Everything for your Broadcasting Station ...

Consult Northern Electric for all your requirements from microphone to antenna.

Northern Electric
COMPANY LIMITED

25 BRANCHES ACROSS CANADA



A NATIONAL ELECTRICAL SERVICE.

FIRST COMMERCIAL SATELLITE



OV, Kelowna, which recently celebrated the formal opening of new studios, has blossomed with what is probably the satellite commercial station Canadian commercial radio in the form of station CKOK, Penticton. The new station, located 40 odd miles from Kelowna, functions as a "beater" for station CKOV, and its purpose is to lay a signal in the Okanagan area which has been isolated especially at night, by the mountainous terrain. The only difference between the two stations is that the station calls, which are

made—with the flick of a switch—from the Kelowna studios. Born 15 years ago, as amateur station 10AY, CKOV has grown up from a shrill beep in the ether in 1932, until today it serves the Okanagan Valley with local programs sponsored by merchants of around 20 towns and also with the network programs of Trans-Canada for which it is a basic station. Pictured above is the CKOV-CKOK exhibit at the recent Vernon-Okanagan Exposition, on which the 57 national products advertised on the stations' two frequencies, were displayed.

FM Licenses Granted Last Month

Four new FM broadcasting licenses have been granted by the Department of Transport. The Northern Broadcasting Co. Ltd., Timmins, has received approval to operate three FM transmitters in conjunction with CKGB, Timmins, CFRH, North Bay, and CJKL, Kirkland Lake. The Timmins FM outlet will operate on channel 233, 94.5 mcs., with 250 watts. The fourth license was granted to the Rogers Radio Broadcasting Co., Ltd., Toronto, operators of CFRB, the transmitter to operate on 99.9 mcs. with 250 watts.

New Canadians

CJGX, Yorkton, recorded and re-broadcast a 30-minute address by Will Walker, K.C., of Canora, Sask., during a combined meeting last month, of the Rotarians and the Yorkton Civic Service Club, held in honor of 20 new Canadian citizens. The new citizens later took the oath of allegiance to Canada before Judge Alexander Ross, K.C.B., C.G., V.D., in the Yorkton Law Courts.

The same day, the station broadcast the major portion of a mass conducted by His Eminence, Eugene, Cardinal Tisserand, of the Holy Roman Catholic Church, at the Ukrainian Mission, Yorkton. Bill Liska, CJGX's production manager, translated and described the ceremony. During the latter part of the broadcast, the Cardinal gave a short address in English, urging Canadians to stand by their faith through times of trial. The Cardinal's visit in Yorkton ended with a banquet and concert given in his honor.

16 Canadian Concerts

Sixteen concerts featuring Canadian choral groups will be presented by the NBC University of the Air in a summer "Concert of Nations" series which started last month, heard Thursday's 11.30 p.m. EDT. Groups to be heard will be the Leslie Bell Singers, and "La Cantoria," Montreal, the "Choristers" from Winnipeg; the "CBC Singers," Vancouver; and the "Georgian Singers" and "CBC Singers," Toronto.

Coin Radios

A potential radio audience of three million listeners lies in the adoption of coin radios by US hotels, tourist camps and hospitals, it is estimated by the Telecoin Corporation. The Telecoin receivers, first shipment of which was made last week, operate on insertion of a coin: two hours' listening for 25c or 30 minutes for 10c.

Operative Game Program

Amherst, N.S., merchants sponsors of the "Amherst-land Word-a-Gram" on Moncton, Monday through at 2.30 p.m. A clue word is each day until, on Friday, eight clues have been broadcast to form a slogan. Listeners invited to mail their slogans and the letter chosen wins a gift from each sponsor of the program are: Dry Cleaners, MacLeod's, Acadia Florists, Sweet's Clothing Store and Goodwin's Service Grocery.

Board Of Trade Broadcasts 5 a Week

CJGX, Yorkton, has contracted with the Esterhazy, Sask., Board of Trade for the "Esterhazy All-Request Program" on behalf of 30 merchants. The project developed when Tom Gracey, Imperial Oil dealer of Esterhazy, visited CJGX to arrange to have a representative of the station present at a recent Board of Trade meeting. Jack Shortreed, commercial manager, attended and gave a brief talk on radio advertising. The Board, previously planning on a quarter-hour program, decided to use five half-hour programs a week.

Employment Service

FOR SERVICE MEN
(Operated without charge for the benefit of returned personnel.)

File CB 61—Aggressive sales-minded young man, single, 24, would like to break into the sales department of a radio station. Experience includes six years with a Toronto Advertising agency. Since leaving the army a year ago has been associated with the radio department of this firm. Box 61, Canadian Broadcaster, 371 Bay Street, Toronto.

Health Shows

CKGB, Timmins, features a weekly quarter-hour program of dramatizations on health problems and their remedies. The show, arranged by the Timmins Public Health Department, employs local talent.

NEED "DEMOCRATIC" CONTROL

Dick Diespecker, of CJOR, Vancouver, told the graduating class of a Dale Carnegie public-speaking class that the present radio act was a threat to the freedom, not only of private radio, but of every citizen in Canada.

"It is the sort of thing you would expect to find in a Fascist state," he said.

He pointed out that broadcasting stations had to have a license to operate, but they lived from one year to another with no guarantee that they would get a license renewal the following year.

Licenses could be revoked by the minister, he said, on advice

of the CBC, without cause or notice, without a hearing or the right of appeal.

While agreeing that in a national emergency it might be desirable for the government to have the power to take over a station and its staff, as well as public utilities, for a limited time, Mr. Diespecker declared that the radio act did not specify this.

Quoting from the act, he said that "His Majesty may at any time assume and for any length of time retain possession of any radio station."

He said the act needed to be changed for the protection of citizens as well as protection of independent stations.

The CBC has the power to control all news broadcasts, as well as programs, and also the staffs of private stations, he said, "and yet is in competition with the people over whom it has these powers."

"While the great majority of these things are not done," he went on, "the CBC has the power to do them."

"That is the reason the CAB wants a regulatory body appointed by parliament, to be responsible to parliament and removable only by parliament."

"We do not want less control, but we want democratic control, and proper safeguards not only for ourselves but for all of you in Canada."

Addresses Home Town Group

Horace Stovin, of H. N. Stov and Co., was guest of honor at Board of Trade luncheon in Unity Sask., last month. He was introduced by Jack Coalston, manager of CJNB, North Battleford, and during the course of his address, reminisced about his early days in Unity where he had operated drug store and, from 1924 to 1930, operated broadcast station CM. He spoke of the relationship between CJNB and the territory serves, commending it for service it had rendered since inauguration. CJNB broadcast proceedings by remote control.

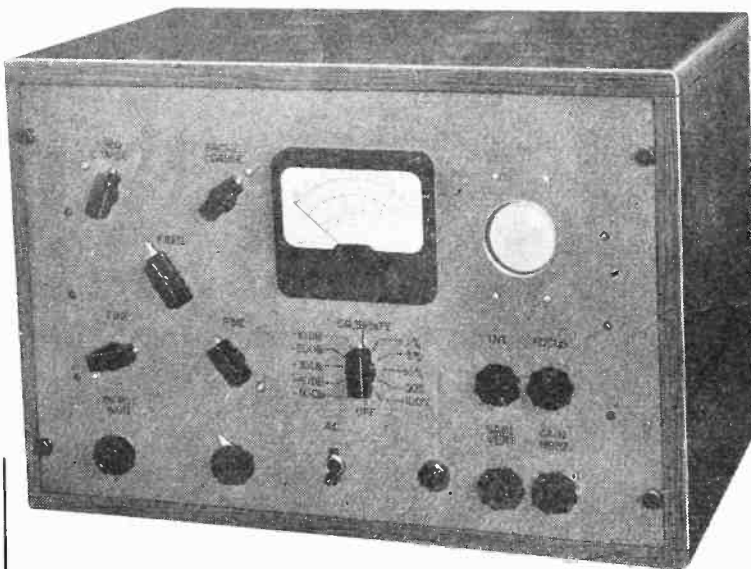
Sponsored TV

Sponsored television programs currently being broadcast by Chicago and New York TV stations include a variety of shows such as the National Pro Tennis games, the U.S. Rubber Co., harness racing for the Fox Head Brew Co., boxing at Jamaica for Winston Radio and Television "Television Theatre" for the Healy Brewing Co., live spot announcements for N. C. Flynn and time signals for the Bu Watch Co.

Attends Summer School

Godfrey Hudson, for the past years, news editor, of CFQC, Saskatoon, last month was granted leave of absence in order to attend a week summer session at the M. School of Journalism at the Northwestern University, Chicago, this summer. Hudson attended NBC-Northwestern University radio Institute, Chicago, where he was declared the most outstanding male student and awarded a scholarship. He is a graduate of the University of Saskatchewan.

AVAILABLE IMMEDIATELY
13 Years In Radio Business
ANNOUNCING PRODUCTION Specialize In M.C. Work and Quiz Shows
TIME SELLING WRITING
WIRE OR WRITE:
WILLARD KING
5 PINE ST. HAMILTON, ONT.



Hayes

Distortion and Noise Meter

An improved instrument for measuring distortion and noise level of lines and amplifiers

ELECTRONIC ASSOCIATES LTD.

2498 YONGE ST. TORONTO

CBC AIRS TALENT HUNT

Canadian entertainers who are not currently featured on CBC network programs, have an opportunity to win a network show of their own on the CBC by appearing on "Opportunity Knocks," a new 13-week sustaining series being aired on the Dominion network, Wednesdays, 8.30 p.m. EDT. The series, first of which was broadcast July 2, is produced by John Adaskin, of Toronto, and is open

to professional as well as amateur entertainers. A weekly prize is given to the best artist chosen by the studio and audiences. Announcement of the winner is made on the following week's program. Five artists are being featured each week. At the end of the series, the grand winner will be awarded with either her own network program

CKCR
KITCHENER STATION
A Wright
Community-Minded CKCR
is your entry into the
\$21,000,000 Kitchener-
Waterloo Market.
— See —
WILLIAM WRIGHT
Victory Bldg.
AD. 8481

Stages of MOUNT ROYAL

by WALTER DALES

Radio in Montreal, they tell me, is the doldrums. I came home yesterday, made a half dozen telephone calls to see what had been happening hereabouts during the past month. Most answers were to the effect that nothing much had taken place; and when I called to radio artists and free lancers, they were a little upset by the lack of activity.

There was one happy note noted by the artists. They expect a great fall and winter season. The grapevine buzzes with news of big shows and spot campaigns cooking in the commercial which may more than make up for the reduction of CBC program expenditures here. Meanwhile the fishing streams are at their best and while the speckled trout last there will be a philosophical attitude towards the whole thing.

Marie Beaudet, director of French network and supervisor of music, is being moved to Vancouver to succeed Ira Dilworth who for many years has been the general representative in B.C. Dilworth will come to Montreal to represent the CBC International. The appointments, announced by Dr. Taylor, are for two years. Dilworth is replacing Arthur Phelps who has resigned to join the staff of McGill University.

Gray, formerly with Harold Field Ltd., Saint John, N.B., has joined McConnell & Company, Ltd., Montreal. Gray is a westerner and has been in radio with the Taylor organization, at Trail's

Montreal Advertising & Club recently partied at Luxiana Ranch, owned by Graul, president of Electro-Canada) Limited, host for the occasion. Luxiana is now the home of the famous Black Horse. Hello to all broadcasters who met one time or another last night with Dawe's superb merchandise.

A feature of the party was a game between the station representatives and the advertising agencies. Score, 11 to 3, in favor of the reps. Agency alibi: the reps, they said, threw too many curves.

Fred Mitchell, I understand, will undergo a surgical operation and auditions to replace her have been taking place this week. Lucky gals got the nod — Nancy Hanley, for the Laura Limon show, and Til Jackson, for Doctor Corset's show. On the last night, headed by Ronald's, there is a considerable change in program presentation, with Fred Hill being replaced by Charles Jordan, now a New Yorker. He will come back to Canada for discing. The shows will run an identical format under the title, "The Charles Jordan show."

McColl Frontenac dealers who handle Texaco will sponsor the Tony Martin show this fall, and also the Metropolitan Opera. The red star and green T which now seem to be replacing the Red Indian symbol in space copy will no doubt be plugged heavily on the air. The account is also directed by Ronald's.

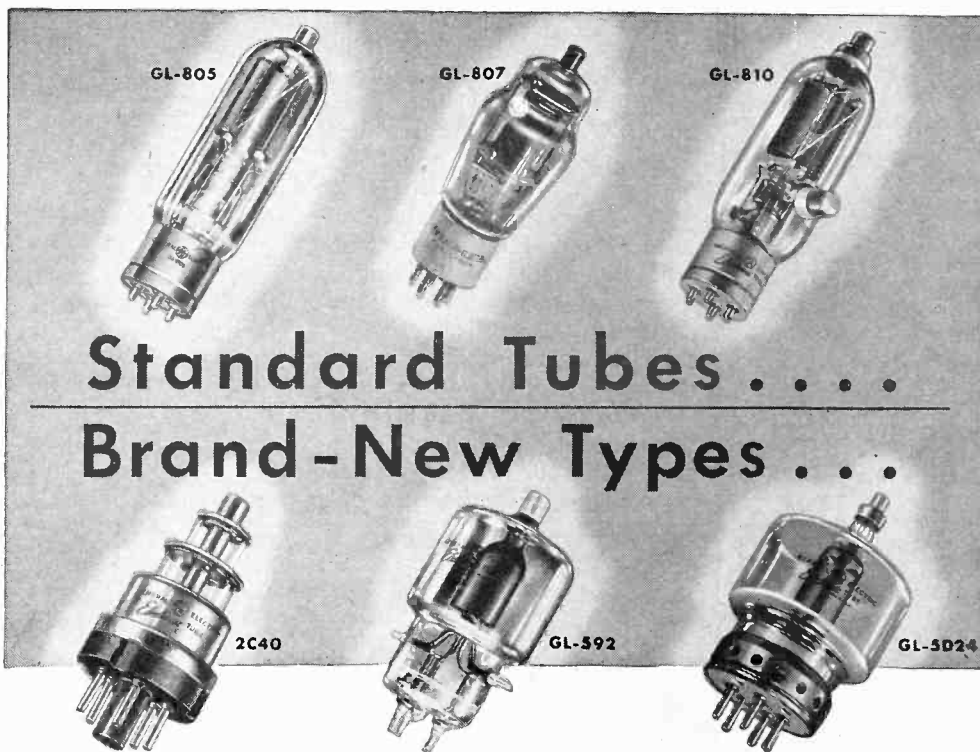
Visitors: Ted Campeau and party, Murray Bay bound, taking time off here for some golf.

The electronics division of Northern Electric is moving from Montreal to Belleville, Ontario.

This city is plugged tight with tight conventionaires, and if broadcasters intend travelling this way they should get their hotel reservations a long time in advance.

GENERAL ELECTRIC

TRANSMITTING TUBES



Standard Tubes
Brand-New Types . . .

... both are included in the G-E complete line

Advanced-in-design, proven-in-service, radio tubes, backed by General Electric's great technical facilities and resources, will give you fine transmitting station performance. Canadian General Electric supplies a complete line of G-E tubes from stock,

backed by a generous guarantee policy and prompt warranty service. Tube engineers will be glad to assist you with your transmitting tube problems. Write your nearest C-G-E office for further information.

47-TU-10

CANADIAN GENERAL ELECTRIC CO LTD
HEAD OFFICE — TORONTO



**First In The Field
AND
First In The News**

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

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Largest
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By actual survey—

**TORONTO'S MOST
LISTENED-TO STATION**

DIAL 580

**CKEY
TORONTO**

ACCENTUATE THE NEGATIVE

Hutton may have a Hat tradition, but I have a hat. Happened this way.

Jim Brown, of CKOV, Kelowna, and me to stop off on the way from the coast to drink the waters of his Okanagan Valley. I've been drinking in Winnipeg, Regina, Edmonton, Jasper and Banff, so it seemed only fair. I'd go if Jim gave me one of those famous sombreros. Jim did. The only thing was, nothing was said about the disposition of the Street model (Simpson's present).

Cut a long story short, after taking a two-weeks' holiday into my hours spent inspecting Jim's Garden of Eden—I hadn't seen anything like it since those days in the London tubes which I came to Canada in 1923—I took the Valley for Calgary, clothed in my newly-acquired Codyesque attire, but having left the Tom model in Jim's office.

It should be noted here that the "Portrait of the Fisherman" to appear was not my doing. Ed, the



genius who intersperses this doodling between his duties in the sales department, was visible. He wanted to know if I'd permit to being caricatured. I declined dubiously, realizing that my portraits of me are caricatures enough. "Will you do it in the next issue?" Ed asked. "Only if you make it rude," I said. He did.

In reply to the Pullman Porters' stream of welcome as he ushered me into my berth on the Calgary train, it seemed only fitting I should utter a couple of words. They were well-rehearsed. I can tell you. Next morning my shoes shone with the blackest of the deepest night. (They were made in an Oxfords I had bought locally for the trip).

I did everything I could; walked around and made like I was going to say "Wal-al pardner" at the moment. But it was no use. I even noticed the damn lid

except one guy who rushed up and said: "Lost your chaps, Bub?"

I did get a couple of kicks out of Calgary though. One thing, the Palliser was the only hotel on my trip where they had a room for me instead of just a reservation. Maybe I should trade in the bonnet on a set of feathers. (Concentrate, brother; you'll get it). Another thing I liked was the way CFC is helping CJCJ get set up for their power boost to 1,000 watts, lending them their old kw job until their own arrives.

Also in Calgary, I met two relatively new-comers to radio who look like they'll be cutting swaths. They are Jim Love, son of Gordon, of CFCN, and Gord Carter, who muscled his way into the Love family by loving Gordon's daughter. Both are middle-twentyish and have been playing hookey from the industry to which they belong in the army and air force respectively. They represent a new generation of radio men because they belong to the growing legion of broadcasters who went to school with radio in the back of their minds. They won't be called upon to build radio with soldering irons and bent hair-pins as their fathers did. Rather it will be their jobs to perfect the old gent's doohickies, just as today's engineers have perfected Mr. Bell's telephone.

We'd like to see this father-to-son angle exposed to view... a picture feature in an early issue of this paper... maybe a father and son shindig at an early CAB Convention instead of quite so much freedom of speech. We know about the Stovin offspring, Jack Radford's pocket edition, Murph's son-in-law, Vern Dallin. Who else?

Payoff of the hat story came at Lethbridge. I was booked on that government air-line from Calgary to Winnipeg, and scheduled to change planes at Lethbridge. On arrival at the Prairie junction, I was politely informed by the agent that—"we have unfortunately sold your seat twice, Mr. Lewis, and the other gentleman reserved his first." I proceeded to raise merry Hell with the hapless accessory to socialized travel, but was thrown a little off balance when a fellow passenger, who was obviously suffering no pain, stepped up, and with one eye on Jim Brown's Stetson said in an aggravatingly natural drawl—"Having trouble, Senator?"

—ARE YOU READING THE BROADCASTER



OVER OUR SHOULDER?

"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.

\$3.00 a year—\$5.00 for 2 years

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KELOWNA ★ Okanagan BROADCASTERS LTD.



**First In The Field
AND
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Many of today's broadcasters will become electronic publishers of tomorrow, declared Niles Trammell, NBC president, last month when he urged that the U.S. Congress exercise caution in writing a new radio law. Trammell echoed the Canadian Association of Broadcasters' and the Canadian Daily Newspapers Association's claims that, with the advent of facsimile and television, broadcasting will embrace written as well as spoken words, and, under existing regulations, a dictatorial government could control what the nation shall see, read and hear.

"One of the basic guarantees of a free society," said Trammell, "is a free press. Recognition of the same freedom for radio will place a powerful ally at the side of the press. Together, they will be able to withstand any assault upon democracy."

The sole solution "is to enact legislation which will prevent the exercise of any restrictive control over programs and other material transmitted by radio, whether it be broadcasting by sound, television or facsimile," said the NBC president, adding, "no agency should ever be permitted by the threat of revocation of a license or a denial of renewal, to intimidate broadcasters as to the kind of program service they must render to the public."

There is no need for a government agency to suggest what programs should be broadcast by a licensee, Trammell declared. "The broadcaster is responsive to the turn of a

dial or the flip of a switch," he pointed out. "If he is left free from control by the government, public preference will determine the programs which he broadcasts."

Trammell spoke of the current fight for a free radio by Canadian broadcasters before the Parliamentary Committee, adding: "in Canada, the broadcasters are fighting for a freedom they have never possessed." He warned that: "in the United States, the free radio we have enjoyed is threatened by the continued encroachment on the rights of the public to receive a broadcasting service free from federal regulation." The NBC head expressed the hope that Congress would provide for "equality of the press under all the laws that govern our society," and reaffirmed previous requests for "legislative safeguards to protect the freedom of this great medium of mass communication."

Radio Editorials

"Editorially Speaking," a weekly quarter-hour program, based on editorial columns of weekly newspapers published in, and concerning topics of interest to, communities within CKNX, Wingham's coverage area, was inaugurated last month as a Sunday afternoon feature. Recent programs have broadcast editorials on the unpainted barns of Ontario, considered by country editors as eyesores, and which, like traffic irregularities in some small centres, give visitors a poor impression of those communities. Following the editorials, Frank Johnson, CKNX commercial manager, who writes and edits the series, elaborates on the topic with his own comments.

Interviews Movie Star



Jack Wells, special events broadcaster for CKRC, is shown interviewing William Demarest, Hollywood star, at the world premiere of "Welcome Stranger", held in Winnipeg's Capitol Theatre.

Invitation To Tourists

Chambers of Commerce and other organizations the length and breadth of the Niagara Peninsula are co-operating with station CKTB, St. Catharines, in two program ventures calculated to attract U.S. and out of town tourist trade to the area.

"Invitation from Niagara" consists of light music interspersed with commentaries on the attractions the Peninsula has to offer, including descriptions of beauty spots, historic sites and other points of interest. Listeners are invited to write in for information and tourist literature. While the station is carrying the program on a sustaining basis throughout the summer, advertisers may tie into the program with spots.

"Niagara Question Box" is a strictly sustaining show in which a board of "experts," consisting of members of various Chambers of Commerce are quizzed with questions sent in by listeners on points of interest from a tourist standpoint. The program is conducted in an "Information Please" style. This is an evening show, heard Thursdays 8.30 to 9, and, besides endeavouring to attract visitors, it also publicizes the other programs

By actual survey—

**TORONTO'S MOST
LISTENED-TO STATION**

DIAL 580

**CKEY
TORONTO**

ACCENTUATE the NEGATIVE

Leo Hutton may have a Hat Foundation, but I have a hat. It happened this way.

Jim Browne, of CKOV, Kelowna, invited me to stop off on the way home from the coast to drink the waters of his Okanagan Valley. (I'd been drinking in Winnipeg, Regina, Edmonton, Jasper and Vancouver, so it seemed only fair). I said I'd go if Jim gave me one of his famous sombreros. Jim did. The only thing was, nothing was said about the disposition of the Bay Street model (Simpson's basement).

To cut a long story short, after packing a two-weeks' holiday into 48 hours spent inspecting Jim's private Garden of Eden—I hadn't seen anything like it since those posters in the London tubes which lured me to Canada in 1923—I left the Valley for Calgary, clothed in my newly-acquired Codyesque spindor, but having left the Toronto model in Jim's office.

It should be stated here that the "Portrait of the Polisher" which I had to appear in was really not my doing. Ed Hutton, the



genius who intersperses this sort of doodling between his duties in the sales department, was responsible. He wanted to know if I'd submit to being caricatured. I consented dubiously, realizing that the bright portraits of me are generally caricatures enough. "Will you run it in the next issue?" Ed said. "Only if you make it rude enough," I said. He did.

In reply to the Pullman Porter's beam of welcome as he ushered me into my berth on the Calgary train, it seemed only fitting that I should utter a couple of "calls." They were well-received. I can tell you. Next morning my shoes shone with the blackness of deepest night. (They were not tan Oxfords I had bought specially for the trip).

I did everything I could; walked bow-legged and made like I was about to say "Wal-al pardner" at any moment. But it was no use. Nobody even noticed the damn lid

except one guy who rushed up and said: "Lost your chaps, Bub?"

I did get a couple of kicks out of Calgary though. One thing, the Palliser was the only hotel on my trip where they had a room for me instead of just a reservation. Maybe I should trade in the bonnet on a set of feathers. (Concentrate, brother; you'll get it). Another thing I liked was the way CFAC is helping CJCJ get set up for their power boost to 1,000 watts, lending them their old kw job until their own arrives.

Also in Calgary, I met two relatively new-comers to radio who look like they'll be cutting swaths. They are Jim Love, son of Gordon, of CFCN, and Gord Carter, who muscled his way into the Love family by loving Gordon's daughter. Both are middle-twentyish and have been playing hookey from the industry to which they belong in the army and air force respectively. They represent a new generation of radio men because they belong to the growing legion of broadcasters who went to school with radio in the back of their minds. They won't be called upon to build radio with soldering irons and bent hair-pins as their fathers did. Rather it will be their jobs to perfect the old gent's doohickies, just as today's engineers have perfected Mr. Bell's telephone.

We'd like to see this father-to-son angle exposed to view... a picture feature in an early issue of this paper... maybe a father and son shindig at an early CAB Convention instead of quite so much freedom of speech. We know about the Stovin offspring, Jack Radford's pocket edition, Murph's son-in-law, Vern Dallin. Who else?

Payoff of the hat story came at Lethbridge. I was booked on that government air-line from Calgary to Winnipeg, and scheduled to change planes at Lethbridge. On arrival at the Prairie junction, I was politely informed by the agent that—"we have unfortunately sold your seat twice, Mr. Lewis, and the other gentleman reserved his first." I proceeded to raise merry Hell with the hapless accessory to socialized travel, but was thrown a little off balance when a fellow passenger, who was obviously suffering no pain, stepped up, and with one eye on Jim Browne's Stetson said in an aggravatingly natural drawl—"Having trouble, Senator?"

—ARE YOU READING THE BROADCASTER



OVER OUR SHOULDER?

"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.

\$3.00 a year—\$5.00 for 2 years

Circulation Department

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Toronto 1

Covers THE RICH FRUIT BELT of BRITISH COLUMBIA

CBC BASIC ★ 1000 WATTS

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* 121,718 potential listeners!

Let's Abolish Yours Truly

Among the various movements which spring up from time to time — and perish for want of understanding — one of our favorites is the "Society for Abolishing 'Dear' in Business Letters." We have often regretted the necessity of using the formally affectionate adjective when writing to laundries about lost shirts, prospective clients about lost interest and editors about lost manuscripts. Lest there be any misunderstanding about that last qualification, we hasten to explain that we are not referring to the editor of this publication. In situations of this nature we do not write; we merely walk a block or two down the street, climb a couple of flights of stairs, rifle through three or four stacks of typewritten sheets and pull out the missing papers.

However, to get back to this already lost cause, we are quite sure that people will go on addressing people as "Dear Mr. Snodgrass" even if they don't know Mr. Snodgrass, of if they do know Mr. Snodgrass all too well. The reason, we think, is human nature. We would like to prove it by referring to a letter we received the other day from a friend of ours who is championing this cause. The epistle started off abruptly with my surname only. It carried a little poster stamp which said, "Let's drop 'Dear' in business letters! Are you with us?" It then pointed out that by omitting the unnecessary word a great deal of time would be saved. And it ended, for my friend is a French-Canadian, with three lines of type in which he assured me that I was to believe that he was, and would remain, my devoted through all eternity. No, human nature, or habit, or something is going to trip this movement up too.

—The Montrealer



DID YOU HEAR

The announcement on the Buffalo station last Saturday to the effect that recruits for the U.S. forces would be rewarded with two guest tickets for a local theatre.

HONOR RADIO

Edmonton taxis took down their signs the week-end before the convention and replaced them with the letters "CAB." It must have been CBC influence, however, which induced some of them to label their vehicles "YELLOW CAB."

EDITOR REGRETS

We definitely refuse to use Bob Buss' clipping from a western daily which reads: MAN PUSHED FROM CAB—SUES FOR \$25,000.

LIFE'S TRAGEDIES

It is understood that a suicide epidemic has hit Toronto radio, victims being those who did not know their entry fees for the Ontario Radio Open Golf Tournament also qualified them for dinner (etc) at the Royal York after the game.

INCONSISTENT

We have been emphatically assured that it was entirely co-incidental that private radio travelled by government-owned airline and railroad to meet at a government-owned hotel to discuss ways and means of combatting government ownership of broadcasting stations.

WORTHY OF HIS HIRE

Another long arm of co-incidence was the appearance of Jack Scott on the CBC's Pacific network immediately following his violent attack against private radio which appeared in his column in VANCOUVER SUN.

WHAT WE HAVE

The government's frantic efforts to hang onto its regulatory control over radio are reminiscent of George Orwell's book, "Animal Farm" in which the livestock ousted the human owner and started out on a public-ownership basis only to end with a corrupted hierarchy exercising more vicious authoritarian monopoly than man ever conceived.

WEATHER REPORT

With the thermometer broiling in the 90's as we grind out this fortnight's column, we sigh somewhat wishfully for a little of Vancouver's beautiful liquid sunshine.

The New GEORGIE JESSEL Show

"SOMETHING FOR THE FAMILY"

IS NOW AVAILABLE

EXCLUSIVE RADIO
FEATURES

14 McCaul St. Toronto



The Goodyear blimp, as it appeared in flight over Vancouver, flashing illuminated call letters to the city below. Insets: Bob White, the CKWX Answer Man, during his history-making call from the blimp to Mrs. J. F. Bryant in her home.

Heads Up!

News headlines and promotion punchlines, both supplied by Vancouver's CKWX, shared the huge neon display which the famed Goodyear blimp brought to Vancouver from June 3rd to 5th, in one of the most spectacular advertising exploits the city has ever seen.

For exclusive participation in this giant promotion, Goodyear chose CKWX.

CKWX newsmen provided the blimp's illuminated headlines in the sky. . . . CKWX slogans shared top billing on the six-foot-high floating neon signboard.

CKWX producers, engineers and announcers carried out all broadcasts from the blimp.

To climax the three-day spectacle, CKWX using RCA Victor experimental frequency modulation and radio-telephone equipment—made broadcasting history with the first recorded telephone calls from air to private homes.

OUR THANKS to Goodyear, for their confidence and co-operation. . . . to the RCA, the RCAF and the B.C. Telephone Company, for invaluable technical assistance. To Charles Smith, Laurie Irving and Bob White, the CKWX airborne crew whose skill and initiative produced the broadcast that fascinated a city.

To CJOR, The Canadian Press, British United Press and Vancouver's three daily newspapers for their splendid coverage.

CKWX

One of the Progressive "All-Canada" Stations
COMMANDING ATTENTION EARNING RESULTS

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The NO. 1 Buy in Canada's No. 1 Market

*CFRB reaches more Ontario listeners than any other
Toronto Station . . . the No. 1 buy!*

*Ontario represents more than 40% of Canada's total
buying power . . . Canada's No. 1 market!*

In this productive area, CFRB offers . . .

2,795 potential radio homes after 7 p.m.

3,475 potential radio homes between 6-7 p.m.

5,195 potential radio homes at other times

. . . for every advertising dollar!

That's the set-up on CFRB . . . more potential customers per dollar
than any other station operating in Canada's richest market.

CFRB

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