



Boulet (centre) acting mayor of Quebec, welcomed the CAB delegates on behalf of the city. Pictured above he is at the City Hall with Harry Sedgwick, CAB Board Chairman (left), and Narcisse Thivierge, CHRC Quebec City and elected CAB director. In the right hand picture, some of the BBM officials are seen. Standing, from left to right—Elliott, research director; W. A. Cranston, CKOC, Hamilton; Sam G. Barton, U.S. Researcher; John B. Churchill, N.Y.; Athol McQuarrie, secretary; (seated) Hector Fontaine, Canadian Advertising Agencies; E. A. Weir, CBC; L. E. Phenner, president; Adrian Head, vice-president; Harold Stevenson, Canada Starch.

# CANADIAN BROADCASTER

TWICE A MONTH

Page 11      \$2.00 a Year — \$5.00 for Three Years      June 8th, 1946

## CAB RALLIES AGAINST CBC SWIPE

### To Make Strong Representations To Parliamentary Committee

Members meeting in Quebec for the annual meeting of the Canadian Association of Broadcasters rallied behind stations in Toronto and CFMN, Calgary, to oppose the CBC plans to take over wave-lengths the CBC plans for the use of two of the stations.

The Association went on record with a unanimous resolution that it is opposed to the CBC being allowed to interfere with frequencies used by any private station. It authorized its directors to "oppose the proposition as vigorously as possible." A committee was appointed to prepare a report on the private stations' case for presentation to the Parliamentary Committee now sitting in Ottawa. The committee consisting of J. G. Coorne, Calgary; George G. Vancouver; Guy Her-...; A. Gauthier, Three Rivers; Nathanson, Sydney; G. ...; Kelowna; and Jos-...; K.C., Toronto.

**CBC Sway Curbed**  
A resolution, passed at the meeting, read as follows. "The Association of the CBC in attempting to take over wave-lengths of independent stations with

which it is in competition for audience and for revenue, points up the absurd situation presently existing under which the CBC, while competing with independent stations, regulates and controls the operation of those stations.

"So long as the CBC occupies the field of commercial broadcasting, it should be confined to its broadcasting activity and should not have the right to interfere with or to regulate its competitors.

"The CAB urged that the control and regulation of independent stations should be taken away from the CBC and that a new impartial body should be set up to assume those functions as to all Canadian stations, whether operated by the government or by private companies."

#### CBC—CAB Net Programs

It was decided to go further into the CBC-CAB network program series suggested by the CBC at the Network meeting in Montreal May 23. Suggestion was that programs should be originated in CBC studios using talent from private stations across the country, as well as CBC talent. Consideration was given in Quebec to the idea of

### PETRILLO THREATENS WEB STRIKE

Music Czar Presents "Or Else"

James C. Petrillo, president of the AF of M, has threatened a strike against the national radio networks and a complete stoppage in the manufacture of phonograph records and transcriptions, if the constitutionality of the Lea Bill is sustained in the courts, according to a story in the *New York Times*.

If the Supreme Court rules the Lea Bill constitutional," he said, "the small stations won't get any music, because the three locals in New York, Chicago and Holly-

wood will make agreements to play locally only."

If the "Case Measure" prevents the union from continuing to collect a royalty on each disc sold, Petrillo said that the union would "send out a simple little letter."

We'll just say, 'Gentlemen, on such and such a date, members of the AF of M will not be permitted to perform in the making of recordings and transcriptions.' Now, Congressmen, make a law to make us go to work! Chew on that one for a while!"

getting time from the CBC for programs which would be completely CAB productions. The whole plan is being considered.

#### Program Committee

This committee, which functions under the chairmanship of Gerry Gaetz, CKRC, Winnipeg, will form regional sub-committees to continue the study of programming, along the lines of the British Columbia regional committee which has been functioning in the west since the

1945 WAB Meeting.

#### Sales Representative

Further consideration is being given to the appointment by the CAB of a sales executive to sell spot broadcasting to advertisers on an institutional basis.

#### New President

The CAB Board was instructed to appoint a chief executive of the association to replace Glen Bannerman, former president and general manager.



LOVING spine-chilling mystery thrillers is something few adults can dispute. It's a thrilling pastime to listen to hair-raising dramas . . . especially when they're well-written, well-produced, and well-presented. That's the kind of mystery shows All-Canada Program Division has—ready-made for your market, with proven performance and ratings. Crime never pays in our dramas. What pays are the results in ratings and in sales.

Guaranteed to scare you skinny and make you love it:

Mercer McLeod  
52 Fifteen Minutes

The Wierd Circle  
63 Thirty Minutes

Unsolved Mysteries  
39 Fifteen Minutes

The Shadow  
130 Thirty Minutes

Five Minute Mysteries  
260 Five Minutes

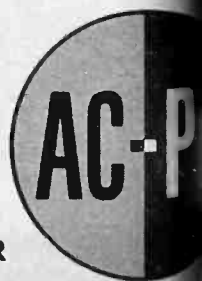
Calling All Cars  
47 Thirty Minutes

Manhunt  
39 Fifteen Minutes

The Haunting Hour  
52 Thirty Minutes

● SCARED and SKINNY are words that belong together. ALL-CANADA PROGRAMS and ECONOMICAL PROGRAMMING belong together, too. Ask your All-Canada Program Man for the skeleton plan. This skeleton you'll like!

# ALL-CANADA PROGRAM DIVISION



MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

### Bork Scoop

Wirkland Lake has recently set a new record for being first in news. Announcer Jack Grigsby, at the time an expectant father, had just completed a radio announcement. He turned over the microphone to the announcer, Al Ponman, for the introduction to the "Newscast." Then Jim Grigsby took over in another radio announcement. Grigsby's first announcement was the proud father of a girl.

The "how" of the story is that the birth came in while Grigsby was on the air and program manager Tom Warner was just able to get Grigsby off the air before he took the microphone.

### Am Helps Amps

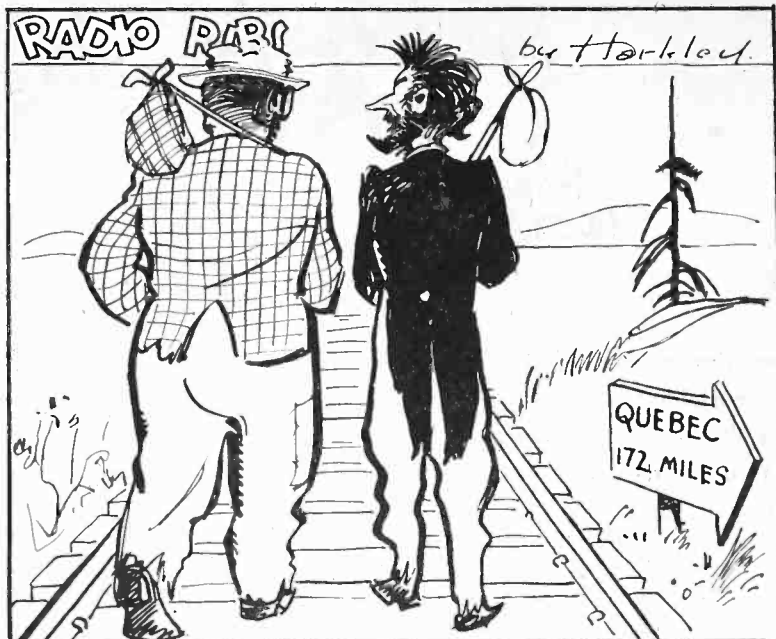
Hamilton is running a spot announcements and future programs to aid the Branch of the War Amalgamated of Canada in their campaign of building funds for a recreation centre.

Interviews were arranged to show the recreation centre and featured interviews and a staff of the current Amps how they work with Amps from all over the Niagara Peninsula taking

### War Service Hrs.

Power to the FCC's Blue Book which criticized American public service, the radio network published figures showing that the period between Pearl Harbor and VJ Day, 15,000 hours of broadcasting were devoted to news and announcements to aid in the successful prosecution of the

of this time was commensurate with the amount paid for by advertising. The remainder of the time was made up out of sustaining time, which was regained by cancelling commercial programs, which cost the stations, besides the loss of advertising revenue, the cost of the time which had to be paid whether the program went on or not.



"It was astounding, Grigsby. A three day discussion on freedom of speech—behind locked doors".

### CAB Appoints New Board

The following were elected to serve as directors of the Canadian Association of Broadcasters for the current year at that Association's annual meeting in Quebec City.

G. R. A. Rice, CFRN, Edmonton; A. M. Cairns, CFAC, Calgary; Lloyd Moffat, CKBI, Prince Albert; F. H. Elphicke, CKWX, Vancouver; Harry Sedgwick, CFRB, Toronto; K. D. Soble, CHML, Hamilton; Jack Beardall, CFCO, Chatham; A. Gauthier, CHLT, Sherbrooke; J. N. Thivierge, CHRC, Quebec City; Keith S. Rogers, CFCY, Charlottetown; W. C. Borrett, CHNS, Halifax.

### FM For Education

The Manitoba Government's Department of Education has filed application with the Federal Department of Transport for six frequency modulation stations. The stations are to be used for education by radio, but might also be used for entertainment.

The Department feels that when frequency modulation comes into its own there would probably be a rush for channels and that reservations should be made in advance.

### Fluff of the Month

To an announcer at CKGB Timmins goes this month's "blooming blunder." While plugging a 2 for 1 sale at a local ladieswear store the unnamed announcer made the following statement, "drastic reductions enable budget minded shoppers to purchase any single article for the original price of two. Remember ladies, 1 for the price of 2."

## BROADCASTERS

---

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●

*Duophonic  
Transcriptions*

**DOMINION BROADCASTING COMPANY**  
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Radio, as a medium of advertising the goods and services of a department store, has very specialized applications. It must ENTERTAIN, so as to maintain friendly relations with our customers. It must TIE-IN effectively with other media which also carry our advertising message. From our own experience, we are satisfied that Radio, intelligently applied, can do these things . . . that it commands attention and respect . . . and has arrived at the place where it is entitled, on its own merits, to be regarded as a senior advertising medium.

This "Guest Spot" contributed by



Advertising Manager  
The Robert Simpson Co. Ltd.  
Toronto, Ontario



# HORACE N. STOVIN & COMPANY

Radio Station Representatives

for these Live Independent Stations

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

\*Represented by us in Montreal only

MONTREAL TORONTO WINNIPEG

**RADIO GETS YOUR MESSAGE HOME**

## Pacific Drattle by Robt. Francis

Rod and gun boys are turning to CKWX Vancouver, which is airing a new series of sportsmen programs by Mike Crammond, fighting and hunting expert who writes for the outdoor mags. He goes on each Thursday for 15 minutes with word of prospects for week-end activity. Kirk's Clothes Shops sponsor the effort.

Announcer Bill Griffiths of CKMO went through a lot of superlatives the day of the Vancouver high school sports meet at Hastings Park Oval, which saw a lot of hot competition between city and nearby schools.

In their news and program bulletin, CJOR Vancouver plugs the fact that both sides in the provincial logging strike picked CJOR on which to air their side of the question.

CKWX, which is the Mutual outlet on the coast, has another new series, "Youth Forum," which gives the youngsters a chance to voice some public opinions. The program is produced by high school students in the CKWX Playhouse for 30 minutes each week. Adults in the visual audience take part by tossing questions at the panel of boy and girl speakers.

Marg Duncan, with CKNW New Westminster since its start, has left to join fiancée Fred Bradshaw in London, England. The man was a Jap prisoner for 3½ years.

Hugh Wallace former CKMO continuity man is back with the department after a hitch with the army. Manager Johnny Hunt announced the appointment of Bill Griffiths as assistant news editor and Phil Baldwin as publicity director. Newcomer Jack Tregalis has moved into the announcing lineup.

Production manager Bob Willett of CKMO took off for the south on his vacation. He'll stop at Los Angeles to go through the big studios and catch the major shows.

Bob Tweedie is new traffic director at CJOR. The former holder of this job, Velva Hayden, has left after several years on the job.

Manager George Chandler of CJOR travelled by auto to and from the CAB convention, crossing the U.S. by two different routes.

CJORites are flooding California this summer. Colin Fitzgerald, the early bird G. G. Man, is there, and will be followed at vacation intervals by program director Ross Mortimer and operators Gordon English and Ken Ross-McKenzie.

National Film Board technician Roger Morin is in Vancouver to make some movies of studio A in action, at CBR. The program at the time will be "Serenade in Rhythm", with Ray Norris and his quintet.

Arthur Benjamin, original conductor of the CBC symphony, leaving shortly for England, has been invited to be vocal adjudicator at the Seattle Musical Festival.

University of B.C.'s Allan Ainsworth, also a former leading man in the Players Club there, will do some summer relief announcing at CBR until fall, when he leaves for Oxford.

Since the new CKMO transmit-

ter went into action, word of ception has come in from as field as California and an island in the Aleutian chain.

Announcer Ed Dahlin of CKNW was getting the needle from the rest of the staff after a commercial he announced from a local cafe. "Just the place for a sizzling snake and a tasty stack," Ed formed the breathless public.

CBR Vancouver plans for coming weeks include a broadcast part of the city's Jubilee Show at Stanley Park. Parts of the show will be recorded during final rehearsals, additional effects dubbed in, and the result broadcast June 30, night before Vancouver's Diamond Jubilee celebrations officially begin.

Mart Kenny and his band are back to the city where they started their wanderings, June with a CBC Dominion network show from the Mayfair room Hotel Vancouver.

A new and improved special effects room has been constructed at CBC studio in Vancouver, with two turntables and other equipment. Another innovation in Elson's news department is a booth in the wall of the news broadcasting booth. Bulletins are slipping in through one door while the announcer is on the air. When the door is closed the man inside, them through another door, making it unnecessary for people to walk in and out with resulting noise.

## SPARKLING

THAT'S

## DOROTHY DEANE

CANADA'S TOP GIRL VOCALIST

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

Management  
GEORGE TAGGART  
ORGANIZATION  
ADelaide 8784

## C J A V

Voice of the  
Alberni Valley

CJAV, on 1340 KC serves the rich industrial northern half of Vancouver Island, tapping an area of ever increasing population and development, in timber, fishing, canning and mining.

Within its listening radius are great lumber mills and logging camps with their allied settlements — an area of unbounded wealth. CJAV is the only radio medium in this territory.

250 WATTS

PORT ALBERNI, B.C.

See Radio Representatives

# CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

LEWIS & COMPANY, 371 BAY STREET, TORONTO 1, CANADA

JUNE 5, NUMBER 11

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

JUNE 8th, 1946

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

Correspondents

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

## Action Stations!

...progress on the current fight of independent radio for freedom of the air, as well as of its own resources, is a ... thing. It is dangerous because this industry has only girded ... to do battle now, when at long last individual operators ... with the CBC axe.

...ings that it is exceedingly hard to stop a snowball growing ... avalanche once it has started rolling have fallen on deaf ears, ... the industry and its associations have preferred to close their ... the abuse of power, which inevitably follows the establishment ... uncontrolled monopoly, be the monopolists individuals who oper- ... the name of independent business or of government.

...eries of "alarmist" and "scare-monger", which greeted any- ... dared to warn that all was not well, are forgotten now, and ... reasonable to assume that even those stations not yet affected ... BC juggernaut, are rolling up their sleeves to do battle. Yet ... as the virus spread, that it is questionable whether victory, ... come, can do any more than maintain the status quo, unless ... tely unified industry goes into the offensive without delay.

...years ago at Quebec, a CAB spokesman said that independent ... out for its own network. Six months later at Banff, the WAB ... the CBC for establishing the Dominion chain. Today, not ... hope of an independent network grown dim, but many inde- ... stations are wondering whether they will not soon be losing ... network affiliations, when new high-powered CBC stations ... their areas. Also they are asking if they will not lose substan- ... revenue when CBC takes its next step, namely reversing its ... d policy by offering single station advertisers local program ... on their 50 Kw stations, in direct competition with independ- ... ons which are prohibited by the CBC from broadcasting in ... high power. Still other stations are threatened with the ... tion of their frequencies, as the CBC casts invidious eyes on ... audiences these private operators have built up through the ... suddenly they have realized that the Corporation plans invok- ... law to purloin what amount to their places of business, for ... reason than that the government broadcasting system will ... itself commercially by so doing.

... progress has, however, been made.

... of all, corridor and bedroom conversations at the CAB Con- ... last week indicated that even the stations which are not ... tely threatened realize that the government machine is already ... off in all directions.

...eps of equal importance is the fact that the press is finally ... aroused at the menace to their own freedom which the ... of radio really is. Editorials pointing up the inequity and ... of the system are appearing in papers everywhere, and the ... t speech delivered to the CAB Convention, by Napier Moore, ... ing Canadian editor, is another heartening sign.

... repetitious to say that radio has still the greatest power of ... cation in its own facilities, and there should be no delay in ... ing a country-wide campaign on the air, telling the public the ... unvarnished facts; apprising them of what is happening to their ... warning them of what must inevitably happen to their ... es when the avaricious reaper has garnered all the advertising ... t can, and looks greedily round for further lucrative fields to

Editor

## CBC Steals Towards Monopoly

FROM "TWEED NEWS"  
Tweed, Ontario

The Canadian Broadcasting Corporation has decided that it will take over the frequency of radio station CFRB in Toronto and erect a new 50,000 watt transmitter to broadcast CBC programs on the same frequency.

To one not versed in the technicalities of radio, this may seem to be of no particular importance to the general public. Actually, the news is another example of the total disregard of individual rights that is becoming the trademark of government enterprises.

The wave-length or frequency of a radio station is a property as valuable to it as a telephone number is to a business firm. Listeners accustomed to tuning in a favorite program know that they can find it by turning to a certain point on the dial. If they have decided that one station carries most of the programs that they want to hear, they will be inclined to leave the set tuned to that station.

As a newspaper or magazine must keep its readers in order to exist, so a radio station must keep its listeners. A reader is free to cancel his subscription and a listener is free to turn the dial. These freedoms may be small, but they are the few freedoms left to us in a country ruled by bureaucracy.

Can it be that this freedom is too much for the CBC to tolerate? Are Mr. Davidson Dunton and his associates determined that the Canadian public shall listen to nothing on the air that is not filtered through the official channels of CBC?

It looks that way, particularly when it is remembered that CFRB is a Canadian outlet for the network programs of the Columbia Broadcasting System, while the two Toronto stations of CBC have rights to the programs of the two NBC networks. There is more than a suspicion that the CBC with its exceeding many flocks and herds is casting covetous eyes towards the ewe lambs of the private broadcasting stations.

To the radio listener, it is important that broadcasting should not become a government monopoly. The recent refusal of the CBC to sell network time to the Premier of Ontario for his presentation of opinions that are not favored by Ottawa is only one example of what would happen under a monopoly of radio. Mr. Drew now can find alternative, if less convenient, means of speaking to the people over the air. If the CBC had the monopoly at which they are aiming, would any views displeasing to Ottawa be broadcast? Freedom of the air in Canada would be as meaningless as freedom of the press in Russia.

Undoubtedly, the CBC's defence

for its proposed appropriation of CFRB's frequency will be that the Broadcasting Act gives it the right to do anything it pleases. The action may be legal. To anyone whose moral sense has not been entirely corrupted by socialistic theories it is still theft.

## Radio Sells The Family

Addressing the Oshawa Kiwanis Club last week on "Radio and the Community", Jim Knox, whose interest in the medium does not seem to have suffered since he joined Ruthrauff & Ryan as an account executive, questioned whether retailers have fully realized the value of evening hours for selling the entire family either specific articles, or the store as a desirable place.

"A program designed for this purpose", he said, "would not have to be confined to entertainment. It could dramatize the store's policies, service features and other points of distinction."

Illustrating the advantages of the habit of "family listening," he pointed out that such articles as stoves, refrigerators and furniture are bought as a result of family deliberations which can be used to the advantage of the advertiser when his sales message is presented to all the family at the same time.

## International Forum

Leading personalities in industry and public service give both sides of current controversial topics in CKLW Windsor's half hour discussion program "What Do You Think." Key men from Detroit participate under the guiding hand of Val Clare, CKLW news editor. When a disputed topic is being discussed leaders from both sides of the question are aired.

## Teen-Age Debaters

Latest Dominion wide discussion forum presented by the CBC, "Topics by Teen-Agers", presents a group of students from East York Memorial High School, Toronto.

The four program series will deal with topics such as, "Should Mother Work," "Family Quarrels," "Votes for Eighteen-year-olds" and "Practical Advantages of Going to School".

# Attention . . .

## Station Owners and Advertising Agencies

**R**ADIO EXECUTIVE, with fifteen years successful experience in Canada and the U.S. (with the exception of five years overseas) open for contract as Commercial Manager or Radio Director 1st September (approx). Has record as top flight sales and ideas producer. Thoroughly familiar with local and national program problems, spot and network campaigns, and foreign commercial broadcasting. Knows Canadian Markets. Experience also includes production and writing of commercial shows. Now employed in program sales department of one of Canada's most progressive stations in large market. Salary and contract requirements—\$6,000.00 per year plus bonus, minimum contract two years. All correspondence in confidence.

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**LONGINES-WITTMAYER CO.**

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**CKRC** DOMINION NETWORK  
WINNIPEG

630 Kc.

*-and Here's Why!*

**MORE coverage**  
**MORE audience**  
**MORE sales**

. . . at less cost.

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

## Commercials Need Program Production

### Summary of Report To CAB of Joint Committee on Commercial Radio Research

Summing up the findings of the Joint Committee on Commercial Radio Research, a report was delivered to the CAB Convention in Quebec last week by Lloyd Moore, speaking for R. E. Jones, chairman.

It was disclosed that those commercials which seem to be most acceptable to the public have one or more of the following qualities: sincerity, believability, interest, product information, news or entertainment.

Advertisers who have been most successful with their commercials treat listeners with respect, delivering commercials with the same skill as is used in the preparation and delivery of the program.

Commercials with objectionable features are effective while they remain a novelty, but their selling value is reduced over a long period of time.

Most offensive features can be corrected without sacrificing sales effect, by the use of skilled writers announcers and sometimes singers, actors or sound-effects men. Many commercials reported to the committee as long were actually short but lacked color and variety. With shorter sentences—two voices—an echo mike or other sound effect—listeners would have found them so interesting they would have appeared to be much shorter. Unless the commercials sell products, services and goodwill, high ratings may destroy the advertiser's confidence in radio's effectiveness as a sales tool.

Crowded periods of spot announcements can prove annoying to listeners if they are carelessly handled. On the other hand, spot announcements can be prepared and delivered in such a wide variety of interesting ways that they need not be objectionable to listeners if they are carefully done. Station managers' experience can be very helpful in

the planning and placing of so as to avoid objectionable features.

More listener study by advertisers, agencies and station managers, preferably co-operative, will pay off quickly—pay station managers in terms of a more receptive audience—pay advertisers and agencies with increased results per dollar of advertising cost.

The job of studying listeners' reactions to radio advertising never be finished. It is a continuous study, because listeners' actions change as effective broadcasting techniques are used to success by advertisers.

The joint committee which formed to conduct this research work following the 1943 Convention consists of R. E. Jones (Colgate Palmolive Peet Co., chairman); Lloyd Moore (CBC, Toronto); John Tregale (Canada Radio Facilities Ltd); Slatter (Radio Representatives Ltd); E. W. Reynolds (E. W. Reynolds & Co. Ltd); E. Brodie (McKim Advertising); Edgar Stone and Charles Jencks (CBC); Don Insley (CBC, Toronto.)

The committee suggested the incoming CAB Board be empowered to grant a further sum of money for the continuance of the committee's work.

The job is now two-fold. First, the studies should be continued, and second, interest and cooperation among all concerned with radio advertising should be expanded by the dissemination of reports, both of past activities and of those which may be undertaken in the future.

This paper is making the factual findings will be reported as they are released.

**CKCO**  
OTTAWA

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A "Capital" Station  
in the "Capital" City

**CKCO, OTTAWA**

facts and data from  
**WILLIAM WRIGHT**  
Victory Blog

AD. 8481



# EDITORS HAVE EARS TOO

From An Address Delivered At The CAB Annual Dinner  
Chateau Frontenac Hotel, Quebec City, May 28, 1946

by H. NAPIER MOORE

Editorial Director, MacLean Hunter Publishing Co., Ltd.

Thousands of young men and women who have left or plan to leave their own country (Canada) because they feel they cannot make their headway, are not going to the country where paternalism, colonialism or regimentation are rooted. On the contrary, they seek opportunity in a land which is the most enthusiastic, the frankest citizen enterprise, of competition, the face of the earth.

Undisturbed by any movement in this country, tends to fetter honest enterprise; which regiment Canadians in one pattern. There is always the fear that a fixed pattern made up by well-meaning administrators might become a grim business under strong-arm boys. That is why I favor some such Bill of Rights as is being suggested on the floor of the House of Commons.

The United States has a Bill of Rights. Its constitution specifically provides that Congress shall not pass a law that abridges the freedom of speech or of the press.

In Canada we take those rights for granted. By tradition and custom we are supposed to be established. But we need to have them written down that is firm and inescapable.

Not suggesting that freedom of the press has been impinged. As yet no government has launched its own newspaper. It has attempted to acquire privately operated newspapers. No government has said: "We want more subscribers".

In Saskatchewan, where the provincial government did sponsor its newspaper, it did not attempt to interfere with the established press.

Now radio, a relatively new medium of expression, but a powerful one, is involved in this matter of freedom. It isn't in the same position as the press. In one respect there is a vast difference. Anybody who has the money, and who can get the necessary machinery and paper, can start a newspaper or a magazine. But in the case of radio, even if you have the money, and can get the necessary equipment, you can't start a broadcasting station without a wave-length.

I understand that the question of wave-lengths is one that is of at least passing interest to certain members of this association. "Passing" is perhaps an appropriate word.

Lacking definite and specific knowledge of what the CBC proposes to do with the wave-lengths it proposes to take over, and whether and how it proposes to afford satisfactory substitute facilities for the independent stations affected; unaware of the results of your own deliberations, I hesitate to deliver an opinion at this moment. I do think that the public has a right to expect an early and a complete statement from the CBC as to what its plans are, and why.

If those plans entail an injustice or a departure from the scope of the CBC, as understood by the public at the time of its establishment, then I'd be certain that, in the press and in parliament, champions will arise to do battle.

However, there are two phases of the subject concerning which I do have a decided opinion. I think we all agree that there are realms of control of the air that, in the public interest, are necessary and desirable. But I find it difficult to reconcile with democratic practice a situation where the controlling body is vested with the powers of judge and jury, and at the same time is a competitor in a commercial field.

In connection with the second point, I speak as one who, by nature of his work, has no party affiliation, and it is a principle that I am concerned with, not with personalities.

I am uneasy over a recent utterance by a government spokesman, and other utterances too, which, in my opinion, indicate clearly that the appetizing vision of government,

political domination of radio policy and administration, is not entirely absent from the minds of some politicians.

The one sharply defined point I want to make it that the fundamental of the issue that could easily be shaped by any persistence in that direction is *freedom of the air*.

Any policy which can lead to political or bureaucratic dictation of opinion and control of information, which can result in the stifling of listening competition, is fraught with danger and should be fought with vigor.

You cannot justify a questionable principle, by saying, that, in the hands of those who will operate by it now, it will be reasonably applied. You have to look into the future. You have to ask how that principle might be applied under changed circumstances; might be applied by the strong-arm boys.

That is a matter which, in importance, transcends the interests of anyone sitting in this room tonight. It is a matter which, in its essence, affects the rights of every citizen.

## SHOW BUSINESS by Geo. A. Taggart

HAVE you seen the latest E-H ratings on "Cashmere Bouquet House Party"?

GETS more listeners per dollar than any nighttime Canadian network musical . . . by a considerable margin.

ANOTHER sales-producing Taggart show . . . thanks to team work with Colgate-Palmolive and Spitzer & Mills.

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At Delaide 8784.

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A New and Complete Radio Service Available Through Your Advertising Agency

Ask Our Representative To Call

**JOHN ADASKIN PRODUCTIONS**  
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**CKCH**  
250 W. 1240 K. C.

**The FRENCH VOICE OF THE OTTAWA VALLEY**

**211.246**

FRENCH PEOPLE IN CKCH COVERAGE AREA

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MONTREAL DOMINION Sq. Bldg.  
RADIO REPRESENTATIVE LTD.  
UNITED STATES. HOWARD N. WILSON

Stretch YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

COOPERATING WITH "LE DROIT"

# Attention . . . Station Owners and Advertising Agencies

**R**ADIO EXECUTIVE, with fifteen years successful experience in Canada and the U.S. (with the exception of five years overseas) open for contract as Commercial Manager or Radio Director 1st September (approx). Has record as top flight sales and ideas producer. Thoroughly familiar with local and national program problems, spot and network campaigns, and foreign commercial broadcasting. Knows Canadian Markets. Experience also includes production and writing of commercial shows. Now employed in program sales department of one of Canada's most progressive stations in large market. Salary and contract requirements—\$6,000.00 per year plus bonus, minimum contract two years. All correspondence in confidence.

Box 320, Canadian Broadcaster 371 Bay St., Toronto.

**LONGINES-WITTNAUER CO.**

*Selects*

**CKRC** DOMINION NETWORK  
WINNIPEG

630 Kc.

*-and Here's Why!*

MORE coverage  
MORE audience  
MORE sales  
... at less cost.

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

## Commercials Need Program Production

### Summary of Report To CAB of Joint Committee on Commercial Radio Research

Summing up the findings of the Joint Committee on Commercial Radio Research, a report was delivered to the CAB Convention in Quebec last week by Lloyd Moore, speaking for R. E. Jones, chairman.

It was disclosed that those commercials which seem to be most acceptable to the public have one or more of the following qualities: sincerity, believability, interest, product information, news or entertainment.

Advertisers who have been most successful with their commercials treat listeners with respect, delivering commercials with the same skill as is used in the preparation and delivery of the program.

Commercials with objectionable features are effective while they remain a novelty, but their selling value is reduced over a long period of time.

Most offensive features can be corrected without sacrificing sales effect, by the use of skilled writers announcers and sometimes singers, actors or sound-effects men. Many commercials reported to the committee as long were actually short but lacked color and variety. With shorter sentences—two voices—an echo mike or other sound effect—listeners would have found them so interesting they would have appeared to be much shorter. Unless the commercials sell products, services and goodwill, high ratings may destroy the advertiser's confidence in radio's effectiveness as a sales tool.

Crowded periods of spot announcements can prove annoying to listeners if they are carelessly handled. On the other hand, spot announcements can be prepared and delivered in such a wide variety of interesting ways that they need not be objectionable to listeners if they are carefully done. Station managers' experience can be very helpful in

the planning and placing of spots so as to avoid objectionable features.

More listener study by advertisers, agencies and station managers, preferably co-operatively, will pay off quickly—pay station managers in terms of a more receptive audience—pay advertisers and agencies with increased results per dollar of advertising cost.

The job of studying listeners' reactions to radio advertising never be finished. It is a continuous study, because listeners' actions change as effective broadcasting techniques are used to success by advertisers.

The joint committee which formed to conduct this research work following the 1943 Convention consists of R. E. Jones (Colgate Palmolive Peet Co., chairman; Lloyd Moore (CBC, Toronto); John Tregale (Canada Radio Facilities Ltd); Slatter (Radio Representatives Ltd); E. W. Reynolds (E. W. Reynolds & Co. Ltd); E. Brodie (McKim Advertising Ltd); Edgar Stone and Charles Jensen (CBC); Don Insley (CBC, Toronto.)

The committee suggested the incoming CAB Board be empowered to grant a further sum of money for the continuance of the committee's work.

The job is now two-fold. First, the studies should be continued, and second, interest and co-operation among all concerned with radio advertising should be expanded by the dissemination of reports, both of past activities and of those which may be undertaken in the future.

This paper is making the findings available to the committee in the form of a report. The factual findings will be reported as they are released.

**CKCO**  
OTTAWA

*A Wright* STATION

A "Capital" Station  
in the "Capital" City  
**CKCO, OTTAWA**

facts and data from  
**WILLIAM WRIGHT**  
Victory Bldg.

AD. 8481



# EDITORS HAVE EARS TOO

From An Address Delivered At The CAB Annual Dinner  
Chateau Frontenac Hotel, Quebec City, May 28, 1946

by H. NAPIER MOORE

Editorial Director, MacLean Hunter Publishing Co., Ltd.

Thousands of young men and women who have left or plan to leave their own country (Canada) to seek their fortune, are not going to the country where paternalism, colonialism or regimentation are rooted. On the contrary, they seek opportunity in a land which is the most enthusiastic, the frankest citizen enterprise, of competition, and the face of the earth.

Not disturbed by any movement in this country, tends to fetter honest enterprise; which regiment Canadians in one pattern. There is always the fear that a fixed pattern made up by well-meaning administrators might become a grim business under strong-arm boys. That is why I favor some such Bill of Rights is being suggested on the floor of the House of Commons.

The United States has a Bill of Rights. Its constitution specifically provides that Congress shall not pass a law that abridges the freedom of speech or of the press.

In Canada we take those rights for granted. By tradition and custom we are supposed to be established. But we need to have them written down that is firm and inescapable.

Am not suggesting that freedom of the press has been impinged upon. As yet no government has launched its own newspaper. It has attempted to acquire privately operated newspapers. No government has said: "We want a list of subscribers".

In Saskatchewan, where the provincial government did sponsor its newspaper, it did not attempt to interfere with the established press.

interfere with the established press of political domination of radio policy and administration, is not entirely absent from the minds of some politicians.

Now radio, a relatively new medium of expression, but a powerful one, is involved in this matter of freedom. It isn't in the same position as the press. In one respect there is a vast difference. Anybody who has the money, and who can get the necessary machinery and paper, can start a newspaper or a magazine. But in the case of radio, even if you have the money, and can get the necessary equipment, you can't start a broadcasting station without a wave-length.

I understand that the question of wave-lengths is one that is of at least passing interest to certain members of this association. "Passing" is perhaps an appropriate word.

Lacking definite and specific knowledge of what the CBC proposes to do with the wave-lengths it proposes to take over, and whether and how it proposes to afford satisfactory substitute facilities for the independent stations affected; unaware of the results of your own deliberations, I hesitate to deliver an opinion at this moment. I do think that the public has a right to expect an early and a complete statement from the CBC as to what its plans are, and why.

If those plans entail an injustice or a departure from the scope of the CBC, as understood by the public at the time of its establishment, then I'd be certain that, in the press and in parliament, champions will arise to do battle.

However, there are two phases of the subject concerning which I do have a decided opinion. I think we all agree that there are realms of control of the air that, in the public interest, are necessary and desirable. But I find it difficult to reconcile with democratic practice a situation where the controlling body is vested with the powers of judge and jury, and at the same time is a competitor in a commercial field.

In connection with the second point, I speak as one who, by nature of his work, has no party affiliation, and it is a principle that I am concerned with, not with personalities.

I am uneasy over a recent utterance by a government spokesman, and other utterances too, which, in my opinion, indicate clearly that the appetizing vision of government,

## SHOW BUSINESS

by Geo. A. Taggart

**H**AVE you seen the latest E-H ratings on "Cashmere Bouquet House Party"?

**G**ETS more listeners per dollar than any nighttime Canadian network musical . . . by a considerable margin.

**A**NOTHER sales-producing Taggart show . . . thanks to team work with Colgate-Palmolive and Spitzer & Mills.

165 Yonge St. Toronto  
A Delaide 8784.

**YOUR Agency**

A New and Complete Radio Service Available Through Your Advertising Agency

Ask Our Representative To Call

**JOHN ADASKIN PRODUCTIONS**  
YONGE ST. TORONTO



**CKCH**  
150 W. 1240 K. C.

*The* FRENCH VOICE OF THE OTTAWA VALLEY

**211.246**

FRENCH PEOPLE IN CKCH COVERAGE AREA

TORONTO 4 ALBERT ST. MONTREAL DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD. UNITED STATES. HOWARD N. WILSON

COOPERATING WITH "LE DROIT"



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

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

**News With  
Largest  
Commercial  
Sponsorship**

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

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

HEAD OFFICE  
231 St. James St.  
MONTREAL

# Ottawa Letter by Jim Allard

The Parliamentary Committee on radio is now sitting. One or two changes have been made in the original line up. One of the three CCF members of the committee, Mr. Fred Zaplityny of Dauphin, Manitoba, has withdrawn in favor of his leader, Mr. M. J. Coldwell. Mr. Coldwell had not at first intended to sit on this year's radio committee, later changed his mind. This year's chairman is Ralph Maybank, the Liberal member for Winnipeg South Centre.

Radio was news in the House before the Committee began its sittings. Observe this story of persistence as related by the indicated editions of "House of Commons Debates":

**Daily Edition of May 14:**

MR. A. L. SMITH, (Calgary West): I have a question to ask the Minister of National Revenue. Has the CBC purchased three new large stations, and are they contemplating taking over the wavelengths of from one to three private stations?

DR. McCANN: The matter which the hon. member for Calgary West has brought up is a matter of government policy which will be announced in due course.

MR. SMITH: On a point of order, Mr. Speaker, this is CBC policy. It is surely not Government policy. Will the minister not answer it? It is a corporation.

DR. McCANN: As the minister responsible for the announcing of policy of the CBC I submit that when I do announce it I am indicating the policy which would be endorsed by the government, and that policy will be announced in due course.

MR. HOMUTH: Whose government is it?

MR. HANSELL: Supplementing what the hon. member for Calgary West has said, may I say that I sometimes get a little tired of being brushed off with the remark that it is government policy.

SPEAKER: Order.

MR. HANSELL: I was just going to suggest to the hon. member for Calgary West that if he comes to me I can give him the answer

**Daily Edition of May 20:**

MR. A. L. SMITH (Calgary West): Mr. Speaker, a question of privilege. On Thursday last, I asked the Minister of National Revenue if the CBC at that time the minister replied that this was a matter of government policy and in short refused to answer. That was on Thursday. On Saturday I read in the newspapers the answers to the questions I had asked. My view is that hon. members of this house do not deserve to be treated with that kind of contempt.

DR. McCANN: I am sorry the hon. member insinuates I treated him or anybody else with contempt. I had no such idea; I gave him the answer as I knew it. So far as the report in the newspapers is concerned, I am not in a position to confirm or to deny it.

MR. SMITH: It came from you, according to the newspapers.

DR. McCANN: My dear friend if you believe all you see in the newspapers then you will be able to eat all you see there.

MR. SMITH: Then deny it, if you wish.

DR. McCANN: It did not come from me.

**Daily Edition, same day, about ten pages later:**

MR. A. L. SMITH: I am anxious to direct two questions to the Minister of National Revenue. The first one is this: "Is it true that the CBC has purchased three large broadcasting outfits?" The second is this: "Has the CBC taken any steps to take over three private stations, one of which is located in Toronto, another in Calgary, and the third, I believe, although I do not know, is located in Winnipeg?"

DR. McCANN: I am informed that orders have been given for some transmitters; I cannot say whether it is two or three. In reference to taking over some stations, it is not done just in that way. The way it is handled is that certain private commercial stations have the right to use a frequency and it is held upon a yearly basis; the permit is renewed from year to year; and in conformity with the Canadian Broadcasting Act the CBC can notify the holders of those frequencies that they may be required for the purposes of the broadcasting corporation itself at some date. I cannot say whether or not any notification has been given to that effect.

MR. SMITH: Well, is it going to be given?

DR. McCANN: I cannot answer that at the present time. I shall have to find out from the broadcasting corporation, who make and put into operation their own policy, what they expect to do in that regard.

**Daily Edition, May 21:**

MR. A. L. SMITH: I should like to direct a question to the Minister of Transport. I observe that he is not here, but I am sure that in his absence the Minister of National Revenue will be glad to answer. "Has the CBC applied to the Minister of Transport to take over the wavelength of CFRB operating in Toronto?"

DR. J. J. McCANN: I do not know.

MR. SMITH: Perhaps the minister can get somebody to assist him in finding out.

DR. McCANN: I would say to the hon. member for Calgary West that that is a question which might properly be directed to the Minister of Reconstruction and Supply (Mr. Howe).

MR. SMITH: Why not pick out some one who is here? He is not here either.

**Hansard, May 22:**

MR. A. L. SMITH: I should like to direct a question to the Minister of Reconstruction but since he is not here perhaps his Parliamentary Assistant will deal with it. I want to know whether or not the CBC has applied to the Department of Reconstruction for the wave length now used by CFRB, and for the wavelength of CFCN.

MR. G. J. McIlraith: If the hon. member will permit his question to stand as a notice, I will have the information brought forward.

MR. COLDWELL: May I also ask the parliamentary assistant to tell us whether these licenses are

annual or permanent?

**Hansard, May 23**

MR. A. L. SMITH: I want the Parliamentary Assistant Minister of Reconstruction to answer . . . ?

HON. C. D. HOWE: The Minister was directed to the Minister and perhaps I had better answer it. The answer is yes.

MR. COLDWELL: . . . the licenses given to private stations issued as permanent licenses or are they on an annual terminable at the pleasure of government?

MR. HOWE: All licenses issued annually, for the current fiscal year only. With regard to class one-A wave-lengths, are wave-lengths permitting limited power, the following duration is included: "The quantity of blank kc's per second being a clear channel is definitely reserved for the national system of broadcasting and this station authorized to use this frequency provisionally until such time may be required for and assigned to the CBC."

MR. COLDWELL: What stations are covered by such an arrangement?

MR. HOWE: I think we have clear channels . . . in Toronto, one government station and the other is owned at the present time by a private corporation. . . . there is one in Montreal real used at the present time the CBC. There is one in Winnipeg . . . Manitoba telephone. There is one in Alberta . . . private station. There is one in Watrous . . . one at . . . ville . . . "

**Hansard, May 24:**

MR. GORDON GRAYDON should like to direct a question to the Minister of Reconstruction in view of the minister's statement yesterday . . . will the minister undertake to the house no steps will be taken by his government in this connection until all parties interested in the matter, including representatives of radio listeners, shall have an opportunity of presenting their point of view to a committee . . . ?

MR. HOWE: I think my friend's question should properly be directed to the Minister of National Revenue, under whose jurisdiction the CBC carries on its operations.

MR. GRAYDON: . . . has been such a job to know how to have control or supervision of this matter that I took the precaution of sending a notice to the ministers . . . when someone asked the Minister of National Revenue a question two or three days ago he said he did not know . . . "

DR. McCANN: . . . in reply let me say neither the minister nor the government has any intention of dispossessing the station who has CFRB before all interested parties are given an opportunity to make their representations before the radio broadcasting committee . . . "

Other questions asked during these days included information about cost of certain networks shows sponsored by various government agencies; information about radio license solicitors in Vancouver; information on license applications (broadcasting) in Manitoba.

Two main issues now confronting the Parliamentary Radio Committee: frequencies and all that implies; and the question of provincial broadcasting rights.

# BIENVENUE!



Blonde, managing director of Station CKAC, Montreal, plays the role in the ceremony of signing the register in the Quebec City when the City tendered CAB members and their friends a civic during last week's Annual Meeting of the Canadian Association of Broadcasters.

## SELLING RODEO BY RADIO

the third successive year Edmonton is working with tens of Ponoka, Alberta, in city campaign designed to their stampede the largest ampede in Canada. businessmen of Ponoko, a 1,000, have bought 42 half programs, to be broadcast CA in the month prior to the

stampede. Radio publicity in past years has been instrumental in a great expansion of the stampede. Hopes are that this year 15 to 20 thousand people will attend the stampede and the proceeds from it will go towards the construction of a large arena and recreation centre.

## Hopps To Fore

When the Royal Canadian Golf Association holds its first post-war Canadian Amateur Golf Championship in Edmonton, chairman of the Publicity Committee will be A. J. "Red" Hopps, assistant manager of CFRN Edmonton.

It's no surprise to see "Red" mixed up in an amateur golf tournament as he is familiar to many as a finalist and is a four handicap man.

## Program Exchange

Announcement has been made of a reciprocal trade agreement between MBS and the CBS, calling for the exchange of programs. The exchange agreement was in effect before the war but terminated when Canada entered hostilities.

*Have they got your number*



# RATE

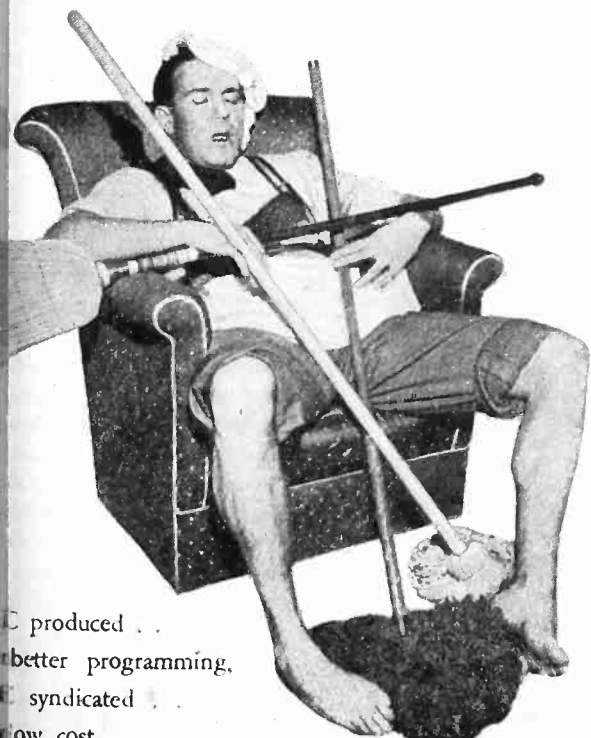
Waverley 1191  
Toronto

**"Your Good Neighbor Station"**  
 Representatives: HORACE N. STOVIN & CO., CANADA  
 JOSEPH HERSHLEY MCGILLVRA, NEW YORK CITY, U.S.A.

*don't do it the hard way...*



**..THE WIFE SAVER\***



produced . . .  
better programming,  
syndicated . . .  
low cost.

**to get results in your market(s)!**

●Here is the same Allen Prescott who set the nation giggling via the nationwide network of NBC . . . the same light-hearted personality who created that fabulous character, THE WIFE SAVER . . . the show that has brought fan mail by the carload to a score of nationally known advertisers.

ALLEN PRESCOTT . . . THE WIFE SAVER is now NBC Recorded and available to do just as big a job for local regional and national spot advertisers at a low cost made possible by nation-wide NBC syndication.

Full of uproarious informality, THE WIFE SAVER features the unforgettable

Allen Prescott . . . with Brad Reynolds as his naive stooge and songster . . . with fresh new informative scripts all under the experienced direction of NBC.

It's a *woman's show* . . . because it's packed with valuable information (from washing walls to boiling okra). It's a *family show* . . . because it's brimming over with laughs for everyone.

Any product or service that commands a woman's attention will make a resounding splash in the local population pool with the laughable, lovable, hilarious antics of ALLEN PRESCOTT . . . THE WIFE SAVER.

Program length: 15 minutes; schedule: 3-a-week for 52 weeks  
*Write today for complete brochure and audition records*

**NBC**  **Radio-Recording Division**

A Service of Radio Corporation of America

MCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco



# BBM REPORTS REFINEMENTS

## U.S. Operation Parallels Canadian



HUGH M. FELTIS

President of BMB, U.S. equivalent of BBM, who spoke at the BBM meeting in Quebec, and also, under ACA auspices, to meetings in Montreal and Toronto

The latest BBM coverage information will have a definitely international flavor, it was disclosed during the afternoon-long session conducted during the CAB Convention in Quebec City last week, under the chairmanship of L. E. Phenner, BBM president, and featuring Hugh Feltis, president of BMB, U.S. equivalent of its Canadian forerunner.

It was pointed out that not only will coverage information be definitely comparative with Canadian stations and American stations with American stations, but combinations of Canadian and American stations will also be available on a comparative basis.

Refinements to be introduced into the new reports, now nearing completion were summarized as follows, by Adrian Head who was called upon by the president to present them.

(1) All the names on this year's

lists are from Department of Transport license lists.

(2) All the over-large census divisions have been split.

(3) A new and very complicated formula has been applied to refining the matter of the sample used in each county or census division.

(4) Some minor refinements have been made in the ballot itself, but nothing which changes the basic method or destroys the continuity of the figures obtained.

(5) Every county in which there is a bi-lingual problem has been covered with a bi-lingual ballot.

(6) Completely new figures have been calculated for radio homes in collaboration with the statistical department of the CBC.

(7) To remind all buyers of the approximate nature of all these figures, no decimal points appear in the listenership index.

(8) Neither the figures for the stations nor the maps will show primary-secondary-tertiary area. Every member station and every buyer is free to make his or its own interpretations. There is still the 10% minimum requirement for any station figure to show in any county.

(9) For every county where there is a bi-lingual problem, as established from both the census figures and from BBM returns, separate figures will be published to show total radio families listening, and French-plus-bilingual and English-plus-bilingual.

(10) Special figures have been set up to permit publication of separate figures for long list of metropolitan areas and or cities, as distinguished from the county figures.

(11) In addition to individual station reports with maps, which include the separate city figures just mentioned, BBM is also publishing area reports which show, county by county for a whole province, the basic figures for all member stations heard over 10%

in any county of that province.

BBM membership it was disclosed now stands as follows:

Stations, including CBC 6 Agencies 55, Representatives Advertisers 45.

Election of and directors whose terms had expired leaves the new board as follows: President, L. Phenner (Canadian Cellulose Products Co. Ltd); Vice-President, Adrian Head (J. Walter Thomson Co. Ltd); Secretary, Athol M. Quarrie (ACA). Directors: Harold Stephenson (Canada Starch Co. Ltd) replacing A. Usher (RC Victor); Chas. Vint (Colgate Palmolive Peet Co. Ltd); Hector Fontaine (Canadian Advertising Agencies Ltd); J. A. MacLaren (MacLaren Advertising Agency Ltd); Horace N. Stovin (H.N.S. Co.); W. A. Cranston (CBC Hamilton) and E. A. Weir (CBC)

## BBM PARALLELS ADOPTED

### Feltis Addresses Advertisers

"The interest of advertisers in Canada and the United States in measurement of radio station network audiences on both sides the border stems from a common purpose—from the desire to radio advertising as effectively and economically as possible," declared guest speaker Hugh M. Feltis, president of the Broadcast Measurement Bureau, New York, at a luncheon sponsored in Montreal June 3rd and Toronto June 4th by the Association of Canadian Advertisers.

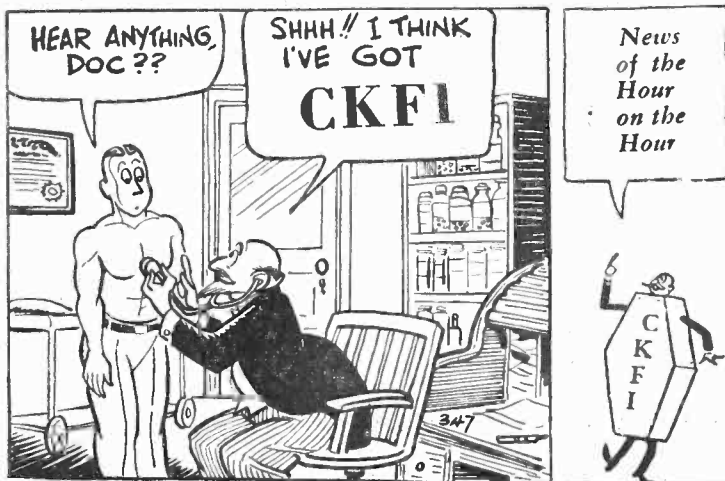
Mr. Feltis, a recognized leader in the field of measurement of radio station and network audiences in the United States, was making his initial visit to Canada, spoke on how the Bureau of Broadcast Measurement will help advertisers and agencies to use radio more effectively.

Mr. Feltis explained that a common purpose on the part of advertisers in both countries is reflected in co-ordination of BBM and BMB. Both organizations use identical ballots, which are mailed at the same time and tabulated by the same method. BBM will publish United States station and network audience figures in Canada for the benefit of United States advertisers and Canadian information will be available to United States advertisers through the BMB. "This will facilitate cross border sales for Canadian and United States advertisers," he said.

The root reason for Bureau surveys, which are taken annually, is to answer questions asked by stations and networks by advertising

(Continued on next page)

## TAKE ADVANTAGE OF OUR LISTENABILITY



Use **C K F I** The Good Neighbour Station  
FORT FRANCES, ONT. Serving Northwestern Ontario

SEE JAMES L. ALEXANDER — Toronto and Montreal  
A. J. MESSNER—Winnipeg  
ADAM J. YOUNG JR. INC.—New York and Chicago

## CHNS BULLETIN BOARD

CHNS REPRESENTS SPONSORS IN THE BEST MANNER—THE PREFERRED MARITIME OUTLET FOR NATIONAL ADVERTISERS

### 5000 WATTS SOON

REPRESENTATIVE:  
THE ALL-CANADA MAN  
TORONTO MONTREAL

960 ON YOUR RADIO

# RADIO BUREAU RINGS OTTAWA BELL

## Allard Reports on "Parliament Hill"

The second annual report of "Radio Bureau", presented to the 1945 Convention by Jim Allard, Bureau manager, accent is on increased interest shown by members of Parliament and their constituents in the public service of the private stations in relation to the people reports prepared by their federal members with compliments of their local stations.

The "Radio Bureau" has sixty member stations with four others, out of a possible 89, as pointed out in his report.

Allard recording for "Report from Parliament Hill," commented that 59 Members of Parliament are now participating regularly. "This contrasts with last year. 57 of the 85 did not participate have been affiliated with the "Radio Bureau" the signal of which covers their constituency. 28 members have such services available but do not participate. Two of these are the Speaker of the House and the Government Whip. Their participation was discussed at a meeting of senior Government Ministers. For reasons of policy, participation was declined. Of the remaining 26 non-participants, 15 declined because of any

### PARALLELS

(continued from previous page)

various factors as to size and location of radio audience.

Reports showing day after day audiences, expressed in terms of families and as a percent of total families, were discussed. Mr. Feltis, who went on to illustrate the various uses of the data. "The survey is not intended to provide dramatic and final answers," he said, "but it does provide a yardstick, heretofore lacking, by which to measure an important factor in the operation of a station or network."

The survey can help advertisers determine an advertising pattern more closely with distribution, sales and other factors in connection with profitable product selling. It can help advertisers to determine where to place their advertising where it will do the most good, and with greater intensity; they can help determine to foster dealer and distributor advertising."

The standard method of radio advertising is comparable in its usefulness to the Audit Bureau of Circulations standard in newspaper advertising", Mr. Feltis added.

opposition to the project or its sponsors. In each case, the current reason is because of legitimate factors."

"Through the "Radio Bureau" Allard pointed out, "Members of Parliament come into almost daily contact with the private radio industry of Canada. Without specific reminder they are kept aware of some of the problems of the industry, of its sincere desire and earnest endeavor to render broad and effective community service, and of the need it fulfills. The majority of the Members have definitely and specifically expressed themselves as being fully aware of and appreciative of the advantages of *Report from Parliament Hill*. The majority regard it now as an integral and necessary part of their public service careers and of the services they render their constituents. This feeling is most intense among those Members who have had the longest experience at it."

"That Members and their particular political organizations are increasingly aware of the value of radio" Allard continued, "is evidenced in the increased use of the medium in purchased time during the election campaign. With many stations, the welcome additional revenue more than repaid investment in the "Radio Bureau."

Allard explained the difficulties of arranging recording times to suit the Members and also to enable the recordings to be shipped to the stations to meet broadcast times, at the same time keeping material topical."

He went on to describe the function of the daily news report that the Bureau set up in the past year. It is available to most of the Bureau's stations over press wires and for those not serviced by these wires a copy is airtailed at the end of each day. "The daily news report is not an attempt at spot news coverage" he said, "or does it attempt to supersede the Ottawa service given by the press services. Our purpose is to fill in the details and background on Ottawa news of current interest. In addition to this, "we provide a weekly news service throughout the year," he added.

Some of these weekly reports take the form of explanatory discussions on complicated matters which are of current interest but not understandable to the laymen, he told the convention. As an example, he cited the Bretton Woods arrangement, which the Bureau did as a weekly report.



## BILL FARMER

is a mighty important man in our part of the world. Upon his energy and success depend, almost entirely, the prosperity of North Eastern Saskatchewan, and North Western Manitoba.

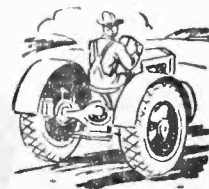
That is why C J G X programs are built around Bill Farmer—to help him, to entertain him, and to influence him. And that is why the thousands of Bill Farmers in this district, and their families, regard C J G X as "THEIR" station.

Is there a gap in your radio coverage where C J G X ought to be?



# C J G X YORKTON

WESTERN CANADA'S FARM STATION  
(Dominion Network)



HORACE N. STOVIN & CO.

Toronto

Montreal

Winnipeg

REPRESENTATIVES

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(7) To remind all buyers of the approximate nature of all these figures, no decimal points appear in the listenership index.

(8) Neither the figures for the stations nor the maps will show primary-secondary-tertiary area. Every member station and every buyer is free to make his or its own interpretations. There is still the 10% minimum requirement for any station figure to show in any county.

(9) For every county where there is a bi-lingual problem, as established from both the census figures and from BBM returns, separate figures will be published to show total radio families listening, and French-plus-bilingual and English-plus-bilingual.

(10) Special figures have been set up to permit publication of separate figures for long list of metropolitan areas and or cities, as distinguished from the county figures.

(11) In addition to individual station reports with maps, which include the separate city figures just mentioned, BBM is also publishing area reports which show, county by county for a whole province, the basic figures for all member stations heard over 10%

in any county of that province.

BBM membership it was disclosed now stands as follows:

Stations, including CBC Agencies 55, Representatives Advertisers 45.

Election of and directors whose terms had expired leaves the board as follows: President, L. Phenner (Canadian Cellulose Products Co. Ltd); Vice-President, Adrian Head (J. Walter Thomson Co. Ltd); Secretary, Athol Quarré (ACA). Directors: Har Stephenson (Canada Starch Ltd) replacing A. Usher (R Victor); Chas. Vint (Colg Palmolive Peet Co. Ltd); Hector Fontaine (Canadian Advertising Agencies Ltd); J. A. MacLaren (MacLaren Advertising Agency Ltd); Horace N. Stovin (H.N.S. Co.); W. A. Cranston (CK Hamilton) and E. A. Weir (CB

## BBM PARALLELS ADVERTISING

### Feltis Addresses Advertisers

"The interest of advertisers in Canada and the United States in measurement of radio station network audiences on both sides the border stems from a common purpose—from the desire to radio advertising as effectively and economically as possible," declared guest speaker Hugh M. Feltis, president of the Broadcast Measurement Bureau, New York, at addresses sponsored in Montreal June 3rd and Toronto June 4th by the Association of Canadian Advertisers.

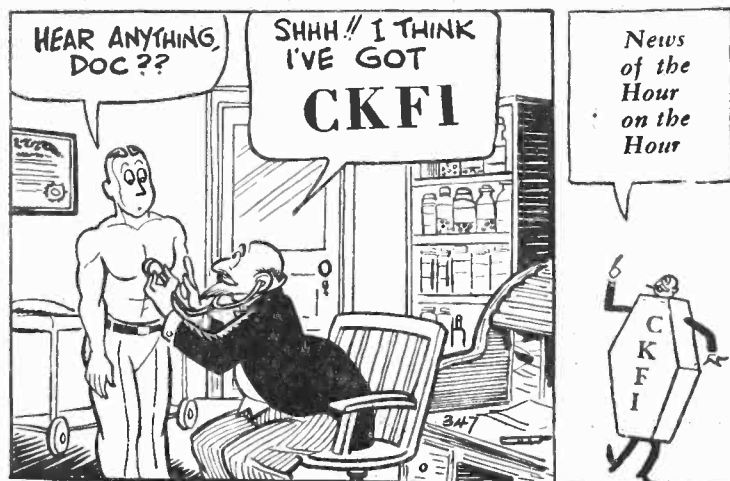
Mr. Feltis, a recognized leader in the field of measurement of radio station and network audiences in the United States, was making his initial visit to Canada, spoke on how the Bureau of Broadcast Measurement will help advertisers and agencies to use radio more effectively.

Mr. Feltis explained that a common purpose on the part of advertisers in both countries is reflected in co-ordination of BBM and BMB. Both organizations use identical ballots, which are mailed at the same time and tabulated by the same method. BBM will publish United States station and network audience figures in Canada for the benefit of United States advertisers and Canadian information will be available to United States advertisers through the BMB. "This will facilitate cross border sales for Canadian and United States advertisers," he said.

The root reason for Bureau surveys, which are taken annually to answer questions asked of stations and networks by advertising

(Continued on next page)

## TAKE ADVANTAGE OF OUR LISTENABILITY



Use **CKFI** The Good Neighbour Station  
FORT FRANCES, ONT. Serving Northwestern Ontario

SEE JAMES L. ALEXANDER — Toronto and Montreal  
A. J. MESSNER — Winnipeg  
ADAM J. YOUNG JR. INC. — New York and Chicago

# CHNS BULLETIN BOARD

CHNS REPRESENTS SPONSORS IN THE BEST MANNER—THE PREFERRED MARITIME OUTLET FOR NATIONAL ADVERTISERS

## 5000 WATTS SOON

REPRESENTATIVE:  
THE ALL-CANADA MAN  
TORONTO MONTREAL

960 ON YOUR RADIO



# RADIO BUREAU RINGS OTTAWA BELL

## Allard Reports on "Parliament Hill"

the second annual report of Radio Bureau", presented to LAB Convention by Jim Allard, Bureau manager, accent is on increased interest shown by members of Parliament and their constituents, in the public service of the private stations in coming to the people reports their federal members with compliments of their local sta-

the "Radio Bureau" has sixty member stations with four others active, out of a possible 89. Allard pointed out in his report.

1944 recording for "Report Parliament Hill." commented "159 Members of Parliament are now participating regularly," Allard said. "This contrasts 134 last year. 57 of the 85 did not participate have affiliation with the "Radio Bureau", the signal of which covers constituency. 28 members such services available but do not participate. Two of these are Speaker of the House and Government Whip. Their participation was discussed at a meeting of senior Government members. For reasons of policy, opportunity was declined. Of the remaining 26 non-participants, 14 has declined because of any

### PARALLELS

(Continued from previous page)

agencies as to size and location of radio audience.

copies of reports showing day and night audiences, expressed statistically and as a percent of radio families, were discussed by Mr. Feltis, who went on to illustrate the various uses of the data. "The survey is not intended to provide dogmatic and final answers," he said, "but it does provide a yardstick, heretofore lacking, by which to measure an important dimension of a station or network."

The survey can help advertisers plan an advertising pattern more closely with distribution, sales and other factors involved with profitable product sell—they can help advertisers to audience promotion where it does the most good, and with greater intensity; they can help advertisers to foster dealer and distributor advertising."

This standard method of radio measurement is comparable in its accuracy and usefulness to the Audit Bureau of Circulations standard in newspaper advertising", Mr. Feltis concluded.

opposition to the project or its sponsors. In each case, the current reason is because of legitimate factors."

"Through the "Radio Bureau" Allard pointed out, "Members of Parliament come into almost daily contact with the private radio industry of Canada. Without specific reminder they are kept aware of some of the problems of the industry, of its sincere desire and earnest endeavor to render broad and effective community service, and of the need it fulfills. The majority of the Members have definitely and specifically expressed themselves as being fully aware of and appreciative of the advantages of *Report from Parliament Hill*. The majority regard it now as an integral and necessary part of their public service careers and of the services they render their constituents. This feeling is most intense among those Members who have had the longest experience at it."

"That Members and their particular political organizations are increasingly aware of the value of radio" Allard continued, "is evidenced in the increased use of the medium in purchased time during the election campaign. With many stations, the welcome additional revenue more than repaid investment in the "Radio Bureau."

Allard explained the difficulties of arranging recording times to suit the Members and also to enable the recordings to be shipped to the stations to meet broadcast times, at the same time keeping material topical."

He went on to describe the function of the daily news report that the Bureau set up in the past year. It is available to most of the Bureau's stations over press wires and for those not serviced by these wires a copy is airmailed at the end of each day. "The daily news report is not an attempt at spot news coverage" he said, "or does it attempt to supersede the Ottawa service given by the press services. Our purpose is to fill in the details and background on Ottawa news of current interest. In addition to this, we provide a weekly news service throughout the year," he added.

Some of these weekly reports take the form of explanatory discussions on complicated matters which are of current interest but not understandable to the laymen, he told the convention. As an example, he cited the Bretton Woods arrangement, which the Bureau did as a weekly report.



## BILL FARMER

is a mighty important man in our part of the world. Upon his energy and success depend, almost entirely, the prosperity of North Eastern Saskatchewan, and North Western Manitoba.

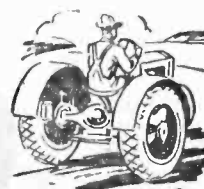
That is why C J G X programs are built around Bill Farmer—to help him, to entertain him, and to influence him. And that is why the thousands of Bill Farmers in this district, and their families, regard C J G X as "THEIR" station.

Is there a gap in your radio coverage where C J G X ought to be?



# C J G X YORKTON

WESTERN CANADA'S FARM STATION  
(Dominion Network)



HORACE N. STOVIN & CO.

Toronto

Montreal

Winnipeg

REPRESENTATIVES

SUNWAPT A BULLETIN

FRIDAY AT FIVE-THIRTY

IT'S "TEEN TIME"

Three thousand teen-agers in Edmonton are vitally interested in Radio . . . because they have their own show on CFRN . . . written, produced, and presented by members of each of the three Edmonton-Teen Clubs.

The shows make first-rate listening for young and old alike, and cover all branches of radio entertainment from comedy to concertos.

Radio benefits too . . . for here is an on-the-job training school for young writers, producers, and announcers.

For Community Interest IN EDMONTON — IT'S



PROFILE of a BEAVER

1. DOROTHY DEANE

by RONALD WILLIAMS

Bopping wealthy customers isn't conducive to success in any business, especially in the entertainment field but it didn't do any harm to Dorothy Deane's career. Neither did being chased around a bandstand by predatory Lotharios in the plush, highly respectable dining room of the Empire's largest hotel—the Royal York in Toronto. Since those days of catch-as-catch can chivalry, Dorothy has (a) learned ju jitsu; (b) become Canada's favorite female singer of popular songs; (c) acquired a husband; (d) become the owner of a 150 pound Great Dane; (e) climaxed her career thus far by winning a Beaver Award for "her songs and personality;" (f) attained an entertainment value where she commands not less than \$75 per performance.

Dorothy is five feet tall, weighs 98 pounds and has a wholesome, school-girlish appearance that is vocal as well as visual. Somehow—

probably because she is just being herself—that personality which won for her a Beaver, registers over the air; and some of it is due to her free-swinging left hook.

Dorothy began singing with Horace Lapp when she was only 15. She had just finished third form in High School, when she leaned towards art. If she'd continued, she could probably have had as much success in that profession as she has had in radio. Decorating the walls of her modest, semi-detached home in a middle class residential district in Toronto, are samples of her work which, besides ju-jitsu and drumming, is her hobby.

Over her bed hangs a massive water color of a panther and butterfly, done with a suggestion of Dali-like surrealism. She has two excellent likenesses of the head of her Great Dane, Laddie, who outweighs her by 60 pounds, and a number of attractive water colors of Mexican scenes which she likes doing best. Her tendency towards things "South American" is also indicated by the Mexican motif in her back kitchen in which she, unlike many professional entertainers, is really at home.

The Great Dane is jointly owned by Dorothy and Husband Jimmy Cooke, drummer with Horace Lapp's band, both now and also when Dorothy sang with it. The huge animal was a gift from Jimmy's mother who, while Jimmy was overseas with the Army Show, lived with Dorothy.

Their romance really began at Banff in 1939 when the Lapp organization was given the honor of



playing for the King and Queen during their royal-tour stay in the Rockies. Married little more than a year ago, they have yet to have their honeymoon. When they do go to Banff.

Dorothy Deane is only 27. She has been in radio 14 years. She was nine when a neighbor heard her sing and, needing a son, he got Dorothy to make up a trio which included his son, he got Dorothy to sing. He took her in hand, taught her harmony and soon the kids are singing on the "Uncle Bill" over CKNC, Toronto. That was in 1932. Uncle Bill was Bill C. who was trying to sell dolls his program. Another member of the troupe was little Blancheris, now the "Sandra" of the "Sandra and Sandra" dancing team.

Later she became one of "Kidd's" troupe of pirates who toured Toronto shows. Her position was "in the line" on the poop deck, a relatively obscure one she relinquished to do her nursing. In 1933 she helped make history by taking part in the first television test in Canada.

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She was still a high school student at this time; a very unheeded student, her teachers conclude they scanned her attendance record. It showed regular no. (Continued on next page)

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Flexibility

Station Selection

Time Selection

Adaptability

Sellability

ASK US . . .



Look to

RCA VICTOR FOR FRENCH and ENGLISH PROGRAMS

ADAPTATION, PRODUCTION and RECORDING

RCA Victor TRANSCRIPTION STUDIOS

TORONTO • Royal York Hotel • AD 3091 • MONTREAL • Lacasse St. WE 36



...yant of CJCA, Edmonton, has just returned from more than six weeks as a "brown-job", and is shown here, on one of his first civvy assignments, interviewing Captain H. D. Robertson of the Royal Canadian Dragoons, in the Staghound. This 16-ton monster was the first of mechanized equipment received for training by the 19th Armoured Car Regiment, and the interview took place just off Edmonton's main drag, for the CBC

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Then came the first "Cashmere Bouquet" commercial, featuring a musical competition format. This gave way to the present Saturday night "House Party" production over the Dominion network. This show has an informal, easy-going atmosphere and sounds like the people on it are having a good time.

In addition she's doing a five-minute spot Tuesdays with Russ Titus, co-featured with her on the Saturday show, for the same sponsor. One or two nights a week she does recordings and there's a distinct possibility that she'll be flying to the United States in the near future to fill other recording dates.

If (a) this U.S. development in the Deane career materializes; (b) the Cookes can get someone to build them a new home; (c) Dorothy can continue to do a couple of "live" shows a week of which there seems little doubt—then the future of Mrs. Jimmy Cooke, nee Dorothy Deane will be complete.

### Tundra Topics

Radio's ability to cover distances is being used in the wild and unpredictable country of Alaska, to carry emergency announcements and personal messages that would take weeks or months to reach the people concerned.

Station KFAR at Fairbanks, Alaska, carries a regular program to the isolated residents of this scattered country, that transmits personal messages of vital importance to distant listeners.

In one instance one of the trappers learned, through the program, that his son was on the way home on furlough and that another son and his daughter-in-law had been released from the Santo Tomas prison camp in the Philippines.

Medical instructions are relayed to isolated sick cases as well as news of people visiting "the outside."

The program, "Tundra Topics", is written by Dorothy Ann Simpson who conceived the idea two years ago.

Vancouver's  
**CJWK**

*First*  
**IN CANADA'S  
THIRD MARKET**

**1000 WATTS**  
*going to*  
**5000**

*Mutual Network*

REPRESENTED BY  
**ALL-CANADA RADIO FACILITIES**

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An availability made to order for a national advertiser who wants listeners — and sales — in Winnipeg and District

MONDAY NIGHT, 8:30 TO 9:00 P.M.		
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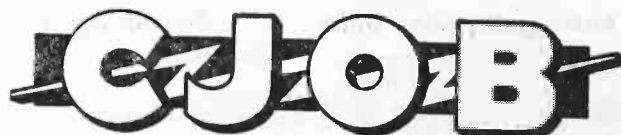
### ✓ CHECK THESE RATES:

The half hour, 52 times, \$35.10 Per Program  
The half hour, 26 times, \$37.05 Per Program

Only C J O B can offer you all three:

1. EXCELLENT AUDIENCE
2. GOOD AVAILABILITIES
3. LOW COST

Contact Radio Representatives Limited  
In Toronto or Montreal



"Working for Winnipeg"

SYDNEY S BROWN

PRODUCTION - IDEAS - SCRIPTS

54 lone Avenue  
Toronto  
Oxford 1244



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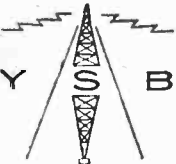
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"Working for Winnipeg"

SYDNEY BROWN



PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue  
Toronto  
Oxford 1244

### CFPA

Port Arthur - Fort William

That CFPA is preferred by local listeners is evident by the number of Twin City merchants using CFPA facilities for programs.

Contact NBS

Serving The Lakehead

### GOING PLACES



Raycroft

Between "going places" as singing star of "Jolly Miller Time", George Murray, Winnipeg-born Canadian tenor, takes Craig Fraser, his first-born, for a walk in the early summer sunshine. George started out as a singer in the West, broke into acting and sound effects when he came east; then back to singing where he is now regarded as very much of a fixture.

### TRADE WINDS

Frontenac Broadcasting reports that Dominion Roofing and London Furriers have a 13 week spot campaign over CHUM, Toronto. Dempster's Bread also have a 13 week spot series going to CKEY Toronto. Nu-service rug cleaners has a 13 week spot campaign under way over CHUM.

According to the commercial department at CKWX, Vancouver, Consolidated Radionics has started the "Three Sons" for a 4 month run. Excelsior Paper has a year's spot campaign under way, while United Fruit and Drew Brown Ltd. have been added to the national accounts with a 3 month contract.

MacLaren's Toronto office reports that People Credit Jewelers started "Community Sing Song" June 2nd at Toronto's Sunnyside Beach. The open air show will be heard over CFRB, Toronto, CHML, Hamilton and CKCO, Ottawa featuring Art Hallman's band with Michael Fitzgerald handling the commercials and Barry Wood as emcee.

CKAC, Montreal, report that J. Donat Langelier Ltee., has started "Le Chanteur de la Maison" for one year 15 minutes 1 a week. Portin Freres have a spot announcement campaign under way until July 2, 1946. Palmer's Ltd. has a 13 week spot series under way until September 6.

According to the commercial department at CKEY, Toronto, the Sun Oil Co. Ltd. is sponsoring

Lorne Greene's 5-minute newscast beginning June 10. Flora Simpson Salon is taking "Melody Time", 15 minutes days.

J. Walter Thompson's Toronto office says that Swift Canadian Company Ltd. have added a quarter hour on the "Break Club" taking the 9.15 to 9.45 slot 5 times a week over the network and sups. with repeats the west at 12.15 noon.

According to reports Mobilizing in Benny Goodman NBC July 1 to the Dominion work as a summer replacement for "Information Please".

The Gillette Safety Razor Canada is piping in the L Conn fight June 19 from ABC the Dominion network. M Inc. of New York handle the count.

Beginning June 10 Dwight wards (coffee) are taking week spot campaign to 5 week stations between CKRC, Winnipeg, and CKWX, Vancouver. Ruthrauff & Ryan's San Francisco office is the agency.

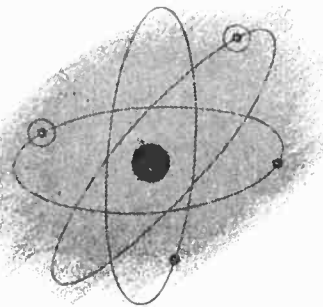
Stevenson & Scott's Toronto office tell us that Starkman Co. has started "Johnny Nebraska" 10 minutes 5 a week for one over CKEY, Toronto.

Ruthrauff & Ryan's Toronto office reports that Electric Light Ltd. have changed time "The Dick Haymes Show" Thursdays at 9.00 p.m. (E). Previously heard Saturday night program is piped in from Columbia to CFRB, CKAC and the minion network.

FOR SALES RESULTS  
INCLUDE CJOJ IN  
YOUR APPROPRIATION

**CJOJ**

Lethbridge, Alberta  
GOING TO 5000 WATTS



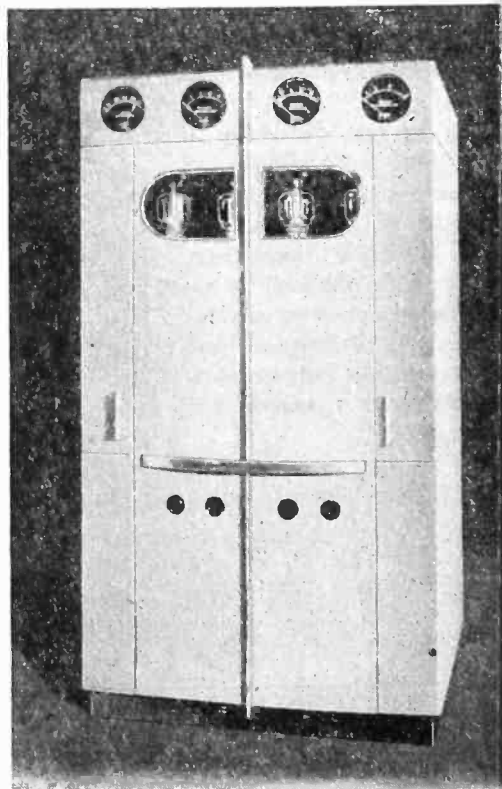
# EVERYTHING

## for your broadcasting station

### FROM MICROPHONE TO ANTENNA

- Broadcast Transmitters
- Speech Input Equipment
- Microphones
- Microphone Booms
- Reproducers
- Vacuum Tubes
- Antennae
- Transmission Lines
- Antenna Phase Units
- Antenna Coupling Units

- Ground Systems
- Test and R.F. Monitoring Equipment
- Monitoring Loudspeakers
- "World" Library Service
- "World" Feature Transcriptions
- Engineering and Installation Service
- Consulting Service



A NATIONAL ELECTRICAL SERVICE

**Northern Electric**  
COMPANY LIMITED

24 BRANCHES ACROSS CANADA





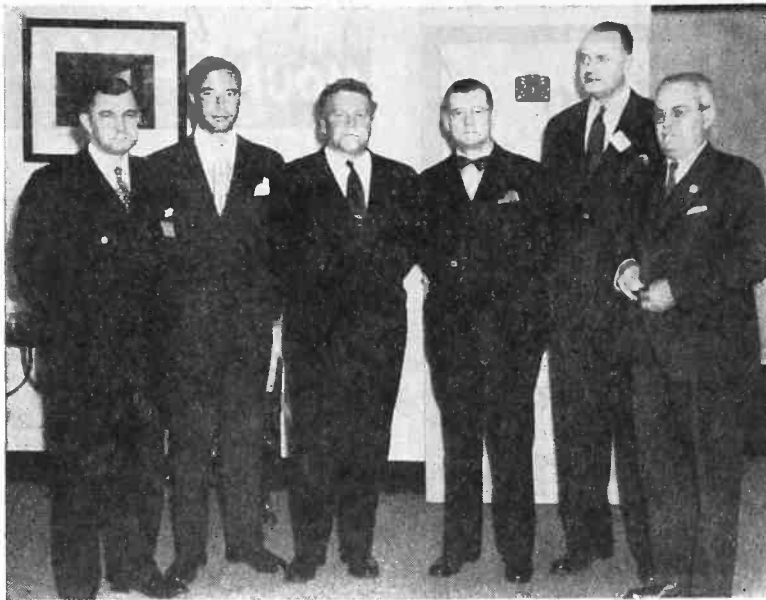
# BETWEEN SESSIONS

## Re-Employment Service FOR SERVICE MEN

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

File CB 42 Former airforcer, 23, seeks opening as announcer. Has studied voice and diction at Columbia University, coached by head of NBC's announcing staff. Dramatic and public speaking experience. Training in news writing and announcing, sound effects and promotion. Disc available. Apply Box CB 42 Canadian Broadcaster, 371 Bay Street, Toronto.

File CB 43. Former LAC in RCAF, 28, single, desires position with independent radio station or advertising agency. Experience includes: news writing and production with American networks; newspaper, editorial and publicity. Two years at University of Miami and one at Cornell. Has creative ability with ideas applicable to future broadcasting in Canada. Apply Box CB 43, Canadian Broadcaster, 371 Bay Street, Toronto.



Caught by the camera between sessions of last week's CAB Convention are—reading from left to right—Frank White (Columbia); Robert Swezey (Mutual); Harry Sedgwick (CFRB and CAB chairman); H. Napier Moore, MacLean-Hunter Publishing Co. Ltd., guest speaker at the Annual Dinner; G. R. A. Rice, (CFRN, Edmonton, WAB president); Lt. Col. Keith S. Rogers (CFCY, Charlottetown, new CAB Director).



**"More Hope THAN CHARITY"**  
by *Ella Hope*

much has been said regarding gram production—both pro and and, what's more, much can be said. I get the impression some programs are the real thing, while others either lack production or are produced by non-understanding individ-

the dark ages of Canadian production just didn't exist. Those so-called "good old days", broadcast were orchestral, it a three-man job. Those valupersons were the announcer did his bit at the mike, the actor who had to worry about musical fare his orchestra led out as well as to dash back forth from the studio to the control room checking levels, etc., the engineer who got the program on and off the air (praise be) and the man who coordinated the effort and, altogether, was a busy person.

Today the announcer still delivers his words at the mike, the actor waves his group through arrangements, the engineer pushes buttons and moves levers on the control panel but, in most major operations, there is no producer, bearing stop-watch in one hand and a script in the other, looking out any and all difficulties. Never let it be said this job of production is a cinch, for it is an embrace of grief galore.

When I think of to-day's better times versus those of a few years ago I partly realize just how far we have come. I well remember being up half the night and, ear-phones clamped on tight, waiting for a station break (which may have emanated from a remote point) just to tell my friends I'd actually reached station BLAA in Podunk Centre. It doesn't seem to matter much that the broadcast consisted largely of a "c". Now it's merely a case of pushing a button or twisting a knob to hear an orchestra that's tuned on the beam. If it's an eighth note tone out I just wouldn't waste my time.

I contend that radio has come a far. At least it has graduated into the adult era. A shining example of this is where the announcer hits the air with the element "Canada listens to the Geoffrey Waddington Show". If it's anything I like, it's a guy who will hold his head just high and stick his chin out at the same time. If there is any truth about this remark, it is over my head for I can't think of any other reason for Canada not to listen.

This show has a great deal of appeal for my money. Geoffrey Waddington conducts a large all-instrument orchestra and his ability is unquestionable. No mention is made of the arranger of these shows, but whoever he is certainly knows his musical arrangements. The vocalists are Frosia Gregory and Russ Titus. The only thing that keeps the show failing to hold my interest is Miss Gregory's vocal timbre. At times her voice sounds watery and as if it may not hold to the number's conclusion. Her voice becomes increasingly like Bing Crosby's and is good enough for me. Announcers are John Ray and Don Ray. Production by Jackie Rae.

Are you in the know

?

**RATE**

Waverley 1191  
Toronto

Covers THE RICH FRUIT BELT of BRITISH COLUMBIA  
CBC BASIC ★ 1000 WATTS

**CKOW**

KELOWNA ★ Okanagan BROADCASTERS LTD.

**The CKEY Showman**

ONTARIO'S "FIRST WITH THE NEWS" HIGHLIGHTS BEST IN DEALER VIEWS

FOR ONTARIO'S SUCCESS! STATION OFFERS ALL DEALERS KEY TO BETTER SALES!

Let's Add! Staff Addition! Head! New! Department!

Representatives: NATIONAL BROADCAST SALES, MONTREAL DONALD COOKE INC., NEW YORK—CHICAGO

### THE SHOWMAN

Another outstanding CKEY feature promotion. The Showman has 5,000 circulation going to wholesale and retail grocers, druggists and tobacconists, also to car dealers, electrical appliance and hardware dealers. On a special occasion like the start of a new Imperial Oil Baseball broadcast series, an extra 500 copies are sent to all Imperial stations.

The CKEY house organ embodies the best kind of sponsor support with features on shows, products, dealer tie-ins, station personalities and general interest stories. The Showman helps build and hold record sales results from your program. You can't miss on CKEY.

DIAL 580

**CKEY**  
TORONTO

# Fast moving Popular Shows

that add

## VARIETY AND SPARKLE TO YOUR PROGRAMMING WORLD LIBRARY

### The Finest in Transcribed Entertainment

The WORLD LIBRARY SERVICE gives you BIG NAME Artists at their best.

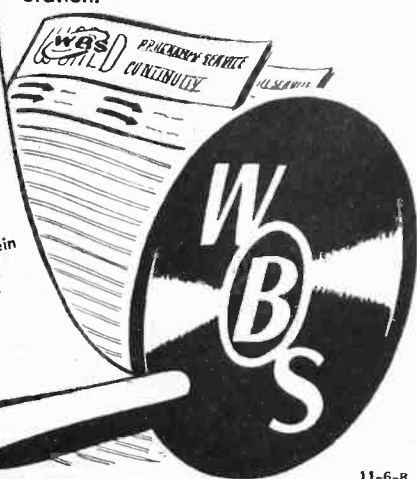
WORLD VERTICAL CUT, Wide Range Recordings that insure faithful life-like reproduction of every note and word of a song.

WORLD CONTINUITY SERVICE—84 expertly written scripts for 33 outstanding Shows weekly, designed to build TIME SALES.

Write today for complete details on the WORLD PROGRAM SERVICE. You will be pleasantly surprised to learn how easy it is to get this leading Library Service for your Station.

A Few of the Many WORLD ARTISTS at your service.

- David Rose
- Andrew Sisters
- Milt Herth Trio
- Erno Rapee
- Dorothy Lamour
- Nat Brandwynne
- Les Brown
- Johnny Long
- The Jubilaires
- Jimmy Wakely
- Lani McIntire
- Ethel Smith
- Jesse Crawford
- Rudolph Ganz
- Jerry Sears
- Charlie Spivak
- World Light Opera Group
- Alfred Wellenstein conducting The Los Angeles Philharmonic Orchestra, etc., etc.



11-6-B

## Northern Electric

COMPANY LIMITED

24 BRANCHES ACROSS CANADA

DEPT. 918, 1261 SHEARER STREET, MONTREAL, QUE.



## Shades of MOUNT ROYAL

by WALTER DALES

Guested by Harry Bowley

"Telegram for you," said the girl's voice on the phone.

"Go ahead," we replied.

"Take a bromo and \_\_\_\_\_"

"Take a what?"

"Bromo. B-R-O-M-O."

"Oh. O.K."

"Take a bromo and rush your column by return mail. It's signed by \_\_\_\_\_"

"I'm way ahead of you now," we said. "It's signed by Dick Lewis."

"That's right," she said. "Say is it true that he weighs \_\_\_\_\_"

"Not a word of truth in it," we said. "Not by a good five pounds."

She seemed satisfied and hung up.

\* \* \* \*

Dales being in Quebec City, a fugitive from a newspaper column, we sighed resignedly, swallowed another morphine tablet, and set about phoning around the town in search of material. We tried one of the French-speaking stations first. We like practising our French.

"Allo," said the voice.

"Bonjour, mademoiselle," we said. "Voulez-vous me dire si vous avez des news items pour le Shades de Mount Royal?"

"I'm sorry," she replied. "I can't understand a word you're saying. Was it the Russian Embassy you wanted?"

"Merci," we said, and hung up. Clearly nobody was going to get anywhere there.

## EVERYBODY'S LISTENING

to

## RUSS TITUS

Canada's

Favourite Male Singer

Management

GEORGE TAGGART

ORGANIZATION

ADelaide 8784

We looked up the phone number of an agency executive. Dales keeps a list of these phone numbers on the wall, but it's in his own handwriting, so the phone book's quicker. This Joe's number, we noted with some surprise, was listed separately in small type, right under the agency number in large type. He must be more important than we figured to have a separate phone and separate listing in the book. We made a mental note to buy him a drink sometime.

"Hello," said a girl's voice.

We explained the situation in detail, trying to inject just the right amount of anxiety, urgency, desperation and pleading into our voice.

"I see," said the young lady. "Why don't you phone his office?"

"Isn't that his office?" we asked.

"No, this is his home."

"Merci," we said absently, hung up, mentally cancelling the drink. Anyway, that explained the crying children we'd heard the background. For a minute we'd wondered just what kind of an office he was running.

\* \* \* \*

We finally got through to the office, to discover that he was in Quebec. There are so many Montreal radio people in Quebec these days that the lineups at the liquor stores are only half as long.

"Maybe you can help," we said. "I've got to get material for my column."

"You think you need help," he retorted. "I've got three columns of work in front of me, my friend's taken to drink again, we've just been kicked out of our apartment, and there's a run on my new nylons. And you want material for a column. I can give you some really ripe stuff, a piece of True Confession Magazine."

"Merci," we replied, and hung up.

\* \* \* \*

We gazed moodily at the typewriter, and it glared back at us. The column had to be written. Lewis had to get something. "Let Lewis down," we murmured thoughtfully shooting a jigger of cocaine into our left forearm.

So we put a sheet of paper under the mill, and conscientiously typed:

"There is no news from Montreal. Everybody is in Quebec."

## ANNOUNCERS WANTED

FOR Radio Station in Western Ontario. Must be full-time experienced in handling recorded shows, writing continuity and capable of doing a real job on a 5 kilowatt station. Single men preferred. Give full particulars in first letter including salary expected and audition disc. We are also in the market for a time salesman who can really sell.

Apply Box 2000

CANADIAN BROADCAST

371 Bay Street

**CKNW**  
has more listeners  
than any other 250  
Watt Station in Canada

**CKNW**  
NEW WESTMINSTER, B.C.

# Technicolum

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

Question and answer column conducted by radio engineers who invite readers to submit their questions. The editor reserves the right to print any letters which, or to refrain from printing them. Personal replies will be sent if a self-addressed envelope is enclosed. Anonymous letters are not acceptable for publication or for reply. Address: "Technicolum", Canadian Broadcaster, 71 Bay St., Toronto.

Continuing our answer to the question printed in this column in the last issue, we are offering a further answer to the question of technical changes will be involved if the independent stations are forced from the present AM to FM. In this issue we are dealing with the effect on transmitters and antennae.

It is usually unnecessary to go to very high transmitter power and 5, 10, 20 and 50 Kw. probably will be very

Because attenuation increases rapidly beyond line-of-sight, it is not economical to increase coverage area by increasing transmitter power. For this reason it is to be expected that there will be very few really high power installations. The situation in high transmitter power can be changed to advantage in the case of a transmitter antenna located at a great height compared to the height of the surrounding terrain. Here the transmitted power is used in overcoming attenuation, rather than attempting to offset the effects of shadowing.

In the case of Amplitude Modulation an RF power amplifier, located after the transmitter, has a linear. This consideration of such an amplifier to be installed in operation, costly in demand critical as to adjustment. In the case of FM, since amplitude modulation should be non-existent, the problem of the RF amplifier is considerably simplified. A broadcaster having installed a low-power FM transmitter can readily start to a higher power by adding an RF amplifier stage. Being able to start with low power transmitter, and easily increasing power subsequently if the situation warrants, has obvious economic advantages.

Because of the shorter wavelength of the waves in the FM and the radiating elements of the transmitting antenna system are quite small and the spacing required in the building of an array is not very great. Arrays

which direct the radiation over a restricted angle and hence produce higher field strength inside that angle can be used in order to increase the effective power of the transmitter without actually raising the power of the final amplifier. If the antenna is omnidirectional, that is if the horizontal pattern is circular, this power gain will be achieved by directing the radiation in such a manner that little power will be lost at high angles. The apparent multiplication of the transmitter power can easily be of the order of from four to eight times. The limit to the amount of gain obtainable depends upon the influence on the characteristics of the antenna of increasing the number of radiating elements. The final limit is when the operation of the antenna becomes too critical when the radiation resistance, and hence the band-width of the array, is reduced to too small a value.

(This is the second in a series of three articles. In the next issue there will appear an answer to the question "what will be the effect on independent stations should they be forced from AM to the FM band as regards associated equipment?")

## YO! HO! HO!

The CBC is doing a repeat of their four year old success "Treasure Island." The Fletcher Markle adaptation of Robert Louis Stevenson's beloved novel will be presented in six parts, commencing Wednesday June 5th and originating from the CBC studios in Vancouver.

The show is directed by Archie MacCorkindale and stars Arthur Hill in the role of Jim Hawkins.

## BIRTHDAY PARTY



Complete with party hats, Jack Wells emcee and Al Loewn, announcer are shown above when "Housewife's Quiz" CKRC's zany program celebrated its 4th birthday. With Jack and Al are the special guests of the occasion, Freddie Lambert and his dummy Oscar who seems to be providing a great deal of amusement for the lady contestant.

## BRITISH TV BACK


British television is commencing operation again June 7th after its suspension during the war years. Technical development was not idle however and BBC's television headquarters is ready to move into scheduled program production.

## Personnelities

Martin Platz, former airforcer and POW has been added to the staff at CJRL, Kenora. Platz is new to radio and played football for the 1939 championship Winnipeg Blue Bombers. Jim Matthews, former publicity man at CKEY, Toronto, and late of J. J. Gibbons' Toronto office, has joined R. C. Smith & Son Ltd. as account executive. Doc Lindsay, just out of the army and one time program director at CJKL, Kirkland Lake, has joined the program department at CKEY, Toronto. Jack Anthony, formerly at CKRC, Winnipeg, and CKNW, New Westminster, has been added to the commercial staff of CKEY, Toronto. Stan Hamilton and Russ Garison have been added to the library department at CKEY, Toronto.

Gord McCallum former newspaperman with the EDMONTON BULLETIN and VANCOUVER DAILY PROVINCE has joined the CJCA Edmonton's news department as editor. Bill Piekerski just out of the airforce is back at CJKL, Kirkland Lake as operator. Stan Moncreiff just out of the navy and former newspaperman is the new editor at CKNW, New Westminster.

Allen McNab former sripter at CKNW has been appointed production manager of that station.



**"DOMINION"**  
**OUTLET FOR**  
**SOUTHWESTERN**  
**ONTARIO**

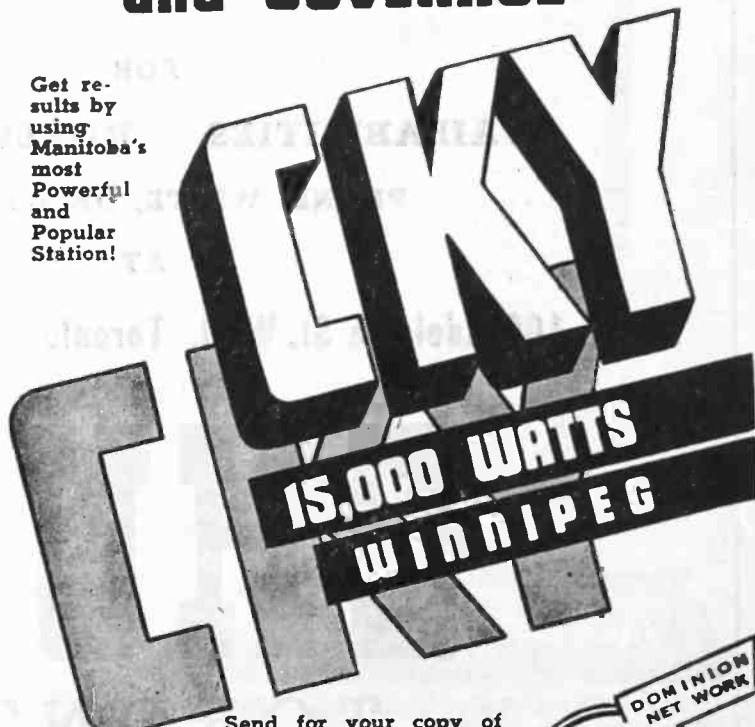
**CHATHAM** *Serving*

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

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Get results by using Manitoba's most Powerful and Popular Station!



Send for your copy of "Manitoba Calling," and learn interesting facts and highlights of Manitoba's two popular stations

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

**CKCR**  
BICHENER

A *Wright* STATION

Mr. Advertiser . . . .

THE MOST EFFECTIVE SALES MEDIUM  
IN A MAJOR CANADIAN MARKET

**CKCR** see  
**WILLIAM WRIGHT**  
Victory Bldg.

AD. 8481





**CONVENTION FLASH**

The moment was tense as bystanders held their breath. . . . representatives of the industry had travelled thousands of miles to meet in Quebec . . . the whole future of the industry was in balance . . . Everything depended on that last pu

\* \* \* \*

**PAN MAIL**

Sir: Now is the time you should be running the editorials you've been waiting for these past four years.

*Disc*

\* \* \* \*

**LOCALE UNDETERMINED**

Decision of the CAB to hold its next annual meeting in Banff, Alta., may result in the Western broadcasters holding their meeting in Charlottetown, P.E.I. . . . ever the CBC has not approved either measure

\* \* \* \*

**DISCRIMINATION**

We are in receipt of an anonymous letter which states that the present denials of the CBC are to have a disastrous effect on all Canada, but we are wondering how it will affect the other reps too.

\* \* \* \*

**CORRECTION PLEASE**

May we deny the current rumor that we are suspending publication during the racing season. This is a season when the Broadcaster has to come out.

\* \* \* \*

**PARTY STUFF**

Then there's the lad who complained all through the Convention that when he tried to test his copy by blowing on last night's CHUM ad, he couldn't see the spot.

\* \* \* \*

**WHAT'S WRONG WITH THIS DEPT.**

"Don't print that picture of your paper", said the soprano. "It flatters me beyond words."

\* \* \* \*

**CBC THEME**

"Your Time is My Time"

**We**  
**ARE HAPPY TO ANNOUNCE**  
**THE APPOINTMENT**  
**OF**  
**JAMES L. ALEXANDER**  
**AS**  
**NATIONAL SALES REPRESENTATIVE**  
**IN TORONTO**



**FOR**  
**AVAILABILITIES — RATES — RATINGS**  
**PHONE, WRITE, OR WIRE JIM**

**AT**

**100 Adelaide St. West, Toronto      ADelaide 9594**

**CHUM**  
**TORONTO**

# FOR Tourist Advertising RESULTS



## IT'S CKLW 800 ON THE DIAL

This summer, thousands of American tourists will enter Canada at Windsor, Ontario, the greatest Canadian Port of entry from the United States. They will visit Canada's picturesque lakes, scenic playgrounds and busy cities. Every one is a potential customer for Canadian products during their stay.

On entering Canada, they will learn in Windsor, much about Canadian merchandise and summer resorts by listening to CKLW the "Good Neighbour" Station 800 on the dial. That's why CKLW should be a MUST on your radio list. CKLW is a 5000 watt station operating 22 hours daily.

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

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



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

# CHECK THESE FIGURES!

THEY PROVE **CFRB** DELIVERS MORE ONTARIO LISTENERS THAN ANY OTHER TORONTO STATION.



CFRB's average weekly share of evening audience is 32.5%

	CFRB 10,000 watts	STATION X 50,000 watts	STATION Y 5,000 watts	STATION Z 1,000 watts
6-7	36.8%	13.0%	4.0%	34.4%
7-8	24.8	10.9	2.9	31.7
8-9	35.1	17.0	6.8	10.4
9-10	33.2	22.4	3.7	11.0
Average	32.5	15.8	4.4	21.9



CFRB's average weekly share of evening audience is 17.0%

	CFRB 10,000 watts	STATION X 50,000 watts	STATION Y 5,000 watts	STATION Z 1,000 watts
6-7	22.5%	13.9%	0.6%	5.9%
7-8	14.8	11.5	0.5	3.8
8-9	14.8	13.8	0.2	1.8
9-10	16.0	18.5	0.4	1.4
Average	17.0	14.5	0.4	3.2

OVER 40% of Canada's total market can be covered most effectively through CFRB. These figures, representing a recent comparative study of four Toronto stations, prove conclusively that CFRB reaches the largest percentage of evening listeners in Toronto and Ontario, too.

860 kc. TORONTO

# CFRB

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Adam J. Young Jr., Incorporated

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All-Canada Radio Facilities Ltd.

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