

# CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 2

\$2.00 a Year — \$3.00 for Three Years

January 25th, 1947



## NEWS in BRIEF

National Broadcast Sales have been appointed Eastern Sales Representatives for CKMO, Vancouver.

Len Smith is resigning from the CKEY Sales Dept the end of January. Ted Murphy former staff announcer has rejoined the Toronto station in sales. Des Kearney has left CKSF, Cornwall to join the CKEY announce staff.

Fremantle Overseas Radio Ltd, representing several Canadian stations in Great Britain, has opened New York offices at 660 Madison Avenue.

Bruce Alloway, has left the CFAC, Calgary sales department and is on his way east to take over Vic Staples slot in the All-Canada, Toronto time sales division. Bruce is visiting All-Canada stations en route, and will stop over in Winnipeg to attend the All-Canada managers' meeting at the end of January.

Ray Darby, formerly with CBC in Winnipeg and Toronto, has signed a seven year contract with CBS and is now in New York, where he will write for "CBS Workshop". Last summer Darby authored the CBC series "Once Upon A Time".

Brigadier W. D. Whitaker D.S.O. has been appointed commercial manager of CHML, Hamilton.

The second Canadian commercial FM broadcasting license has been issued to CKSO, Sudbury. Engineers are completing plans for erection of the station on the Grand Theatre Building.

At left, Vivian Blaine, promising young actress who appeared in Detroit at a recent benefit concert, is interviewed by Mary Morgan, CKLW, Windsor's fashion editor. Miss Morgan's program is heard daily on the border station. At right: Cecilia Long, president of the Women's Advertising Club of Toronto, receives a gift from Mr. Harry Sedgwick, on behalf of CFRB, following a recent visit by the club members to that station.

## POSTPONE BEAVERS TO MARCH 17

### St. Pat Moves Over For Awards Dinner

A combination of circumstances has made it necessary to postpone presentation of the Beaver Awards for distinguished service to Canadian radio in 1946 until March 17. Prime reason for the postponement is the fact that Simpson's Arcadian Court will be in a state of being rebuilt during the month of February, and our inability to find another hall for the dinner having the necessary seating capacity and acoustic qualities.

As has been announced in past issues, the presentations will again be made on Borden's Canadian Cavalcade carried by twenty-eight basic and supplementary stations of the Trans-Canada Network. Production of the program will be in the hands of Rai Purdy; scripts again by Ernie and Kay Edge; Cy Mack master of ceremonies, music by the Cavalcade orchestra conducted and arranged by Howard Cable.

Plans for the dinner are in the making as we go to press, and full particulars should be ready in time for the next issue, including details of how reservations may be made.

For the third successive year the awards will be presented at a dinner of the Radio Executives Club of Toronto which will be presided over by President Jim Knox.

## Confirm 50 KW Plans

Confirmation of the CBC's plans to erect a new 50kw station at Lacombe, Alberta, was received following a meeting of the Board of Governors in Montreal last week.

Information is not available as to the appropriation of the wavelength of CFCA, Calgary, operating on 1010 kc. However, the Canadian government has notified signatory nations of the North American Regional Broadcasting agreement that a new 50 kw station will occupy that frequency.

## Radio Discussed On Citizens' Forum

Tuesday of this week CBC "Citizens' Forum" aired a discussion on how radio might be improved.

A. Davidson Dunton, CBC chairman, represented the government broadcasting system; Lieutenant Colonel Keith S. Rogers, CAB honorary president, appeared for the private stations; and a Mrs Olive Hotton appeared for the listeners.

The discussion took an amiable note, with publicity taking the forefront in suggested needs. Mrs Hotton's question as to why you always had to listen to commercial announcements on the best programs was not adequately disposed of.

The forum was conducted under the able chairmanship of CBC producer Mavor Moore.

## CHAB, MOOSE JAW, SOLD

Announcement has been made subject to the formal issuing of a license to the purchaser, that radio station CHAB, Moose Jaw has been sold to John E. Slaight of that city and William L. Davis of Prince Albert, who have organized a company known as Radio Station CHAB Ltd for the purpose of operating the station.

Sid Boyling, who has been associated with CHAB for a number of years, has been appointed general manager of the new company, who

states that "the station will be conducted along the same community lines as heretofore."

While Mr. Slaight is manager of the MOOSE JAW TIMES HERALD it is pointed out that the station will be operated entirely separately under Boyling's management.

Last year a proposed sale of this station by its former owners to the Saskatchewan CCF government fell through when the Department of Transport refused to transfer the license to a provincial government.

# GREEN HORNET

THESE THRILL-PACKED  
HALF-HOUR DRAMAS FEATURING  
THE ARCH-ENEMY OF THE  
UNDERWORLD PROVE

## Crime does not pay...

### BUT SYNDICATION DOES!

G. Russell Hogg,  
Vice-President and Managing Director,  
Lambert Pharmacal Company (Canada) Ltd.

Says:

*"This show has been on the air five years for Listerine with terrific ratings. As the program grew in popularity, we increased our coverage, until today, 'The Green Hornet' is broadcast over twenty-nine Canadian stations. It's done a swell job of advertising."*

**T**OP-FLIGHT talent and production, prepared merchandising and publicity, available to your market through package programming... a made-to-order proposition that is tailored to fit *your* needs and *your* budget.

Every show in All-Canada's library, the largest in the world, is a leader in its own field. Whatever your product, wherever your market, there's a syndicated show to fill the bill. Ask the All-Canada Program Man for details and audition discs.



## ALL-CANADA PROGRAM DIVISION

VANCOUVER    CALGARY    WINNIPEG    TORONTO    MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

### FOR PULLING POWER ... MYSTERY PROGRAMS



**PHILO VANCE**

Spine-tingling dramatizations of S. S. Van Dine's famous detective tales... fifty-two half hours.

**THE WEIRD CIRCLE**

The most thrilling adventures from the works of the greatest story tellers of all time, played by radio's finest talent. 63 half hours for 1-or-more-a-week broadcast.

**MERCER McLEOD**

Intriguing, dramatic tales told by "The Man With The Story" ... fifty-two quarter hours.



**FIVE-MINUTE MYSTERIES**

Here is a small package with a great big entertainment wallop... two hundred and sixty 5-minute episodes.

**THE HAUNTING HOUR**

Presenting original psychological mysteries, crime crusade themes and "whodunit" thrillers. Each suspense-filled story is complete in itself. 52 half hours for 1-a-week broadcast.

**STAND BY FOR ADVENTURE**

Unusual adventure is the keynote of this popular show. 78 quarter hours for 2-a-week broadcast.



### CKWX Launches 5kw

CKWX Vancouver's preparations for the 24th of January opening of the new 5000 watt transmitter on Lulu Island, in the mouth of the Fraser River bear fruit while this issue is in the mail.

Keith MacKinnon, Ottawa consulting engineer, was in the city recently to conduct tests, and has filed reports on the new equipment. He is said to have gone through the trials without a single hitch, and found the antenna and transmitter in first class shape.

F. H. "Tiny" Elphicke, manager of CKWX, gives credit for the installation job to his chief engineer, Jack Gordon, who supervised the technical crew who did the job from start to finish.

Promotion manager Don McKim is getting set to blanket the province with a wave of information about the new power setup. Plans are completed for an advertising campaign to include a newspaper supplement, ads in daily weekly papers in the coverage area, billboards, street car ads and layouts in sponsors' windows.

The special program for opening night will emphasize the history and building of the city and province and the concurrent advance of the radio industry.

### Educational Forum

The CKNX "Educational Roundtable," featuring discussion groups made up of teachers, parents, students and school boards, was heard for the first time last week on CKNX, Wingham. The inaugural broadcast was conducted by a panel from Exeter, Ontario, on the topic of "Recreational Centres." Taking part in the discussion were Mr. Albert Watson, Exeter high school teacher; Helen Leslie, Grade XIII pupil of Exeter high school; M. Southcott, a parent and editor of the "EXETER TIMES ADVOCATE"; Elmer Bell, lawyer, and Art Campbell, Physical Training Instructor.



"He's a radio announcer and he isn't going to let you forget it"

### Mobile Study Group Visits CFRB

Fifty members of the Women's Ad Club of Toronto recently visited CFRB, Toronto to learn the general principles of radio broadcasting. Not only did they accomplish this, but when they left the studios, they carried one pair of nylons each and a fair amount of quiz-show cash, as well.

The group, headed by the Club president, Cecilia Long, is known as the Mobile Craft Study Group which each month visits some organization to learn more of the mechanics of advertising.

Following a welcome by Harry Sedgwick, president of CFRB, the group was escorted through the station by Lloyd Moore, manager, Wishart Campbell, musical director, and Jaff Ford, announcer. They witnessed programs by Rex Battle and Jimmy Shields and participated in the "Double or Nothing" program one member winning sixteen dollars.

### BBM Out

Station audience reports of the 1946 BBM surveys have been issued and delivered to members. Reports have been compiled on a new basis, showing the total "circulation" of each member station without division of coverages into primary, secondary and tertiary areas. The new sheets have been prepared for insertion in the BBM loose leaf binders supplied with the results of the first survey.

Complete RECORDING FACILITIES

for your WESTERN BROADCASTS

- Air Checks
- Delayeds
- Actualities



WRITE OR WIRE  
*Les Garside*  
INLAND BROADCASTING & RECORDING SERVICE

171 McDERMOT AV. WINNIPEG

# IT'S THE MASTER that Counts!



Duophonic masters are your guaranty of highest quality pressings, and remember — pressings only mirror the quality of the master recording.

*Duophonic Transcriptions*

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

**CKCO**  
OTTAWA

A *Wright* STATION

National advertisers prefer a community station — CKCO serves Ottawa

See WILLIAM WRIGHT Victory Bldg.

AD. 8481

Our Guest Speaker Is:

HORACE N. STOVIN



"Fairly extensive travelling across Canada—mostly by air often finds me chatting with Chandler in Vancouver, and hob-nobbing with Hill in Halifax all in the same week. It's a grand way of sizing up trends, of learning at first-hand what people are really thinking and doing. And I'm an optimist about business in 1947 — I think things look good.

"Sure, lard is up, but Henry Ford is bringing the price of his cars down. Pork is up, but when can you buy pork, anyway? Fuel oil is up, but fur coats now cost less. To be a Certified Canadian now costs you one dollar — it cost Mr. King five!

"What has all this to do with business? These are signs of the times. We are beginning to see the end of the seller's market—the start of a buyer's market. The country is ready for it—people are ready for it — how about you?

"To be prepared for the oncoming buyer's market, rebuild consumer acceptance of your products, dealer confidence in your policies, recognition of your willingness and ability to serve. You can do it economically and well by RADIO—using all or any of the live, independent radio stations shown below. Let us help you."

Sorry no cartoon with this, but if you really want it, telephone or drop us a line and we'll send you one.

# HORACE N. STOVIN

& COMPANY

*Radio Station Representatives*

## for these Live Independent Stations

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

\*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

**RADIO GETS YOUR MESSAGE HOME**

## Pacific Prattle

by ROBERT FRANCIS

Dear Boss; Kind of late, but nice trip? Who did you see? What did you do? Did you run across Matt Halton? He comes from just over the way here, across the Alberta border. Or Gerry Wilmot? People here still ask about him, if you're just back from Europe.

I guess you stood in Whitehall and heard Big Ben sound off, but without that needle scraping on the disc. And you'll have wandered through Kent and Surrey where the air force radio crew, Don Fairbairn, Charlie Hutchings and Art Boulden and the rest used to search out stories during the war.

Well, here it is January. Next will be February, then March. Three months gone and not a blessed thing accomplished. This note is just to fill you in on anything you may have wondered since you went away (trumpet sobbing in background.)

The papers are still slashing and thrusting at CBC, and so are the private station boys, particularly when you get round a pot-bellied stove in the back room.

But neither faction pauses often for a quick look at itself, though my teacher used to say this was quite a useful trick, if you could master it.

Matter of fact, I made a discreet survey on the subject, asking any number of men on both sides of the radio fence what they suggested, anonymously, could be done to improve the industry's service to the listeners.

Two of them had to rush right down and pay their back income tax. The next fellow had to meet a man in New Westminster, two others had to go on the air, the one after that remembered he wanted to buy a radio license and the next eight said it was a dandy question and gave me the name of another guy who could answer it better. See what I'm up against?

One of the curious things about radio (and there are a lot of curious things about radio,) is that in an industry which boasts all kinds of characters expressing opinions on almost any subject, hardly a soul, relatively speaking, will take the time to practise an hour's introspection.

Bill Paley of CBS took the time recently, and came out of his reverie with a speech that set some of the trade back on their ears. I guess that will have to serve.

Well, boss, the trade out here in the fogbound west is wondering who is going to land a Beaver when the awards are made. I sent you a top secret memorandum on the subject which should have been in the mail heap when you got home. I trust you will keep it by your bed for constant reading.

Oh, yes. I see an item in the paper in very small type about the ceiling being taken off wages. But perhaps it was just whimsy. Made any resolutions for 1947?

Yours etc., R. F.

B.C. Briefs: At CJOR, people

were noting that of six well known radio voices being used in transcription form to support the Red Cross blood donor campaign, five started their careers at the Dominion network station. They're Mart Kenney, John Rae, Hugh Bartlett, Bernard Braden and John Drainie.

University of B. C. Round Table discussions went back on the air January 18 over CKMO after a month's holiday. A number of prominent speakers have been lined up by the U.B.C. Radio Society which handles the presentation from studios on the campus and pipes it to the station.

The last of the Diespecker series "March of Progress" was a show titled "Five Star Final", a serious history of newspapers. All three Vancouver papers were informed of the broadcast, but only one made a single-paragraph reference to it.

Bad weather hit the west coast during the Christmas rush, and ice and fog snarling traffic downtown and in the suburbs. In cooperation with police, CJOR broadcast half hourly reports on road and fog conditions during the worst period.

Manager John Hunt at CKMO announced these staff appointments: Eileen Fox, assistant manager; Tom Slattery, advertising manager; Jack Quinn, sales supervisor; Al Reusch, production manager and Jack Kemp, assistant production manager.

## Musical Balance

A musician-engineer is employed by Paul Whiteman in the control room to cue the network engineer, thereby providing better music balance on his Wednesday night ABC broadcasts.

Milton Cassell, who is both a musician and a radio engineer, follows the score and cues the engineer as to exactly when various instruments and ensembles raise their "voices". Heretofore, the director of the broadcast, whose talents seldom included the ability to read a conductor's score, and who was busy with other program problems anyway, performed this task.

Whiteman has developed other improvements, such as the glass screens which shields vocalists and the string section from being completely overpowered by the brass section while at the same time enabling the performers to see the conductor. A microphone inside the screen allows proper pickup. Another development is the use of a mirror for that half of a choir, which, grouped in a circle about a microphone, cannot see the conductor. The mirror installed over their heads permits choir members to follow the conducting as readily as those who face him.

In the course of an appearance tour this month, Whiteman will air his Wednesday night ABC program from Toronto, January 29.

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## Eggs Won't Unscramble

Economic history is being written in Britain as the Socialist government fulfils the program for nationalization for which it was swept to victory by a war-weary electorate. In Canada men of business shake their heads sadly, but their concern is short-lived. Yet the death-blow being dealt to business by the British Socialists is only one step more advanced than the plight of business in Canada, which is heading, less swiftly and dramatically, but just as inevitably, for the same pit.

It is true that Great Britain has a Socialist government while Canada's is Liberal. Nevertheless there is not such a great gap between Liberal and Socialist ideals. An extreme Socialist I was talking to in London not a month ago said: "This is not a Socialist but a Liberal government." In the same breath, I may perhaps be permitted to repeat what I have written so often in these columns: "Canada's present government is a Socialist one in Liberal clothing." May I also say, once again: "Canadian radio is the guinea-pig on which the Socialists are experimenting before they tackle banking, insurance, mining and other businesses."

The Canadian Broadcasting Corporation is patterned almost entirely on the older British system. Here is the first parallel between Canadian and British economies. Both the CBC and the BBC are government operations, and each is untiring in its efforts to convince the public that this is not so, but that it is a "Public Corporation." The fine point of difference between these definitions I am afraid I shall not live long enough to understand.

The fact remains that Socialist Britain and Liberal Canada each operates its broadcasting system on the same bureaucratic principle, each having inherited it from another political party.

The eternal question of the menace to freedom of speech, occasioned by public ownership of radio, finds expression both sides of the ocean. To date, as far as I know, neither government has succeeded in forcing its will on an actual broadcaster. Obviously, and CBC denies notwithstanding, policy principles for the CBC are determined from cabinet level. Once not so long ago a cabinet minister attempted to prevent the CBC from broadcasting reports of prison riots, but was unsuccessful. This however was attributable to the courage of CBC news chief Dan McArthur. A less sturdy individual would doubtless have acceded to the demand. In Britain I have no evidence of such interference in radio. Yet as recently as last month, the Lord Chamberlain instructed the London pantomimes that this Christmas there must be no jokes against the Government.

Undoubtedly publicly owned radio provides the machinery for totalitarian control of speech by air, and whether this machinery is set in motion or not, its existence bodes ill.

The success of the CBC in gradually increasing its domination of the air-waves, by continually restricting the power and powers of private radio stations, can only result in a similar assault on press freedom when the time is ripe. This theory, which I have expressed so often, gains credence when we examine the British newspaper business.

British paper shortage is being used by the Socialists as an excuse to keep the fetters on the press without declaring an out and out policy of press control.

In the first place, publishers may only issue four page papers. But this is not all. The government also says how much space in each issue may be sold to advertisers. Now what is the significance of this?

Through restricting the number of pages, it curtails the expression of opinion which has been the back-bone of the press since time immemorial. It is hardly necessary to say that much of that press opinion in Britain today would be directed against the government if it were permitted. So I think it is not unreasonable to assume that the paper shortage is extremely convenient to Mr. Atlee and his cohorts.

Insofar as advertising restriction is concerned, the Socialists are pledged to a platform of nationalization of industry. By restricting advertising, business has less chance than ever of telling its own story, and the public of reading it. Obviously this also impedes business in its return to a normal competitive economy. Advertising is the life-blood of the profit system, the system the Socialists would destroy. So the more

the government can hamper advertising, the greater its chance of success in its battle with business.

Britain's current problem is that of recovering her export trade. Probably the most patriotic race in the world, the British people are in the main in accord with this far-sighted plan. Yet people, whose greatest heritage is freedom, bridle at the authoritarian manner in which they are compelled, without option, to give up everything but the barest essentials to accomplish this purpose. They turned out in thousands to see the "Britain Can Make It" Exhibition last November and December. They gazed longingly at pressure cookers and new clothes on display. And then went home in their seven year old patched suits to solder the bottom of a tin kettle because they could not replace it by act of parliament. Ask John Bull to economize and he will do it cheerfully, but telling is a different matter.

The British government is subjecting the people to regimentation beyond belief. Silver-toned radio announcers tell them just what their coupons will buy this week. When the Argentine, eager to recover the British meat trade, made the United Kingdom a present of a shipment of meat, proud Britons received the gift from the South American Nazi sympathizers in the form of five pence (10 cents) in cash from their local butcher, by government order. A friend of mine who managed to secure a new car found a slip on the back seat which read: "Shoddy. Not For Export." Taking the slip to his dealer, he enquired what it meant. The dealer looked at it, hesitated a moment and said: "I'm sorry, sir. That's something you just weren't supposed to see."

In aviation, the Canadian government operated Trans-Canada Airlines has its British parallel in British Overseas Airways Corporation. When certain privately-owned American airlines wanted to reduce overseas travel rates, these government owned lines prevented this saving to the public by threatening to refuse them landing privileges. The rates remain unchanged.

Socialism has struck Great Britain. It struck her when she was stunned by the holocaust of war, bewildered by the uncertainties of peace. British business men—and they are still the most astute in the world—are beginning to regain their senses. Next election, they feel, the Socialists will be returned, but with a smaller majority. Five years later they will be defeated. In the meantime, banks, railroads, mines, docks and heaven knows what other industries will have been taken over. What good will a sane system of government be then? The question is—and I heard it asked not once but a hundred times: "How are we going to unscramble the eggs?" Obviously it will be impossible to restore these nationalized industries to their original owners. Remember Chamberlain. In 1939 he said: "If this is war, it will be the end of civilization as we know it."

Slowly but surely, Canada is heading the same way. Already government ownership exists in the fields of banking, telephones, railroads, steamships, hydro, liquor, aviation and of course broadcasting. I think radio has come nearest to actual appropriation, although Canadian Pacific Airlines have suffered such restrictive measures that they fall almost in the same category. And there is no indication that this tide of Liberal-National-Socialism has been stemmed. Socialists breed abler publicity men than do the business groups, and, whether it is from Britain or Saskatchewan, the public is going to hear glowing tales of happiness and prosperity, bred of the "New Order."

British Socialists were spared opposition from a free radio. Subtly they are using the paper shortage alibi to save themselves from an unfettered press, because Socialism cannot survive a truly open forum.

With the support of the free-thinking public, press and radio, operating, editorially, as honest outlets for opinions, and, through their advertising, as ambassadors of better living, can save us from the fate which has struck Britain. Against such truly "free speech" Socialism cannot possibly survive. But remember, Socialists are men and women of singleness of purpose, bonded together by simple sincerity. The Battle of Britain and Flying Bombs fought on the side of Britain's Socialists. Fortunately Canadian Socialists do not have that advantage.

Richard G. Lewis.

Editor



**Sponsors used  
the Year End  
Features  
produced  
by the British  
United Press.**

- In the Women's World
- Women in the News
- On the Farm Front
- Time Out
- In Your Neighbourhood
- Behind the Headlines
- Good Eating
- Movieland
- Speaking of Sports
- Names in the News
- Places in the News
- The Sports Parade
- Highlights of the Week's News (Sunday)
- World of Tomorrow (Sunday)

**All year around  
these B.U.P.  
Features are  
regularly  
appearing in the  
news service.**

**All of them are  
available for  
sponsorship.**

**BRITISH  
UNITED PRESS**

HEAD OFFICE  
231 St. James Street  
MONTREAL

**TRADE WINDS**

Edited By Art Benson

McConnell Eastman's Winnipeg office report that Paulin Chambers Ltd. has extended the transcribed Corrine Jordan series to 5 additional stations including CJGX, CHAB, CKBI, CFGP and CKOV making a total of 11 western Canadian stations.

MacLaren Toronto office report that Tuckett Ltd. has taken portion of CKEY's "Make Believe Ballroom" 3 times a week until March 14.

Cockfield Brown's Toronto office tell us that Socony Vacuum has a year's flash campaign under way over 33 stations coast to coast. Canadian Shredded Wheat started the 5 minute transcribed "Gondola Sidelights" with Foster Hewitt January 13. The 5 a week series advertises "Shreddies" and is going to 13 stations.

CKSF, Cornwall tell us that Lally-Munroe Coal Company has started the ½ hour "Hollywood Open House" for one year. The Cornwall Insurance Company is sponsoring the "Cathedral Hour" to run every Sunday for one year. Household Finance Corporation started a year's contract of the weekly ½ hour transcribed "Wayne King Show" (All-Canada)

L. J. Heagerty reports that Colgate Palmolive Peet has started "Along the Sport's Trail" with Wes McKnight over 8 stations. The 3 a week 5 minute transcribed (Dominion) series is scheduled for 26 weeks and advertises Colgate Shave Cream.

Bill Byles at Spitzer & Mills' Toronto office tells us that Quaker Oats has started "Singing Sam" over VOWN and VONF, Newfoundland advertising "Sparkies" and Corn Flakes. The 15 minute 3 a week transcription (All-Canada) is scheduled until June of this year.

**Phoney Gimmick Gag**

Winnipeg residents crowded the streets and caused a traffic jam in front of the Lindsay Building two weeks ago, following an announcement from CJOB that \$500 in bills would be thrown out the studio window as a promotion stunt. Chuck Cook, emcee of CJOB's 6 to 9 a.m. "Smile, Darn Ya, Smile," program, was the originator of the scheme. Buses and trams disgorged passengers, automobiles and breakfasts were abandoned as the money fluttered from the tenth floor window of CJOB's studio.

Housewives, describing themselves as the program's most loyal listeners, bitterly complained over the telephone that advance notice had not been given them of the give-away.

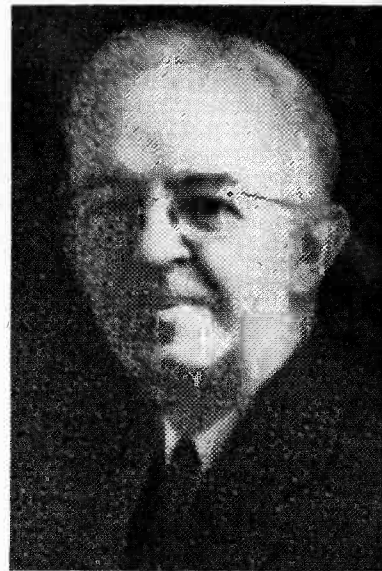
Insurance Companies in the same building participated in the publicity scheme by throwing blotters from their windows, carrying printed ads.

After the last of the money was thrown out the window, Chuck Cook remarked the demonstration proved, once and for all, that you can't win. You see, the \$500 was "play" money, borrowed from a monopoly game.

**Rex vs Rex**

A legal battle looms in Montreal between the Department of Transport and the Quebec Hydro Electric Commission, according to reliable sources. Controversy concerns the Hydro Electric Commission's refusal to pay license fees for three transmitters and the receivers in 60 vehicles. Since formation of the Commission two and one half years ago, no license fees have been paid.

**Pioneer Passes**



Radio lost one of its earliest pioneers in the death this month in the person of Ralph W. Ashcroft, Toronto manager of Canadian Advertising Agency Ltd.

In the twenties, Mr. Ashcroft was manager of station CKGW, Toronto, and waged an untiring and often lone war against nationalized broadcasting, then being planned.

Born in Cheshire, England, 72 years ago, he crossed the Atlantic in 1890 and became private secretary to the president of the Western New York and Pennsylvania Railroad.

**Mikeman Turns Legit**

Bill Kemp, former Toronto radio announcer who was discharged from the Canadian Army in England last year, is starring in a new Laurence Olivier production, "Born Yesterday." The play is currently running in Scotland and following a tour of the provinces, will be produced in London.

**CKCR KITCHENER**

A Circle Has Only One Centre  
and  
**CKCR KITCHENER**

Is "Smack in the Middle of Ontario's Richest Market"

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

TORONTO  
Victory Bldg.  
AD. 8481

**CKCR CKCR CKC**

**OTTAWA**  
*Letter*  
 by  
**JIM ALLARD**



Announcement following Board of Governors meeting confirms previous announcement from Alberta sources that CBC's new 50kw western transmitter will be located near Lacombe, Alberta. Lacombe is fairish distance north of Red Deer, generally accepted as central point of province and where it originally was believed new CBC transmitter would be. Lacombe is not even in the Federal constituency of Red Deer; but is located in its next northerly neighbour of Wetaskiwin—represented in the House of Commons by Social Creditor Norman Jaques. Mr. Jaques was one of the Members who opposed the erection of a new CBC transmitter in Alberta on the frequency presently occupied by CFCN. Other things being equal (absence of highly directional antenna, other technical hooks) new CBC job will be better heard in the northern part of the province than the south. It will thus give effective coverage of Edmonton, Alberta's capital and largest city, and the country surrounding it and to the north. This is the more heavily populated part of the province. From Lacombe, which is closer to Edmonton than to Calgary, the new CBC outlet should be able to pour a heavy signal into the Peace River country and into the North-West Territories. Federal government already holds property in the Lacombe area.

One or two far-seeing political strategists within the shadow of Parliament Hill are already worried about long-term repercussions of current redistribution, stage for which was set at last session, final outlines skedded for this. Virtually all additional representation in House created by the method used will be from industrial areas, especially the City of Montreal. Industrial areas are traditionally chief supporter of minority groups, especially those of the extreme left. This is historically the case more particularly when the influx from rural to industrial areas is of comparatively recent origin—a condition always accompanied by a relatively high degree of unrest in the political sense of the word. That condition obtains in Montreal, and it is too generally overlooked that the Canadian metropolis contains the only constituency which has ever returned a Communist member to the Federal House. Fact of the matter is that the Communists have made more progress in Quebec than is generally supposed. While not yet in a position to influence election results, their gains might have political effects when the redistribution is completed. At next election, Communist guns are likely to bear heaviest on CCF, with Liberals running a close second. Most effective support Communists get from outside their own ranks comes from people who hang the tag "Communist" on everyone of even remotely

"liberal" thought, or just on people they don't like.

The political strategists are not overlooking the surprising strength displayed by the Social Credit group in recent Quebec by-elections. They are not yet worried about the trend, but admit it is significant. Current political unrest in that province seems to be channeling towards the Union Nationale provincially, Social Creditors federally. During last by-election, the "Communist" tag was several times hung on Socreds from the hustings. That this did the Socreds much harm appears very doubtful; and without question gave some assistance to the long-term strategy and objectives of the Communist group itself. Some experienced Ottawa observers profess to be convinced that if the Social Creditors play all their cards properly they could be the next government of Canada. Most are skeptical that such correct playing will take place, as Socreds are notoriously inept in terms of Eastern Canadian politics.

Privy Council law committee's decision is history-making. If the Federal Parliament implements the decision—and it is difficult to see how such implementation could be avoided—the Supreme Court of Canada will become the final body of appeal for this country. Even in cases involving dispute between provinces and the Dominion. Constitutional lawyers are not yet prepared to talk "for the record" (not in Ottawa, anyway), but privately most of them are interested in "amending" aspects of the decision. Actually, the Privy Council's law committee had been asked to rule on whether or not the Federal Parliament could pass an Act abolishing the right of appeal to the Privy Council itself, without consulting the provinces and obtaining their consent prior to such enactment. In effect, Privy Council—while still a body of precedent in Canadian Law—has ruled that the Federal Parliament may do so. This will be very disturbing to the guardians of provincial rights. If accepted as a constitutional and legal principle, it actually puts established minority rights at the mercy of a body elected by the majority.

**Know Your City**

A series of six broadcasts about the city of Toronto, directed to students in city schools, will be heard over CJBC, Toronto, each Thursday at 11.30 a.m., commencing January 30.

The programs are being prepared at the request of the Toronto Board of Education and will present information about the city's history, government, school system and citizens. The broadcasts will take the form of dramatizations, actuality reports, newscasts and a quiz at the end of the series, based on information contained in earlier programs.

**Missing Child**

Early one afternoon, six-year-old Dianne Powell, was playing in a Toronto Park but at supper time, still had not returned home. A description of the missing child was broadcast on Jim Hunter's 6.30 p.m. newscast on CFRB, Toronto, and before Jim was off the air, a telephone message was received saying she had been found.

It turned out Dianne had lost her way and walked into a strange house. Unable to obtain any clues as to the youngster's identity, residents of the house waited for Jim Hunter's newscast and heard of the missing child.

**By Actual Survey (?)**

A letter received by CFRB, Toronto, during the holiday season, received more than usual attention from the station staff.

The letter was from a New York resident who addressed the envelope: "Chief Radio Station, Toronto, Canada."

**Manhunt By TV**

Television stations in New York, Philadelphia and Schenectady recently joined the hunt for seven Brooklyn jail breakers. Slides showed pictures of the men while the commentary urged viewers to relay any information to the police.

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**Jamboree Jams 'Em In**

When folks travel from 50 to 100 miles to catch a radio show, the station must be in solid with radio listeners.

The CKCW JAMBOREE, a Saturday night stage show and radio broadcast, attracts rural listeners, even from Nova Scotia, who join city folks in two hours of merriment. Originally a one-a-night production, Lionel now stages two performances to accommodate the crowd but still we hang out the S.R.O. sign.

The JAMBOREE offers ample proof of the extensive listening audience enjoyed by CKCW.



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# EDISON — RADIO'S GRANDFATHER

Before his death in 1931, Thomas Alva Edison left instructions that his desk was to be locked and not opened until the day of the observation of his one hundredth birthday, February 11, 1947, when the entire world will pay homage to this great inventor through observance of the Edison Centennial. Unpredictable in a life dedicated to science, the world now awaits what could prove to be either the unveiling of a new miracle, perhaps in prophesy, or, perhaps, the fulfilment of an old man's whim.

In spite of the fact that he is generally described as a great American, Canada can claim to have been his projecting ground.

Early records show that the Edison forebears lived in England, migrating to Holland, probably because they wished to share in the greater freedom of thought that existed among the Dutch of that period.

The earliest male ancestor of Edison to reach America arrived about 1728, when crossing the Atlantic was still a hazardous adventure. He was John Edison, a boy of three, who, in the company of his mother and a band of Dutch immigrants, landed where Elizabethport,



Photographed in 1912, with models of his "Edison Effect" lamps, is the forerunner of modern radio and other electronic tubes. The tubes were developed shortly after 1883, when Edison discovered that a heated filament in a vacuum tube emits electrons.

New Jersey, now stands.

John, married to Sarah Odgen in 1765, remained loyal to the British Crown during the Revolutionary War. He was sentenced to death for high treason. After spending many months in jails in New Jersey, the sentence was commuted and he was evacuated at the end of the war to Nova Scotia with a group of other Loyalists. John Edison, his wife and seven children, settled at Digby, Nova Scotia, where, at the age of 25 Samuel Edison, oldest son, married Nancy Stimpson. Of this marriage was born Edison, Jr. in 1804, who was to become the father of Thomas Alva.

The entire family left their Nova Scotia homes in 1810 and trekked westward by wagon, finally settling in Bayham Township, Ontario, where they helped found the village of Vienna, 30 miles south of Woodstock. In that new settlement, Thomas Edison's father, Samuel grew to manhood and in 1828 married Nancy Elliott, the village schoolteacher.

In 1838, Samuel Edison was forced to flee Vienna because of his participation with the forces of William Lyon MacKenzie in the brief Papineau Rebellion against British rule in Canada. While en route to Toronto where he was to join MacKenzie's forces, word was received that the force had been scattered and that the leader had fled after an unsuccessful attempt to capture the seat of government. With the rout of MacKenzie, Samuel Edison became a fugitive. Leaving his family in Vienna, he found refuge in the village of Milan, Ohio, where he set up a saw mill on the canal. There, Nancy Edison joined him in 1839 with their three children. Four more children were born at Milan, of whom Thomas Alva was the

youngest.

Even as a boy of pre-school age, Edison was extraordinarily inquisitive. He wanted to find out things for himself. Once he tried, unsuccessfully of course, to fathom the mystery of hatching eggs by sitting on them. Another time he was given a public spanking in Milan, after he had set fire to his father's barn.

The Edison family moved again when young Thomas was seven. This time to Port Huron, Michigan. Unlike their previous migrations by wagon, the trip was made by railroad and steamer.

Edison frankly admitted his schooling was of short duration and of little value to him. After a few months in school, his mother, a former Vienna, Ontario, school-teacher, took over his instruction. In spite of his scorn for learning, he was, in later years, to sponsor scholarships for outstanding high school graduates, selected yearly through national contests.

Most of his knowledge was acquired through self-study and training. At the age of eleven, he had his own chemical laboratory in his Port Huron home. When he was twelve, he hired himself out as a newsboy on the Grand Trunk Railway from Port Huron to Detroit, exhibiting a flair for business far exceeding that of the average boy of his years. He established his chemical laboratory in the train's baggage car which also served to house a printing press on which young Edison published the first newspaper ever produced aboard a moving train. He even found time to buy produce from farmers along the route which he sold to Detroit markets.

Edison became a regular telegrapher on the Grand Trunk line at Stratford Junction, Ontario, when only seventeen. His inventiveness, however, caused him to lose his position. A supervisor discovered his ingenious device conceived in nothing but sheer laziness which automatically "reported in" on the wire in code every half hour when actually the inventor was sleeping to make up for time lost in studying.

Edison travelled throughout the Midwestern states studying and experimenting to improve the crude telegraph apparatus, turning to Boston where he began operating for Western Union. While there, he created his first invention to be patented—a machine which electrically recorded votes cast by legislative members. The invention was not used and this taught Edison never again to invent anything un-

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

# CFCY

## CHARLOTTETOWN

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less he was certain it was wanted. In 1869, he went to New York where he formed a partnership with Franklin L. Pope in their own electrical engineering company. There, he invented the Universal Stock Printer for which he was paid \$40,000, the first money he ever received for an invention. With this money, Edison established a factory in Newark, New Jersey in 1870, manufacturing stock tickers and devoting his energy to invention. For six years he was experiencing a feverish period of endeavour—managing his factory and working on one invention after another. It was at Newark that he produced the "electric pen," forerunner of the mimeograph machine, and made the discovery that electrically generated waves would traverse an open circuit—the principle on which wireless telegraphy and radio are founded. This phenomenon is known as "etheric force."

In 1876, due to his Newark plants demanding too much of his time for production rather than creation, Edison established laboratories at Menlo Park, New Jersey, turning management of his factories over to trusted assistants. His most acclaimed invention, the incandescent electric lamp, was developed at Menlo Park. Eleven years later, he transferred operations to West Orange where he perfected a plan of organized research in industry.

The invention of a practical lamp alone was not enough to replace gas as the most-used illuminant. His work, therefore, on the electric light is even more astonishing because in addition to a commercially practical bulb, he also invented a complete distribution system, including dynamos, conductors, fuses, meters, sockets and numerous other devices. Of 1,097 patents granted to Edison, by far the greatest number ever granted to one individual, 356 dealt with electric lighting and power distribution.

The carbon telephone transmitter which made the telephone commercially practical was invented by Edison in 1877 the same year he gave the phonograph to the world. Rights in the invention of the carbon transmitter were sold to Western Union which, in turn reached an agreement with the company backed by Alexander Graham Bell. For many years, telephone instruments carried the names of both Bell and Edison. It was fifty-fifty. He invented the transmitter and Bell the receiver. It was this carbon telephone transmitter which helped to make radio possible in that the same principle was adopted in developing a practical microphone. The phonograph was his favor-

ite invention, one which developed while experimenting with the automatic telegraph instrument. In 1883, he discovered the "Edison effect," a previously unknown phenomenon by which an independent wire or plate, placed between the legs of the filament in an electric bulb, served as a valve to control the flow of current. With this was pushed aside the veil of darkness behind which were to be found all the wonders of electronics. In the same year, a patent was filed by Edison on an electrical indicator, employing the "Edison effect", its first application in the field of electronics. Development of the phonograph was one of Edison's first undertakings at his new West Orange laboratory. During his first four years there, he took out more than eighty patents on improvements on the cylinder phonograph and the dictating machine. At the same time, Edison interested himself in the motion pictures. While multiple cameras had been used to take successive pictures of moving objects, no device had been developed to view the pictures in motion. Edison used a new celluloid film, developed by George Eastman for use in still photography to bring about his proposed motion picture camera. In 1889, he displayed the first motion picture, synchronized with sound, from a phonograph record. The motion picture camera was patented in 1891 and the first commercial showing of motion pictures was made in 1894, with the opening of a "peephole" Kenetoscope parlor in New York City. In 1913, Edison introduced sound to pictures, fifteen years before Hollywood adopted that means of dispensing entertainment. Following the discovery of x-rays in 1895 by Roentgen, Edison turned his attention to the mysteries of these invisible rays. Within a few months, he developed the fluoroscope, which invention he did not patent, choosing to leave it in the public domain because of its universal need in medicine and surgery. In 1896, he applied for a patent on the first fluorescent electric light, an invention which stemmed directly from his experiments with x-rays. Thomas Edison in 1915 became President of the newly created Naval Consulting Board, forerunner of the American Navy Department's present research facilities. He arranged for leading scientists to serve with him on the Board, and made available to the government the facilities of his laboratory. Much of the Board's efforts were directed against the German submarine menace. Among the many inventions and ideas turned

over to the Navy were methods for detecting submarines by sound from moving vessels and for detecting enemy planes, locating gun positions by range sounding, improved torpedoes, a high-speed signalling shutter for searchlights, and underwater searchlights. These and many other devices and formulas of importance came out of the Edison laboratory. In spite of the fact Edison was seventy years of age when the war ended, he continued to think only in terms of scientific and industrial progress. At eighty years of age, Edison launched another great experiment. Remembering his country's lack of preparedness for World War I, he attacked the problem of devising a method for domestic production of rubber so that, in the event of another war, the United States

would not be dependent upon foreign sources for this vital component of warfare. The experiment was a success. From the goldenrod grown in his experimental gardens at Fort Meyers, Florida, Edison was to produce rubber before his death. Thomas Alva Edison passed away peacefully in West Orange, New Jersey, on October 18, 1931, at the age of eighty-four. His lifetime embraced four wars in which his country participated. His achievements, more so than those of any one man, fulfilled his desire to "do everything within my power to further free the people from drudgery, and create the largest possible measure of happiness and prosperity." He might well be termed the father of electricity, the phonograph and of course the radio. The world was his beneficiary.

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CJSO	CKTS	CKCV	CHGS



**BBC Charter Approved**

Demands for competition in British broadcasting by licensed government stations operating separate from the BBC or some form of commercial radio, were aired in the House of Commons last month during debate on extension of the BBC charter for a five-year period.

BBC's charter was approved by Commons but not before much criticism was directed at the Corporation. A Labour MP charged gifts were accepted by BBC employes in exchange for favors on the air and blamed BBC management for this bribery. The Postmaster General was said to have too much power to interfere in BBC's management. Other members demanded some form of commercial broadcasting while others asked the BBC to allow more controversy on the air.

Lord Inman succeeds Allen Powell as chairman of the Board of Governors. He is an author, head of a publishing firm and head of several hotel firms. His salary will be \$12,000 per year.

**Commercial Radio For South Africa**

South Africa is going into commercial broadcasting for the first time, starting sometime next month. Numerous experiments are also being conducted in FM. The radio changes have evolved under pressure of public opinion.

Radio in South Africa has made strides since 1936 when an American-owned network was taken over by the government and put into expanded operation by the South African Broadcasting Corporation, under government control, in a fashion similar to the CBC.

The network consists of 17 stations, broadcasting two sets of programs, one in English and the other in Afrikaan. Some native languages are also broadcast. Commercial programs will be presented on a third network.

Commercial broadcasting is expected to attract higher priced talent than the non-professional talent now being employed.



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

During the year 1947 the indications are that FM will make great strides in Canada. At this time it might be well to consider if the technical advantages of FM presented to the public are stressed in a manner which will be to the ultimate advantage of the radio industry.

The main technical advantages over the present AM system claimed for FM are high fidelity and noise-free reception. In connection with the high fidelity claim the public must first be educated to appreciate this feature and then have the money, neither of which seems likely to occur. High quality is not to be expected from the mantel radios even if they are FM.

The situation on AM is that only a very small percentage of the receivers take advantage of the quality offered by the present broadcast stations. Furthermore, the quality of the present AM stations could be increased to FM standards if the industry and the public were prepared to pay the price. This price would be but a fraction of the cost that will have to be paid for FM.

The advantages of noise-free reception advanced by FM proponents are to a large degree not inherent in FM alone. Much of the superiority of FM in this respect has disappeared or is disappearing now that each large centre has a number of very powerful local stations. The majority of listeners are but little troubled by interference.

In respect to the frequency band now assigned for FM, it is interesting to note that Major Armstrong, one of the greatest FM experts, considers the band poor for the purpose. Certainly certain aspects are unfavorable in comparison to the old FM band (50 mc.). In this connection the antennas at the receivers and the receivers themselves are going to present difficulties due to the high frequency technique involved which will mean higher prices to the listeners to say nothing of headaches for all concerned.

It is not intended by these remarks to infer that FM is of no value. It has great advantages such as constant coverage, day and night, less co-channel and adjacent-channel interference. The foregoing paragraphs were meant to show that the propaganda attempting to popularize FM is unrealistic and will lead to severely unfavorable public reaction after FM sets reach the hands of the public. They will not find Utopian radios available at present prices. FM or no, and it is better to face this fact now, and to gear advance publicity accordingly.

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 is known  
 in the  
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93  
**SAWMILLS**  
 Producing over  
 4,000,000 Bd. Ft.  
 of LUMBER  
 Daily.

REACH THIS  
 RICH MARKET  
 through  
**CKNW**  
 NEW WESTMINSTER, B.C.

### Clear Police Signals

The invention of a Vancouver man, Donald L. Hings of Electronic Laboratories of Canada, has enabled B.C.'s Provincial Police to obtain clear reception of radio code signals in the area of the Vancouver court house, one of the noisiest locations in the city.

Though not effective for voice transmission, the device is said to provide reception of code free of static, noise and fading. It was developed at the request of Provincial Police for use on urgent calls on their point-to-point network.

With the aid of the invention, interference from spark gap machinery, defective engines, natural static and diathermy is eliminated.

### CBC Studies Coverage

The problem of coverage of existing broadcast stations in Canada is being surveyed by the CBC engineering and commercial departments. Results are expected to provide a basis for study of new broadcast station applications and for affiliation of stations to the CBC networks.

The CBC also is surveying network and individual station rate structures.

### UK Maestros Organize

Dance orchestra leaders in Britain are organizing in an effort to obtain better terms from the BBC.

"We have lots of things to fight about—fees, control and monopolistic tendencies of the BBC," said Lou Praeger, presiding at a recent meeting of band leaders. "Not one band leader in the country can make any money with the fees he is paid for broadcasting, after paying the appropriate rates to his musicians, he added.

### Radio Raises \$3000

With donations rolling in at the rate of over \$400 an hour, CFOS, Owen Sound, last month raised funds for the relief of distressed counties. A seven-hour pre-Christmas broadcast, staged in the Owen Sound city hall auditorium, featured 100 musicians and resulted in cash donations of \$2,500 with a further \$400 arriving in the mails later.

### Wired Radio

The first carrier frequency wire broadcasting system in Britain has been opened at Rugby. The system gives a selection of six programs. The service will be extended to other British cities to cover approximately two million listeners

### WORLDWIDE RADIO NETWORK

A worldwide radio network to be operated by the United Nations has been recommended to the UN General Assembly by the Advisory Committee on United Nations Telecommunications. The recommendation, to be voted on in September, calls for reallocation of international shortwave frequencies and for acquisition by the UN of bands formerly allocated to the League of Nations.

Estimated cost of such a network, exclusive of buildings and

land, would be nearly six million dollars.

Operations would embrace all wave bands in order to assure wide coverage of UN broadcasts.

Recommendations call for six transmitters, three of 2 kw power, two of 100 kw and one of 200 kw. In Europe, plans recommend establishment of one 2 kw transmitter, one 50 kw, one 100 kw for short-wave, and one 1,000 kw long-wave transmitter.

"VOICE OF THE FRASER VALLEY"

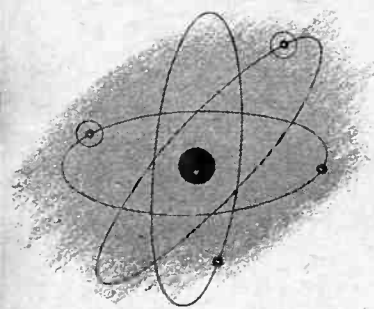
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Soon To Become A Completely NEW Voice

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NEW Transmitter  
NEW Listeners

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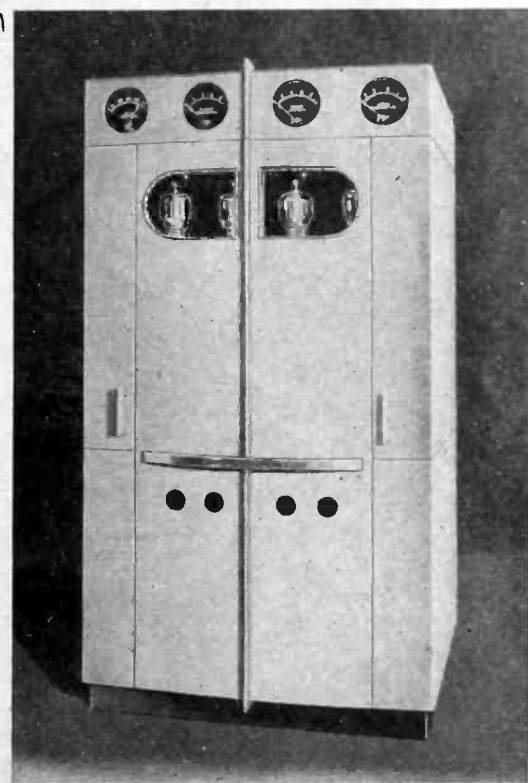


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25 BRANCHES ACROSS CANADA



**Pinch-Hits For Paper**

A mechanical breakdown of the printing press of the CORNWELL DAILY STANDARD-FREEHOLDER this month deprived half the subscribers of their paper. In order to keep readers posted, all local news and several special features of the paper were broadcast by CKFS, Cornwall during the course of the evening.

**PRESENTATIONS**

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**BC CHRISTMAS FUNDS**

A fund of more than \$2100 raised by station CKMO in Vancouver over the Christmas season made the holiday brighter for war veterans in Shaughnessy Military hospital and in three instances made it possible for out of town mothers to visit their sons.

Listeners were still sending nickels and dimes and dollars to the station as New Year went by, manager John Hunt said. The station worked with D.V.A. and the hospital's auxiliary hostesses in arranging for radios, magazine subscriptions, telegrams to relatives and other presents for patients. One stretcher patient was sent home for the holiday to Victoria, with ambulance and transportation paid for by the Shaughnessy Happiness Fund, which CKMO officials said would be an annual event.

Three surprised patients found their mothers tip-toeing to their bedsides on Christmas Day, having learned nothing of the scheme beforehand. They were put up in the

Red Cross Lodge at the hospital and spent several days near their sons.

Bill Rea, manager of CKNW New Westminster, organized the station's Orphans' Christmas Fund over the top once again, with a total of over \$7000 contributed by listeners.

The winter's contributions brought the fund to a three year total of more than \$19,000. The year the appeal was made, \$5000 was sent in, followed by \$6500 the next year and now a further \$7000.

On top of aiding the orphans, more than \$1000 of the money was spent for Christmas food hampers for old age pensioners.

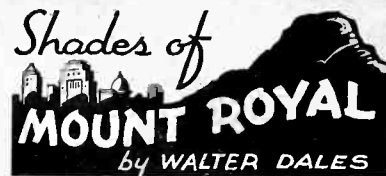
**Nix Crosby Beef**

Denial of reports that the Bing Crosby recorded show on ABC was unsatisfactory to the Philco Corporation was aired last week by James Carmine, the firm's vice-president of merchandising. Philco, according to Carmine, is not dropping the show but said the series will have a thirteen-week summer lay-off.

It is reported that Peggy Lee, featured on the Crosby show, is being considered for a live summer musical program which will replace the recorded show when Crosby's present 39-week contract expires on July 9.

**Urges Public Initiative**

"There is no reason that we should have an inferiority complex regarding the press," said Justin Miller, president of the National Association of Broadcasters, to a group of radio men in San Francisco recently. He emphasized the importance to individual broadcasters of state organizations and advocated the NAB's active participation in public affairs in order that thought leaders everywhere may feel more fully the impact of the radio industry.



Lunch-time Conversation here hinges these days on radio ratings. This intense interest in ratings was provoked by the possibility of the Hooper people entering the field in Canada to compete with existing surveys.

Whatever the outcome, a better knowledge of how to use or not to use ratings in station selection should result from all the discussions. These are some of the questions I hear floating around:

What type of man or woman makes the actual telephone calls? Do they do an efficient, thorough job? Are they well supervised? Are the ratings sensitive enough to immediately reflect an improvement in programming? Is it possible for a station to build a big rating but be weak in selling power? Is it possible to see the interviewers' work sheets when you just can't understand wide differences in ratings between two seemingly similar shows on competing stations at the same hour? Would those work sheets show the peaks and valleys of listener interest through a given half-hour program? How much does the time of day affect ratings? When buying announcements, should you buy the spot immediately before a highly-rated show, or immediately after? Are ratings in any sense predictable through a study of the elements which compose the top ranking shows?

The very fact that many of these questions are still in the minds of radio people at this late date would seem to indicate that either subscribers to survey services have been too indifferent to make inquiries, or that too little publicity has been given to survey techniques and values.

Visitors to Montreal recently included Bill Byles, of Spitzer and Mills; G. F. Herbert and H. R. Carson, All-Canada; and Freddy Lynds, of Moncton. Ralph Bowden, of Stovin & Co, is in New York. Vic Neilsen is house hunting in Montreal, having joined Associated Broadcasting, where he will concentrate his efforts on the use of Muzak by large industrial firms. With the Province of Quebec getting the large share of new industrial capital these days, wired music should be due for a boom.

Program ideas are a dime a dozen, but maybe some station can do something with this one. Run a short series of service broadcasts by some Chartered Accountant to answer vexatious income-tax problems, during the months of March and April. Four fifteen minute broadcasts should enable him to deal with the general problem and answer specific questions sent in by listeners. It would rate a large, if unhappy, audience.

*"The Richest Man Cannot Buy For Himself What The Poorest Man Gets Free From His Radio"*

- ★ The Finest of all Types of Music!
- ★ The Latest in News!
- ★ Facts!
- ★ Figures!
- ★ Information!
- ★ Community Service!

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and

Short Wave VE9AI

**CHNS BULLETIN BOARD**

**CHNS**  
HALIFAX, NOVA SCOTIA

**HAS BROUGHT RESULTS FOR 20 YEARS**

**5000 WATTS SOON**

ALL-CANADA MAN  
MONTREAL TORONTO

**960 ON YOUR RADIO**

## RADIO LIFTS SNOW CURTAIN



Seventy-five miles of fifteen-foot snowdrifts were overcome two weeks ago by CFOS, Owen Sound, to bring their listeners a story of life in snow-bound Tobermory. This fishing village, at the tip of the Bruce Peninsula, became isolated following the heaviest snowfall in two decades. Residents of the village were not unduly alarmed until a food shortage arose and illness demanded medical attention, available only from outside communities.

Unfavorable flying weather prevented delivery of food and medical supplies. No relief was in sight until the Department of Highways announced the dispatch of two snowplows from Toronto to attempt the breakthrough.

On Wednesday morning, January 8, Ralph Snelgrove and Everett Smith of CFOS met the plows at the village of Hepworth, driving at a snail's pace as a narrow path was opened. Meanwhile, a telephone lineman accompanying the party floundered through the snow to climb telephone poles, disconnecting rural subscribers from the single line to the village, thus

insuring an uninterrupted broadcast.

Late in the afternoon, the party finally broke through the snow barrier. At 6 p.m., Snelgrove was able to go on the air over CFOS, seventy-five miles distant, bringing the first news of the plight of the snow-bound village. Later, the broadcast was aired over the CBC News Roundup.

Pictured in the back row is Everett Smith CFOS announcer, chatting with Mrs. Barney Hopkins, in whose home the broadcast originated. Mrs. William Lavolie, village nurse, looks on as the oldest resident of Tobermory, George Belrose is interviewed by Ralph Snelgrove. Barney Belrose Jr. looks on in the foreground.

### Sellout

O. M. Dennison, poultry dealer of Pembroke, Ontario, who contracted for 13 spot announcements on CHOV, was forced to cancel the agreement after the sixth airing. The dealer had received more orders than he could fill during the remainder of the year.

## Air Hockey School

CKNX, Wingham, played host to some of the top OHA officials on Thursday, January 9, when "Tory" Gregg, CKNX sports organizer and reporter, and president of the Western Ontario Athletic Association, arranged with the OHA to include Wingham in the one-day school for managers, coaches, referees and would-be referees.

The school was conducted by George Panter, President of the OHA; J. J. "Tiny" McFadden, first vice-president and manager of the Galt "Red Wings"; "Dinty" Moore, past president; and Normie Hymes, former NHL star and now coach to the "Red Wings."

Western Ontario was well represented with over 100 in attendance. In spite of the bad road conditions, this proved that interest in sports throughout the area was high.

Thirty minutes of the 'school' was broadcast over CKNX in order that snow-bound districts were informed of proceedings at the meeting..... The OHA officials expressed their gratification for the turn-out and for the way in which the WOOA is fostering the spirit of sportsmanship among Western Ontario young men and boys.



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



## CANADA'S TOP

## BILLBOARD AWARD WINNER

# CKCK

welcomes these additions to an ever-growing list of sponsors

- J. H. ANDREWS LIMITED
- CANADIAN SHREDDED WHEAT COMPANY
- CHICAGO VOCATIONAL SCHOOLS
- W. CLARK LIMITED
- DWIGHT EDWARDS LIMITED
- HUDSON'S BAY COMPANY
- INTERNATIONAL ASSOCIATED PRODUCTS
- THOMAS J. LIPTON LIMITED
- RIT PRODUCTS CORPORATION
- SOCONY VACUUM OIL COMPANY OF CANADA LTD.

620 kc.

# CKCK

620 kc.

THE FIRST STATION IN SASKATCHEWAN

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

# CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

**"MORE COPY PLEASE"**

Declaring that "the time is now ripe for more copy," John Fisher, CBC commentator, speaking at a luncheon meeting of the Ad and Sales Club of Toronto in the Royal York Hotel on January 14, stressed that the great task in Canada is to sell our country to Canadians.

"We have felt humble, here in Canada, compared to the United States," Fisher said. Canadians, in his opinion, play down everything about the country but when they get in the back room at home, with a bottle, they expound all the virtues of this land.

During the last war, said the speaker, Canada, without any great deal of fanfare, showed the world her capabilities. "With two or three tubs at Vancouver and Halifax posing as a navy, Canada came out with the third most powerful fleet in the world," he said. He referred to the Commonwealth Air Training Plan, the large food contributions to Britain, and the huge amount, one-fifth of all UNRRA supplies, which came from Canada, as proof of the enormous potential of this country.

This wartime production would also indicate, he said, that unity does exist in Canada. He vehemently denounced individuals who talk about lack of national unity. He dwelt at considerable



length on the various physical links which keep the country united, such as the Canadian National and Canadian Pacific Railways which have three complete lines running from coast to coast. Trans-Canada Airlines and the Trans-Canadian radio links likewise keep the country united, he said. He compared the layout of these physical "links" to those in the United States. In Canada, they run from east to west while in the United States, the railroads, airlines and radio networks criss-cross in all directions.

There are no language differences in Canada, Fisher pointed out, as compared with the United States. "Except for Quebec, we have the same kind of language from Halifax to Vancouver," he said, "but not in the United States. A Texan would be greatly insulted if he were told he sounded like a resident of Oklahoma."

Preservation of items of historical value received particular attention from the speaker. Champlain, who explored Canada's interior, lost a compass, with which he had charted the earliest maps of Canada, while exploring the Renfrew, Ontario, area. When it was discovered 300 years later, Fisher revealed, "it was sold to a tourist from New Jersey." Here in Canada, too, one cannot see the tombstones of great Canadians who are buried without pulling back the growth around them.

Speaking of the self-adulation of the American people, Fisher said, "the first thing a person does in the United States, when going into business, is to set up a public relations office—but unfortunately, this is not the case in Canada—it is usually the last thing."

Though admitting he hated nationalism with all his soul, Fisher urged: "We must be ardent Canadians. We must sell ourselves more and have more pride in our institutions."



**PAN MAIL**

Sir: Having read your last issue from cover to cover, my only suggestion is that you go out and commit Lewicide.

—HCG

\* \* \*

**VOX POOP**

"Liberty's" masterful taunts at your editor in "Vox Pop" issue of Feb 1, lost some of their sting when we found out that their author, Bill Cobban, is listed in the city directory as Acting Subscription Manager of that publication.

\* \* \*

**ACTION STATIONS**

Isn't anyone going to do anything about the statement in an IODE questionnaire issued to its members that "Scientific experts have found that only 6.36% of the radio 'commercials' examined were true?"

\* \* \*

**SLIPPING**

A complete survey of current radio publications discloses that Frank Chamberlain has written nothing worthy of reporting in this column so far this year. (It's over to you, Frank).

\* \* \*

**IS EVERYBODY HAPPY?**

With the BBM reports finally out, we see a distinct affinity between the audience yardstick and the Beaver Awards—no complaints from the winners.

\* \* \*

**TOUCHE**

Then there's the note from "Regular Reader" who says: "So you only got one cocktail on your trans-Atlantic flight, and Corrigan did it backwards on a sandwich and a cup of coffee without beefing."

\* \* \*

**LOVE ALL**

We don't feel that a great deal is accomplished when representatives of two sides of a contentious problem lob lovingly over the T.Can net, while the organ sobs "Oh Promise Me".

\* \* \*

**FOR SALE**

Some announcers are expressing concern over the news that the War Assets Corporation is disposing of a large quantity of surplus radio equipment.

**LLOYD BOCHNER**

- ACTOR
- ANNOUNCER
- NARRATOR

CAN BE REACHED DAY OR NIGHT THROUGH

Radio Artists Telephone Exchange

WA. 1191 TORONTO

**POWER!**

CJOR has been serving British Columbia with 5000 watts of power since April 1946 — adding thousands of new listeners in all parts of the province. CJOR's voice speaks with power—and with authority too. That power and authority means sales for you!

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

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

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

# BRITISH COLUMBIA - A MAJOR CANADIAN MARKET

**BRITISH COLUMBIANS ARE  
RADIO CONSCIOUS!**

## **Fact No. 5:**

British Columbia shows the greatest population gain in Canada, and our basic production shows an increase of \$ 14,000,000 over 1945. The people are here — and have the money to buy.

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



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

# COVERAGE? RATINGS? SALES? SERVICE?

CHOOSE YOUR OWN YARDSTICK . . .  
CFRB WILL STAND ON THE FACTS!

Do you want to reach a mass audience, over a wide area, at the lowest per-thousand cost? BBM PROVES that *CFRB delivers the widest coverage in Canada's richest market!*

Do you check popularity? The figures show that *CFRB consistently broadcasts most of the shows to which most of the people listen!*

Do you watch results? Ask our year-after-year advertisers who know that *CFRB makes SALES because it combines coverage and popularity!*

But stop, you say . . . I'm just a listener. What of me? For you, too, we are proud of our past record, alert in our future plans. CFRB is an independent community station. It pays taxes, receives not a penny in license-fee subsidies. But *CFRB has a community SERVICE record second to none!*

We are vitally interested in the problems of both majorities and minorities. We broadcast special news, support charities, rise to civic emergencies, carry expensive services which bring the best in the continent's music and fun and inspiration right into your home . . . FREE. If only you could see the letters, letters, letters of appreciation in our files!

**Yes, choose your own yardstick . . .  
CFRB will stand on the FACTS!**

# CFRB

*CFRB went on the air in 1926. In radio, twenty years is a lot of experience. We are using it now to plan for 1966!*

**ONTARIO'S FAVOURITE RADIO STATION!**