Press charges CBC bias in Conference News

Dunton Says CBC News Supplied by News Service

In the Toronto Globe and Mail, one western premier said that "subsidized" broadcasts were not only violating the secrecy of the secret sessions, but were giving an altogether distorted picture of the conference proceedings.

The CBC broadcasts, it was alleged during a debate in the conference, had given the people of Canada the impression that during the January session the provincial premiers had refused to make any concessions, and had spent the time bargaining for the maximum amount that could be got from the Dominion.

The motion to go into open session, proposed by Premier Drew of Ontario, received the unanimous support of the Provinces.

Replying to the article in question A. Davidson Dunton chairman of the CBC Board, issued a statement in which he said that any news of the conference in CBC news broadcasts had been from Canadian Press and British United Press dispatches, and had been edited "under the usual CBC rules regarding objectivity and fairness."

"Any commentaries," the statement continued, or interpretative summaries broadcast have been by journalists of national standing and have been information gathered by themselves as journalists and dealt with according to their own judgment and interpretation. The CBC has high confidence in the ability and integrity of these journalists and they are men who have a wide confidence among the public.

"Apart from the sources available to the public, the CBC has had no information regarding proceedings of the Conference. It has not accepted and has not been asked to accept any suggestions from the Federal Government regarding broadcast material related to the Conference. In carrying out its trust to the public, it could not accept influence from any government.

"All material broadcast related to the Conference has been planned and handled under the independent responsibility and effort of the Corporation to present the fairest and most useful information to the public on a matter of great concern to all Canadians."
THE Frank Parker SHOW

15 minutes of sheer musical delight!

★ INSPIRED SINGING
★ ENCHANTING MUSIC
★ A SUPERB ACHIEVEMENT

The great romantic singer who has starred with Jack Benny, Burns and Allen; star of The American Album of Familiar Music, and many famous shows.

Orchestra Direction
Under the hand of Paul Baron — favorite among lovers of popular music — at his top form.

Master of Ceremonies
Andre Baruch — radio's celebrated Master of Ceremonies — has never been more delightful.

Popular female vocalist on Hit Parade, Lower Basin Street, the Ford Program, etc.

Produced by Paragon Radio Productions, Inc., New York, N.Y.

Distributed by

All-Canada Program Division

Montreal • Toronto • Winnipeg • Calgary • Vancouver

A Division of All-Canada Radio Facilities Limited
**Spotlight Delinquency**

'Superman' is now tackling the issue of juvenile delinquency. The program, which airs over Mutual from the Kellogg Company, is being heard in cooperation with a new policy decided by sponsor and agency. Scripts for a three-week series are now being written to highlight problems of juvenile delinquency and to present them in an exciting and thought-provoking manner.

**Film Company Appoints Radio Director**

Famous Players Canadian Corporation has appointed Victor Growe to the new position of Radio Director. He will coordinate the radio activities of the theatres in the circuit, and to act as a clearing house for new program ideas.

Vic Growe has been in radio since 1934. He was an actor on CKCL Toronto, enlisted in 1943 and later became associate producer of the Canadian army's radio show with Douglass Montgomery and Bob Farnon. After returning to civilian life he joined CHML, Hamilton as program director.

**Radio Identification**

A 73-year-old man committed suicide in Lethbridge recently by throwing himself in front of a train. The old fellow had carefully destroyed any clue to his identity, and the police were baffled. Finally they turned for assistance to station CJOC in Lethbridge.

The story was broadcast on the regular noon news program. The old man's family were listening in Scandia, Alberta. Recognizing his description, they hurried in to Lethbridge and identified the body.

**Hors de Combat**

Bob Simpson, radio director of Young & Rubicam, will be laying plans for the return of "Canadian Cavalcade" next fall in horizontal position as from May 12.

Bob is going into the Toronto General Hospital for about three months from that date while they do a bone graft job on his back. to repair an old football injury of some 15 years standing.

**SUNWAPTA BULLETIN**

**THURSDAY AT EIGHT—IT'S “EDUCATION AND YOUR CHILD”**

Education has taken to Radio in Edmonton . . . and CFRN has taken education to its heart! Educational problems are discussed by a special committee of educationalists comprised of members of the Edmonton School Board, officials and teachers of Edmonton schools.

It's a program of interest to every parent.

For Information of Public Interest IN EDMONTON—IT'S

**Thanks Everybody!**

Our thanks to all you good people—station managers, agency men and competitors—who have congratulated us on the outstanding quality of the NEW SWIFT'S CLEANSER

Singing Spot announcements

Duophonic Transcriptions

---

**Portait of a man who told his sponsor his 250 watts would give him all the coverage he needed.**

---

**Film Company Appoints Radio Director**

**Radio Identification**

**Hors de Combat**

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4-DAY AGENDA FOR CAB MEETING

Canadian Editor for Annual Dinner

A lengthy "tentative agenda" for the four-day meeting of the Canadian Association of Broadcasters, to be held in Quebec City, May 27 - 30, includes twenty-seven items of business, eighteen of which will be conducted in closed meetings.

The morning of the first day (Monday) is an open meeting during which guests and press will be permitted to hear the chairman's address of welcome, motions appointing a convention secretary and officers, introduction of members and associate members, legal counsel's annual report, the report of the Joint Committee on Commercial Continuities, report of Public Relations Committee, and "announcements."

After lunch, the meeting will be turned over to the President of the Bureau of Broadcast Measurement for an open session from 2:30 - 4:00, and then the doors will be closed for a private session on BBM until 5:00.

Tuesday, if present plans are carried through, guests and press will be excluded all day while members hear the report of their chief engineer, the report of the Resolutions Committee and election of directors, and a report of the Radio Bureau. It is planned to open this meeting to Bureau subscribers only.

The same afternoon the sessions will continue in camera, and the agenda, as at present laid out, includes the disposition of business arising from the previous annual meeting, the reading of the Financial Report and a discussion of membership fees, Trustee report, Election of Trustee (Members' Representative), recommendation of Board of Directors on position of CAB General Counsel, approval of change in constitution and by-laws to permit the election of program producers to some membership.

Tuesday evening is the day of the annual dinner, at which guest speaker will be H. V. Moore, editor director of Clean Hunter Publishing Co., with entertainment by Mann Company's orchestra. The dinner is to guests and press.

Wednesday morning the sessions will continue, privately, with an address by Joseph Sedgwick C. on "Performing Rights," report of the Program Committee, discussion on public service activities, a report of the Committee on Standardization of Rate Structures, and a review of the Parliament Committee on Broadcasting.

Wednesday afternoon is open over to the Golf Tournament, posted on another page.

Thursday morning from 9:30 to 11 there is to be a closed meeting for the disposition of unfair and general business, with the recommendations resulting from board meeting.

Finally at 11, there is to be an open meeting during which committee members will be appointed.

U.S. Public Favor Commercials

Sixty percent of the radio listeners in or near Peoria, Illinois, are not annoyed by any announcements they hear on the radio. This figure emerges from a survey conducted by Dr. Forest Moore, of the University of Wichita, Kansas.

Asked regarding public service programs, including news broadcasts, "do you object to commercial announcements at the beginning of the program, in the middle of the program, at the end of the program?" the 1930 families questioned gave their answers as follows:

A maximum of 7.8 per cent objected to commercialization on public service type programs.

About 90 per cent stated that they either had no objection to commercial announcements on public service programs, or objected to only one or two out of three announcements on such programs.

Two thirds had no objection to commercials at the start of the program; two thirds objected to middle commercials; and three quarters of those asked had no objection to closing commercials on public service programs.

CBC Exports School

International school boards are being prepared for five

Canadian teachers for school broadcasts over the CBC French work, the programs being adapted and adapted to the needs of the countries to which they are being sent - France, Luxem-

The programs are being prepared by the International School, shipped overseas to be broadcast over the domestic radio of these five countries.


In all, some 520 programs in various languages have been are being handled through the United Nations Educational, Scientific and Cultural Organization (UNESCO) in London, England.
The Time Has Come—
The Walrus Said

Meeting a new president of the Canadian Association of Broadcasters is not going to solve all the problems that beset private radio, it is a long shot. Not even if they persuade Moses to rise from the grave and lead them out of bondage.

That private radio in Canada needs beyond all else is to show a healthy, unified front. Then, and only then, will a strong association be effective, and not just another CB outlet in a field that, whoever he may be, the association’s leader will be in a position to follow a policy other than that of taking a firm stand on issues of every problem that confronts him.

Past five years have witnessed a fantastic onward surge of free-press nationalized radio in Canada. Somehow or other, though, even the results of the steps being taken never seem to permeate the consciousness of those who are most concerned until they becomeacquainted with the facts.

For example, right now the government is bestowing new licenses at right and yet no one seems to be wondering whether this policy is inspired by a hope of deprecating the value of the private stations against the day when they take them over. Or are they planning to give you, not once, but two networks. Besides, look at all the new federal programs we let you carry.

So, of course, the reply is “Bilge.” They didn’t give anyone a chance. They simply dangled the network plum before the private stations of those coveted frequencies that their contracts will not be renewed on expiry, because only of fifty kilowatt stations with which the Mackenzie King Broadcast System is slowly straddling the country will be able to fill all the new necessary outlets for the networks, which it has generously offered the private stations to build up for it.

So naturally the CBC will turn up its refined nose in horror at this situation. “But you said you wanted a network”, it will apologize. “Surely it must be apparent that the day is fast approaching when BC will be able to tell the basic private stations of those coveted frequencies that their contracts will not be renewed on expiry, because only of fifty kilowatt stations with which the Mackenzie King Broadcast System is slowly straddling the country will be able to fill all the new necessary outlets for the networks, which it has generously offered the private stations to build up for it. Naturally the CBC will turn up its refined nose in horror at this situation. “But you said you wanted a network”, it will apologize. “Surely it must be apparent that the day is fast approaching when BC will be able to tell the basic private stations of those coveted frequencies that their contracts will not be renewed on expiry, because only of fifty kilowatt stations with which the Mackenzie King Broadcast System is slowly straddling the country will be able to fill all the new necessary outlets for the networks, which it has generously offered the private stations to build up for it.”

In the case of the Walrus, the reply is “Bilge.” They didn’t give anyone a chance. They simply dangled the network plum before the private stations of those coveted frequencies that their contracts will not be renewed on expiry, because only of fifty kilowatt stations with which the Mackenzie King Broadcast System is slowly straddling the country will be able to fill all the new necessary outlets for the networks, which it has generously offered the private stations to build up for it.

As the old leader that, though it has been a long time, this same “No Provincial Licensee” policy will still remain a threat to the monopoly which loomed up last year, the new leader of M. Duplessis’ proposed Quebec Network, “Milles parcours et de la même veille, mais sur la voie de l’internationalisation.”

There is such an expressive word.

On Saturday, April 26th, the CBC, over its Trans-Canada Network, presented “Deirdre of the Sorrows”, the first full-length opera to be written and produced in Canada. The work was commissioned especially for radio by the CBC and they chose John Coulter as librettist and Healey Willan as composer.

In this world premiere of the work the conductor was Ettore Mazzoleni, chorus-master Albert Whitehead, and the program was presented with the usual CBC power and effectiveness. Leading roles were sung by Frances James, William Mortore and Lionel Darmon was supported by Olive Blakely, George Lambert, Ernest Berry, John Harcourt, Frederick Morrison and John Reid, with Frank Willis as narrator and John Fisher as commentator. Frank Herbert was the announcer.

The story of “Deirdre” is the old Irish tale of the founding brought up by the Druid priests, and of the fate of the men who try to defy the Druid curse by falling in love with the Druid priestess.

John H. Yocom in “Saturday Night” said that the lines in which Coulter tells the story are simple and direct. “It is a poem full of drama, color and contrast, a creation of atmosphere and deeply moving emotions. He has caught the wild—operatic purposes—epic implications of the tale, while still keeping great intensity at the supreme moments.” Thomas Archer in the “Montreal Gazette” says: “The text is full of Irishness and tends to contain rather too much narrative and repetition of names, but it is sufficiently well made and full enough of imagery to give Dr. Willan his chance.”

The music probably comes in for as near to “rave notices” as any modern opera can ever gain from the critics.

Archer of the “Gazette” lauds ‘Deirdre’ as “Dr. Willan’s best work to date. This is the music of a great craftsman,” he says. “It is full of fine lyricism. Dr. Willan is a melodist of unquestioned gifts. The Druid motive is treated as a music drama, the final chorus, these are examples of composition which could stand any challenge... anything that has been written for the lyric theatre since Richard Strauss’ ‘Frou-Frou’ has been. The orchestra is perfectly mated and picturesque if a little superabundant. The technique is romanatic and the Wagnerian harmonic diction seems to suffice the composer.”

McStay in “Variety" says: “Healey Willan’s music, while it may suggest the structures of the Bach “Passions” also has overtones reminiscent of Wagnerian treatment of heroic legends in music-drama form. But Willan has completed a noteworthy job that tops the many works he has already written. He neither changed nor embellished the Coulter text, but he certainly heightened the meaning.”

Yocom points out that Dr. Willan’s music not only characterizes the characters and actions, but it shows the development of those characters and the plot in which they are enmeshed. Text and music are so completely fused that no matter what one eats of opera he can find no artificiality here.

Ettore Mazzoleni comes in for praise from Archer: “Never once were the instrumentalists allowed to discomfit the vocalists. Mr. Mazzoleni conducted with meticulous attention to detail.”

McStay’s job was termed “magnificent” by Yocom.

The critics have general praise for the vocalists taking part. Yocom says that Miss Frances James’ work struck an effective balance of the musical and the dramatic.

The general impression of the critics in regards to the singers is summed up in McStay’s “they are all top-ranking Canadian artists and gave splendid performances.”

The Canadian reviewers Archer and Yocom, both compliment the CBC for the “technical feat and for the considerable outlay in time and money which must have been devoted to this all-Canadian effort.” That this is true is agreed by McStay but he adds: “The ‘Deirdre’ production was a noble adventure in a CBC’s part, made possible only by a government subsidized set-up where the cash-box has no lock. It was the penultimate in the CBC’s vaunted aim for ‘all culture for all Canadians’ but opera appeal is limited. Splendid as was this three and one quarter hour music-drama, it would be interesting to know how many—or how few—Canadian typical listeners tuned it out without twirling the dial.”

As a radio opera, performed with the maximum of rehearsal time and care, “Deirdre of the Sorrows” has won the critics’ acclaim as a work of art. Only public response can answer the question as to its appeal to Mr. and Mrs. Average Listener.
July 1946 will mark a new date in our 121-year history.
5,000 power-full watts, from then on, will pound your sales messages into thousands of additional French homes, which will welcome this addition to their listening pleasure.

A glance at the map will tell you more than a long story, provided you bear these two facts in mind:

(a) French-speaking people are scattered all over the Maritimes.
New Brunswick 163,934
Nova Scotia 63,260
P. E. I. 14,799

(b) CHNC is the only French station, blanketing these 250,000 French-speaking Maritimers.

A more complete coverage of the Maritimes, plus adequate coverage of the Gaspé Peninsula and Matapedia Valley (160,000 French-speaking people) are the reasons behind our project, and we are making sure that it will spell success.

This move will pay immediate dividends to our sponsors. Between you and us, Mr. Client, the advantage will be on your side. Don’t miss them! A bientôt!

Broadcasting Station

CHNC
New Carlisle, Que.

610 kcs.

1,000 watts now
5,000 watts after July

News and special events boss Sam Ross, of CKWX Vancouver, was with a party from the Victoria Press Gallery which went north to Prince George on a week’s looksee at the Pacific Great Eastern Railway.

At CKMO Vancouver, Leo Nicholson, Fred Chapman and Bob Willett are holding skull sessions over the possibility of broadcasting hockey and baseball on the same night. CKMO baseball broadcasts start April 30, and if Canucks keep winning there could be a hockey tilt that evening too.

Of course Boston Olympics could resolve the whole problem by winning the series before that day.

CKMO manager Johnny Hunt arrived back from an Eastern Canada trip in time to get everything in shape for the opening of the station’s new kilowatt transmitter May 1.

On a recent broadcast of his “Stardust Review” movie program, Al Reusch of CKMO interviewed a couple of hundredweight of Fiji Island muscle, name of Adi Moorthi, a native of Suva. After being chosen the most perfectly developed Fiji Islander, and seeing a Johnny Weissmuller Tarzan picture, Adi decided to learn English, and then made his way to Canada. Hollywood is the next objective.

Wallie Peters, musical director for CJOR Vancouver, has been engaged to direct an orchestra of city musicians for a new Canadian motion picture being produced in Vancouver.

CJOR manager George Chandler will drive east about May 1 for an Eastern jaunt touching at Ottawa, Toronto, Montreal, Chicago and New York. He will attend the annual Dominion Network meeting, and the C.A.B. convention in Quebec City.

Velva Hayden, for several years a control operator at CJOR, is now in charge of studio traffic.

An exchange still seems to be a good bargain. Some time back CJOR salesman George Jefferys left to become sales manager at CKPR Port Williams. Within the month his old outfit had lured continued writer Betty Copely to Vancouver.

Local stations are starting to lay plans for special events for Vancouver’s Diamond Jubilee celebrations during the first two weeks of July.

CKMO’s newest female mike personality, June Haaston, formerly of CHWK Chilliwack, is fast winning friends and influencing people, if fan mail is any criterion.

Don’t confuse her with Gladys Haaston, latest addition to the fast growing CKNW New Westminster staff. She’ll take over some of the continuity editing grief from Dot Tupper.

Percy Baglo and Bon Fox are holding furtive conferences these days preparing for the first edition of a CKNW staff newspaper.

CKNW donated a half hour each evening last week to a “Salute to Local Artists” series of programs. Listeners with artistic talents took part in the programs.

Allan Macnab is getting congratulations on his appointment as CKNW production manager.

Mr. Johnstone, “Breakfast Time” announcer, is the father of a boy. The Chase Medicine Company, after carrying daily for over CKNW for a year, has moved through Ardiel Advertising Agency, Ltd., of Oakville, Ont. to a year’s spot announcements to run Monday through Saturday. Bonus Foods, through Voca Irons, Vancouver, have reserved for 52 further announcements with CKNW.

Ken Foote of CFJC Kamloops was a visitor at GBR.

CJOR took the front page of their last station news bulletin; prove that a small number of announcements can bring a large number of replies. For ten days Billy Browne carried spot announcements of a contest sponsored by a local furniture concern. The ten spots brought a flood of letters.

Production manager Laurie Bry- ing at CKWX has had his offer fixed so he can get away from all. He had his office rear- ed with sound proof walls to keep out the clatter. But he left room enough for a window to him to keep an eye on his boys and girls in the outer office.

CBC regional engineer Artur Ellis is home from California touring east, and CBC publicity man Keatley is back from Hollywood.

The sympathy of all branches of Canadian advertising goes out to Mrs. Margaret Brown Campbell, whose husband, William R. Camp- bell, general manager of Marketing, passed away at seven o’clock on last Tuesday morning.

Mr. Campbell, who was 57, joined Marketing in June, having previously been associated with the Automotive Transport Association as Public Relations Coun- sel, Motor Magazine, Maclean Publishing Company and Globe and Mail.

Mrs. Campbell, who has been associated with Marketing for ten years, lost her husband the day following her father’s funeral.

The funeral time has been fixed for Thursday, May 2, at 3:00 p.m. from the A. W. Miles Chapel, 30 St. Clair Avenue, W., Toronto.
Pacific Quiz Kid

Annabelle Rea, 10-year-old daughter of William Rea Jr., who owns and manages radio station CKNW in New Westminster, is the new Pacific Coast “Quiz Kid.” Annabelle, entirely on her own, originated the program “Who Sings”—title and all.

“Who Sings” is a quiz program which is bringing in well over 300 letters a day, with a total of well over 26,000 letters since the program started late in 1945.

Set Production Soars

Indicative of the return of peacetime production to Canada are the Dominion Bureau of Statistics, on the sale of radio receiving sets in Canada.

The figure for the month of January, 1946 is given as 31,659 units as compared with the twelve month total of 44,343 units for 1945.

RCA Victor

for the Best in

Radio Transcriptions

WHAT A SPOT TO BE IN!

AND WHAT beautiful attention we’re getting! The only Canadian station on the Pacific Coast with 5,000 watts power able to accept spot advertising—why not join us at our present low rates and take advantage of the beautiful attention we’re getting?

CJOY, VANCOUVER

Represented by
HORACE N. STOVIN
MONTREAL  
TORONTO  
WINNIPEG  

WHAT A SPOT TO BE IN!
MART KENNEY HITS THE ROAD

When the new Northern Electric Show, with Mart Kenney and His Western Gentlemen opened April 8th in London, Ontario, it marked the first stop on a transcontinental tour which will include thirteen Canadian cities. The opening show also marked the culmination of many months of intensive planning, in order that the broadcast would continue on its appointed time every Monday evening for thirteen weeks.

The broadcast itself, a summer replacement for the N.E. program series just concluded was a comparatively simple arrangement, but when Northern Electric dealers across Canada asked that the program be presented to visual audiences in each city as well, they threw a monkey wrench into the machinery in a very literal way. Only two dates were certain when this request was made — the show would open in London, Ontario, on Monday, April 8th, and would close in Hamilton on Dominion Day, July 1st, to fit in with that city's Centennial celebration. Oh yes, and the sponsor had also offered the unit as the CAB annual dinner attraction in Quebec City, May 28th.

The midnight oil flowed copiously as the boys in the Toronto Office of the Harry E. Foster Agency poured over maps of Canada. If only Regina was in the Province of Quebec, and Ottawa was the capital of Alberta, if Halifax was situated in the wheatfields of Manitoba and Toronto was on the shore of the mighty Pacific! All very well to move them around on the map, but the permanency of these cities seemed thoroughly established and some other type of juggling was needed if they were to fit into a workable schedule. Yes, a hall was available in Vancouver for such and such a date, but how were you going to get to Ottawa for the following week, and then west again to Calgary for the week after that? Perhaps you'd fly, and perhaps you wouldn't. For there are nearly thirty people in the party, including engineers and technical men, producers, singers, musicians, stage hands — to say nothing of several tons of equipment.

If only the circus wasn't in the Auditorium in Ottawa on April the 8th, and why do the students have to be writing examinations at Dalhousie University on May the 28th.

The telegraph and telephone wires hummed with messages from Northern Electric dealers, in response to requests like this — "Is Trianon Ballroom, Regina, available June 4th? Something-or-other wire reply." And so it went but, gradually, the pieces of the huge jigsaw puzzle were fitting into a pattern that promised success.

There are many angles to a tour of this kind. While the radio department scanned railway schedules, working feverishly on a suitable itinerary, a dozen others were arranging programs, choosing music, setting up sound and P.A. systems, compact and portable; building stage drops and designing curtains and a myriad of other details were being carefully checked to iron a smooth workable routine in thirteen weeks of travelling.

In all the cities where the Northern Electric Show will originate there will be additional entertainment before or after every broadcast, with dancing in many of the places where space is available.

University of the Air

Antigonish, N. S., has its own "University of the Air," broad through the local radio station CJFX. It is a school in everything but examinations, offering courses in Science, Poetry Appreciation, Public Health and Home Economics. The radio classes are conducted by experts in the field, and the radio students box is spread through the Maritime provinces. The "University of the Air," has grown from small beginnings, with one week broadcast in 1944. Next year it is hoped to expand the "curriculum" to cover a wider range of subjects than the present five programs a week.

CHNS BULLETIN BOARD
"The Voice of Halifax"

is

THE CHOICE IN HALIFAX

for

NATIONAL ADVERTISERS

WIDEST COVERAGE IN THE MARITIMES

5000 WATTS SOON

CHNS, HALIFAX, N. S.

ASK THE "ALL-CANADA MAN"

960 ON YOUR RADIO
**CBC COMPETITION UNFAIR**

There is something basically wrong with a set-up which forces the Canadian taxpayer to bear two-thirds of the cost of an advertising medium which is in direct competition with other advertising media that must pay their own way," says the EDMONTON BULLETIN.

Referring to a speech by CBC Chairman A. Davidson Dunton emphasizing the expense of maintaining the national networks, the editorial interprets his remarks as a hint that an effort may be made shortly to increase the license fee.

"Mr. Dunton," says the BULLETIN, "does not choose a very happy moment either to justify radio license fees or to lay the groundwork for an increase. For the people of Canada have become very conscious that there is a serious anomaly in the radio organization of this country."

"Last year," the editorial continues, "the people of Canada paid out some $3,700,000 on radio license fees. With that money the CBC produced 9,500 commercial programs which directly competed with free enterprise advertising. Meanwhile the CBC maintained control of private stations with which it is in competition, even to the point of withholding commercial licenses from stations of which it did not approve."

"Before CBC license fees are increased or even justified at their present level," the newspaper concludes, "some fundamental changes in the structure should be made."

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**Flays Horror Shows**

Flays Horror Shows of defending "objectionable portrayals of moral degeneracy" on the grounds that they are "art."

If the government is prepared to punish severely the purveyors of adulterated food, says the Committee, it should be ready to deal with equal or greater severity with those willing to profit by undermining the Christian moral code by which the community lives. Plays or sketches which excite sympathy for offences and offenders against the moral law, it believes, should be avoided.

---

**EVERYTHING**

for your broadcasting station

ROM MICROPHONE TO ANTENNA

- Broadcast Transmitters
- Speech Input Equipment
- Microphones
- Microphone Booms
- Producers
- Vacuum Tubes
- Atennae
- Transmission Lines
- Atenna Phase Units
- Atenna 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**

24 BRANCHES ACROSS CANADA

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**Hamilton Youth Forum**

Topics including health, jobs, deferment, sex, crime and punishment are thrashed out on "YOUTH DISCUSSIONS" over CBC's Dominion network each week.

The program originates in Hamilton, where it is aired locally by station CHML before becoming a network show. Organized by the Hamilton Central Collegiate Hi-Y Club and the Hamilton YMCA, the forums feature groups of high school students discussing some of the problems confronting young people all over Canada today.
**DEFINITE ADVANTAGES OF SPOT BROADCASTING ARE**

**Flexibility**
  - Station Selection
  - Time Selection
  - Adaptability
  - Sellability

ASK US...

---

**YOUTH REIGNS AT CFNB**

Youth takes over at CFNB, Fredericton, N. B., every Saturday morning. For half an hour each week pupils from one of Fredericton's primary schools take over the operation of the station's studio and control room facilities, and put on their own program.

The "CFNB Junior Radio Guild" is presided over by a student master-of-ceremonies. Each program is divided into two separate segments, which may take any of the following forms: quiz, musical, dramatic, educational, comedy, recitations and so forth. A different announcer handles each half of the program, and each one is introduced to the listeners by the master of ceremonies.

The aim of this weekly series, as stated by CFNB, is "to create in our youngsters, a greater understanding of radio, and a greater appreciation of the art of self expression, and to encourage the development of latent talent, and generally to add to their education through application."

Every student who participates in the broadcasts receives a brown and yellow cloth badge inscribed "Member CFNB Junior Radio Guild 1946" and the word "Announcer," "Producer," "Engineer," etc. The pride with which these badges are worn on sweaters affords promotion for both station and program.

**Visitors' Book**

Recent visitors at the "BROADCASTER" office include Charlie Shearer, former radio censor, who dropped in to tell us about his new commercial venture and Doug Smith, the Calgary boy who is making good in a big way as Imperial Oil Hockey broadcaster out of Montreal.

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**CBC Policy Creeping**

The federal government is determined to make a closed operation of the national broadcasting facilities of Canada," said Alexander Telephones Minister W. A. Fras in Edmonton recently. He expressed this view when the board of governors again refused to a public commercial license to CKUA, Edmonton, operated by government, and rejected an application to build a 50,000 watt station at Red Deer, Alberta.

The CBC's action, Fallow said, was further evidence of "the new system of creeping public ownership being forced on the provinces, the definite purpose of which is, the right of free speech and thinking."

Reconstruction Minister C. Howe, he added, had advised the board of governors was not meddling in the fields of the CBC, but was using frequencies which could be used by high powered stations on the CBC network, and refusing CKUA's application for a licence. The board had considered the Edmonton area was already served by commercial stations.

---

**Round the Clock Audiences**

The People's Palace in London is the home of a BBC Symphony Orchestra, a musical haven for the people of the district.

The theatre was built up for the inhabitants of the East End who could not afford to attend regular theatres. Now broadcast goes on around the clock at all but a very few of these theatres there is an invited audience consisting of groups from hospitals and clubs, who are not in their desire to go.

Observers are surprised at the rapt interest shown by the group as they listen to the orchestra, and are pleased to note that knowledge, both technical and historical, shown by them. Nurses, school children and girls meet, all drawn in by the love of good music.

---

**Covers the Rich Fruit Belt of British Columbia**

**BRITISH COLUMBIA**

**CBC BASIC 1000 WATTS**

**CKOV**

**KELOWNA OKANAGAN BROADCASTERS LTD**

---

*Contact:*

**ELECTRONIC ASSOCIATES LIMITED**

2498 Yonge Street
Toronto 12

Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.
spector of government wireless; has held his present post since 1936. Well-founded Ottawa gossip has it that he will very shortly retire. Whenever he does, Mr. Rush will be able to look back with satisfaction upon a distinguished career of unquestioned service to his country; and will take with him the best wishes of the radio industry in addition to all others.

Same Ottawa story has it that upon Controller Rush’s retirement, post will be assumed for at least probationary period by his present assistant, Mr. G. C. W. Browne.

Possibly the hardest reconversion job of the works in public circles is that of Prices and Trade Board. Admittedly fighting a “rearguard” action, the board is up against ever-increasing pressures.

With the war itself over, everyone now seems to be in favor of price control—for everyone else.

TRADE WINDS

F. H. Hayhurst Co. Ltd., report that Bruno Seltzer of Canada started “Forever Ernest” over CFBB, Toronto, April 29 as summer replacement for “Vox Pop.”

The new series star, Jackie Coogan and is heard Mondays at 8:00 p.m. (E). Same agency says that American Safety Razor is piping in “The Falcon” to CKEY, Toronto, from the Mutual advertising Gem razors and blades.

Cockfield Brown’s Toronto office says that Campbell Soups are piping from Columbia “Meet Coriles Archer” as replacement for “Request Performance.” The new show started last Sunday and goes to CFRB, Toronto, and 23 stations of the Dominion network.

According to the commercial department at CKAC, Montreal, a year’s spot campaign is under way for Armitage Tires. A 5 month spot series has started for Benjamin Moore Paints. A similar campaign is also going for Duval Automobile Dealers.

Thornton Pursie’s Toronto office says the Salada Tea’s full radio plans include “The Frank Parker Show” to go to 9 Maritime stations.

400,000 Watts

One of the most powerful transmitters in the world will shortly go into operation in Mexico City. XEW will increase its power from 100 to 400 kilowatts. The new transmitter will be capable of an output of 600 kilowatts, and XEW will eventually go on the air with that power.

Within the next year, the super-power station, owned and operated by Mexican radio pioneer Don Emilio Azcarraga, will move into a new 12-story building with six or seven studio-theatres with seating capacities ranging from 500 to 1,500. XEW is key station of the NBC affiliated network in Mexico.
Radio people are driving me mad. Everybody wants to get into the act.

"Take it this way," said, "now, that way..." watch my double chin...

"Munro, get the hell gone out of here with that camera. Please take one that makes me look pretty... remember, Ray, this is the side I photograph best on."

I wanted to be radio's photographer. Now they tell me I am. And I'm glad to.

But...

"Try it this way... "now how about that angle"... say, I've got a good idea for a picture... no profile shots, my nose is too big... now do something nice for me..."

"Rush, rush, rush! You've got three minutes to get that picture... they, don't touch that mike and watch where you step... how much longer do I have to wait for my pictures?... "You mean the ones I took last night... how'd you like these..."

"Well, they're O.K. but I don't think you've got the real ME... how about a group shot... the whole thirty of us?"

Gag shots... hammy shots... corn... portraits... baby pictures... One of your wife? Sure... why not? Be glad to... "how much? Oh... $3.50... "you mean $3.50 for ONE?... "Yeah, $3.50 for ONE... "Oh, I see... well...

But you do meet such interesting people and most of them know so much about photography and publicity that they don't get any more stuff in the papers. Of course, nearly all of them want to show me how to take pictures.

There's that radio advertising exec. Ad. Jective, who just loves to help. "Look, Ray," he says confidentially, "I've taken some pictures in my time. Now why don't you shoot this down from on the floor. No, wait a minute, maybe from up near the ceiling."

Radio actor, Stan Kloer likes to think up his own picture ideas though he has a hard time conveying them. I make a suggestion. No, he demurs. He doesn't think it's just right for him... too kooky. So I ask for his idea. Well, he really doesn't know. He saw something the other day in a magazine. That's the sort of thing he'd like.

Ever try photographing anything as vague as that? He finally decided something meditative would do. That was just dandy. Meditation. Photographs like a million bucks.

Lots of contrast, almost as good as vagueness. Editors just love that kind of art. And invariably Kloer wants one arty shot through the strings of a harp. Ho hum!

There's announcer R. E. Fined, so loaded with dignity, who thinks this picture taking is a waste of time, and money. That fine pianist, Lucifer McRyder is easy to work with. So is his song-writing partner, Sean O'Bay, who doesn't want any publicity, and is always asking people to be nice to him.

A swell guy to work with is that g e n i a l announcer, Toends Pouns, who doesn't care what kind of a picture you take as long as you don't include his double chin.

Originality is the secret of publicity pictures. If they're stiff, dull, you wouldn't get them in the Oshkosh Gazette. Sparkle with the unusual and get them into the hard-core dailies as is being done today for two radio programs.

Yes, I'm going mad, but meet some swell people. Like band leader on that Colonial Billboard show. He'll do anything any time. Appreciative too. I turn prints in, if he likes he says so.

That does something to me. Not like Ad. agent, Stu Per who tosses them into his ham basket and says, "Thank you" handily. I look blank and say, "Well, you mean... aren't you going to sign them at all?..."

I sweat my brains out to him something different, and doesn't even look at them, somebody son some bubbling, "Munro, those shots you gave Stu Perlative are great! He seen anything like that in a while. Stu thinks they're swell..."

Guys that really get me down the hurry-hurry characters like R. Phone, a producer, you know some guy, you take a picture of someone else, "Come on Ray, were waiting for a dress. You've already got it. But when he's got it, the picture, it's, "Hold on boys, take a break. Go Ray, want some help moving chairs? Say Joe, give Ray a break with those lights, will ya, operation, s'wonderful!"

People like that nice guy, I know, are swell to work with. They admit frankly they know nothing about publicity, and put themselves at my mercy.

(Continued on next page)
More Power to your Elbow!

CJBR, Rimouski, is now operating with 5000 watts in the daytime. Early in the summer, our new directional antenna will permit us to raise our nighttime power to 5000 watts also.

SO FAR WE ARE MAKING NO ANNOUNCEMENT OF RATE INCREASES

- According to “Standards of Good Engineering Practice Concerning Standard Broadcast Stations”, a coverage area is accepted as primary within the 0.1 to 0.5 mw/m contour.
  Noise levels being extremely low in towns of the Lower St. Lawrence territory, we may justly consider as primary CJBR’s coverage area contained within the 0.1 mw/m contour.
  This means, according to our consulting engineer, that the increase in power will give us an imposing increase in area.

We’re From Missouri

A thorough coverage and economic survey is now under way to determine just how much extra coverage our step-up will afford. This proof of performance will be the prime factor in deciding whether or not new listeners will justify new rates. In the meantime, we are making no announcement of rate increases.

If, finally, an increase is decided upon:
(1) Present rates will apply to all contracts actually existing, or signed before a limit date, to be decided upon only after the survey is completed.
(2) Should an increase be decided upon, reasonable notice will be given before it becomes effective.

"The Key to the Lower St. Lawrence"

5000 Watts—900 Kes.
RCA Appointment

R. F. Chinnick has been appointed sales manager for the RCA Victor Company Ltd., assisting K. G. Chisholm, Toronto district sales engineer. During the war he was commissioned in the R.C.C.S. and served as Technical Maintenance Officer for the Northwest Territories and Yukon Radio System. Since his discharge he has been studying a special course on high frequency wave guides.

CAB To Stage Golf Tourney

Conclusive evidence that even the greatest of men must relax comes from the announcement that in the midst of the CAB convention to be held in Quebec City plans are being made to hold the First Annual Open and Closed Golf Tournament, with details in the hands of a committee under the chairmanship of Phil Lalonde, CKAC, Montreal.

Outside of the personal triumph angle, incentive is added by trophies and an attractive list of prizes. The tournament which will be divided into two events, will be played at the Royal Quebec Golf Club.

The first tournament is open to accredited members of the CAB, two trophies, underwritten by the Association, will be awarded in this: CAB Trophy for the low gross and the Director Cup for the low net. These trophies will be retained by the winners for one year or until the next annual meeting of the Association.

The second tournament will be for registered non-member guests of the CAB, and as the same people may not be attending next year, prizes will be given that can be retained.

Entries are being mailed to all those eligible and a quick response is hoped for.

As this is the first CAB tournament, organization, trophy and prize arrangements will remain under the jurisdiction of the CAB committee. They seem to have covered every exigency but the nineteenth hole.

Women In Office

Talks by two women prominent in the public life of Australia and South Africa wound up the CBC series "Women In Office," heard over the Trans-Canada network.

Dame Enid Lyons, member of the Commonwealth parliament of Australia, spoke on "The Role of Women in the Post-war World." Her active interest in Australian affairs has not been at the expense of her family. She entered politics in 1943, some years after the demise of her husband, J. A. Lyons, a former prime minister of Australia. Dame Enid has six daughters and five sons.

Final speaker in the series was Bertha Solomon, M. P., and advocate of the Supreme Court of South Africa. She was elected to parliament in 1938 as a United Party candidate from the Transvaal.

Light, Heat and Cook

The day is coming when radio will cook your food, heat your homes and provide you with powerful portable lights, Gerald Redmond, manager of station CHNS, Halifax, told members of the Progressive Club at a recent luncheon.

By the use of radio waves bread and cake will be cooked in 30 seconds, meat will be roasted at the dinner table in 2½ minutes, and it will be possible to dehydrate and can foods so quickly that none of the original flavor will be lost, he prophesied. He did not say what would happen if you got your hand or your arm in the path of these potent radio waves.

Fixed lights will no longer be needed in the home, added Redmond. People will carry small phosphorescent lamps, which when bombarded by radio rays from all corners of the room will give light wherever it is needed at the moment.

Shades of Mount Royal

Here in Hochelaga we are greeted with Lewis and the Canadian Broadcaster is to live happily. Scarcely had the column appeared when one phone call and threatening letters poured in. Most were signed orthodox black hand or skull and crossbones. One dozen signed in blood, indicating a reader outside the radio family who flew in through an open window in the back of a sinister-limbed carrier pigeon with a patch in its left eye.

Radio Station CKAC, alert publicity a new hue is preparing a salute to CKSB, St. Boniface, for its opening. Theme will be a radio handshake from Canada's pioneer French Station to Western Canada's distant.

The broadcast will be accompanied by searing reasons, as Lewis Leprohon, CKAC managing director, was for many years with CKSA, the first radio station in the province.

Lucienne Delval, leaving CKBS to complete plans for her wedding to Toronto's O'Dell, station's chief announcer.

Christopher Ellis, who retired from newscasting at a high age, in his popularity, is still a star. He has been lured back by the Bonnica Blade bankroll and will be heard on a Monday to Friday 6:15 p.m., from CFCC. Ellis of Montreal's most efficient men, has been starring in dramatic work; but his distinctive voice makes him a natural for news commenting. The융 will watch his ratings with interest.

Allan Cauley, formerly of CKSF, Cornwall, is now night- ing at CJAD, Montreal.

Announcers at CFCC, after taking over the time by Tavannes, unseasonably warm, are having excellent versatility in working to Bulova, who signed up recently for 32 weeks. Same station has sold Xavier Cugat's latest transcribed performance, "Frieden Calculating Machines." Jack Kelly, Toronto, has arrived in Montreal to take over travelling duties for CJAD, Montreal, formerly with CBC, he is free lance, has joined the station as announcer.

Michel Normand, of Canada Advertising Agency, is here for a long time. Normand, preferably a Stilkin & Redmond Cigar outlet, is a mean, lives in the midst of a room filled with everything from the greatest to the simplest. He is the greatest connoisseur of jokes and a stickler for neatness. He is a man of the greatest possible energy.

Bill Taylor, until recently with Cockfield Brown, here, and previously with Radio Representatives, Toronto, has been taken on at CKSF, Cornwall, as an announcer.

Sydney Brown

Production - Ideas - Scripts
54 Ione Avenue
Toronto
Oxford 1944

Page Fourteen Canadian Broadcaster
May 4th, 1944

WE'RE NOT BRAGGING but . . .

In the first survey made in Winnipeg (Month of April) since a third station (CJOB) came on the air, are some interesting figures:

6:30 to 9:30 EVENING PERIOD:

When CJOB hooks the biggest network shows with a schedule of programs tailored to fit local listening preferences.

<table>
<thead>
<tr>
<th>Program</th>
<th>Average</th>
<th>% of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station A, 15,000 Watts</td>
<td>15.4</td>
<td>36.0</td>
</tr>
<tr>
<td>Station B, 1,000 Watts</td>
<td>11.0</td>
<td>28.0</td>
</tr>
<tr>
<td>CJOB, 250 Watts</td>
<td>12.1</td>
<td>27.5</td>
</tr>
</tbody>
</table>

Compare Listeners!
Compare Availabilities!
Compare Costs!

Then see Radio Representatives Limited about the "Best Buy" in Winnipeg.

CJOB "Working for Winnipeg"
“The first condition of good democracy is independence,” says a leading editorial in the conserva-
tionist London Times in discussing the future of the BBC. “This inde-
pendent, non-partisan, non-political, non-wartime organization should serve the public in such a way as to wi-
sh for the present and future welfare of the British people.”

The Times editorial is in sharp contrast with the BBC’s policy of ex-
clusively entertainment and commercial programs. While the BBC plans to expand its commercial activities, the Times argues that the BBC should focus on educational and cultural programming.

The Times editorial has brought forth a proposal from P. J. Eckersly that a parliamentary committee be appointed to investigate the whole BBC operation. Eckersley claims that “those who take an intelligent interest in the subject, about 5 per cent favor the abolition of the BBC and the substitution of the commercial system, and about 50 per cent appear to think it would be desirable to copy the scheme in operation notably in Canada and Australia, where state and commercial broadcasting systems work together.”

Pedalling for Light

Pedalling 100 kilometres on a night club floor in Paris might not seem to have a direct connection with a BBC broadcast. But it was this energetic action by a French night club proprietor that enabled a BBC relay of dance music to come through from Paris without a hitch.

The trouble was caused by the frequent cutting off of the electrici-
ty supply in the French Capital. In order to forestall any such interrup-
tions while the dance music was being fed through to London, the night club owner hit on the idea of using his bicycle as an emergency generator. So he set it up on metal rollers to which he connected sev-
eral light bulbs. By pedalling away for all he was worth he managed to produce just enough light to see by— and at the same time worked himself into tip-top shape. One night he raced over the equivalent of 100 kilometers at such a pace that all he could do was to collapse into bed. Radiodif-
fusion Francaise meanwhile came across with a small portable gener-
ator, with the help of which the BBC engineer just managed to get enough power to send the program through.

THE WEIRD CIRCLE

... NBC RECORDED MASTERPIECES OF GRIPPING MYSTERIES AND WEIRD ADVENTURE

From Honoré de Balzac ... Victor Hugo ... Alexander Dumas ... Edgar Allan Poe ... and many others come these unforgettable masterpieces. From the ultra-modern studios of NBC ... identified with great NBC Network shows ... come skillful radio adaptations of the works of these master story-
tellers dramatized by a cast that includes the finest talent in radio. 26 half-
hour, chill-filled programs that will get high attention for all types of adver-
tisers from all types of listeners, big returns ... as they have for many name-
you-know sponsors.

Available in Canada through ALL-CANADA RADIO FACILITIES, LTD., Victory Building, Toronto.

NBC ... Radio-Recording Division

A Service of Radio Corporation of America

America's Number 1 Source of Recorded Programs

BCC Building, Radio City, New York, Chicago, Washington, Hollywood, San Francisco
INTRODUCING...

SINGING STARS OF TOMORROW

Each year for three seasons, the last just concluded, forty-four young Canadian girls, all under twenty-five years of age, chosen from the length and breadth of Canada for their ability as singers, have been heard on the coast to coast network program "Singing Stars of Tomorrow," sponsored by York Knitting Mills Ltd.

Each season scholarships of $1,000, $500 and $250 have been awarded to the three chosen as first second and third by a board of judges who assess the voices over their own radios from their own homes.

York Knitting Mills Ltd, who received this paper's 1944 Beaver Award for their contribution to radio as sponsors of this Dominion-wide project, have thus far restricted entry to girls, feeling that the admission of young men would be unfair on those whose entry would be prevented by the fact that they were in the services. It is to be hoped that now that the war is over, it will be expanded to cover this omission.

The winner of the first series, Claire Gagnier from Quebec, used her scholarship to continue her studies in New York, and has appeared as soloist with the Toronto Symphony and Toronto Promenade Symphony Orchestras, as well as singing with a touring company of the Met.

Pierette Alarie, first-year semi-finalist, went to the "Metropolitan Opera Auditions Series of the Air." This endeavor won her a scholarship which terminated with her making her debut with the Met itself.

After placing second the first year, and improving to first in 1945, Evelyn Gould from Toronto continued her studies in New York, commuting to Toronto each week by plane to star on "Music for Canadians."

Jane Harkness won a scholarship in both the first and second series has also continued her studies in New York, while Joan Ryan of Ottawa, one of the second year winners, is still touring the Pacific entertaining the forces with the British entertainment unit, ENSA.

This year's winners, Simone Flibotte, of Montreal, Audrey Farnell from Amherst, N.S., and Marie Jose Forgues, also of Montreal, left Massey Hall last Sunday, to carry on the "Singing Star" tradition established by winners of previous years.

Radio Dinner Dance

Six commentators were on hand to broadcast descriptions of the third annual "Dinner-Dance Gala" of French Canadian radio at the Windsor Hotel, Montreal, April 27.

Organized by "Radiomonde," the festivities included the crowning of Nicole Germain as Miss Radio 1946 of French Canada, and the presentations of the Trophies Radiomonde and the Medaille D'O.

- all of these awards going to the radio personalities designated by votes of the readers of Radiomonde. Presentation of the LaFleche Trophies and Bronze Plaques was also made.

Sixteen French Canadian stations carried broadcasts of the proceedings. Describing events for the ten CBC French Network stations were Miville Couture, Raymond Lalonde, and Jean-Paul Desjardins. For the six private stations, the commentateurs heard from were Jean Lalonde, Bruno Cyr, and Mario Verdon.

Have you ever stopped stock of our own Canadian or are you among those for nothing can be good site-marked "Made in Canada."

With this thought in mind, I am always twisting the dials for a few days, and here are Canadian stars I've come across.

Frances James, the popular both as a concert radio artist, having toured the Dominion ever since the war, as well as having made numerous broadcasts before American forces are heard. Frances Recital! can be heard on the Dominion network, and her concerts should be heard to any ear. Piano accompaniments are by Louis Cerr, James' appearance in radio a role on the premiere of "The Sorrows of Joel Peace" was a success.

One Sunday night I turned on my radio set and merrily remarked "Thank MacLean." Having mote from local press a while, it rather bore me to think I could name it his first couple of times occurred to me that this much more wonderful an artist commanding an audience. Broadcast a half-hour each Sunday, "Quentin MacLean," organizes his Theatre of the Mind, imagination, in a class by himself a definite stand-out.

Then I listened to "Art Presenta," a network feature news no introduction was the featured vocalist, Mart Kenny's band years ago. Now he is with his own band with sage and Dey and himself. To me seemed only average it was seen on the Hallmark of Braun's "Lore' think Art Hallman has smoothest voice on the air and might well be called vet-raised vocalist." "Latin-American Serenaded" my listening at this program is a hit work feature with music Miguel's orchestra and a Alya Robi. That gal intrigues me with the amount she puts in her numbers plays trumpet in trumpet certainly adds much spice to the musical ability. If I were a top number on this show "Chinese Rhumba."

Another listenable one is "Canadian Party" originated from different points Canada and is broadcast wave to troops abroad a recent show from Toronto Waddington's band turned over with Brass and a song writer friend. Have no idea how much to make about Waddington I felt the show was a short dramatic skit entitled "Canadian Meridians." It was job at radio commercial particularly well played Brannard whose voice by Barbara Kelly and Alan. They are all stars in an all-star performance Rae and Elwood Glover as Master of Ceremonies.

A right smart lad is "Lionel" and you'll be seeing a lot of him as he pops in to keep you "hep" on what's cookin' at CKCW... the Maritimes' "Eager Beaver."

Lionel will have all the dope on the new 5 kw. job that's just about set to go on the air.

Watch for Lionel . . . You'll like him.

We don't sell Time We Sell Results

The Hub of the Maritimes

Representatives

HORACE N. STOVIN

Toronto and Montreal

Use CKFI The Good Neighbour Station Serving Northwestern Ontario

Fort Frances, Ont.

SEE JAMES L. ALEXANDER—Toronto and Montreal

A. J. MESSNER—Winnepeg

ADAM J. YOUNG JR., U.C.—New York and Chicago

www.americanradiohistory.com
Easter Bonnet

Abbie Lane, women’s commentator at station CJCH, Halifax, returned recently from the conference of Women Directors of the National Association of Broadcasters in New York, the proud possessor of a new Easter bonnet, one of the prizes presented at the Easter Bonnet Breakfast held in the Hotel Commodore by the Millinery Fashion Bureau and tendered to the visiting radio women.

Mrs. Lane, who attended the conference at the invitation of Alma Kilchell, WJZ’s star woman commentator, president of the Women Directors, was the only Canadian radio performer present. Miss Elizabeth Long, director of Women’s Events with the CBC, was the only other Canadian attending.

Radio Dancing Class

The BBC DANCING CLUB, on the air since 1941, recently passed its 150th performance. The Club features Victor Silvester and his Ballroom Orchestra, whose precise rhythms have been used in most English dancing schools for the past two decades.

Silvester’s broadcast lessons have taken dance steps into many a home where they were unknown.

There was a time when his programs were a bit of a headache both to Silvester and to the BBC. They were anxious about the pauses he made to allow listeners to write down the steps — which the Germans might have used to break in with propaganda messages. This was avoided by keeping some sound coming from the loudspeakers all the time — sometimes by repeating the instructions, sometimes music, or some other device.

Quid Pro Quo

Appearance of an Ellery Queen mystery serial in the MONCTON (N. B.) TIMES afforded an opportunity for some co-operative radio-promotion.

Station CKCW Moncton, which carries the Ellery Queen radio programs, arranged to run a display advertisement alongside the story in the paper three days a week, while CKCW broadcast spot announcements on the same days calling attention to the serial appearing in the newspaper.
GOING TO 1000 WATS ON NEW FREQUENCY OF 1150 Kilocycles

Represented by JAMES L. ALEXANDER
Toronto

SPARKLING THAT'S
DOROTHY DEANE

CANADA'S TOP GIRL VOCALIST
For Vitality . . . For Sure Pro
Audience Appeal . . . for Sparkle on the air in both song and
speech . . . it's Dorothy Deane
every time!

Management

GEORGE TAGGART ORGANIZATION
ADELAIDE 9704

"TOPS" IN MANITOBA

WINNIPEG 15,000 WATS

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

FOR DOMINION NETWORK USE
Popular CKX BRANDON. 1000 Watts

HOW THEY STAND

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

<table>
<thead>
<tr>
<th>English:</th>
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EVENING

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<td>Fibber McGee &amp; Molly</td>
<td>Un Homme et son Phténe</td>
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<td>Las Bostoni Theatre</td>
<td>En chantant dans la vie</td>
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<td>Charlie McCarthy</td>
<td>Touillibonne de la guilde</td>
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<tr>
<td>Kraft Music Hall</td>
<td>Ballon des Familles Minc</td>
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<tr>
<td>Album of Familiar Melodies</td>
<td>Rassemblement du Rire</td>
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<td>Mr. &amp; Mrs. Hislop</td>
<td>National et Barnbou</td>
</tr>
<tr>
<td>Green Hornet</td>
<td>Métropole</td>
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<tr>
<td>Bob Hope</td>
<td>Théatre de chants nous</td>
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<tr>
<td>John and Judy</td>
<td>Mine d'Or</td>
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YOUNG ADMAN PRODS FREE ENTERPRISE

Young men in advertising and selling have a new responsibility, now that they are out of uniform, to stand behind their seniors in their efforts toward the continued development of an unselfish form of free business, John Whitehead told a meeting of the Young Men's Advertising and Sales Club in Toronto last week.

Whitehead, whose short address followed his election to the presidency of the club, told members that youth in business has a new responsibility. "First, we must stand behind them as they tackle the task of giving to all walks of society the selfless form of free business that makes possible a greater social prosperity and happiness in whatever line of business they embrace."

"Second, we must prepare ourselves for the day when the torch of leadership will be thrown to us."

"In uniform," he said, "our generation assumed responsibility, but I think that former service members will agree that enough service is enough. Now, having served, reinforced by those whose service lay at home, we must carry through with our own initiative."

"Ladies and gentlemen," the new president continued, "there aren't many of you who are aware of the fact that you are running the only club in Canada which is intended for the benefit of all its members."

"In the beginning," he said, "the object of the club was the benefit of the advertisers. The word was mine. This year, it is the benefit of salesmen, and I am looking forward to next year when we can take care of both advertisers and salesmen."

"I am honored to serve my colleagues as the first president of the new Incorporated Young Men's Advertising and Sales Club of Canada."

.ask N.B.S.

Port Arthur - Fort William

CFFA

"Serving The Lakehead"

PUBLIC SERVICE IS MORE THAN A SLOGAN AT CFPA, AND IT PAYS OFF TO THE ADVERTISER.

ASK N.B.S.

Port Arthur - Fort William
COMMERCIAL RADIO FOR AFRICA

Commercial broadcasting may be introduced into South Africa soon. The way for such a move is being paved by Major Réne Caprara, director-general of the South African Broadcasting Corporation, who has been visiting Australia and New Zealand to observe the broadcasting systems in those countries. He is also expected to come to Canada and the United States.

"Until now we have had a purely national system," said Major Caprara in Australia recently. "However, we feel that it is time for us to adopt commercial broadcasting."

Describing the broadcasting set up in South Africa, he said that, as in Australia, great distances are the main problem. Short wave stations are used for internal relays between the three principal centres of Cape Town, Johannesburg and Durban.

Radio license fees in South Africa cost a minimum of 35/- (about $7.50) for anyone within 100 miles of a transmitter, 25/- (about $5.50) for people between 100 and 250 miles from the nearest transmitter, and 20/- (about $4.50) for anyone outside a 250-mile radius. A similar zoning system governs the licensing system in Australia, with fees ranging between $4.50 and $3.00.

Major Caprara thinks that the $7.50 fee in South Africa is too small. There are 375,000 radio license holders of a total white population of 2,000,000. Transmissions are in English and Afrikaans. Efforts to reach the native population have so far been unsuccessful because in most cases they cannot afford to buy receivers. A possible solution for this is the introduction of "wireless" over the telephone lines, with which the SABC has been experimenting.

The Corporation has its own program magazine and maintains a 50-piece orchestra in Johannesburg. In Cape Town and Durban it pays fees for the use of municipal orchestras.

TO A CUSTOMER

tee's suggestion that consideration be given to an applicant's plans for future expansion, the FCC said that provision had been made for such expansion.

Another CKEY Promotion! Commanding painted bulletins such as this are only part of the continuous promotional campaign that provides a ready-made audience for your show on CKEY.

Representatives: NATIONAL BROADCAST SALES, MONTREAL • DONALD COOKE, NEW YORK - CHICAGO
Yep—We made it!

TOP STATION IN THE MORNING*

<table>
<thead>
<tr>
<th>SHARE OF AUDIENCE</th>
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</thead>
<tbody>
<tr>
<td>APRIL</td>
</tr>
<tr>
<td>9.00 A.M. to 12.00 NOON</td>
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CHUM
THE FRIENDLY STATION
TORONTO

*ACCORDING TO OFFICIAL SURVEYS CONDUCTED IN THE TORONTO AREA DURING APRIL MON. THRU FRI. — 9.00 A.M. TO 12.00 NOON
Adam Young

IS THE LARGEST REPRESENTATIVE OF CANADIAN STATIONS IN AMERICA

Coverage of Canada is a process the Adam Young organization lends itself to completely... conscientiously. Operating with ten hard-hitting sales representatives, Adam Young tackles your sales problem swiftly, efficiently, unmistakably living up to the reputation as the largest representative for Canadian stations in the United States.

If you’re after statistics, Adam Young offers you the most compact, up-to-the-minute fact and figure department available on Canada.

Let Adam Young show you what complete Canadian coverage means, if you mean business in Canada.
8 of the first 10 top shows are heard over CFRB

Independent surveys prove CFRB broadcasts a larger number of popular evening programmes, than any other Toronto station.

in

Toronto

20 top-rated shows are heard over CFRB

<table>
<thead>
<tr>
<th>CFRB</th>
<th>STATION X</th>
<th>STATION Y</th>
<th>STATION Z</th>
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</thead>
<tbody>
<tr>
<td>10,000 watts</td>
<td>50,000 watts</td>
<td>5,000 watts</td>
<td>1,000 watts</td>
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<tr>
<td>80%</td>
<td>12%</td>
<td>4%</td>
<td>4%</td>
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(Broadcast origin of first 25 evening programmes)

and

Ontario, too!

14 top-rated shows are heard over CFRB

<table>
<thead>
<tr>
<th>CFRB</th>
<th>STATION X</th>
<th>STATION Y</th>
<th>STATION Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 watts</td>
<td>50,000 watts</td>
<td>5,000 watts</td>
<td>1,000 watts</td>
</tr>
<tr>
<td>56%</td>
<td>44%</td>
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</table>

(Broadcast origin of first 25 evening programmes)

Ontario represents over 40% of Canada's richest market
It can be reached most effectively through CFRB...
this station delivers the largest share of the radio audience...
more of the people who listen and BUY!

860 kc. TORONTO

CFRB

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!

Representatives

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.