

Left: some of the guests at Fred Lynds third annual CKCW, Moncton Lobster party, featuring Lionel, the CKCW Lobster at work on the marine delicacy. Left to right: Ray Avery (Ronalds Advertising); Andy McDermott (H. N. Stovin); anonymous rear elevation; Walter Kiehn (J. J. Gibbons); wraith-like in the background Les Chitty, Cockfield Brown. Right picture, Arthur Helps, moderator of the CJOR, Vancouver, program "Town Meeting in Canada," in front of the two buses which took the program and its followers to Bellingham, Wash., for a joint meet with the "Bellingham Public Forum."

CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 5, NUMBER 12

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

JUNE 22, 1946

HOUSE COMMITTEE HEARS CBC PRESENTATION

Dunton, Frigon and Bushnell Deliver Reports

... meetings of the Parliament Committee on Radio Broadcast... have been devoted largely to... resolutions made by various ex... of the CBC, including A... Dunton, chairman of the... Dr. A. Frigon, general... and E. L. Bushnell, Direc... General of Programs.

The proceedings have been re... in some detail in the... "Ottawa Letter", page 12 this issue... informed sources say that in... likelihood, the affairs of the... stations will not come up... discussion until July, at which... brief will be presented by... CAB including the resolutions... at the CAB Convention re... the division of the operat... and regulatory functions of the... and also the CBC's recent... in proposing the appropri... of stations CFRB, Toronto and... Calgary.

Ernest L. Bushnell, Director... of Programs for the CBC, ... before the Commons... Committee on June 14, and... a fifty page brief on the... of his department.

... notes of the brief were, first, ... to the criticisms of pro-

gram content and second, state- ment of the financial restrictions under which his department works.

Speaking of the criticisms that the "CBC are giving the public only what the CBC thinks the public should hear," Mr. Bushnell said: "That, Mr. Chairman, I submit, is nonsense, and such stories have been and probably will continue to be circulated for no other purpose and for no better reason than to undermine confidence of the people in their publicly-owned broadcasting corporation. Certainly such fallacious reports will not stand the light of honest, critical examination."

He went on to say that the program division did not operate from "ivory towers" but were in contact with many different sources to try and gauge what the people wanted.

He mentioned the varied programs broadcast by the CBC and pointed out that if a few days were spent listening to the programs it would be found that "very little in the way of entertainment is forgotten by the 'long-haired' boys of the CBC. If you do get the opportunity of listening for a day or two" he said, "I can guarantee that you will either be killed or cured."

STATION AIDS STRIKE-BOUND PRESS

From News To Funnies—On the Air

With a printers strike keeping the "VANCOUVER DAILY PROVINCE" off the street, the Southam paper has arranged to take between one and two and three hours daily on CKWX to keep its readers informed on world news, sport, the funnies, society activities and police court doings.

"We are anxious to cooperate as much as we can to help the papers," a CKWX spokesman said.

"We have shuffled around quite a bit of our daily schedule, including sponsored programs, to make space for various departments of the "PROVINCE" to get on the air."

Various members of the "PROVINCE" editorial staff make their way to CKWX studios during the day to talk about their specialties.

Ernest Walter, veteran police court columnist, gives some dramatic highlights of what he has observed in court; Clyde "Uncle Cosmos" Gilmour keeps readers up to date on the funnies; sports editor Ken McConnell looks over his feature column and then talks extem-

poraneously—"I can't seem to get going when I read it," he says; Pat Wallace and Jean Howarth take care of society news; W. A. McTavish reads the editorials.

Others who go on the air for the "PROVINCE" are Jim Fairley, Van Perry, Fred Goodchild, Lloyd Turner, Bill Ryan and Eric Ramsden.

Normally the "PROVINCE" has two fifteen minute newscasts during the day. The paper now has ten different periods on the air, two on Sunday only, four daily except Sunday, one on Tuesday and Wednesday only and one daily except Saturday.

They carry ads in the "SUN" and "NEWS HERALD" setting out their CKWX schedule.

CBC "Spot" Dept.

According to reliable information, CBC is about to open its facilities for spot broadcasting, offering advertisers and their agencies 5 and 10 minute periods in the 7 to 8 a.m. period on all their stations.

A NEW HIGH IN TRANSCRIBED ENTERTAINMENT!

The hit show of the year!

Sincerely-
Kenny Baker

AMERICA'S FAVORITE TENOR!



Songs you like to hear—the way you like to hear them. Hear Kenny and Donna sing the songs they've made famous on stage, screen and radio! A grand new musical show currently sponsored by the biggest names in the national spot field... still available in several markets.

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- ★ JIMMY WALLINGTON
- ★ BUDDY COLE
and his music

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FREDERIC W. ZIV COMPANY
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ALL-CANADA PROGRAM DIVISION



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Plans Small Stations Committee

great giving the smaller stations an opportunity to deal with their own and also to take a more responsible part in the work of the parent association, a Markets Committee of the Canadian Association of Broadcasters is now in process of formation.

The blessing of the CAB chairman, Harry Sedgwick, is being made to communicate with all low power stations and market stations with a view to interesting them in creating a group. A. L. Garside, general director of CJGX, Yorkville, is currently directing this activity.

The idea of forming such a committee for the CAB emanated from Garside following a talk and presentation at the annual sales conference of stations represented by Stovin & Company, held last week. R. E. Mason, WMRN, Marion, O., and other members of the Small Stations Committee of NAB, outlined the plan by small stations in the area to overcome large station competition. As an outcome of his efforts he is invited to give details of his plans and objects of his committee which comprises stations from U.S. stations.

Jobs For Joe

Plans were placed in jobs which are more listed as "promotional" through "Jobs for Joe" program, designed by Moncton's unemployed workers, which has gone off the air this summer, after four months of broadcasting.

Part of the show was along with counselling lines and the veterans and their needs, as well as an analysis of background and aptitude of jobs that they might be able to get.



"My dear Hampstead, surely you are not laboring under the delusion that Ottawa is even remotely concerned with the wishes of us average listeners."

Vancouver Jubilee

CKWX Vancouver will declare open house during the two weeks of Vancouver's Jubilee, July 1-15. From 2 to 5 p.m. daily, listeners will visit the studios to be shown round the establishment and sit in on various types of program.

Guests will see a demonstration of how a radio program originates, how it is transmitted and received. Special apparatus is being set up for the show. They'll see how a canned program works and how sound effects are produced. As they leave they'll be given a booklet containing the story of CKWX and the story of Vancouver, tying it up with the Jubilee.

At the studios guests of the station will meet the names they have followed on the air and be taken round various departments by them.

Simpson on Mend

Bob Simpson, Radio Director of Young and Rubicam, Toronto, is well on the mend following his spinal operation. He is in room 528, Private Patients' Pavilion, Toronto General Hospital. He likes receiving visitors but suggests that they telephone first.

Canadian Star

Grace Matthews, Beaver Award winner for radio acting, has taken one more step up the ladder to fame by playing opposite Brian Aherne in James Hilton's "And Now Goodbye."

Miss Matthews, wife of Court Benson, has already appeared on many major network programs playing leads on "American Portrait" and "True Story." she has also been featured in commercial television.

Radio Artists Telephone Exchange

- Ruby Ramsay Rouse
- Maurice Rapkin
- Mona O'Hearn
- Austin Willis
- Barry Wood
- Howard Milsom
- Pat Barry
- June Whitley
- Laddie Dennis
- Russ Gerow
- Michael FitzGerald
- Barbara Kelly
- Bernard Braden
- Larry Henderson
- Bob Christie
- Bernard Cowan
- Jack Thompson
- Marjory Chadwick

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HAMILTON

Joins Hayhurst



New radio director of the Hayhurst Co. Ltd is Gordon Keeble former radio announcer with the two Toronto CBC stations, CJBC and CBL. Keeble has extensive experience in radio including announcing, writing, producing and acting.

Shades of MOUNT ROYAL by WALTER DALES

At CBC International a good deal of staff shuffling seems to be taking place. Andrew Cowan is off to London, as overseas representative; Stewart Griffiths, moved from Press & Information into the important post as supervisor of the European section. His P&I post will be filled by Tom Fairley, formerly of Toronto. Two station managers from the West Indies have come to Canada and will be working on the Caribbean Special which is bringing in heavy mail response from that area. Dr. Phelps, aside from his present responsibilities, has been made assistant to Peter Aylen. According to rumor, Gerry Wilmot, long-time CBC employee, is going to leave them to manage a broadcasting station in the West Indies.

Ronnie Morrier, formerly with CBC in Western Canada, then with CJCH, Halifax, has joined the staff of CJAD, in Montreal, where he will be handling virtually all their special events.

Eric Morris, author of "A Voice is calling," the fourth-dimensional novel, is considering the possibilities of adapting this type of story to radio. Apparently CBC is toying with the idea, too; but the amount of money involved would be considerable.

Norman Botterill, Manager of CFBC, Saint John, while in Montreal recently, had his picture snapped standing beside his transmitter as it came off the assembly line. It is now installed, at Saint John, but the station's opening date has not been announced.

Eversharp started their Phil Baker show with a blaze of publicity in Montreal, where it will be heard each week from CKAC. They brought Parker himself up, put on the first show at His Majesty's Theatre. Tickets were distributed through dealers.

Station Managers and others visiting Montreal should note that virtually all the advertising agencies are now on a 5-day week. Heretofore, with some working Saturday morning and some closed no one accomplished much. Like Saturday morning in most broadcasting stations, it was just a case of being present.

The BBM-BMB meeting in Montreal was enthusiastically received. Usually functions held by advertising people are poorly advertised. This one was an exception.

Claim Discrimination

Radio broadcasts of a five-man subcommittee of the United Nations Security Council were cancelled recently, although the press was still allowed full coverage.

The subcommittee was meeting to discuss Franco's Spain and decided not to allow any live broadcasts of the session.

Many of America's leading broadcasters immediately took up the fight against what they called "discrimination against radio as a news medium, and a direct violation of spirit and letter of principle of freedom of access to news sources everywhere by all media for which United Nations stands."



The Department of Labour makes use of Radio throughout the year, and in almost every form—including flashes, spot announcements and five minute programs. Radio works harmoniously with the other media on our advertising schedules, and proves invaluable where the warmth, or impressiveness, of a human voice is needed to make our message fully comprehended. We are impressed with the helpful co-operation always extended to us by Station Managers, and feel that Radio has earned for itself a proven place as an effective and appealing medium for advertising in Canada.



This "Guest Spot" contributed by



Gordon Anderson A/Director of Information Department of Labour

HORACE N. STOVIN & COMPANY

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EVERYBODY LISTENING

to RUSS TITUS

Canada's Favourite Male Singer

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CANADIAN BROADCASTER

TWICE A MONTH

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

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JUNE 22, 1946

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

Correspondents

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

Can't Happen Here, Eh?

(Reprint of an article from "Canada Gazette" for July 6 1972)

Ottawa, July 5, 1972: Editorials appeared in every Canadian paper... under a Canadian Newspaper Corporation (CNC) date-line... the government for its twenty-five years of administration... putting the country to the expense of an election. The CNC... closed with an Ottawa directive to all employers, ordering an... holiday next Wednesday in celebration. Ottawa will join in... activities, and a note of ironic entertainment will be introduced... life-like effigies are placed in the House, seated in what... be called the "Opposition Benches," which have been cleaned... for the first time in twelve years especially for the occasion.

CNC, owned and operated by the people of Canada, under the... of the Department of Knowledge Control, will blend its... with those of all loyal citizens in the singing of the official... of Jubilation." This will be distributed without charge by... Canadian Choral Corporation (CCC), owned and operated by the... of Canada under authority of the Department of Special Events... sung in the new official Canadian language in licensed churches... east to coast during special services of thanksgiving next Wednes... services were ordered by directive 112/XLIVX-127B of the... in Religious Corporation (CRC), owned and operated by the... of Canada under authority of the Department of Religious... and Observances. This will afford citizens an opportunity to... sermon especially prepared by the Department. In this sermon... will be laid on the progress of Christianity since all denominational... were outlawed and all doctrinal policies were dis... by the Corporation in its capacity of Custodian of Public Morals.

CRC, established in Canada over a quarter of a century ago... before the last election, was based on principles devel... by the Canadian Broadcasting Corporation (CBC) previously... BC, it is interesting to note, provided the principle on which... the 167 "People's Corporations" now in operation were built... was not until our present Chancellor's election by acclamation... the infamous Battle of Bay Street of 1947 that such fascistic... monopolistic practices as private broadcasting and advertising... completely eradicated, to the glory of the people of Canada, to... all Canada's resources rightfully belong.

Arrangements are being made for the collection of radio license... the fee this year has been increased from \$10.69 to \$12.83 to cover... of a new short-wave transmission to the Canary Islands, and also... day expenses in connection with the new compulsory "Health... Joy" program, broadcast by the Canadian Therapeutic Cor... (CTC), owned and operated by the people of Canada under... of the Department of Physical Fitness. The exact time at... citizens are to appear at their Community Centres to make... of their license fees will be announced over the Unified... Network during an early presentation of the regular "CBC... Citizens Chamber Hour." Date of this announcement will be pro... on the regular 8-11 p.m. "Your Government" program, next... All citizens will remain at home to hear this program. Citizens... ordered to make their payments in numerical order under the... State Index System" devised by the Canadian Statistical Cor... (CSC), owned and operated by the people of Canada under... of the Department of People's Contributions to State... nance.

Editor

PRESS IRE MOUNTS AGAINST CBC

The full fury of an angry press is being unleashed against the government and its CBC as the Parliamentary Committee moves into action and the CBC rallies its resources to justify its acts of vandalism against freedom of speech.

Commenting on the appointment of Ralph Maybank as chairman of the House of Commons Special Committee on Radio Broadcasting, the "Winnipeg Tribune" listed the criticisms that had been directed against the CBC in the last few years and added "In short, it is high time for an airing of the whole subject. Many questions will doubtless be asked by this committee. Among them will probably be one about how it is that our 'national' radio is becoming increasingly an out and out commercial proposition?"

The "Woodstock Sentinel-Review" pointed out the CFRB claim that the frequency shift would be like forcing a business off main street into a back alley to make room for a municipally owned enterprise. Dealing with this they said, "There is more to it than this, however. The CBC has practically limitless resources, because the long suffering public is milked for any deficit it incurs. The CBC has also gone into the business of commercial programs. Now if the CBC is to solicit more and more private advertising, in addition to being subsidized by the government, private radio station operators might just as well go out of business."

The following is from the "Brockville Recorder and Times" "It seems a long time since we were solemnly assured that under government control of broadcasting in this country there would be marked and steady decline of commercialized radio."

The "Globe and Mail" remarks: "The fact remains that freedom of the air no longer exists, and in the very nature of things cannot exist under the present system." In another editorial the same paper said "There is the Government's desire to impose the CBC's voice on the nation to the exclusion of the private stations. It is not only the commercial market it would dominate, but the listening audience—public opinion—as well."

The "Cornwall Standard Freeholder" editorializes on the CBC: "Because the revenue from radio license fees does not meet its full cost, it must go into competition with private radio stations and carry commercial programs. At the same time, its charter gives it strict control over the policy of private stations. Thus the CBC has the power of life and death over stations with whom it competes in the commercial field."

The "Montreal Gazette" comments on the latest CBC actions: "These various events focus attention on how arbitrary, how arrogant and how indifferent to interests other than its own the CBC has become in exercise of the power it holds, as both the operating agency of the government

controlled radio system and the top authority over the radio industry as a whole. Unless forced by the pressure of current circumstances, the CBC rarely discloses its decisions on matters of major importance or the reasons actuating its decrees. When it does, the attitude and principles exposed present ample cause of disquieted concern and point to a need for a general overhauling of the methods followed."

In an editorial titled "Dunton Doth Protest Too Much" the "Quebec Chronicle Telegraph" says "Once again it must be borne in mind that the CBC is at one and the same time a commercial network operating for profit competitively with a number of individual private stations and the absolute dictator of all radio operation in Canada, whether public or private. Nice work, in short, if you can get it."

Speaking of the frequency appropriation the same paper adds, "The most sinister feature of all is that no private station now has any assurance that its established frequency will be left to it indefinitely. Anything it has of value to the CBC, that most undemocratic body can take at any time and does not hesitate to use its privileged position to the limit. How long will Canadians stand for such a state of things?"

CBC a Bit Touchy

(Reprinted from the "Ottawa Journal")

Mr. Bushnell, director-general of programs for the Canadian Broadcasting Corporation, has been telling the radio committee of the Commons about a mysterious campaign undertaken deliberately "to undermine public confidence in the CBC".

There is nothing sacrosanct about the CBC. The people of Canada own it, their employes run it, and certainly it is the right of any Canadian to criticize it to his heart's content. Its operation last year took some \$3,800,000 from the people in license fees, and let no one think the public can be deprived of the right to kick about anything they pay for—or, in fact, anything they get free.

CBC officials ought to interpret criticism as a healthful sign, as it is. If nobody bothered to kick it would be an indication that nobody was listening to Mr. Bushnell's programs, cultural or otherwise, and that would be a sad day indeed for the CBC. We do not quite see how any sinister influence could be moved to the undermining of public confidence in the CBC system, but we should say that if such a plan exists it is not something to cause extreme worry; it's another sign of public interest; nobody's opinions of radio are formed by anything another says but out of personal experience, and only Parliament can change the existing set-up.

We think CBC is inclined to take itself too seriously—perhaps its officials listen to too many of their own programs.



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AND
FIRST IN THE NEWS**

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Not News After
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**Sponsors Prefer
B.U.P. News
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of the World's
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231 St. James St.
MONTREAL

5000 VOICES FOR VANCOUVER DIAMOND JUBILEE PROGRAM

When John Charles Thomas and Eddie Cantor visit Vancouver July 1 to 15 to take leading roles in the city's Diamond Jubilee show, they'll be reading lines and singing lyrics written by a team of Vancouver radio writers and producers, Dick Diespecker and Dorwin Baird.

The show planned as a highlight for the city wide celebration next month, will have a cast of 5000 people and will play before a nightly crowd of 12,000 for a dozen nights.

John Harkrider, former Zeigfeld director and Hollywood showman, has been in Vancouver for the past six weeks working on production.

"The Story of a City" is the theme of the show, with a two hour script depicting the growth of Vancouver from Indian days.

Diespecker and Baird, who have been writing for CJOR Vancouver since 1936 and 1937 respectively, have operated as a team on many radio series. During the war they were radio liaison officers for the Canadian Army, writing and producing together several series including "Men of War," and "Badge of Honor."

As well as being a dramatist, Diespecker has had several books of poetry published, a fact which led Harkrider to commission him to do lyrics for some of the songs for John Charles Thomas in the Jubilee Show.

Though collaborator Baird is no poet, he has also turned out a series of "lyrics" for the show sequence dealing with education in Vancouver.

First draft of the show script has



Left to right: Dick Diespecker and Dorwin Baird.

been turned out, with 250 pages of copy involved. Right now the polishing job is in hand, taking place simultaneously with the first rehearsals.

Radio is playing a further part in the Jubilee Show, with city radio engineers working on the elaborate sound system which will be used to carry the voices of actors to the audience.

A natural stage 400 feet wide will be used at the magnificent Brockton Point cricket ground in 1000 acre Stanley Park, with the North Shore mountains as a background.

Size of the undertaking can be judged from the fact that at several points in the production the script calls for all of the 5000 persons in the cast to be on stage at once.

Joins Dominion

George Retzlaff, who left CKRC Winnipeg, to come to Toronto last January, has been appointed sales representative with Dominion Broadcasting Company, Toronto.

Re-Employment Service FOR SERVICE MEN

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

File CB 44 Announcer, 27, St. High School graduate. Veteran RCAF. Desires connection with live progressive station. Experience includes 2 years announcing on live and recorded shows, newcasts and continuity work. Presently attending Academy of Radio Arts. Available July. Western station preferred. Apply Box CB 44, Canadian Broadcasting, 371 Bay Street, Toronto.

File CB 45 Young man would like a position on a radio station as a salesman. Very willing to do any work as I have some announcing experience. Just discharged from the Canadian Army Shows as an entertainer. Very ambitious and anxious to get into radio with either a radio station or as a writer. Age 22, married but will leave Toronto. Physically fit. Apply Box CB 45, Canadian Broadcasting, 371 Bay St., Toronto.

CFPA

Port Arthur - Fort Williams

Concentration on local programs and production makes CFPA the preferred station in the Twin Cities.

Affiliation with Dominion network gives CFPA the most popular national features.

Contact NBS

Serving The Lakehead

CKCR KITCHENER

Growth

The value of building permits issued in Kitchener in 1945 exceeded those issued in 1944 by over 100% — nearly \$1,000,000.

1944 — \$851,271.00 — 1945 — \$1,796,856.00

**SCHEDULE CKCR FOR YOUR SHARE
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CKCR CKCR CKCR

Technicolumn

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

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 desired, or to refrain from printing any. Personal replies will be sent if a stamped self-addressed envelope is enclosed. Anonymous letters are not acceptable for publication or for reply. Address: "Technicolumn", Canadian Broadcaster, 171 Bay St., Toronto.

Transmitter Power vs. Antenna Height

If the published curves on the propagation of 100 megacycle waves are taken literally, it would appear that in order to cover a given area with a proper signal for good reception, the antenna height and the transmitter effective power (actual power of the transmitter multiplied by the antenna gain) are the two factors that need to be considered. These factors appear on the surface to be of equal value, and, as a low power transmitter feeding a high antenna would give equivalent service to a high power transmitter feeding a low antenna. This is not the case, however, for the published curves do not take into consideration the effects of scattering. Masses of material such as buildings, hills, etc., interfering between the transmitter and receiver, enormously reduce signal strength received from the transmitter. It is obvious that the higher the antenna the less scattering there will be. In other words, although under line-of-sight conditions the signal strength at a given point would be the same whether of the conditions mentioned above, in the case of the high power transmitter feeding the low antenna, the quality of the coverage outside the service area would be good. It should be noted that the antenna at the receiving end is just as important as the transmitter antenna height. Unfortunately, however, the height of the receiving aerials is not fully under the control of the broadcaster.

Associated Equipment

FM broadcasting offers the opportunity of a considerable increase in the quality or fidelity of broadcast programs. Due to the limitation of the average present AM receivers, the high frequency portion of the audio spectrum is almost completely missing in the output of such receivers. This reduction in quality is necessary in order to achieve selectivity in the receivers. In the case of FM receivers such a limitation is unnecessary and hence the full audio range can be made available to the listener provided, of course, the loudspeaker reproducing system and

associated circuits are adequate in design.

Making use of the improved program fidelity becomes a problem to the FM broadcaster. In the case of live programs originating in the station studios, equipment is readily available of sufficient fidelity. In the case of programs originating at a distance necessitating transmission over telephone lines, the fidelity may be limited by the transmission characteristics of a line. Most present-day telephone lines available for the transmission of program material have a high frequency cut-off between 5 and 6 Kcs. Since, to reproduce the full audio range, the high frequency cut-off should be above 15 Kcs, it is readily seen that some improvement in line facilities must be made before such lines become adequate. Up to the present time there has not been much incentive for increasing the quality of telephone line facilities. It is hoped, however, that the advent of FM will produce the required incentive and lead to the improvement of such facilities. Much of the program material broadcast by the small FM station will undoubtedly be obtained through the medium of transcriptions. The fidelity obtainable from the normal transcriptions used in present-day AM broadcasting is considerably greater than that obtainable through telephone line facilities but as a general rule falls short of the highest standard useable through the medium of FM.

Suit Pending

D. F. McIntosh, delegate to the Calgary Trades and Labor Council, intends to take legal action in the interest of freedom of speech against CFCN, Calgary, because he was refused permission to make a broadcast on municipal transportation.

He submitted his speech for review, he told the council, and the management of CFCN rejected it because they said it was libellous. When he offered to remove any part of the speech that was libellous he was told, he claimed, that if he did there would be no speech left to make. His own lawyer said the speech was not libellous, he added.

A CFCN official said: "The station decided in its own mind the broadcast was libellous and submitted it to its solicitors, who expressed the opinion that it was libellous and contrary to CBC regulations, aside from the fact that there is such a thing as a criminal code."

Devil to Director



Athol McQuarrie, who has just started his sixth year as managing director of the Association of Canadian Advertisers, started his business career as a printer's devil.

Besides steering the ACA as that association's executive head, he also takes in his stride the management of the Bureau of Broadcast Measurement and the Canadian Circulations Audit Bureau.

Membership in the ACA represents a total advertising appropriation of over \$8,000,000.00

SHOW BUSINESS

by Geo. A. Taggart

Greetings Amigos!

FROM SOUTH of two borders The George Taggart Organization has brought to Canada from Cuba one Chicho Valle—whose enchanting voice and guitar bring to you Latin American tunes in the true Latin American fashion.

AUTHENTIC in technique, this charming and handsome 24-year old Chicho Valle has that certain something that spells b-o-x o-f-f-i-c-e on the air, stage and night club. (Chicho has just completed extensive runs at the exclusive Sans Souci Club and the Casino de la Playa in Havana and the Fountain Lounge of the Roosevelt Hotel in New Orleans).

AT PRESENT he is heard on two Canadian radio programs—"Latin American Serenade" (Dominion network—10:30 P.M., Sundays) and "Chicho Valle Sings" (Trans Canada network—7:45 P.M., Mondays.)

IF YOU think there's nothing new in the Canadian entertainment field, you haven't heard this boy perform. Available through us for radio, concert and night club engagements.

165 Yonge St. Toronto
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CJCH

"Your Good Neighbor Station"

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

MANITOBA'S MOST POPULAR STATIONS!

CKY on the Trans-Canada Network and CKX on the Dominion Network give you complete coverage of Manitoba's large buying audience.

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BRANDON
1,000 WATTS

3

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- ★ A 400 FT. TOWER!

★ GREATER AUDIENCE!

- ★ The TOP Trans-Canada SHOWS
- ★ TOPS in SASKATCHEWAN with NATIONAL and LOCAL PROGRAMS
- ★ PROMOTION THAT'S THE TALK OF THE TRADE!

NO INCREASE IN RATES!

CKCK REGINA

The FIRST station in Saskatchewan

• ckck • ckck • ckck • ckck • ckck

STOVIN STATIONS HOLD SALES CONFERENCE

"Radio stations have today taken the place in community life that newspapers held a quarter-century and more ago. The radio station is the community stem-winder—or should be," R. E. Mason, owner of WMRN, Marion, Ohio, chairman of the Small Stations Committee of the NAB, told representatives of 14 stations attending a two-day sales conference in Toronto recently, sponsored by H.N. Stovin & Co.

Stovin staff from Montreal, Winnipeg and Toronto, together with some 20 sales and program personnel of represented stations attended the sessions held in the

"Basic Needs in Compiling Market Data"; Walter Elliott, Elliott Haynes Ltd., "How to make Better Use of Rating Reports"; W. D. Byles, Radio Director of Spitzer Mills Ltd., "The Time Buyer Viewpoint"; Gladstone Murray, policy counsel, "Better Public Relations"; and R. G. Lewis, editor, CANADIAN BROADCASTER, "Cracking the Trade Papers".

Horace Stovin presided at the sessions. Andy McDermott led the various sales discussions. Out-of-town radio men attending included

George Chandler, owner of CJOB Vancouver; A. L. Garside, manager



Head table guests, from left to right: G. A. Lavoie, Mrs. Sam Bartlett, Mrs. E. G. Archibald, A. L. Garside, Mrs. H. H. Flint, Horace Stovin, Mrs. G. Chandler, Jim Humphreys, Mrs. W. G. Carpenter, W. D. Byles, Murray Brown.

King Edward Hotel, Toronto, last week. In addition to business sessions there was a buffet luncheon for time-buyers and agency men, and a dinner wound up the affair.

Speakers on specialized topics during the sessions included: Mr. Mason on "Selling the Small Market"; Ted Rutter, Director of Statistics for H. N. Stovin & Co.,

ing director CJGX Yorkton and CJRL, Kenora; W. G. Carpenter, commercial manager, CKY Winnipeg, representing CKX, Brandon; Ralph Snelgrove, manager, William Hawkins, commercial manager, CFOS, Owen Sound; S. Ritchie, program director, Belleville; Miss Margaret Pratt, commercial time sales, CKLW, Windsor; Murray Brown, sales manager, CF London; Ken Soble, owner, CHL Hamilton; Don Wright, manager, and Fred Phillips, sales representative, Metropolitan Broadcasting Co.; Russel E. Waters, commercial manager, CFOR, Orillia; William Stovin, manager, and Tom Wilkison, commercial manager, CJBB, Belleville; Gordon Archibald, manager, CHOV, Pembroke; H. H. Flint, manager, CKSF, Cornwall; George A. Lavoie, manager, CJR Rimouski; Fred Lynds, manager, director, CKCW, Moncton; M. J. Humphreys, manager, CJCH, Halifax; and Ralph Bowden, manager, H. N. Stovin & Co, Montreal.

CKCH
250 W. 1240 K. C.

The FRENCH VOICE OF THE OTTAWA VALLEY

211.246

FRENCH PEOPLE IN CKCH COVERAGE AREA

TORONTO 4 ALBERT ST. MONTREAL DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD. UNITED STATES. HOWARD N. WILSON

Stretch YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

COOPERATING WITH "LE DROIT"

CFGP
Now 1000 WATTS GRANDE PRAIRIE ALBERTA

News for the North

Seven times a day CFGP broadcasts the news of the world to the North. Just another reason why everybody in the Peace River country listens to CFGP and just another reason why more and more advertisers contact us through All-Canada & Weed & Co.

VOICE OF THE MIGHTY PEACE

CKNW
GIVES THE MOST ON THE COAST

CKNW
NEW WESTMINSTER, B.C.

MILESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

July is the month for Canada . . . it was in July that Jacques Cartier claimed the land for the King of France . . . it was in July that the Dominion of Canada was formed . . . a lot of things happened in Canada, for Canada, in July.

167 The British North America Act came into force. Upper and Lower Canada became Ontario and Quebec, these provinces plus Nova Scotia and New Brunswick united to form the Dominion. The first Governor General was Viscount Monk and Sir John A. Macdonald was the first Prime Minister.

189 The decimal system of currency for all public accounts was established.

1888 Canada joined the Postal Union.

1917 The first Trans-Canada radio program was made.

1888 Quebec founded by Champlain.

1866 The Intercolonial Railway from Quebec to Halifax was completed.

164 Three Rivers, Quebec, founded by La Violette.

1534 Cartier's second visit to the Gulf.

1499 Champlain discovered Lake Ontario.

1477 The ship "Churchill" sailed from Fort Prince of Wales to attempt to find the Northwest Passage.

1866 Railway built from Toronto to Guelph.

1812 Fire in Montreal East destroyed 1,100 houses.

1803 The importation of slaves into Upper Canada was forbidden. (Toronto today) was founded by Simcoe.

1800 Rocky Mountains were crossed by Alexander Mackenzie who reached the Pacific Ocean.

1803 The ship "Prince Albert," the first iron steamer in Canada, was launched in Montreal.

1677 Lake St. John was discovered by Father De Quen.

1601 Disastrous forest fire in the porcupine mining district.

1600 A fire in Campbellton, Ontario, destroyed all but four of the houses.

1589 A riot in Saint John, New Brunswick ended with 12 persons killed. The riot started after a change parade.

1577 Riot in Montreal following a parade of Orangemen.

1552 Seven lives were lost in avalanches from Cape Diamond,

Quebec.

14,1766 Peace treaty signed with Pontiac at Oswega.

15,1870 Province of Manitoba formed. Winnipeg named as the Capital.

16,1860 New Westminster, B. C., incorporated.

18,1817 The Earl of Selkirk on behalf of George III signed a treaty with the North-West Indians.

20,1629 Quebec taken by Sir David Kirke.

20,1905 Regina made Capital of Saskatchewan.

20,1906 Tercentenary celebrations held at Quebec.

20,1905 Edmonton, Alta, incorporated.

21,1667 Acadia restored to France by the Treaty of Breda. War between England and France over.

24,1534 Jacques Cartier, on his first voyage erected a cross at Gaspé, and claimed the land for the King of France.

25,1759 British took Fort Niagara.

25,1813 British defeated the Americans at Lundy's Lane.

26,1759 The siege of Quebec started by Wolfe.

27,1866 The Atlantic cable successfully re-laid.

30,1877 Railway bridge over St. Lawrence completed at Lachine.

31,1763 Pontiac defeated the British at Bloody Run.

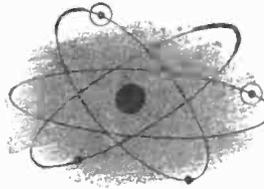
New Agency

Don Copeland, veteran Toronto radio man, and for the past nine years associated with Dominion Broadcasting Company, has opened his own radio agency at 4 Albert St., Toronto, under the name of Broadcast Advertising & Sales. The agency has just received CAB recognition.

He will continue his "Frank and Ernest" Sunday programs and a new series, "The Dawn Program", as well as a wider placement of the Dr. Bell Veterinary Medicine account which he has handled for the past ten years.

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

THE WORLD FEATURE PROGRAMMES



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



Write today for full details on World Feature Programmes.

Northern Electric

COMPANY LIMITED



24 BRANCHES ACROSS CANADA

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

11-6-6

CKCO
OTTAWA

A *Wright* STATION

CKCO

The "Community Station of the Nation's Capital" plays a vital part in maintaining Canada's private radio.

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

YOUR ANNOUNCER IS A PITCHMAN

by RICHARD MORENUS

Radio has a lesson to learn from yesterday's Medicine man, says this writer and producer, literally thousands of programs such as "Myrt & Marge", "Stepmother" and "First Night" who, five years ago, left the bright lights of New York and took his type-writer and thesaurus into the Canadian bush at Sioux Lookout.

Vancouver's
CHWX

First
IN CANADA'S
THIRD MARKET

1000 WATTS
going to
5000

Mutual Network

REPRESENTED BY
ALL-CANADA RADIO FACILITIES

All day long the kids sauntered past the canvas covered Conestoga drawn up by the hitching rail at the rear of the Court House square. Their studied nonchalance bespoke long familiarity with the big wagon whose garish red and yellow signs painted the length of each side proclaimed that Dr. Wizard's Magic Oil Medicine Show had arrived for its annual one-night stand. The only signs of life about the equipage were the two tired droop-hipped horses staring morosely at the cobble-stones at their feet.

Ah! but came the night, and the dust covered old wagon literally burst into splendor. The tailboard was drooped to form a stage. Two great gasoline flares hissed and smoked but nonetheless served

more than adequately to bathe the proscenium in their red-yellow glare. The first to appear from behind the curtain shielding the wagon's interior was a man in a grotesque negro make-up, face blacked, except for the wide painted mouth, above an exaggerated wing collar. He plunked a banjo and shouted coon songs at the top of his lungs. The crowd began to gather. The kids, of course, had the choice spots up front. They'd been there all day, waiting. Following these leather-lunged rendition came the 'class'. That bit which 'dressed' the act. She was usually Mademoiselle Somebody-or-other, and sometimes even an Indian Princess. But she was always dressed in above-the-knee length multitudinous petticoats which switched and flared as she whirled in her dance. By now the up-turned faces beamed like so many tiny well-scrubbed moons. Cat-calls, laughter and sporadic applause followed each turn on the platform. Then a hush fell over the crowd. And from behind the curtain, Dr. Wizard himself stepped into the light. Frock-coated, high-hatted, patriarchal of beard and bearing he gazed over the gathered crowd. He raised one arm as though to hold their silence in his hand. And then with ministerial violence he plunged into the amazing wonders of his Magic Oil, and promised cure, sure and everlasting, for everything from dandruff, toothache, to broken arches.

tance with schooling . . . but over, and under it all it's the old pitch. Well, perhaps not exactly the same, for those old time of the Medicine Show, most of them, had something we find in our radio prototype of today. The products they sold may have been as phony as their title of their sales talks may have been per cent pure hokum but you bet everything from here to Tuesday that those old guys were there pitching, every second. They were trying. They had to. It's a question of sell or don't eat.

We can take some lessons from those old quick-pitch artists if from their sincerity and their herent untutored mastery of psychology. Their sales talks those who have been fortunate enough to have heard them, sound as ad lib and unrehearsed as a first words. But the carelessly toned "so you say you're not . . . so you say that's not . . . so you say you want . . . Then I'll tell you what I'm going to do . . ." was nothing short of sheer genius in primary sales build-up. In the entire selling there was not an unnecessary word or phrase. Every syllable he used had been tried and retried for audience attention value. If it didn't need it, he cut it out. If it sold it stayed in. He studied audiences as he talked. Any planned, studied and rehearsed those talks until they were pure adulterated sales. Charlatans may have been, a quack, mountebank, or hoke-artist, but what else may be said about him . . . was a salesman. He wasn't in with his own voice. He was 100 per cent commercial. And he was trying.

The medicine shows, of the horse drawn variety, had their day. But they served their purpose. At least for their sponsors they did. They offered entertainment as a reason to be permitted to extol the questionable virtues of their product.

Such things as Pure Food Laws, Drug Acts, etc., undoubtedly did much to protect the innards of a gullible public from the harmful, and more often harmless concoctions, but they spelled doom to the Medicine Man . . . as such.

How these precursors of our own velvet-voiced radio announcers must laugh! How they must listen as our inspired writers of commercial credits lose themselves in a maze of seductive adjectives! The tantalizing superlatives are gone . . . most of them . . . the grammar is better, our friends of old hardly had more than passing acquaint-

Now what about our radio-cine-show? The recipe is the same. Only the ingredients more elaborate. Instead of selling, mosquito chewed, at the rear of an old wagon for their entertainment, our audience . . . and it's the same old crowd . . . sit in homes in comfort before speakers, and they listen. But instead of having but one show to hold their attention they have an entire range of their radio dial in order to keep the attention of our audience during the entertainment build-up . . . our show got to be good. If it isn't? T

(Continued on next page)

there's a REASON WHY

Yes, there's a *good* reason why CJOB is quickly forging to the top in listener polls in Winnipeg—that reason is **PROGRAMS!**

NEWS: A complete concise five-minute newscast—including a rich proportion of local happenings—on the hour, every hour.

FINE MUSIC: Smooth, easy-to-listen-to musical programs, with a minimum of talking, keep the radio dials on CJOB all day, every day.

LOCAL INTEREST: No other Winnipeg station can give Winnipeg listeners the same number of locally originated civic, educational, fraternal, and public-service features.

Watch the Elliott-Haynes and see how this program policy pulls the listeners—how it adds up to successful results for CJOB advertisers.

Contact Radio Representatives Limited
In Toronto or Montreal

CJOB
"Working for Winnipeg"

(Continued from previous page)

switch and your show might be well delivered in San Francisco or all the interest it's causing. See, our Medicine Show today is something the old timers didn't do. We've got competition. He knows his audience. His show might be mediocre, but his delivery had to be tops. Now, today we may have the greatest delivery story on the air, but if we can deliver entertainment of sufficient value to hold our audience, you write it from there.

The answer? The answer is simple. Entertain. Entertain first and always with material your audience wants to hear. Outplay your audience in the face of competitive entertainment, and you will sell. Sell to beat . . . anyway, sell. Radio is as commercial as a newspaper. In the days a newspaper carried news, today? The highest paid contributors to our newspapers are the sports artists. Why? Entertainment value. It's as simple as that. The entertainment value of the newspaper strips receive the attention of the audience-reader-listener to the point of the purchase of the paper. When the paper is read . . . the advertisements are seen . . . it is hoped, read. So what is entertainment? Any price is as long as it accomplished the purpose of catching, and holding, attention.

But this started out to be about the pitch. Assume, then, that a 100 per cent commercially-minded radio station operator gives the public what the public wants the way of the widest-appeal entertainment. In other words his voice is there ready and waiting for the pitch. Ever notice a real salesman work? Ever stand at the head of a crowd and listen to the peddler of the sidewalk operator or this kiester on his tripod pitch with gimmicks? There's your master salesman of today. If you have a chance, watch him, and listen . . . learn about sales. He's always nattily dressed. Never a loud tie, for he's learned that things take attention away from what he's selling. His voice is usually low-pitched, and confident in tone. He makes you listen. And whether his gimmick is a can-opener-paper-hanger, a combination spot-remover-hair-clipper, or his first, last, and always single what he says. He too knows human psychology. He too has a well planned sales approach. And he sells. He's selling every time he talks, for like our old Medicine Man . . . it's sell or don't

different? Or should he be?

It's always been an idea the title 'announcer' is ill-placed. The commercial announcer is, after all, a salesman. During the time he has the attention of his audience he, as the representative of the company whose product he is privileged to present, should be the A1 topflight man of the sales force. But, and here we must inject the element of the voice, if salesmen, good salesmen, were only microgenetic, or if radio announcers were only good salesmen! Here we have the problem of a producer telling his sales story to a writer putting the story into words on paper to be read by someone who probably neither knows the producer nor his product and has little interest in either except that in some round about way they are responsible for his pay check.

Illustrations sometimes bring out the point. A number of years ago, on a station I was managing, a sponsor held auditions for the announcer of his new show. The man he selected from our staff had a beautiful voice, at least so the sponsor's wife thought. He was hired. At the end of several weeks of broadcasts we put a 'hook' into the commercials to test their selling power. They had none. Yet the announcer read the credits like a college valedictorian. It was a food product we were advertising on this show. Canned foods. I asked the salesman (announcer) if he'd ever tried them. No, he ate in restaurants. Thereafter for supper before each evening's broadcast that announcer ate the product he was to talk about. He turned into a salesman. Why? He knew his product, he had confidence in it, he

liked it . . . so, he sold it to others.

The same has been true of shoes, shirts, and soap. No announcer-salesman can be convincing to his audience if he's reading his copy merely for the job he holds. No commercial credit writer can write convincing sales copy unless he or she knows the product. And no sponsor in his right mind will buy a show unless the combination of those two things exists . . . and unless the show has the basic entertainment value for the audience to hold attention for the radio announcer-salesman to make his pitch.

You think radio isn't like the old Medicine Show? So what if the Dr. Whoosits sold axle grease for hair oil? They made you believe it was good. The only difference is that radio has fine, legitimate products to sell, but could do a better, far better job of pitching.

Cactus Mac ain't Sinatra!



CACTUS MAC

It's a fact, but so is this. Folks in the "Back Sixty" choose Cactus Mac, three to one over all network stars combined, because our folks know him, and all our talent by their first names.

That's how we maintain our audience against all the nets in creation. Catch?

Ask

JAMES L. ALEXANDER
TORONTO MONTREAL

About

C K N X

The Ontario Farm Station

Some of the
LIVE PROGRAMS
on CKNX

- CKNX Ambassadors
- Cactus Mac
- CKNX Ranch Boys
- The Farmer Speaks
- Music For Sunday
- CKNX Barn Dance
- Hymn Time
- In the Gloaming
- Moods in Music
- Sportscasts and Actualities.

is our radio announcer any

ASK YOUR Agency

A New and Complete Radio Service Available Through Your Advertising Agency



Ask Our Representative To Call

JOHN ADASKIN PRODUCTIONS

67 YONGE ST. TORONTO

High Adventure

In its final broadcast for the season Borden's "Canadian Cavalcade" presented three men who had met with adventure in the air.

Andrew Morrison was a part of the crew in an aircraft that blew apart over Germany and he fell 10,000 feet in the nose, without benefit of a parachute. He escaped with a wrenched back which was fixed up by German prison doctors.

The two other men who had met with high adventure were Bob Greer and Al Iwach, steeplejacks who had many exciting tales to tell after being in the business since they were 14.

Ottawa Letter by Jim Allard

Parliamentary Radio Committee sessions have so far been devoted to hearing the formal annual reports of top-drawer CBC execs. Parade was headed by Dr. J. J. McCann, Minister of National Revenue, reporting in his capacity as Minister responsible for liaison between CBC and the East Block. Dr. McCann went to considerable pains to outline the specific functions in connection with radio of himself, Department of Transport, and Department of Reconstruction and Supply. Statement was by far and away the most clear and exact ever made on this hitherto somewhat confusing point.

An excellent impression was made on the committee by Chairman of the Board A. Davidson Dunton, who presented with clarity and quiet dignity a very extensive review of CBC policy and operations. The committee has also heard the formal reports of General Manager Dr. A. Frigon and of program chief Ernest Bushnell. Expected that Regulations Radford will be making his report about now, possibly followed by one or two other operational chiefs.

Program log requests were made at early sessions of the Committee. Mr. M. J. Coldwell asked for logs of CKWS Kingston; CFRB Toronto; CFCN Calgary—"and two or three other typical stations across the country so that we can see to what extent they are fulfilling the function that is really allotted to them by the Corporation". Later, A. L. Smith, K.C., asked for copies of program logs of CFAC and CFCN, both located in his home town of Calgary.

Private station profits were mentioned briefly in the Dunton report. The Board Chairman said: "The opportunities enjoyed by private stations are indicated by the prosperity of many of them. High profits are apparently being made by many stations. The CBC does not begrudge these profits, but in conformity with the nature of broadcasting as a public utility it is our duty to have uppermost in mind the interests of the listening public. This must take precedence over the desires of any particular private interest for extra profits."

Further reference thereto came later in the Dunton report in connection with affiliation arrangements. The Board chairman said (in part) "But the private stations are often not anxious to take our sustaining programs outside "reserved time" because they do not

get any direct monetary return and can probably sell the themselves to an advertiser. of course, are sorry when a non-commercial program produced at the expense of Canadian listeners is not available to the public in an area covered through a private station . . . a survey spring showed for instance only forty-seven percent of non-commercial program service was broadcast by basic affiliate private stations".

FCC Blue Book quote brought in at another point in report in the same connection. chairman's report said: "A further reference to the FCC report shows that in 1944 the average return on the radio industry in the United States was 108.8 per cent on original cost, and 222.6 per cent on depreciated value of its investment. It is reasonable to assume that the ratio of profits to capital invested by owners of Canadian radio stations is not much lower. Copies of the FCC bluebook, one entitled "Public Service Responsibility of Broadcast Licensees" have been distributed by CBC to Committee members.

The Frigon report, presented later, said at one point: "Broadcasting is indeed a very powerful instrument, but it can only be made efficient by spending important sums of money." It said: "Basic stations are those which receive all CBC network program services including sponsored programs. For the remainder the private stations are compensated on the basis of 50 per cent of their network card rate after frequency discount is deducted, the Corporation taking care of all other discounts, national and special line discounts also agency commissions. This question of payment was arrived at after a full discussion with private stations which joined our network when they were organized in 1937. It brings to private broadcasters approximately the net revenue they may expect to make in the ordinary course of their business. Of course, our share of business booked for private stations does not only cover the items mentioned above, but it covers also part of the cost of our commercial division, the use of staff facilities, line connections. Private stations, although they are required to reserve certain percentages for CBC network programs, are never called on to pay a single dollar for their affiliation to the networks. So far as they are concerned, the transaction always results in their receiving a check without any effort on their part to solicit, book, or bill for accounts for network sponsored programs. Their revenue from their network affiliation may vary, according to the population they serve, from a few thousand dollars up to fifty thousand dollars a year. All sustaining programs are available to them for free of charge. This is good business, and I am certain that most owners of affiliated stations are quite happy about the commercial deal with the Corporation. This becomes very evident if it is found necessary to drop one station from the network".

Highlights of reports in all sections (Continued on next page)

July 1st to 7th, 1946

Hamilton's Centennial Celebration

100 YEARS OF PROGRESS

For Nearly A

QUARTER CENTURY

CKOC

Serving the Public of this great Industrial City celebrating its 100th Birthday

CKOC joins the rest of Hamilton in inviting you to visit the "Ambitious City" during the week of July 7th, and enjoy the "SHOW OF THE CENTURY"

THE ALL-CANADA STATION

CHNS BULLETIN BOARD

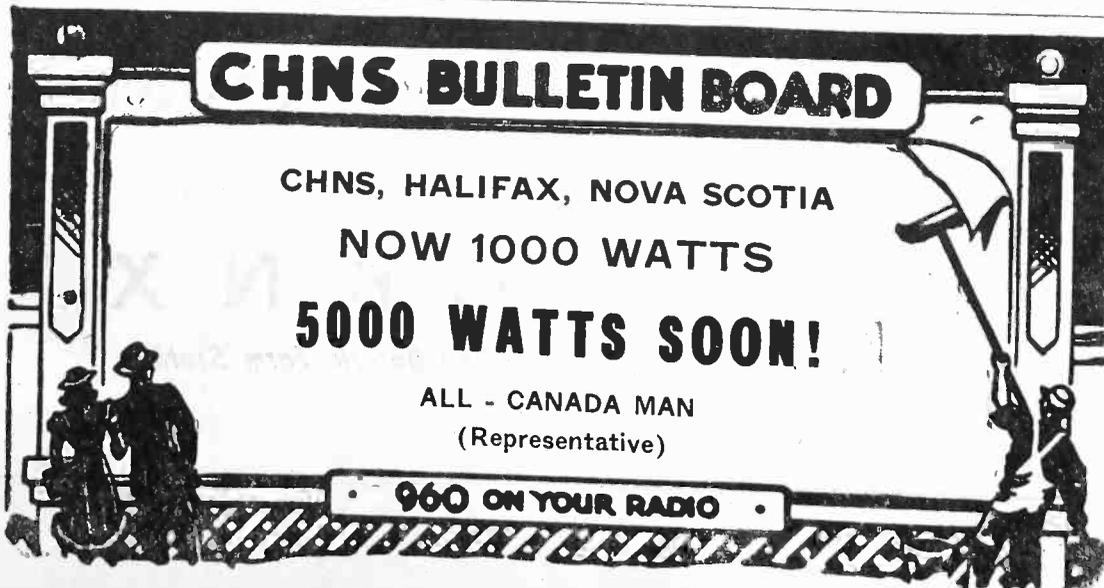
CHNS, HALIFAX, NOVA SCOTIA

NOW 1000 WATTS

5000 WATTS SOON!

ALL - CANADA MAN
(Representative)

960 ON YOUR RADIO



(Continued from previous page)
 accounts of CBC operations during the past fiscal year. Particular reference was made to staff personnel activities, development of talent and of commercial shows, and to international short-wave broadcasts. Copies of the complete report are available in the first printed committee reports, and "Standing Committee on Radio Broadcasting, Minutes of Proceedings and Evidence, No. 1, or as case may be). Copies available from the King's Printer in Ottawa for those interested.
 During all this activity in committee radio was getting more than its usual share of attention in the House itself. John Diefenbaker, Progressive-Conservative member for Lake Centre Saskatchewan, asks: "On what date was decided that Class one-A wave programs now being used by privately owned broadcasting stations should be reserved for the ultimate of CBC? . . . were such stations advised of decision? . . . do such licences carry limitation to that effect? . . . when?" Mr Diefenbaker also asked and was told) who owners of CBC are; asked too if CBC planned or refused advertising programs offered to it at any time in the past year, which, why, to whom.
 The time given by community relations to Department of National Health and Welfare bulletins was noted briefly by the Minister of Department, Mr. Brooke Smith, during presentation of estimates.
 These application stream flows as ever, if indeed not a more strongly than usual.

Educational authorities in most provinces are keenly interested in FM development and filing applications in many instances. Newspapers and churches also increasingly interested.
 Safe bet department—the arguments between community radio and the network may once have been highlight of radio committee sessions. Look for spotlight this time on provincial rights.

Fan Mail

The following is a letter received by CKEY Toronto.

"I wish to ask a favor of you. I am working in Mimico Reformatory as a guard and have about fifty old Rubby Dubs in jail here, in a separate building called the Armex. Every Saturday night I turn on the "Hayloft Ho-Down" which is just another of your many fine programs. These men and myself get a kick out of this fine show of fun and good music.

"Would you ask the announcer of this program if he would be a good sport, and play for fun, a tune for the Mimico Rubbies, say "Don't Fence Me In" or some other song like that, about 8.30 P.M. if possible, as I have to put them to bed at 8.45 to get the lights out by 9. My own regards to the gang and thank you for the entertainment.

Heads Agency Branch



Trevor C. Schofield was recently appointed manager of the Edmonton Branch of Harold F. Stanfield Limited.

He was born in England, but was educated in Edmonton and joined CFRN as a continuity writer in 1941 where he rose to production manager. He held the rank of lieutenant in the army.

Two other appointments to the Edmonton staff of the same firm are John R. Washburn and David G. Wood. The former moves from J.J. Gibbons in Edmonton and the latter from CFRN.

Complete
RECORDING FACILITIES

for your
WESTERN BROADCASTS

- Air Checks
- Delayeds
- Actualities

WRITE OR WIRE
Les Garside
INLAND BROADCASTING & RECORDING SERVICE
 171 McDERMOT AV. WINNIPEG

DOUG SMITH

CANADA'S FOREMOST* AND FASTEST MOVING SPORTS ANNOUNCER

AVAILABLE FOR SPONSORSHIP

SINCE March, 1946, Doug Smith has travelled 12,000 miles to cover sports events of international importance for listeners to "The Sports News of the Day" on CFCF Montreal (6:30 p.m. Monday through Friday and 12:45 p.m. on Sundays).

In that time his personal, on-the-spot radio reporting has taken him to the MacDonald Brier Dominion Curling Championships at Saskatoon . . . to many western Canada hockey hot spots (where he picked Calgary Stampeders and Winnipeg Monarchs as next winners of Allan and Memorial Cups) . . . to Stanley Cup playoffs in Boston, Chicago, and Montreal . . . to Memorial Cup playoffs in Toronto . . . to New York for important baseball series between the Red Sox and Yankees and between the Dodgers and Cardinals . . . to the Preakness, world's richest horse race, in Baltimore . . . to New York for the Belmont Stakes . . . to Toronto for the King's Plate, Canadian counterpart of the Kentucky Derby . . . to the fight between Canada's Johnny Greco and Beau Jack in New York . . . to Mamaroneck, N. Y., for the Goodall Round Robin Golf Tournament . . . and, last week, to Cleveland, Ohio, for the United States National Open Golf Tournament.

"THE SPORTS NEWS OF THE DAY"

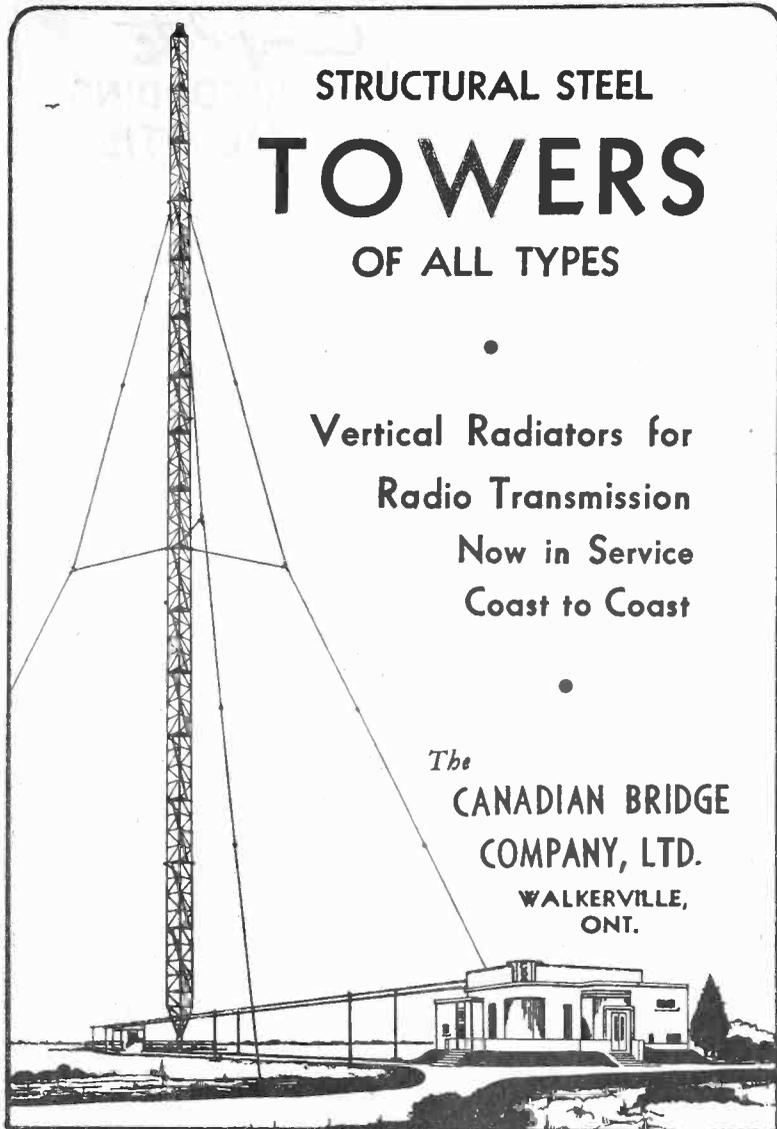
IS NOW AVAILABLE FOR SPONSORSHIP

with Doug Smith . . . Canada's liveliest sports program . . . on CFCF's prime early-evening spot

For further details, telephone or wire:

doug smith radio productions incorporated
 1396 St. Catherine St. W. Montreal MARquette 2886

*According to The Montreal Standard, April, 1946



**STRUCTURAL STEEL
TOWERS
OF ALL TYPES**

•

**Vertical Radiators for
Radio Transmission
Now in Service
Coast to Coast**

•

The
**CANADIAN BRIDGE
COMPANY, LTD.**
WALKERVILLE,
ONT.

Pacific Drizzle by Robt. Francis

CKWX Vancouver in starting work on arrangements to carry a "Salute Vancouver" program, originating in their studios, over the Mutual Don Lee system in the States some time during the July 1 to 15 Diamond Jubilee celebrations.

Ferdy Baglo, musical director at CKNW, has returned from a motor trip to Hollywood, where he took a postman's holiday, and saw the Lux Radio Theatre at KNX, Bob Hope the Jack Haley show at NBC, and several others. In Hollywood he ran into Vancouver's Alan Young.

CBC is scheduling a summer series of light music and comment on Vancouver, tied in with the Jubilee. Name of the program, oddly enough, is "Jubilee," with John Barnes producing, Ricky Hyslop and his orchestra and a number of soloists.

A 100% veterans band has been organized by Lance Harrison, tenor sax exponent who recently left the R.C.A.F. The 12 piece band, representing all three services, goes out on CKWX and plays for dancing at the Mural Room of the Veterans' Memorial Centre. Frank Lynn, another former airman, does the vocals.

Jack Jensen, star cowboy vocalist at CKNW, wife Dorothy and new son David Thompson Jensen are all doing well, according to hospital reports, after the arrival of the latter.

Eight bowling alley operators in Vancouver have pooled their advertising budgets in an unusual series over CKWX. It's called "It's a Strike," and goes on the air 8 to 8.30 Friday night. Each broadcast features an on the spot pickup from one of the sponsoring alleys, plus bowling news and music.

CJOR, Vancouver's Dominion network outlet, is booked for the Lewis-Conn fight June 19.

Whatever else happens, CKWX can always say they had five entries six kids in all) in the Don Lee Baby Contest. There are twenty seven left in the semi-finals, which gives them, let's see, about one chance in five. The kids are Robert John Cannings, son of news bureau's Bert Cannings; Michael and Theresa Ross, twins by Sam Ross of the special events department (but that's coincidental); Gale Karrer, daughter of salesman Earl Karrer; Donna McKim, daughter of promotion manager Don McKim recently back from the R.C.A.F.; and Patricia Bass, daughter of production manager, Fred Bass.

CBR Vancouver has a new series on the trans-Canada network called "On the Teen Beat." Producer Doug Nixon has rounded up opinions from Teen Towns all over B.C. on their musical tastes. Gerry Pratt has arranged interviews with special guests, and the program comes out as a cross section of western tastes in current music.

CJOR's "voice of the races," Jack Short, adds a new daily feature to his already crowded schedule during the racing season. Each running day Jack will present a transcribed re-running of all that day's races, at 10.30 p.m. All this is on top of his noon hour selections, his broadcast of one race about 5.15 p.m. and his daily summary of prices at 8.15 p.m.

Bob Gray is back on CJOR's

operational staff after seven years of army life

Dorwin Baird, whose chief by these past 15 years has been movie going, cashes in on it with a new weekly "Show Window" program reviewing the week's screenings.

Chief operator John Porter CJOR is in his new home housing note which might have been reported two months ago if it not for the lack of certain sentimental plumbing fixtures.

Dave Hill, Ross Mortimer Vic Waters of CJOR will make the trip to Duncan, Vancouver Island, July 1, to get some together on the town's traditional Canada Day celebrations. A layed broadcast the following night will give everybody who they attended or not a chance to hear the fun all over again.

Canadians On TV

When the BBC reopened its television service in London, June among the performers taking part were two Canadians, Jean Cavell Montreal and Jackie Hunter, formerly of Toronto.

Miss Cavell sang light French songs and Hunter did a comedy. After the broadcast Miss Cavell said, "It was more difficult film work because you know if you make a mistake it can't be edited."

The broadcast covered both door scenes by use of a mobile and a studio performance of Shakespeare's "The Dark Lady of the Sonnets."

Reception within thirty miles was reported clear and in some districts "brilliantly clear", made only by occasional light ripples.

SPARKLING
THAT'S
DOROTHY DEANE

**CANADA'S
TOP GIRL VOCALIST**

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

Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

**THE MOST EFFECTIVE AND
ECONOMICAL WAY TO SELL
SOUTHERN ALBERTA**

★ ALL CANADA
STATION
GOING TO 5000 WATTS

CJOL
Lethbridge, Alberta

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 1941 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
The **MARITIME
Must STATION**

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

ICI RADIO ST. BONIFACE



Station CKSB, St. Boniface, Manitoba, first French language radio station in Western Canada, commenced operation May 27. Principal speakers on opening night are pictured above; left to right: Mayor McLean of St. Boniface; R. F. Williams, Lt. Governor of Manitoba; Stuart Garson, Premier of Manitoba; Doctor Henri Guyot, President of Radio St. Boniface Ltee; Louis E. Leprohon, Managing-director of Radio station CKSB.

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

CKOV

KELOWNA ★ *Okanagan* BROADCASTERS LTD.

How They Stand

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

DAYTIME			EVENING		
			<i>English:</i>		
Happy Sister	18.4	+ .6	Charlie McCarthy	34.8	- .9
Happy Gang	17.9	-2.6	Fibber McGee & Molly	33.0	-6.1
George's Wife	17.0	-2.8	Lux Radio Theatre	32.0	-3.8
Mad of Life	16.3	same	Kraft Music Hall	23.0	-1.8
Ma Perkins	15.7	- .9	Ozzie & Harriet	21.2	-1.0
Upper Young	15.7	- .4	Album of Familiar Music	20.7	- .4
Lucy Linton	13.9	-1.7	John & Judy	19.9	+ .9
Stars to be	13.4	-1.7	Share the Wealth	17.9	+ .9
Maire Wallace	12.4	-2.7	Waltz Time	17.4	+ .5
Woman of America	12.2	-1.6	Bob Hope	16.1	-2.8
			<i>French:</i>		
Madame Dorée	31.2	+1.2	Un Homme et son Pêché	37.1	-1.1
Les Nouvelles	31.1	+ .6	Nazaire et Barnabe	33.9	same
Les Yeux Troubadours	27.0	+2.0	Métropole	33.7	+1.3
Maître Rancourt	24.0	-1.1	Ralliement du Rire	32.6	same
Ma Soeur	23.9	- .8	En chantant dans le vivoir	31.5	- .4
Ma Principale	23.0	-2.4	Mine d'Or	30.9	-1.2
Ma Lucie	21.5	+ .5	Course au Trésor	30.5	-1.8
Ma d'heure	19.3	- .5	Ceux qu'on aime	29.8	-2.9
Ma de Famille	18.2	- .2	Dr. Morhanges	29.0	-2.7
Ma deleine et Pierre	16.0	+1.2	Théâtre a chez nous	28.8	-3.2

**WRIGLEYS
(TREASURE TRAIL)**

Selects

CKRC

WINNIPEG

- and Here's Why!

CKRC gives the most effective and economical coverage of Manitoba's buying market.

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

IN ALBERTA

SALES RESULTS

come from the
PRESTIGE POPULARITY PROGRAMMING

of

CJCA

in EDMONTON

5000 WATTS
CROSS ROADS
OF THE WORLD

CKNB CAMPBELLTON N.B.

June 22, 1946

Dear Mr. Timebuyer:

I'd like to go out on a limb even before the publication of the newest BBM survey, and prognosticate what it's going to show for CKNB...but I MIGHT get my pants tore, and would my face (there's goes bad spelling again) be red!

I'm betting, just the same, that any advertiser with a dollar or more to spend will do himself proud by getting a portion of the CKNB broadcast schedule this Fall... and that's on our CURRENT ability to produce results, not to mention the "plus" which our jump to five kilowatts is going to give you.

Write me any time. I'll only be away overnight on this latest salmon-fishing jaunt.

Yours very truly,

Stau Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

BEAUTY AND THE BEASTS



The smiling faces pictured above belong to the returned veterans of the staff of CJCH Halifax. Nine men and a girl, they are, reading from left to right, Mary West, Sheridan Nelson, Finlay MacDonald, Art Holley, Earl Ross, Don Delaney, Dave Mooney, Vern Hazebrook, Wilbur MacWilliams and Lew Hill.

MAN BITES HAND

Dan Golenpaul, creator and owner of radio's "Information, Please," will tolerate no interference in arranging the program, according to the "SATURDAY EVENING POST".

In his article "Wise Guys of the Air," Henry F. Pringle says that Golenpaul's current contact with the Standard Oil Company of New York gives him absolute control over the questions asked, the commercials plugging the product, the guests and every other part of the program.

"Sponsor's have sometimes erred with the best intentions, by suggesting potential guests," the article says, but Golenpaul "feels that he needs no assistance in discovering and snaring the right people."

"Golenpaul believes that his most important contribution to 'Information, Please,' aside from selecting the questions to be asked each week, lies in his talent for persuading the right people to serve as guest experts. He is deluged with names by press agents who want strip-teasers, actors, authors and playwrights to benefit from publicity. But Golenpaul yearns for people of genuine prominence. He is happiest when he has such statesmen as Wilkie, such presidential possibilities as Harold Stassen, such officeholders as Sen. Alben Barkley or Gov. Ellis Arnall, Georgia."

Being a rather "saturnine and gloomy individual," the article says, Golenpaul is truly happy "only when he is snarling at the hand which feeds him \$11,000 a week."

Team up with the "TOP RIDER" among famous Western brands—

CFAC

Take advantage of the CFAC listening habit!

STUDIOS: SOUTHAM BLDG. CALGARY
Representatives:
CANADA: ALL-CANADA • U.S.A.: WEED & CO.

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

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

Joint Committee

John Miller, president of the National Association of Broadcasters, has written an open letter to C. Petrillo, president of the AF of M, in reply to Petrillo's editorial in the "INTERNATIONAL MUSICIAN."

Mr. Miller is pressing for the formation of a joint committee, representing both the AF of M and the radio broadcasting industry, which would meet, and settle peacefully, the problems that arise without running into the expense of lawsuits and strikes. He said the radio industry is ready to deal with the musicians' representatives at their convenience.

In conclusion the NAB head said "Your people and ours are anxious to give to the American listening public the best possible quality of music and to insure employment of all qualified musicians who can be profitably used by the radio broadcasting industry. To this end we should build up good relations between our respective groups and employ the methods of education and persuasion. If we do so, we can reasonably hope for long-continued peace and ever-increasing employment of musicians. If we use, instead, the methods of conflict and aggression, we will only add bitterness and resentment, and delay the very object which we most desire."

Opportunity Theatre

Station CHML Hamilton, is inviting aspiring radio writers to submit scripts for use on the "Hamilton Radio Workshop" which will be aired this fall.

The show, under the direction of E. Howard, will use scripts by new writers who are experimenting with new techniques in radio writing.

Dramatic talent has been selected from all the dramatic clubs in Hamilton, who were invited to attend the auditions.

Better Service or Else

The Manitoba Government is not going to go out of the radio field unless it has the assurance of improved broadcasting service for the people of the province, Premier Garson said in Winnipeg recently.

He was speaking of the proposal made by Reconstruction Minister Howe that no radio stations remain under provincial control. This would mean the CBC taking over CKY in Winnipeg, and CKX in Brandon.

"We won't move at all unless the CBC puts right in the contract the specific quality of service it will provide," Mr. Garson said.

Radio Had Better Fight

The FCC attitude in regard to the radio industry in the U.S. has come in for severe criticism by the NAB and their complaints are backed up by "COLLIERS" in their June 15 issue.

The NAB insists that the FCC was set up with the intention that it would keep its hands off radio programs. The claim is that the FCC's policy of granting, renewing, denying or revoking radio station licenses according to "public service" rendered, is in direct contravention of freedom of speech.

"COLLIERS" urges radio to fight this threat to their freedom.

18½ YEARS

IN RADIO

(Age 35)

EXPERIENCE COVERS:

- * ANNOUNCING
- * SPORTSCASTING
- * PRODUCTION
- * PUBLICITY
- * COPY

WHAT OFFERS?

H. "SLIM" FRECKLETON
8 Kingston Road Toronto
HOward 0795

CKAC
MONTREAL

A *Wright* STATION

More French-Speaking Canadians
hear your sales message
when you use

CKAC, MONTREAL

See
WILLIAM WRIGHT
Victory Bldg

AD. 8481

"A"

FOR PROMOTION

Promotion is one reason why sponsors and agencies schedule CKCK year after year to reach this rich Saskatchewan market.

Now "Billboard," journal of American Show Business, backs their judgment with a "First" among Canadian stations for promotion in the "Ninth Annual Radio Promotion Exhibit and Competition."

Thought you'd like to know.

CKCK
REGINA

Ask the All-Canada Man

↓
SERVING THE COMMUNITY
SELLING THE COMMUNITY

ask us about spot broadcasting

↓
ON
THESE
STATIONS



- CJAV PORT ALBERNI — CKMO VANCOUVER,
- CKNW NEW WESTMINSTER — CFRN EDMONTON,
- CFCN CALARY — CJCJ CALGARY,
- CFQC SASKATOON — CJOB WINNIPEG,
- CKPR FORT WILLIAM — CHUM TORONTO,
- CKOH HULL — CJSO SOREL, — CKQV QUEBEC,
- CKTS SHERBROOKE — CHQS SUMMERSTDE.

Have You Heard
the new acts
in the

U. T. S. ? LIBRARY ■

OUR basic is now 2,500 tunes. We're still releasing 60 new selections every month, and we still maintain that there are more tunes per featured act in the U.T.S. Library than any other service available.

**SURE WE'LL SEND
AUDITION DISCS!**

Drop us a line

EXCLUSIVE RADIO FEATURES CO. LTD.

14 McCaul Street

Toronto



SABOTAGE

"The Hell with it," said the listener as she snapped off the radio and put five bananas in the ice-box.

* * *

SEPULCHRAL

The CBC is said to have received thousands of letters from rural listeners requesting that after CBC officials have finished giving their evidence to the radio committee they proceed to the farms to paint the insides of their hen-houses.

* * *

PAN MAIL

Sir: Your continued bursts of invective against all and sundry inspire the fear that you and your cohorts will inevitably end up behind the hate ball.

—Alec Pharo

* * *

POST MORTEM

"...the CBC should have the right to put the Canadian Beaver somewhere in its crest."

—From Listener's Letter in CBC Bulletin

Over our dead body!

* * *

DIAGNOSIS

"Broadcast music" says New York Psychiatrist, "increases metabolism, respiration and pulse." And we thought that something was wrong with our radio set.

—Saturday Night

* * *

THEME SONG

I think that I shall never see
A radio that's truly free
Till thought of present profits
passes—
Replaced by very long-range
glasses.

* * *

EMERITUS

CBC's disclosure that it will show an even greater deficit this year explains the pious alarm expressed over the profits earned by the private stations.

* * *

WISHFUL VISTAS

"It is part of the task of all radio to help open up new vistas in the minds of all people."

—CBC Chairman

Two-fifty per person per vista.

* * *

SALES PROMOTION

It is understood that in order to increase the popularity of radio license fees, the CBC has asked the Department to offer a free subscription to the "Canadian Broadcaster" with every license issued.



"More Hope THAN CHARITY"
Elda Hope

thman were a musician (and probably plays some instrument) people would likely say "an excellent fiddle player capable on brass," for George's successful accomplishment are at least twofold.

ught is the producer of Cash- bouquet's "House Party." ent when Maurice Rapkin regular emcee, broke his leg, other than producer Tag- apped in the breach and easily emceed the show. t's more he sold me the spon- duct—and it was exactly escribed.

he I think of Irene Mahon I mental picture of a singing e— talented singing voice. e's earned laurels with vocal s, he has done many drama- d commercials and now she s was dramatic lead in one of tell's "Stars to Be" prog- s. Make no mistake—radio ngs strictly a matter of tough uork and persistence. How- one made it and seemed to at "extra" in her voice that to an outstanding perform- ore of that, Irene.

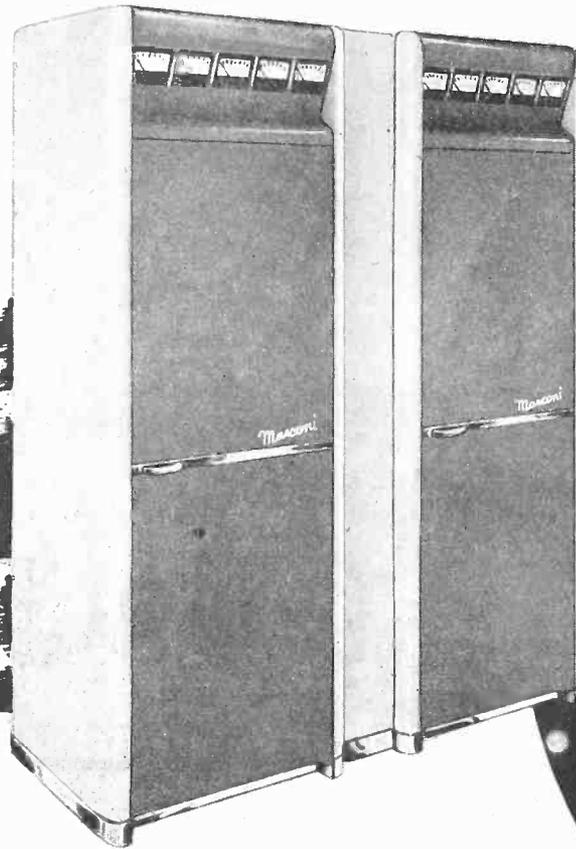
difficulty that reads "And now you a vocalist making his debut" must be sort of a tal hazard. I'm afraid it would r ever serve to introduce me could sing, and I can't. ay have been two strikes t vocalist to start but he a) made a home-run with so

network was Trans-Canada, program "Pop-Session" and the ell Thompson. In all pro- he was cutting his network h it, to my ears, Thompson th "makings" of a big-time er. Not only was his first num- pleasant listening, plus talent, in his second choice he evident- nised a cue, became slightly ed a his words, straightened the difficulty and finished right he eat. Without knowing the is f the song, I probably ld never have detected this. ng that I did and that I ed the finished result. I cannot ain from slapping Bill Thomp- onne back for a job well done hving he goes far in his fesson.

is difficult to understand any on what "Pop Session" would ean immediate success. It ld attract everyone from rug ter right down the line to r listeners who show a prefer- ce for ballads. With artists pinists Lou Snider and Mur- Ras, Gurney Titmarsh on ad drummer Harry Nichol- ho could any program miss? nouncements are made by John wo, in addition to good dic- as learned an instinctive ee of relaxation at the mike. r producer who blends all facets the program together is Jackie

Eye low Elda

A Sound Heart for Your F.M. Station



Compact-Dependable Guaranteed

This F. M. Transmitter, incorporating novel Marconi improvements to the Armstrong Dual Channel F. M. Modulator, has been on continuous practical test since August, 1945. It offers even simpler adjustment than the original modulator—further decreases background noise and reduces distortion factors.

GENEROUS TOLERANCES and adequate overload protection permit unattended operation; the transmitter virtually "runs itself". All Department of Transport requirements are met with ease.

ALL CONTROLS are mounted behind the main door. Every component can be quickly and easily reached—a flick of the wrist and the front door opens or the back door comes off.

SPECIAL, COMPACT DESIGN permits entry through narrow doorways and handling in small elevators. The clean-cut cabinet styling is worthy in every way of the magnificent equipment it houses.

MARCONI RVC RADIOTRONS

"Precision makes perfect" in these trusted tubes, which bring to the broadcasting industry the latest war-born advances backed by Marconi—The Greatest Name in Radio.



CANADIAN MARCONI COMPANY

Established 1903

Marconi Building

Montreal

VANCOUVER

WINNIPEG

TORONTO

HALIFAX

ST. JOHN'S, Nfld.

MARCONI - The Greatest Name in Radio



Mile after mile of listeners
 . . . acre upon acre of sales!
 Ontario represents over
 40% of Canada's total market.
 And from Kitchener to
 Callander, from Smith's Falls
 to Sarnia, it can be
 reached most effectively
 through CFRB.

CFRB'S COVERAGE

	DAYTIME		NIGHTTIME	
	TORONTO	ONTARIO	TORONTO	ONTARIO
Number of radio homes	242,190	856,450	242,190	856,450
Weekly circulation	203,850	491,004	210,221	515,683
Average weekly audience	84%	59%	86%	60%

(These figures are taken from the latest Bureau of Broadcast Measurement report)



Here's your market! Thousands of potential customers ready to receive your message . . . almost half a million doors, throughout the Province, open to receive your product! Write this station for fuller details on coverage.

Representatives

UNITED STATES
 Adam J. Young Jr. Incorporated

CANADA
 All-Canada Radio Facilities Ltd.

CFRB

860 kc.
TORONTO

FIRST FOR INFORMATION! FIRST FOR ENTERTAINMENT! FIRST FOR INSPIRATION!