above at left: youthful participants are shown grouped around Gordon Reid of CFRN Edmonton, during the “Hobby Shop” program aired from the Hobby Shop in downtown Edmonton. At right: three of the men responsible for the “Carson Family” part of CBR Vancouver’s farm broadcast on the air. Writers of the show at various times during the last five years, left to right: Peter McDonald, David Savage and Archie Macorkindale.

RADIO MEN HONORED

Dominion Day honors, first to include civilians since the outbreak of war included radio and advertising men as well as war correspondents whose dispatches have been used by the radio.

Dr. Augustin Frigon, general manager of the CBC becomes a Companion in the Order of St. Michael and St. George (C.M.G.), as does Leonard W. Brockington, first chairman of the CBC Board of Governors.

J. W. G. “Joe” Clarke, who left Cockfield Brown to become public relations director for the three armed services, becomes a Commander of the Order of the British Empire (C.B.E.).

Among war correspondents to be honored were Ross Munro and Maurice Desjardins, both of The Canadian Press, the former author of the book “From Gauntlet to Overlord”, also CBC war correspondent Matthew Hilton, and radio personality Greg Clarke, both formerly with The Toronto Daily Star.

WAB Annual Meeting

Western Canadian radio men will this year gather at the Harrison Hot Springs Hotel, Harrison Hot Springs, B.C. on August 5th and 6th for the Annual Meeting of the Western Association of Broadcasters.

Last year’s convention held in Calgary seemed to indicate that it would top all previous meetings with respect to reservations.

However, last minute indication of attendance point to this being a banner turn-out.

SAYS CBC TO MAINTAIN CONTROL

The CBC intends to maintain control of all national broadcasting, and will continue to encourage development of local broadcasting by private stations, according to A. Davidson Dunton, speaking before the Radio House Committee.

Asked whether the CBC Board was consulted on all transfers and issuances of licenses, and if their recommendations were always accepted, Mr. Dunton answered that they were always consulted and pretty well all their recommendations had been accepted. Mr. Dunton explained the CBC’s position in regard to the transfer of station CBAB, Moose Jaw, to the Saskatchewan government. The CBC, in its report had said that as far as it was concerned the Saskatchewan government was a competent broadcasting agency, and that there was no objection to the transfer. The CBC had added, however, that there were other things to be considered, such as the division of functions between governments. The case was then turned over to the licensing authority, the Minister of Reconstruction, and was turned down.

CBC OPENS ’SPOT’ DEPT.

Copy of a pamphlet issued by the commercial department of the CBC, offers definite availabilities to agencies on CBC stations for spot broadcasts of various lengths of programs. Times available are early morning and late evening periods and some afternoon times.

The brochure includes rates and also offers “group discounts” for the use of two or more CBC stations. Rates quoted are for five, ten and fifteen minute programs.
Our TOP SALES MAN...

a satisfied customer!

AND there are lots of them...

advertisers and
agency men so pleased with
All-Canada programs,
you're loud in their praise...
talking about the shows,
the service, the sales!

ALL-CANADA PROGRAM DIVISION OFFERS...

1. Ready-made, packaged shows,
tailored to fit any market.

2. Largest Program library in the world.

3. Five offices across Canada, to serve you.

4. Expert staff of promotion—traffic and service personnel.

5. Twelve years' experience in the transcription field.

Hundreds of schedules are currently in operation, from coast to coast. These programs provide entertainment of network calibre at small expense and little trouble to you. They can be spotted in key areas all over the country...the right show, in the right place, at the right time.

Follow the example of successful sponsors already using this service...employ it to fit a radio campaign to your advertising budget. Ask the All-Canada Program man today, for fuller details.

ALL-CANADA PROGRAM DIVISION

MONTREAL  •  TORONTO  •  WINNIPEG  •  CALGARY  •  VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
mile Preview

radio listeners had a
Vancouver's Diamond Shown on June 30, when
show originated a Trans-
aetwork piece from 4 to 5
Pacífico, or!ent,·
air, and edited into a one
hour, were aired.

mile officially got under
with events all over the
the following forthnight,
show, Jubilee Show itself,
ction of John Harkrider,
ight in Stanley Park.
aces Thomas is sche-
ing the show's lead as
ouer. The spectacle is
ent of Vancouver
ays of the Spaniards and
nt. Lantor, Richard Green,
bone, Alan Young and
ollywood characters are
ake part.

Jubilee Radio Show Can-
no Ann Watt will per-
ing with a 45-piece
nder John Avison.
ogoniti will act as guest
will direct the or-
a special composition
as contrived for the
/AFP.

n Frequencies
new stations to be as-
quencies is CBNB, North
Sask., which gets the
spot, at 250 watts. The
held by C. R. Maclntosh,
(Lib) and publisher of
paper, North Battleford.

river B.C. gets 250 watts
having been moved from
link Bryan gets a kilowatt
his Ottawa station.
illingham and Wilna
have 1 kw on 1350 for
weekly, the new French
 Sudbury will have 1 kw
and Jonquiere, Que, gets

"This, gentlemen, is the focal point of any radio station."

CBC HEAD SAYS AIR MUST BE FREE

A Davidson Dunton, replying to questioning by the Radio Com-
mittee said that it was the responsi-
ibility of radio operators to main-
tain freedom of the air, and that
includes selling time to people with
Communist or Fascist views, if
any number of Canadians were in-
terested or if their points of view
had been attacked on the air.

If private stations live up to
their duty in providing adequate
time for the discussion of matters
of public interest and see that all
sides of the questions are aired, he
said, then they have the right to re-
fuse requests for time. If the opera-
tors were not living up to this, the
CBC has the authority and might
under certain circumstances, insist
that such time be sold.

Reports that the CBC exercised
any censorship on broadcast tales
were emphatically denied by the
CBC chairman. 'There is abso-
lutely no censorship, no check or
no vetoing on any opinion expres-
sed on the air so far as the CBC is
concerned,' he declared.

Mr. Dunton's statement that any
operator was responsible for all
that went on the air from his sta-
tion and for that reason might want
to know if any speech contained
anything libellous or slanderous,
was challenged by A. L. Smith
(P.C. Calgary), who expressed
the opinion that the stations could not
be held responsible, for unknow-
ingly allowing a libellous broad-
cast.

Multum in Parvo

The groove in a transcription disc
is less than 1-100th of an inch wide.
It takes fine equipment handled by
experts to concentrate every sound
and shading of a 100-piece orch-
stra into 1-100th of an inch.

DOMINION DOES IT.
ON
Duophonic
Transcriptions
Our Guest-Speaker Is:  
W. J. STONE  
President and General Manager  
The Dr. A. W. Chase Medicine Co. Ltd.

“I feel that radio ‘comes right into your home and talks to you personally,’ and a personal recommendation is hard to resist.

Radio has definitely helped to spread the good word and Dr. Chase’s products are enjoying the largest sale in the company’s history.

Radio has been getting a steadily increasing proportion of our advertising appropriation. We are now using 37 radio stations across Canada and expect to continue this or possibly increase the number this coming season.”

(Timing 35 seconds)

President and General Manager  
The Dr. A. W. Chase Medicine Co. Ltd.

CKCW Switch Over

When CKCW, Moncton changed frequency from 1400 to 1220 kc they announced the switch by the use of street banners, car cards, window displays and cards, display ads, stories in all country papers, singing station breaks and via their mobile P.A. system.

The change-over took place at 12:20 Monday, June 17th. and the Mayor of Moncton, G. F. Bridges, spoke on 1400 kc, and then threw the switch that transferred them to the new 3kw transmitter.

Smith & Young Quit N & Y

Stu Smith’s resignation as vice-president and Toronto manager of Young & Rubicam Ltd. has been tendered and accepted. A new appointment has not as yet been announced, and the Toronto office is temporarily under the management of A. R. McGill, managing director.

Don Philip, former contact supervisor has also resigned.

Stork Market

Latest arrival on Radio Row is Rosald Shuster who arrived June 19, tipping the scales at 7 pounds. We are reliably informed that Miss Shuster will not be appearing on the network comedy show which it is said will be heard this fall under RCA sponsorship, featuring Johnny Wayne and Poppa Franky Shuster.

BROADCASTERS

Going to higher power?  
Going to F.M.?

* A.M. Briefs prepared.
* F.M. Briefs prepared.
* Sites selected.
* Advice on Equipment
* Proof of Performance Measurements.

Contact:  
G. R. Maurice  
Eric Lesser

ELECTRONIC ASSOCIATES  
LIMITED  
2498 Yonge Street  
Toronto 12

Shades of

MOUNT ROY

BY WALTER DAVIE

Paul L’Anglais, director, Quebec Productions Inc., the new Canadian film company, has announced that Chaplin (remember?) will scene of their first “Stronghold.” With the the stars (Fans, in Hollywood recruiting Canadian talent will fill this film venture his radio production. Radio Programmers products, will be in a unique to exploit television with new breaks in this country. And that, with the motion picture industry, in operation, he developed a fine group of available for use on both the

T.C. (Mickey) MacGuire, Canada’s Montreal office, To Mickey radio. It’s a look like peanuts, company Germany where he had, sergeant, Hambro kilowatts plus a sizeable buy under his able.

“Tour d’Horizon” seems to be one of the most to Fall productions, now been from Montreal, to Octo- ber 6, originating from Canada an independent French It will be a sort of French Hall of Fame. The not yet been selected, but list of candidates is a Ronald’s Advertising Age- rect, and Dominion Compa-ny Limited is the spons.

Corey Thompson, Mg, “Uncle Troy,” will main Tietolman’s new Verdun, 1,000 watts, sunrise to sun- on the dial. Occupying stories of Verdun’s fortune centre, Wood Hall, at 211 Avenue, the station’s ad policy is public and not service. CKVL will boast case studios” with the experience completely complete glass. Ajax is install 250 foot mast, Marconi mitter. J.C. Charlebois, & CHLP, Montreal, will be giner. Opening date announced.

While it is likely that who arrive at Beaconase Club for the Canadian Olmerly tee off at the Bar- one, Horace Stovin, will He arrived with Dick, but the pro from Hamilton’s which is an auspicious inclusion, in itself. CBC has given able time on the Dom- nation wide coverage, John directing, Smith, Tilden, & Pickens broadcasting. Seat each hole will be shortened the course, keeping up to date.

Still companionship between and press in Montreal less personal entities. A large real firm, accustomed to cocktail parties for radio and newspaper reporters, ramped the two together. They took place in the Vice-President of the austere Ritz Carlton: no fights, no breaches much friendship and raised

Page Four  
Canadian Broadcaster  
July 6

www.americanradiohistory.com
The Greeks Bring No Gifts

After the CBC formed its second network, a meeting of the association of Broadasters thanked the government body for its network programs and revenue upon a new list of stations. The government has steadfastly maintained that government radio will be on to still further invasions into the "independent" field, each succeeding in advancing a single step. But there has been a by no means uncooperative voice in "independent" circles which said: "Leave them alone, let us build our own network and now they have given it to us.

An brochure is being issued by the CBC, offering agencies and its "spot" or single station time on any of its own stations, retaining its commercial network service. More than this, it says buyers discounts ranging from five to twenty per cent for one of "spot broadcasts" on two or more of its stations in a single step. This is more, it is cold bloodedly purloining well-listened to, as, which have been built up by its independent competitors, and it serves to undermine the advertising field.

It has the fantastic situation of the government broadcasting the same programs without taxation, under regulations which make itself, ting at cut prices against the independent stations. These stations now pay taxes, like any other business but, through their license fees, actually contribute to the machine's main pot.

Now, CBC deprecations have been cloaked with the gift of today the camouflage has been thrown off. It has been revealed as a battery of guns. But the CBC has first armed itself with batteries. It has also restricted the power of the enemy's to 6 Kw.

Now, the CBC has been in the enviable position of controlling any go out on the networks and what may not go out on the "spot". The new move is a seven-league-booted step towards applying it's own principle to local single station broadcasting. Only this "spot" is not hiding its mailed fist beneath a velvet glove. The reason is, it is carrying no gifts. Instead, it is offering independent competition, both in power and price. This competition could very possibly force the independents right out of business, and lead to the government ownership and domination of Canadian radio. When it is the cream of the death-knell of freedom of speech as we know it, we can almost hear the muffled peals echoing in our brain issue of November 1943, we wrote: "The private station still advertises its fine local broadcasting facilities, the daily news-" but there is no half way. Either it must refuse to subsidize the government by falling for the net-works which is being dangled so temptingly before its nose, or it must have to enjoy the unique experience of paying for the use of its own scaffold. I fear the Greeks even when bringing the Greeks bring no gifts.

Mrs. R. V. Winkle

When the wife of CKPG's announcer, Keith DeWitt, tells her friends about her operation, she will be able to add a little color not always present when the ladies ask about their operation.

Mrs. DeWitt had just undergone a serious operation in the Prince George City Hospital on the morning of May 31st, and attendants were in the act of wheeling her from the operating room when fire broke out in the hospital. As a result, Mrs. DeWitt was rushed to the home of her mother-in-law and was not doubt considerably surprised when she came out of the anesthetic.

But May 31st will be a long remembered day by the entire staff of CKPG. Engineer-newman R. J. Tate was obtaining the details about a murder-suicide that had occurred in the area during the early hours of the morning, when the fire broke out at the hospital. But that's only half the story, because the station has been more than busy handling news items and special broadcasts concerning the I.W.A. Lumberman's strike that has affected the lumber-rich territory of Prince George and district. And to make life a little more interesting the Fraser River has been rising continuously for the past few days and Tate has been keeping a close eye on the situation because the transmitter building and the associated antenna system are only a few feet from being inundated by the waters of the river, which are higher this year than they have been for many years. Most of CKPG's several acres of land, located between Prince George and South Fort George, is under several feet of water.

DX Mail Pull

Jack Cullen, disc jockey at CKMO Vancouver who keeps people awake who are supposed to be up anyway between 2 and 6:30 a.m. nightly, has been getting some mighty interesting fan mail lately.

Reception reports during one week which landed on Jack's desk had postmarks from New Zealand, the Aleutians, Baltimore, Md., San Francisco and Pearl Harbor.

Air Travel Bureau

The opening of the Junior Chamber of Commerce's information travel bureau in Lethbridge was covered by CJOC in a recent broadcast.

The broadcast was designed to acquaint tourists with this aid to their travel.

"Your Good Neighbor Station"

Representatives: HORACE N. STOVIN & CO., CANADA
JOSEPH HERSHEY McGILLVRA, NEW YORK CITY, U.S.A.
Definite network monitoring of stations was forecast at June 20 meeting of the Parliamentary Committee on Radio Broadcasting. As the meeting opened, committee chairman M.J. Coldwell asked Mr. Dunton last week I asked you to what extent section 24 of the Act was carried out by the corporation. Could you tell us? In reply, board Chairman Dunton said, 'toward the end of the year, when the time comes up to consider the renewal of licences, the board has before it a full report on the application of regulations and contraventions of them. In considering recommendations about renewal of licences the board first considers that report and any other things that are before it, before it advises the licensing authority; on the renewal of licences.'

Question: (by Mr. Coldwell) Do you get contraventions of them from any of these stations? Mr. Dunton: A certain number, yes. There are not very many, but there are some.

FCC report later entered the discussion. Queried M.J. Coldwell: 'You have read the Federal Communications Commission’s report from the United States? It makes certain criticisms... do you think those criticisms are to any extent applicable to our own radio stations?'

Board Chairman Dunton answered: 'I think some of them may be, to a certain extent, but a number of them not nearly as much; partly on account of CIC regulations themselves, some of which are designed to prevent some of the excesses which the FCC report brings out.'

At various times later, usually in reply to direct questions, Dunton said: 'I do not think the situation is nearly as bad here. On the other hand, I do think that perhaps, along the lines you are thinking of, the corporation should pay a good deal more attention to the actual real quality of the community or area service being performed by the local stations. I think it is more than a question really of conformity with regulations; it's more to become a question of whether or not a real service is being performed on that channel to the community... the regulations are there, they are known by the private stations; most of them try to conform and do conform with regulations, but there is a need for a certain periodic check-up...'.

Second committee discussion at this meeting revolved around libel and freedom of speech. Committee members questioned Mr. Dunton on these and related points, many of which are apparently not particularly well settled in law. From Committee discussion (and some of its members are admittedly brilliant lawyers) it became obvious that it is not at all clear whether: (a) when a libel is committed on the air, the station is responsible or the speaker making it; (b) whether the station can or cannot refuse to take any script in advance; (c) if it can do so, whether or not it then lays itself open to a charge of discrimination and suppression of freedom of speech. This whole subject is a very complicated one at best. Even the matter of whether or not a station operator could, or could not, refuse time for material containing Communist and Fascist doctrines, was obviously not at all clear in the minds of the Committee after considerable discussion revolving around this point.

At various points in this discussion, Mr. Dunton said: 'I think the corporation should be interested in what has been said today, will be looking a good deal more into the actual quality and kind of service rendered (by community stations). Following the suggestions made today, we will look into that more carefully, (referring to allocation of time to political parties) 'Yes, and that kind of thing will be looked into a little more carefully from now on' (in answer to the question 'you do check the schedules to see if a fair proportion of time is given to public affairs?) Advertising expenses reported by Minister of Health Brooke Claxton during discussion of his department's estimates: 'In 1946-47 there was spent on publicity and information a total of $108,341.15. In the year beginning November, 1944, expenditures were made for newspaper advertising, $80,053.34. That was advertising in connection with registration... there were also advertisements regarding income tax and family allowance payments... and their collection, in the expenditure for 1945-46 of newspaper advertising of $79,771.17... radio advertisements during the week of February 1, 1945, $167.87... similar radio announcements week of March 22nd, $5,121.05...

There is a New Deal in Winnipeg Radio!

Now is the time to revise that obsolete station-list on the basis of a NEW station—new ratings—new costs—better availability! That means CJOB, a better buy for advertisers in audience and results!

T I M E   B U Y E R S.
2. Earle Connor

by Frank Fleming

Earle Connor was winner of a Beaver Award for his innumerable efforts during the equipment war. But it wouldn’t be correct to say he was fired with the desire to help all his fellow men in their equipment and personnel needs. The truth of the matter is that his efforts were spurred on by recognition of his technical knowledge, then became an operator, announcer, script writer and producer all rolled in one. As a producer, Earle Connor was probably the toughest man to work for anywhere in Canada. His technical precision made itself felt as he tyrannically wielded the whip for “Leckie Familiar Melodies” which was produced in the Capitol Theatre, utilizing pipe organ, violin, harp, violin, and a male quartet. The artists had to work on that show, but hard. The results, however, were a smooth presentation which would have commanded a high E-H rating if there had been such things then.

He still has a passion for proper microphone placement which overrides any desire for sociability. Once in Calgary, when a symphony conductor told him where to place microphones, he openly roared: “You stick to your music and I’ll stick to radio! You make sure your orchestra is doing its job, and I’ll see it sounds right in the customers’ radios.”

As chief engineer of CKY, Calgary, he has perhaps the most complete workshop of any radio station in Canada. His tools range from drill press to jeweler’s screw drivers, from magnetizing units to oscillations. He and his assistants build anything and everything from electric pickups to door handles—and every job looks like a factory unit. About the only tool which may not be found is a slide rule, known to the formula boys as a “slide-stick.” Earle is not a theory man, resorting to mathematical formulas only when the practical occasion demands it. His skilled workmanship and high standards have resulted in a technical installation which, though not on the scale of the big radio “nervy centres”, is probably unsurpassed in Canada for completeness and flexibility. There are two main control rooms, each an independent unit. Without becoming too technical, it can be said that six separate programs could be originated from CKY simultaneously, while two incoming programs could be recorded at the same time.

There is a total availability of eighteen microphone or pickup channels. Dozens of relays are in use; and a highly complicated interlocking system, designed by Earle, makes "board" operation as simple as the multiplicity of equipment will allow. An inspection inside the equipment racks reveals a cable wiring job that is as neat as that in a good telephone office—and that is high praise indeed.

Earle Connor has indeed earned his reputation as a top flight engineer. Because of his obsession to radio engineering he has also earned a reputation among some people of being anti-social. But anyone who talks his language says Earle is a "good egg".

HASKETT Has It!

DON HASKETT has just about everything necessary for success in radio, stage and concert fields. That’s why we are proposing him to you as one of the best bets for your 1946-47 plans.

HANDSOME, 22-year old Don has an excellent tenor voice and a sparkling personality currently featured on Wburt Campbell’s very fine CFRB program "Home on the Range" (Thursdays—5:30 P.M.)

B a one shot guest on Cashmore’s "House Party" Haskett drew a surprising amount of fan mail from all parts of Canada.

T HIS ex-BCA.F. lad has travelled all over Canada, the United States, England and the Continent as featured vocalist with the Air Force show "All Clear" and was a solid success.

Y ES SIR—Haskett has it—Watch him go.

185 Yonge St.,
Adelaide 8184,
Toronto
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

who can be reached day or night thru

RATe
WA 1191
TORONTO

GOSH...

HOW TIME FLIES!

S'help me, it fairly leaves a fellow's head in a whirl keeping track of the way time is going since the buyers started crowding me for good spots on CKCW now that we're on 5 kw. I'm weak in the knees...all six of 'em.

Better speak now, chum, 'cause any way you look at it there's very little time left. Lionel's pal, Horace Stovin, can help you out.

MONCTON NEW BRUNSWICK
The Hub of the Maritimes

Representatives Stovin & Co., Toronto - Montreal

MONTREAL

MONOPOLIZING THE PUBLIC MID.

Four west coast speakers discussed the CBC on "Town Hall of the Air", over CJOR recently. One termed it a "fascist-like system," and another suggested that an attempt is being made, "very subtle and gradual, on the part of the CBC a government owned and operated monopoly, to create a monopoly on the minds of the people."

John F. Tener, associate editor of the magazine "Pic Toe" asked: "Why should nine men, who know nothing of the broadcasting business, be appointed by the Liberal government to attempt to run such a complex business as that of a national broadcasting system?"

The discussion, one of a weekly unsponsored series, was carried on by a panel of four on the question: "have we full and effective freedom of radio and the press?" Moderator Arthur Phelps guided the discussion.

Speaking of the CBC's gradual monopolization of the public mind, Tener said that England has the same situation completely in their BBC.

"They release just what they, the BBC, want the people to hear," he said, "and the people pay for it with their taxes. In Canada it is only getting under way, but it is growing. This is a much too dangerous power to allow to any one group. This goes counter to the whole right of free speech and underlines the basic principle of Magna Carta."

As an example of what he meant Tener mentioned the Saskatchewan government.

"They tried to obtain a license to operate a broadcasting station," he said, "This was refused by the CBC. They then tried to buy an already operating station, but the CBC flatly refused to allow them to purchase it."

"In Alberta," he went on, "the license for CKUX was summarily cancelled by the CBC with good and sufficient cause to, it is believed, the CBC only."

Tener admitted that the CBC did a good job in news, talks and musical programs, but added that the problem resolved itself into the question of why the CBC, in any dispute between itself and its rival and competing independent broadcasting systems, should be both judge and jury in cases where the CBC itself was highly interested in the outcome, financially or politically.

He saw the solution in the setting up of an independent radio commission, divorced from political influence, to control not only the small stations, but CBC also.

Peter Fisher, former Calgary News commentator, asked whether it was the corporation's business to set itself up as arbiter of what is and what is not good taste. He was discussing the matter of mentioning prices of advertised products on the air.

"Personally," he said, "I believe it is the obligation of a government to make the fullest possible use of the facilities of radio for the advancement of culture and education and to encourage development of talent."

"It is not their job, he continued, "to subsidize life-long careers for second rate artists and intellectuals."

So far, he said, he had dealt only "with the destruction and loss of freedom under the Fascist-like system that has been created by the CBC."

Another front on which to look for a possible threat to individual liberties was in private groups which might, under situations where their own interests were involved, be expected to seize control of a given medium of expression and stifle the voice of an opposing interest.

But so far, he believed, private owned radio, like the government owned press, had managed to serve its integrity against external assaults by outside influence. However, the full freedom of the air was under discussion did not because of the CBC's power, the Broadcasting Act, to control other private commercial stations.

By this act, he said, the mental liberty of a citizen engaged in any legitimate commercial enterprise had been deliberately effectively taken away, so far broadcasting industry was concerned.

Fisher admitted that so far himself had not been denied speech on the air, but might there was no guarantee he would continue to enjoy it.

As an example of "the element of private broadcasting the CBC," Fisher mentioned the issue of the appropriation of distant frequencies by the CBC private radio stations. This, he said, was particularly at the moment and was unsettled.

John Prior, a journalist, said he believed press and freedom today were not enough. He did not, however, go lengths of Tener and Fisher references to the CBC. Prior suggested the present CBC stations relationship be maintained as common sense indicated. Canada could not afford the network duplication, those governors be more care to ensure acceptable represt of large groups in society, labor; and that in minor over regulations, an individual board of reference should do the difficulty.

Barry Mather, news editor of VANCOUVER NEWS-HERALD, that control of both radio press, judging from trends in U. S., is alarmingly towards concentration in too few hands.

He believed that the way to full freedom was to end competition.
WHEN DO WE EAT?
by GORDON SINCLAIR

Four Ontario towns visited for broadcasts of Willard's "Panorama" and only one really good meal—in Collingwood. So says Gordon Sinclair, world-travelled reporter, who

scheduled to return this fall for the same sponsor.

In one session through 68 towns and villages Al carried Willard's "Panorama.

We came away from our 64th Oakville, with the realization the bright boys live in the

places. We met some of the finest, gayest personalities on the spots of 500 to 20,000

brother that food was awful, most terrible. The great tourist (and his great
can tourist (and his great

can dollar) is being sought

as he was seldom sought

He's being told about the

the shooting and the boat-

He hears about our forests

and streams. He hears

our friendly natives and our

ased dollar; but please, for

pleased, for this sake, let somebody warn

about the food.

k into any eating place in

own Ontario and, it seems

you are looked upon with

en. If not suspicion then

rep on you as a sucker.

job in the 64 smaller places

put them on the map, to tell

of the province about their

iting features and their

people.

'd told about the food we'd
doubly have been lynchd. Thank

carry a few chocolate

(Willard's).

of our province, we

real meal. It was excellent

le sense of that word.

a couple of others it was not

too bad. Lindsay was one; Penetang another.

In most places the food was not fit for human consumption, the places in which the food was served were depressing and the service was surly. They were doing us a favor to serve us at all.

In the towns that boasted most widely of their fishing we were seldom offered fish although our every broadcast was on a Friday.

Five times by actual count a country eating place told us they had no eggs and could not get eggs. This, in the very heart of the Ontario countryside! !

At the time, I was doing some

writing for the premier, George

Drew, so I asked him why the
government couldn't encourage

some kind of notable cooking by

awards, scholarships, prizes or just

a simple letter from the head man.

George thought the idea pretty

good, but there it lies.

Next September we hit the road

again, but we'll be prepared. We'll

carry a spot of food with us.

This particular scribbler has

travelled in most of the counties on earth. He regrets to moan and groan but this, his native province, offers the worst cooking in the whole wide world.

And next fall we endure it again.

Quick Watson, the bicarbonate!
SATURDAY AT SEVEN THIRTY

IT'S

"THE BARN DANCE"

Since 1934 CFRN has catered to the country audience. Included in this service is the weekly Barn Dance, a solid hour of authentic hoedowns and hillbilly tunes. Played by Gabie Haas and his Rhythm Rangers, with vocals by "Divie Dean the Barn Dance Queen", it's a live-wire jamboree for listening or dancing. Added attractions are a Mystery Tune Contest and a studio audience sing song.

The Barn Dance is a well-developed habit with followers of rural rhythm in Edmonton and Northern Alberta.

FOR FARM SERVICE
IN EDMONTON — IT'S

When all hell broke loose with the disastrous tornado over Windsor, Ontario, on the night of June 17, CKLW found itself the only means of keeping a chaotic city informed. Picture above in various phases of their tough job that frightful night, we have (1) in the foreground Grace Sabbith, emergency control operator; centre, Mary Capparone relaying a telephoned broadcast over the air; background, Val Clare. CKLW newsmen, preparing notes on his tour of devastated area. (2) standing left, chief studio engineer, Doug Wilton plans emergency operation by battery-powered equipment; production director, Cam Ritchie instructing his staff by telephone; at the switchboard Gordon Allen, blind announcer, takes care of fire calls. (3) CKLW Commentator, Mary Morgan, interviews Mrs. Doree concerning a Red Cross appeal for clothing; newsmen, Cliff Hopkins in background. (4) Detroit feature news join CKLW staff members in an MBS coast to coast broadcast. Left to right: Tony Weepal (News); Mark Beltaire (Free Press); Jerry Pettit (Times); Cliff Hopkins, Val Clare and Cam Ritchie (CKLW).

HELL OVER WINDSOR

Mary Capparone joined CKLW, Windsor, on the very day of the disastrous tornado as a switchboard operator, but wound up that night as an impromptu newscaster.

With teletype service interrupted, and the city blacked out by the tornado, she took storm reports from International News Service by telephone and read them into the microphone by candle-light. She found time meanwhile to answer hundreds of calls from frantic people seeking news from the storm area. Jim Van Kuren, the announcer on her newscast, assured her that every day in radio is NOT like this.

CKLW staff members were among the few in the entire city of Windsor who had advance warning of the disastrous tornado which devastated vast areas on the outskirts of the city, on the evening of June 17. The warning, however, was only a matter of seconds. From CKLW's tenth floor studios Doug Wilton, chief studio engineer, and announcer Frank Burke witnessed the huge black twister circling the city and uprooting everything in its path. In a matter of minutes Windsor was without electricity. The clocks registered the hour at 6:20 P.M. Megre reports reached the news room of the happenings in the vicinity, but had been completely demolished. Mangled bodies of whole farm buildings were strewn over the open ground. Huge trees had been completely uprooted, complete chaos was prevalent among those who had survived.

CKLW was forced off the air momentarily while battery operated equipment was being put into service. The teletype news service was

(Continued on next page)

SPARKLING THAT'S

DOROTHY DEANE

CANADA'S TOP GIRL VOCALIST

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

Management

GEORGE TAGGART

ORGANIZATION

Adelaide 9794
Yes, the people in the Niagara Peninsula really go for CKTB. Just as people everywhere take more interest in the goings-on in their own community.

That's why CKTB wields such a strong influence for advertisers in the Peninsula in rket. And $70,238,000 worth of retail sales is worth influencing.

NATIONAL BROADCAST SALES

Bank of Commerce Bldg., TORONTO, AD. 8895
University Tower Bldg., MONTREAL, HA. 3051

Representing

CKW, Kingston, Ont.
CKGB, Timmins, Ont.
CFCH, North Bay, Ont.
CJAD, Montreal, Que.
CKRN, Rouyn, Que.
CHAD, Amos, Que.
CKEX, Peterborough, Ont.
CIKL, Kirkland Lake, Ont.
CKTB, St. Catharines, Ont.
CFPA, Fort Arthur, Ont.
CKVO, Val d'Ore, Que.
CHGB, Ste. Anne de la Pocatiere

They just LOVE us in St. Catharines!

As was graphed on the American Radio History website, a story about the CKLW's emergency broadcasting during the Windsor tornado of 1946.
Radio Execs
Hold General Meet
Jim Knox, former sales manager of Horace N. Stovin & Co., and
latterly account executive with Ruthrauff and Ryan, Toronto, was
appointed president of the Toronto
Radio Executives’ Club at a lunch
meeting in the King Edward Hotel
last Thursday. The new board, also
elected by acclamation, consists of
Spence Caldwell, All-Canada
Radio Facilities Ltd, vice president,
Sid Lancaster, Radio Representative,
Ltd, secretary; Ted Rutter,
Horace N. Stovin & Co., treasurer.
C. W. Wright, founder and first
president, and Harry E. Foster, past
president, were also elected to serve
as ex officio members of the board
as previous presidents.

A resolution was passed that the
club should meet once a month at
least, and it was also decided that
these regular meetings should take
place the second Wednesday of
each month commencing August 14.

Appointment of sub-committees
was not completed, but will be con-
sidered by the board in due course.

Walter Enger, retiring treasurer
reported that the club’s financial
standing was sound, and the meet-
ing was also informed that the club
has a paid membership of “at least
fifty-seven.”

BBM shows that CKNW
has Primary Coverage of New Westminster,
Vancouver and the Fraser Valley.

CHNS BULLETIN BOARD
CHNS
“The Voice of Halifax”
For 20 Years
NATIONAL ADVERTISERS’ BEST OUTLET
IN THE
MARITIME PROVINCES
5000 WATS ON YOUR RADIO
960 ON YOUR RADIO
ASK THE ALL-CANADA MAN
MONTREAL
TORONTO

If CKW Moneton’s Rock can
keep the provocations that prevail in the
middle of his program “Sporting
with Berk Bread” from “ringing the bell sure
saying aside caustic comments”
the title, this program offers
local interest because it gives
considerable pains to dig up facts on both
question of the eligibility
tain players to play with the
ion Juniors. His presentation
combination of smoothness
griness, with an inclusive

Something new has been
Jack Dawson as a sappy
Jack’s partner in entertainment.
repetitions. One of
those nights I’m going to
what he’s doing for me to see if he looks as
as he sounds. Cy Strange
the entire program, does what amounts
“or opposite Jackson’s comic, and
as a commentary, handles the commercials
iciently, adds speed to

One of the best pieces of
er relations” I have heard
these cardrums in some way
somewhere behind Bowm
the car radio June 29, a
fortunately it was plugged
of the fence. John Fisher
“John Fish
ports,” and although his
an attempt to extol the
ec-broadcasting system
impartiality of its proprietors
found that it first held me
and then proved both into
and convincing. He was
about the mail received
CBO. By straight recital
without any opinions stated,
told me how the CBC acts
mail the same with the best
Belleville... the guy with
the child from Orangeville. He
the feel that this CBC
biting off a mouthful when
please its wide
fans its criticisms with
horns... it made me feel
was doing a damned thin
with private stations since
inn the CBC existed... we
wonder why in both
stations weren’t using their
is to get their story over
public, just as the CBC is
the public airwaves to press
own case.
THE TARGET IS RADIO

Dorwin Baird Speaks To Junior Board

As is the least understood and most misunderstood profession in modern society. It is the one that every crackpot who wants to make letters to the editor or get meetings and pass pious resolutions. It is considered fair game for all kinds of political sniping of all flavors.

In this introduction, Dorwin Baird public relations man for Vancouver, gave 300 members of the Vancouver Junior Board a 30 minute briefing on what radio is—mostly by private stations.

Radio's public service job, not only during wartime but constantly, was covered by Baird with a mention of the many charitable and service organizations who receive free time on a regular basis from private stations.

Speaking of the future, Baird declared that radio will have much to do with bringing about the "one world" people hope for. In Canada, he said, radio as a social force can do much to unite our nation and break down the barriers put there by geography and stupidity.

"Your job as citizens and businesses," Baird said in conclusion, "is to strive to know and understand radio and use it wisely. Our job, as radio men, is to strive to guide our industry along the best paths of progress."

Ringside With TV

NBC's telecasting of the Louis Conn fight has met with a wave of approval from the press and public that were fortunate enough to be able to view the fight.

Newspapermen said that the broadcast did for TV what the Dempsey-Carpentier fight did for radio.

An Associated Press feature writer said: "In many ways it was better than ringside. The TV spectators saw more than a fan sitting in the eighth row at the stadium."

Ben Gross, radio editor of the "New York Daily News" said: "The closest thing about TV is that it has changed from short to long pants. The camera work was excellent, and the closeups of the action in the ring were sharply defined, better than we have ever seen."

Fast moving Popular Shows that add VARIETY AND SPARKLE TO YOUR PROGRAMMING WORLD LIBRARY The Finest in Transcribed Entertainment

The WORLD LIBRARY SERVICE gives you BIG NAME ARTISTS at their best. WORLD VERTICAL CUT, Wide Range Recordings that insure faithful life-like reproduction of every note and word of a song. WORLD CONTINUITY SERVICE—84 expertly written scripts for 33 outstanding Shows weekly, designed to build TIME SALES. Write today for complete details on the WORLD PROGRAM SERVICE. You will be pleasantly surprised to learn how easy it is to get this leading Library Service for your Station.

A Few of the Many WORLD ARTISTS at your service.

David Rose
Andrew Sisters
Mit! Herb Trio
Ernie Rapee
Dorothy Lamour
Nat Brandwynne
Lae Brown
Johnny Long
The Jubilaires
Jimmy Wakely
Lon McCallister
Ethel Smith
Jean Crawford
Rudolph Valentino
Jerry Searls
Charlie Spivak
World Light Opera Group
Alfred Wallenstein
conduitsing
The Los Angeles Philharmonic Orchestra, etc., etc.

Covers THE RICH FRUIT BELT of BRITISH COLUMBIA

Northern Electric COMPANY LIMITED

24 BRANCHES ACROSS CANADA DEPT. 918, 1261 SHEARER STREET, MONTREAL, QUE.

The Canadian Broadcaster
Our postman doesn't ring twice; he knocks—and only once. That doesn't mean the mail is less important, though. Just the other day I received an airmail letter from Kathleen Kidd written on the S. S. Esperance Bay.

You mean you've forgotten her! That goes to show how the public is unable to recall to mind a clever radio actress when she's away from the mike even a short time. In that case, I'll tell you about her. Kay Kidd is an accomplished character actress and has had much experience both in radio and on the theatrical stage.

Kay joined an entertainment unit bound for Sydney, Australia. Since then she has been to Hong Kong, Rangoon, Burma, Singapore, Java, Suez, Port Said and is now bound for Southampton. Her modes of travel have been by aircraft-carrier, plane, truck and troopership. She writes: "In about seven months I've travelled approximately 35,000 miles. What an experience, Elda, and it really happened to me."

In her letter Kay mentions Joan Ryan, a singer from Montreal, who is in the same unit. She also told me about a quiz show over the air for the troops. It sounds like joining an entertainment group and getting around doesn't it?

I'm not even going to try to get around this one. Instead I'll admit I've listened and noted several "boners." Occasionally I've heard a newscaster "pull" a word, though that's understandable. Then an announcer clears a hurdle like "super-sifted" and I wonder who wrote that script. Once in a while Fibber McGee "blows" a line and the whole cast roars with laughter and gives with a certain amount of "winning." But Science is a Mode—so, never. You just don't expect it, but it may happen.

Scripts for this half-hour show, written by Tommy Tweed, are aired on Dominion network Monday nights. Usually they lean toward the serious. Usually, that is. This time it wasn't a light matter, in fact, it pertained to medicine. But when actors John Drainie and Tommy Tweed were making like deep-sea divers, the air bubbles came over the mike as gales of laughter. For a matter of seconds the cast, Lorne Greene narrator, producer Dick Guns, the engineer, the listeners et al enjoyed hearty laughter.

It could be that CKLW Subury studio audiences have funny funnybones. And it could be that emcee Stan Francis and announcer Cy Mack were running in high gear. Whatever it was, when Colgate's "Share the Wealth" program was broadcast from Sudbury, the looker-ons laughed and laughed, 'cause they knew they were seeing both a quiz show and top-flight comedy thrown in.

Turn the corners of your mouth up—it not only looks better, it feels better.

Bye now.

—ELDA.

AUTO GOLDEN JUBILEE

During the recent Automotive Golden Jubilee held in Detroit, CKLW, Windsor gave complete coverage of every major development.

Programs were arranged by Budd Lynch and Campbell Ritchie in cooperation with the Jubilee Radio Committee, assisted by Tom Slater of Mutual.

Programs included a gathering of pioneer notables of the industry,

Political Broadcasts

A Davidson Dunton, CBC head, has announced the set-up for the free national network broadcasts for qualifying national political parties. The fifteen week series will begin July 3rd, and will provide one fifteen minute period per week instead of two half hours per month as, it was before.

The allocation of time for each party is in the same ratio as that between the government party and opposition parties. This was laid down in the "white paper" on political and controversial broadcasting approved by the last Parliamentary Committee on broadcasting. The following division of periods has been agreed to by all parties.

Liberal, 6; Progressive Conservative, 4; CCF, 3; Social Credit, 1; Labor Progressive, 1.

TAKING ADVANTAGE OF OUR LISTENABILITY

Use CKFI The Good Neighbour Station.serving Northwestern Ontario

By actual survey—

TORONTO'S MOST
LISTENED-TO STATION

DIAL 580

CKW
TORONTO
How can playback equipment, clearly the stylus, he "stand-when discs made by the three record companies and some independent companies vary in lines per inch, groove and groove shape?"

Bill Bailey CFRE Toronto.

The case of lateral cut record stylus is recordings in which reproducing stylus is caused to move sideways by the "wiggles" in the groove. The recording stylus is in the form of a wedge with edges which dig into the side of the record disc. To reproduce again the move made by the recording stylus, a reproducing stylus should be identical with the recording stylus, such a shape is impossible, since such a stylus would barely. Therefore, a reproducing stylus would be made with cut in the recording groove. If the wave is sufficient to be changeable, however, that wave tends to skate over the "wiggles" in the groove. This is what greeted Ralph Inger- salt Percival Cratty when he returned from a recent holiday. Dreamed up by the boys of CKX as a play on his initials, it was played by a sign hung on the door, which said, "This space for rent. Owner deceased. Spotis did it."

This is what greeted Ralph Inger-salt Percival Cratty when he returned from a recent holiday. Dreamed up by the boys of CKX as a play on his initials, it was aided by a sign hung on the door, which said, "This space for rent. Owner deceased. Spotis did it."

One of the first moves in the re-education of the German youth has been the resumption of school broadcasts which were discontinued by the Nazis in 1933.

The broadcasts, originated by the education control office, are made possible by the co-operation of the BBC.

The educational programs cover languages, science, history, geography, music and interpretation of the news. Emphasis is placed on Germans who contributed to the good of humanity.

The shortage of receiving sets is being overcome and teachers are being schooled in handling the radio classes.

**Radio Time Salesman Wanted**

National and Local time salesman for Montreal. Must have outstanding ability. Apply with references to Box 555 CANADIAN BROADCASTER 371 Bay Street

Canadian Broadcaster Page Fifteen
Alan Young, ex-CJOR Vancouver star and now on the top step in Hollywood, returns here for a holiday and originates a Dominion network broadcast, July 4, at 10 p.m. EDT.

Neatest and best item on CKMO Vancouver's schedule is a beach news service for listeners, heard weekdays at 11:55 a.m. and Sunday at 10:55 a.m. It's called "Beach Bulletin" and covers essential news for holiday makers, including dope on tides, weather and sport events at Vancouver beach playgrounds.

The national clothing drive for Europe is getting a big hello from CKNW, New Westminster. It gets plugs on the station's News-on-the-Hour broadcasts and on the Barn Dance remote broadcast, every evening.

CJOY's staff had a fright, when they read on the news teletype, that George C. Chandler, address unknown, was among the dead in the Iowa hotel fire. But George turned up okay, motoring back from the Quebec CAB meeting after business conferences in New York, Toronto and Chicago.

When the Ad and Sales Bureau of the Vancouver Board of Trade had their annual June Christmas Party, which winds up their fiscal year or something, CKWX staffers lent a hand with the entertainment. Production manager Laurie Irving and chief announcer Ken Hughes, were end men and Dick Meisener, played straight man in the Board's minstral show.

St. Annes GOING stations VERB (16 NERN SHERBROOKE)

Three years ago the three stations with west coast operating units which hold the unique affiliation with the CBC's "Classics on the Coast" program, went to a Vancouver Sun feature curtain raising. Pierre Burton, takes CBR Tuesdays after the 10 o'clock for a series of talks on the city's past and present.

Recent bookings at CKNW, Westminster, include Carol Palmolee-Peet, through L. Hargery & Associates, Terri who have contracted for four day, three days a week, "transcribed announcements." JAP books an annual "The real community service" program, is among the dead in the Iowa hotel fire.

"Fairsex Quiz" sponsored by Home Oil, has been looked for some years on the west coast musical scene, and will be presented from the beautiful Malkin Memorial Bowl, Vancouver, July 4th. It's sponsored by Home Oil, and will be broadcast as close to the coast as possible.

There's still some work done, but there's a lot of holiday talk at CKNW. Jim Cox is in Victoria. Continuity editor Donny Tupper is flashing air tickets to San Diego. Manager Bill Rea is back from six weeks on the west coast, and helps Bill and his old time quartet and guest stars.

It's the same at CKMO. Traffic gal Betty Rousseau, sales manager Gordon Carpenter, sales manager Tom Slattery, announcer Al Lusk program engineer Wilf Ray, are packing their other shirts for a two week break.

CKMO carried a description of the Peace Arch ceremony at Blaine, Washington, when the old border post across the border ceremony came off last week. The New Westminster and Fraser Valley Pipe Band led the parade through the arch for the affair, which marked 100 years of peace since the boundary treaty.

Dick Diespecker of CJOY, who with Darwin Baird is writing Vancouver's jubilee show, is going to see B.C. first. He'll fish for what ever you fish for, off the west coast of Vancouver Island, off 1200 A.M. (Roland Tetreault & his songs)
CAB Suspends Ratings

The U.S. Co-operative Analysis of Broadcasting has suspended its radio broadcast ratings, effective July 31st. The reason given for the suspension was the excessive cost of maintaining a program rating service and opening fields of new research. They will now concentrate on research to develop the "ideal program audience measurements needed and wanted by all parties."

Record Court Proceedings

What is believed to set a precedent in Canadian Court proceedings was established in the Alberta Supreme Court when proceedings of a trial were recorded through four microphones set up in the court. The recordings will be used at a conference of Judges to be held in Edmonton.

CJAV

Voice of the Alberni Valley

CJAV, on 1540 KC serves the rich industrial northern half of Vancouver Island, tapping an area of over increasing population and development, in timber, fishing, canning and mining.

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

750 WATTS
1540 KC
PORT ALBERNI, B.C.
See Radio Representatives

Introducing CHOK

SARNIA ONTARIO

Coming in July

5,000 WATTS DAY
1,000 WATTS NIGHT
1070 Kilocycles

Complete Coverage of WESTERN ONTARIO AND S.E. MICHIGAN

Represented by NATIONAL BROADCAST SALES
Toronto - Montreal
NOTE FOR A "FALL" GUY

When planning Fall and Winter allotments make a note to investigate these feature presentations on CHUM for high coverage at low cost.

- HALL OF FUN
- WAKE UP AND SMILE
- MERRY-GO-ROUND
- HOURLY NEWSCASTS

CHUM
TORONTO

Representatives

TORONTO
JAMES L. ALEXANDER

UNITED STATES
WEED & CO

HOBSON'S CHOICE
If you get the opportunity listening to CBC programs for a day or two, I'll guarantee you'll either be convinced or cured.
You're half right anyway, Ernie.

ERRATUM
We acknowledge a letter from a distant reader writing: "After reading issue's 'Shades of Mt. Royal,' I feel that Ernie, Baker's program from Montreal, was distinctly unfair to Waterman's and Beyond." We shall investigate.

PAN MAIL
I think that I shall never hear a song as stupid as "C.B."
For if the CBC should "C.B." with its married producers, because it is no use to them to go home and produce more license fees.

A FOR INITIATIVE
Maybe there should be a special Beaver for the priding lad who set a high in individual list response, when he wrote 450 times in one week. CBRN, Edmonton's "Bbies Unlimited."

PRODUCTION DEPT
Maybe the CBC should propose missing all its married producers, because it is no use to them to go home and produce more license fees.

EMPLOYMENT WANTED
Radio agency account executive wants position of furnaces or mowing lawns. Desirous of making the CBC establish its agency department.

ANNIVERSARY
The talkies are just now paring to celebrate their twentieth birthday, and May Canadian Commerce Radio hits the quarter century. Yet you never hear talkies trot out the cliche "...we're such a young industry."

SAFETY FIRST
CKNX decided to cancel Victor Pym and Frank Gage's regular weekly program "Music for Sure" this week, in order that the blame could not be attributed should the abomb explosion blow up world.

VOX POP
Unfit, according to the CBC for Canadian listeners. E. Cantor has been invited to attend the Vancouver Jazz Festival as acting co-mayor of city for the duration of the shindig.
Step Up 
and Meet 
our New 
DIRECTOR of PROGRAMS and PRODUCTION 

S. Campbell Ritchie

When the above job opened up several weeks ago, Vice-
President and Managing Director J. E. Campeau could have selec-
ted any one of several qualified men to handle this important post. 
But he naturally turned to "Cam" Ritchie ... and for good reason. 
"Cam's" background of experience was tailor-made for the job.

Since 1934, when at nineteen he entered radio as a baritone soloist, 
thereafter joining CKLW in 1936, he has been an Announcer, 
Continuity Director, Traffic Manager, and Producer. In 1942, he 
was commissioned an Infantry Officer in the Canadian Army, 
serving overseas until June, 1944, after that, producing shows for 
the AEFP (Allied Expeditionary Forces Program) ... as Major 
in charge of this service until its termination in February, 1946. 
Honorably discharged May 1, he's ready for peacetime action 
once more. We assure you that he's adept and experienced for a 
job that's mighty important ... especially since we at CKLW are 
famous for having a far more than average alertness to world and 
home events ... plus an intelligent, friendly way of presenting the 
times in which we live. It's a formula that makes sales for our 
sponsors, and builds good will for their companies and themselves.
For twenty years, CFRB has maintained a policy of providing the very best available in every phase of radio. This, with the exclusive broadcast of top Columbia shows, has gained for it a reputation as the station where most of the favourites are...

8 of the first 10 highest-rated programmes broadcast from Toronto are heard over CFRB.

This careful planning of the broadcasting schedule... designed to supply a variety of shows to please the largest possible number of people... has built up a large, loyal audience... CFRB delivers the highest weekly share of listeners of any Toronto station.

And, day and night, this station can be heard throughout Ontario, with a primary coverage area of over 75% of the Province... more than 40% of Canada's rich market.

Write today for complete details

CFRB

860 kc., Toronto

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