

# CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 5, NUMBER 14

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

July 20th, 1946

## CAB ASKS FOR APPEAL BOARD

### Elphicke Presents Second CAB Brief

H. Elphicke, who, as chairman for the CAB, presented his second brief to the House Committee on Radio last week, said: "The CAB, representing 81 independent stations endeavouring to serve their individual communities to the best of their ability would like to make one recommendation. I believe, and recommend," he said, "that the public's interest would be served by the creation of a Board of Appeal" - - - an independent tribunal holding public meetings to which both representatives of the radio industry and the public have access in the customary manner."

"To realize," the brief continues, "that this is not the time to set up a Board of Appeal . . . perhaps the Transport Commissioners are the ideal for reasons that will present themselves at once to the committee."

This was the second and shorter of two briefs presented to the House Committee in Ottawa last week. The first brief is reported on page 6 of this issue.

#### Canada Lags

The "supporting whole hearted regulation of broadcasting by a single body, and the dual system of nationally owned organization and independent stations," the CAB told the committee that "the terms of reference under which radio operates are outdated in an act now ten years old based on recommendations superior to that."

Elphicke pointed out that the distribution of newspapers by means of airmail broadcasting is imminent, and under the present set-up of the law opens the distinct possibility that CBC will be possessed of regulatory power in the press field.

Canada lags behind the United States in the development of TV and FM, the brief went on to say, "in terms of reference (i.e. the Broadcasting Act and Radio Act)

make it difficult for the CBC, or anyone else, to direct the necessary funds and energy into channels where expensive research and experiment is essential to national progress in Radio Broadcasting. Young Canadians are not today being trained as technicians, artists or producers in the new divisions of broadcasting already attaining a flourishing development abroad."

#### New Outlets Unnecessary

CBC's proposed expenditures on new AM transmitters "in areas already adequately served" were next brought under polite fire.

"CBC itself points out" the brief said, "that its present facilities offer radio coverage to 94% or better of the Canadian population. Erection of the new 50 kw transmitters in the proposed areas will not add one listener to that percentage, nor in any way provide present listeners with a better service."

The wisdom of these expenditures was questioned still further "in the fact of the CBC's reported deficit, which, despite substantial increases in revenue during the past six years, will amount to more than a quarter of a million dollars of the present year."

The CAB suggested that these and other developments would require "an income of many millions of dollars annually." This income could only be raised, it was submitted by (1) increasing network and "spot" advertising (2) outright government subsidy with attendant increased taxation, (3) entering the publication field, (4) increasing license fees.

#### Advertisers' Control

"It is imperative that the CBC avoid complete domination by commercial interests" the brief continued. Increased advertising would mean (1) more American Network Commercials to the detriment of Canadian talent, (2) less network time for public service programming, (3) increasing ad-

vantage to larger advertisers who can afford network time.

#### CBC "Spot" Department

The committee's attention was drawn to the fact that the new CBC rate card for spot (single station) advertising was issued by the CBC "about the time that its board chairman was saying to this committee: 'I should like to emphasize that we are in the national broadcasting field, not in the local field.'"

Claiming that the CBC's group discount plan offering discounts as high as 20% for the use of several of its stations at once discriminated against smaller advertisers, the brief went on: "We thus have the picture of large corporations getting cheap radio time on a national owned radio system, subsidized through license fees by the people of Canada, to the detriment of smaller firms."

#### Canadian Talent

The brief then elaborated upon the CBC's claims submitted to the committee previously that of its 55,000 programs broadcast over a year, 85% are CBC produced, 2.6% are produced by private stations, 8.8% from U.S.A., and 3.3% from BBC. Of commercial programs 61% are produced in Canada, the CBC claimed, and 35% in the U.S.A. 85% of all program time is devoted, they say, to programs of Canadian organization.

"This generalization would not always match with what a listener heard" the brief pointed out. Referring to the CBC Program Order for the Western Division of the Trans-Canada network for the week of April 1-7, it was pointed out that western listeners would hear 11.64% of commercial network programs, American in origin and only 8.79% of Canadian origin.

"With reference to the statement concerning sustaining programs, 85% produced by the CBC," the brief continued, "these western listeners would hear" 17.65% live

Canadian music and 20.2% phonograph records, produced mostly in the U.S.

During the same period on the Ontario Division of the National Network, 65.9% of commercial network programs were American and 34.09% Canadian.

For the period, there were 70 hours and 50 minutes of live music, drama and quiz and 84 hours and 50 minutes of phonograph records on the National Program Order.

#### Ask Re-Appraisal

In view of the rapidity of technical development, the difficulties of finance and the question of commercialism and talent, "we believe it necessary to carefully analyze the present terms of reference," the brief went on. It was suggested that the independent stations be allowed to "utilize their experience in actively aiding the early experiment, research and training in the fields of TV and FM," also that it might be as well to "leave whatever expansion may be necessary on present day facilities to the independent stations, letting CBC concentrate its funds and energies on newer developments, at the same time vigorously promoting the fullest possible use of Canadian talent."

#### Arbitrary Time Rates

Stations are anxious to secure network programs, the brief went on, and are willing to accept the terms of the network monopoly, even when they may not be favorable or even fair. It was explained that many network stations receive less net revenue from a fifteen minute network program than they do for a single spot announcement sold on their card rates.

"CBC reports," the brief claimed, "that in 1944-5 it received from commercial advertisers \$804,674.00 in line charges. Actual cost of these lines to CBC was \$162,191.14. This means the profit derived from commercial advertisers for that year was \$642,482.00, or profit of approximately 400% on lines.

# PLOTTING A COURSE



## the All-Canada way!

Here's the story of an advertiser! His market was growing, and his radio advertising just wasn't keeping pace. Nothing wrong with the show he was using . . . it was doing a job, as far as it went, but it didn't go far enough! Yet his distribution didn't warrant a national campaign . . . his budget wouldn't stand it, either. What should he do?

Well, this particular advertiser called in the All-Canada man. Together, they worked out a campaign that met the advertiser's needs . . . one that fit his appropriation. Through the thirty All-Canada stations, he was able to spot his message right in the key areas where he had distribution . . . was able to reach more effectively his potential customers in those regions.

This story might apply to you! Whatever your problem . . . whether your advertising should be local, regional or national . . . let the All-Canada man help you solve it. Call him right away!

The All-Canada Stations	
<b>BRITISH COLUMBIA</b>	<b>ONTARIO</b>
Victoria . . . . . CJVI	Sudbury . . . . . CKSO
Vancouver . . . . . CKWX	Stratford . . . . . CJCS
Prince George . . . . . CKPG	Hamilton . . . . . CKOC
Chilliwack . . . . . CHWK	Toronto . . . . . CFRB
Kamloops . . . . . CFJC	
Kelowna . . . . . CKOV	<b>QUEBEC</b>
Trail . . . . . CJAT	Montreal . . . . . CFCF
	Granby . . . . . CHEF
<b>ALBERTA</b>	New Carlisle . . . . . CHNC
Grande Prairie . . . . . CFGP	
Edmonton . . . . . CJCA	<b>MARITIMES</b>
Calgary . . . . . CFAC	Campbellton . . . . . CKNB
Lethbridge . . . . . CJOC	Fredericton . . . . . CFNB
	Charlottetown . . . . . CFCY
<b>SASKATCHEWAN</b>	Yarmouth . . . . . CJLS
Moose Jaw . . . . . CHAB	Halifax . . . . . CHNS
Prince Albert . . . . . CKBI	Sydney . . . . . CJCB
Regina . . . . . CKCK	
Regina . . . . . CKRM	
	<b>NEWFOUNDLAND</b>
<b>MANITOBA</b>	St. John's . . . . . VONF
Winnipeg . . . . . CKRC	



# ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

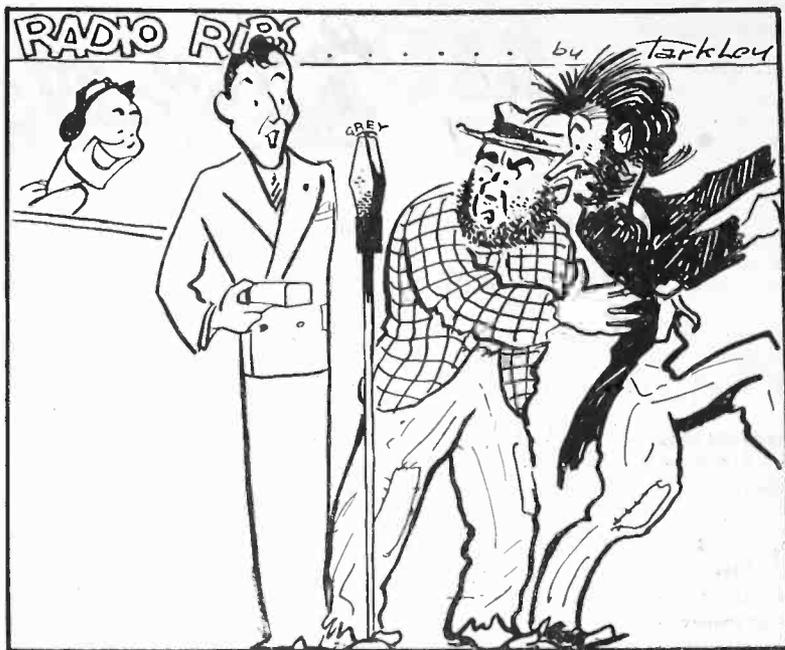
### Quiz Hoax

Ontario listeners to KNX, Wingham, have been in telephone calls advising that they had been selected for participation in some sort of a quiz program.

They are asked a simple question, having answered it correctly, that they are the fortunate winners of twenty dollars which will be mailed to them in due time.

At the end of the story exactly a week later the disappointed and usually irate listeners called the station to enquire when they were going to get the cheque. KNX airs no such program and remains unrequited, except for a few apologies.

It is now issuing warnings to the air, acquainting its listeners with the hoax.



"Love That Soap!"

### TO SYNDICATE CANADIAN SERIES

A group of Canadian artists will find recognition in the United States as their talents being lost to the Dominion, through the All-Canada Radio Facilities bank-rolled syndicated series, "Reflections". Of fifty-two have been already syndicated with another fifty-two to go.

Produced by RCA Victor, under the joint direction of Bert Bruden on loan from NBC Records Division, and Toronto producer George Taggart, "Reflections" consists of fifteen minute programs of liari songs and music, with narration. Songs are narrated by J. Frank Titus, narration by J. Frank Hersenhoren with Quen McLean featured at the organ, arrangements by Murray Ross, at Cable and Jimmie Namaro. All-Canada Radio Facilities Ltd handling their own sales in the Dominion and have made arrangements with the National Broadcasting Company to take care of distribution "throughout the rest of the English-speaking world", which includes the United States. Canada has embarked pre-

viously on somewhat similar syndications, as, for example, "Flying for Freedom", the R.C.A.F. series purchased in Canada by Imperial Tobacco Company, and sold by NBC to around twenty American stations before the United States entered the war, thereby "dating" the stories.

Another Canadian series produced and syndicated through the cooperative endeavors of All-Canada, NBC and RCA Victor is Mercer McLeod's Beaver-winning offerings—"The Man with the Story."

### "My Favorite Music"

CKEY is airing the musical likes and dislikes of leading Toronto and Canadian personalities in their new night-time show, "My Favorite Music."

Show kicked off with Adelaide Bishop, star of "The Chocolate Soldier", and then in the next edition featured Whipper Billy Watson, Toronto professional wrestler.

Subjects are asked to choose their selections in advance and then give their reasons for the selections on the broadcast.

### CBC Comedy

"So Radio's Here To Stay" is the new CBC comedy program going out over the Dominion network each Friday, starring Bernard Braden.

Braden plays the role of Harold Morgan, radio announcer of station CHLK, in the story by Hugh Kemp which tells of the goings-on in the radio station at Kempton.

Music is by Samuel Hersenhoren and vocals by Dorothy Deane.

## 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. Mounce  
Eric Leaver

ELECTRONIC ASSOCIATES

LIMITED

2498 Yonge Street  
Toronto 12

Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.

# Where do you eat?

Most people go where they get

SERVICE  
COURTESY  
VALUE

Follow these three "good business" requirements by buying

Duophonic  
Recordings



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

Now

## 5000 WATTS

on

## 900 Kilocycles

# CHML

Hamilton

# Pacific Prattle

by Robt. Francis



## Our Guest-Speaker Is:

**GEORGE W. MILLS**

Advertising Manager  
IMPERIAL OIL LIMITED

"The beginning of the war found us sponsoring N.H.L. hockey throughout Canada every Saturday night. Imperial Oil Hockey Broadcasts—remember?"

"The situation presented a problem, because in wartime it would have been definitely bad taste—as well as a waste of time—to use the broadcasts for advertising petroleum products, tires, and other commodities in short supply. So we harnessed our Hockey Broadcasts to the war effort putting them to work for Victory Loans, the Red Cross, the Armed Forces, War-time Departments of Government, I.O.D.E. Clothing Collections, and more than a score of other war-charity, war-service and war-information campaigns.

"And how the listeners liked it!

"Even in campaigns whose only publicity was provided by our Hockey Broadcasts, the sponsors reported an amazing response. In addition, letters were received direct from a host of hockey listeners warmly approving our policy.

"Broadcasting, we have discovered, provides a very intimate and very human form of contact with people. And as Gracie Allen might say: 'People are better customers than anybody!'"

Advertising Manager  
IMPERIAL OIL LIMITED



# HORACE N. STOVIN

& COMPANY

*Radio Station Representatives*

for these Live Independent Stations

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

\* Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

**RADIO GETS YOUR MESSAGE HOME**

CBR's network show opening Vancouver's Jubilee was a good hour's entertainment, at the Strand Theatre. It nearly bogged down at the start with tedious messages from the lord mayor of London and Mayor Jack Cornett of Vancouver being read over the air, but recovered neatly.

Ben McConnell and Vince Duggan, the latter back from a hitch in the services, have joined CJOR's announcing staff. Jim Stovin has switched from announcing to early morning news editing and day time promotional work.

A good piece Sunday evening at 10.15 on CKMO is Bob Willett's One Week—One World. It's a commentary on news highlights, ventures a forecast of the trends and is tied together with human interest yarns.

The grapevine has been carrying plaudits for Mutual's program director, Charles Bulotti Jr., who told bandleaders and announcers, among other things, to confine themselves to the script, cut out the yammering that doesn't do anything for the program, and not to try to be comics or world affairs experts. Which is the best thing anybody has said all week.

Margaret Fielder, who says with authority that this is a better port for a sailor than Shellburn, N.S., has returned to CBR after a hitch with the Wrens. She's the last CBR staffer back from the war, and the Battle of Burrard Street is a good deal, she says.

Sport news gets an airing, courtesy of Hudson's Bay, for ten minutes from 6.45 to 6.55 p.m. Monday through Saturday over CKWX. Columnist Duke McLeod and Laurie Irving of the station handle the piece.

George Dewey, the man with the red hair, has been given the nod as chief announcer on CKMO.

Viscount Alexander, the Governor General, is going to plant another of those trees with the signs on them. This time it's going to be in Queen's Park, New Westminster, on his western jaunt. Manager Bill Rea of CKNW will present him with a recording of the event.

CBR's senior news editor Dick Elson has cleared all that stuff off the spike, packed his other shirt and gone to Vancouver Island for the holidays.

Alan Young spent most of his time around his old CJOR haunts during his Jubilee visit. He sat at the typewriter where he used to make copies of other guys' scripts, and wrote one for himself. The line on the right was people waiting to type the copies for him.

Harrison Randall, who according to the CKNW bulletin is known to almost everybody as Canada's Cycling Serenader, paid the station a little visit. He is reported to have played one piano and two harmonicas simultaneously, for what the information is worth. "That wasn't so good," he apologised over the air, "I'm half shot."

CKMO announcer Jack Tregellas has a new enterprise called "Stairway to Dreamland." It goes each Sunday at 11 p.m., with words and music and feature spots for vocalists.

Ferdy Baglo, the musical feehrer at CKNW, now takes along boiled egg sandwiches to the early morning shift. The punch line to

that one is obvious. There was a little scramble CVJI, Victoria, when two away programs, produced by different writers, came up with same winner. Somebody discovered it after the second program on the air, and tossed in a substitute in the nick of time.

Night news editor Stan Monahan has been appointed chief editor at CKNW.

Sportcaster Al Collins of Vancouver has gone further up Vancouver Island for his holidays and mercial manager Lee Hallberg taken over handling Victoria athletics' play-by-plays.

Chuck Rudd, formerly with Canadian Army and CKMO Vancouver, has joined CKNW. In army he served with Canadian Forces Radio Service and Holland.

Jack Gordon, CKWX chief engineer, was having one of those days what with getting equipment straightened out one thing and another. He figured nothing else could happen hadn't happened already. He became a father, of a son, a boy also, Howard, for chief nouncer Ken Hughes.

The CKWX Open House invitation, for sightseeing tours of the studios during the city's Jubilee, has been drawing 1000 sons weekly.

At last, here's a character that can just act natural and that the director wants.

Noreen Kerr, CJOR comedy writer was assigned a very important part in Vancouver's Jubilee. Her role was to walk on during Eddie Cantor's routine. Cantor for his autograph, then into a comedy routine.

The script (which purely by coincidence was written by Diespecker and Dorwin Ball, the same station) calls for a nervous.

"It's a cinch, she says."

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

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

ASK YOUR  
*Agency*  
about  
**Adaskin Service**  
on

- MAJOR PRODUCTS
- COMMERCIALS
- SINGING SPOTS
- PROGRAM IDEAS

Ask Our  
Representative To Call

**JOHN ADASKIN PRODUCTIONS**  
67 YONGE ST. TORONTO

# CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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

No. 14

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

JULY 20th, 1946

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

Correspondents

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

## It's Only The Beginning

heartening experience of reading and analyzing the longer of CAB briefs presented last week to the radio House Committee to the thought that community radio's sin is largely one of omission. And that omission is not an omission of services rendered, but a proper chronicling of those services

hardest-boiled advocate of nationalized business could not have been impressed most favorably with Fred Colborne's factual picture of the community station's function of broadcasting in the community service. And those responsible for the mammoth tasks of first gathering the information and then combining it into the brief are deserving of the highest commendation for the intelligence with which the matter was handled. Very seldom does the narrative lapse from fact to mere opinion, and the entire presentation offers, for the first time in the industry's history, a constructive picture of community radio at large, and, because it is a factual document, it cannot but have been received with the maximum of credulity.

second and shorter brief proposes plans for the future with the same sense of constructive thought underlying every word.

request for an "independent board of appeal" to which both local and national broadcasters may apply for interpretation of the regulations, is tempered with the spirit of caution which is inescapable in this industry. It is a step in the right direction towards a compromise with the Quebec resolution which called for the setting up of a board of appeal from the CBC to an independent body.

undoubtedly however it was felt that this was too drastic a step to take at once, or, as was suggested in the brief itself, the CAB would like to see that the "board of appeal" can be established as a simple amendment to the Broadcasting Act, while the formation of an "independent body" would entail its complete revision. While there are those who will say, with us, that it is regrettable that they did not go the whole hog when the opportunity was offered, at the same time community radio has finally taken a definite and constructive stand, not behind closed doors, but before the Committee of the House of Commons as well as the press of Canada to whom it has finally been brought. That a free radio is as essential to the public as it is to the broadcasters themselves.

press, the advertisers and their agencies, all of whom have a stake in the survival of freedom of speech on the air have been provided with ammunition with which to re-inforce independence in its struggle for freedom.

compromise begets compromise, and right after the CAB's presentation, Dr. J. J. McCann, Minister of National Revenue, suggested to the committee that the request for the Board of Appeal be granted, and that the CBC Board of Governors from the operating division, be asked to serve as the "Board of Appeal." This inspired the committee member, E. G. Hansell: "In effect it would make no difference at all."

This article does not aim to criticize the details of the CAB presentation. It would simply point out the value of concerted effort, and that a near-volcano to precipitate this delayed cohesive action, it is at least started.

How the committee will react to the brief is of course a question. For a committee whose Liberal membership is fourteen out of twenty-five, can render politically impartial decisions, remains to be seen. It is also a moot point whether or not some of the minority members represented on the committee will decide to turn the radio problem into a political football. But whatever the outcome, however favorable, the committee eventually tables in the House, the industry dare not sit back with a sigh of self-satisfaction.

The 1946 presentation marks a change from previous windmill-tilt. For the first time, those called upon to act as independent radio's spokesmen have been able to go to Ottawa with constructive evidence to present. Here is the first step towards the elimination of unfair and arbitrary constitutional radio control. Complete attainment of the goal must wait. To sit back now would undo all the good that has been done. But to continue on the same road, the road which will eventually lead to complete public understanding of the whole problem, will accomplish the desired end, if everyone concerned will just remember—it's only the beginning.

*Richard G. Lewis.*

Editor

## WAB MEETS AUGUST 5-6

A full two-day agenda has been prepared by the Western Association of Broadcasters for their twelfth annual meeting to be held August 5th and 6th. Monday morning and afternoon sessions, and that scheduled for Tuesday afternoon are labelled "open meetings," and information on the advance copy of the agenda states that Tuesday morning session will be a "closed meeting for member stations and their accredited representatives and recognized press services.

Jack Pilling of CHWK, Chilliwack, will provide transportation from Chilliwack to Harrison for those travelling by C.N.R., and members and guests proposing to avail themselves of this offer are asked to write him, direct advising date and time of arrival at Chilliwack.

Following registrations at 9 a.m. on Monday morning, the meeting proper opens at 10 for the election of a convention secretary, introduction of new members, welcome to visitors, president's report, adoption of 1945 minutes, appointment of committees.

Messages delivered to the association from various organizations include one from the CBC, to be delivered by George Young Michael Barkway, of the BBC, A. Gauthier of the Quebec Association of Broadcasters.

Members will then hear their financial report. And the morning session will wind up with a discussion on the Bureau of Broadcast Measurement, lead by Horace Stovin.

Monday afternoon the meeting resumes at 2 p.m. with a talk and discussion led by Les Garside, regarding the formation of a "Small Markets" Committee.

Next, a Round Table discussion will be held, conducted by H. G. Walker and H. J. Boyle, respectively managers of the Dominion and Trans-Canada networks, dealing with the basis of the CBC rule with respect to the suitability of programs released via networks. Following this discussion Bert Cairns, of CFAC Calgary, will lead a discussion on the content of transcribed spot announcements.

At 6 p.m., there will take place the annual "WAB Get-together party", followed at 7 p.m. by the Annual Dinner, when the guest speaker will be D. Leo Dolan, chief of Canadian Travel Bureau, Department of Trade and Commerce, Ottawa.

Tuesday morning will be given over to a closed meeting, with the recognized press being admitted as mentioned above.

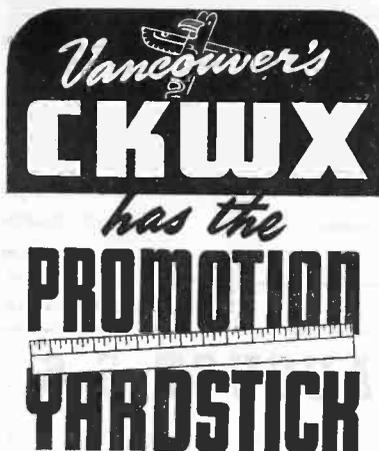
The meeting starts with a report from CAB officials, followed by reports of committees, election of officers, and finally a talk and discussion led by Jack Slatter, Radio Representatives Ltd, chairman of the CAB Music Committee.

After lunch the convention returns in open session to hear a talk on FM Engineering. And the meeting concludes with the disposition of unfinished business.

### Heads Y & R



Appointment of Gerald M. Brown as manager of the Toronto office of Young and Rubicam Limited, advertising agency, is announced. Mr. Brown continues as manager of the Bureau of Industrial Service (Canada) Ltd., a subsidiary of Young and Rubicam, operating in the field of publicity and public relations. Formerly city editor of the Toronto Star and the Windsor Daily Star, Mr. Brown was director of information and public relations of the R.C.A.F. during the war.



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



Ask the ALL-CANADA MAN

# RADIO TELLS PUBLIC SERVICE STORY

CAB Preliminary Brief Presented by Veteran Airman

Strong representations were made to the Parliamentary Committee on Radio Broadcasting in Canada last week when what was virtually a seven-point statement embodying 54 typed pages was presented by Frederick C. Colborne, D.F.C., former RCAF Wing Commander, and now assistant manager of CJCJ, Calgary, on behalf of the Canadian Association of Broadcasters. He represents the Armed Services in the Alberta Legislature.

Briefly, the seven points were: The community stations of Canada are (1) discovering, developing and rewarding local talent, and creative personnel; (2) sensitive to the voice of the listener; (3) developing, producing and featuring worthwhile sustaining and public service programs; (4) affording program diversification and giving special attention to the needs of minority groups; (5) providing adequate local creative programs; (6) providing full information on public issues and giving full opportunity for presentation of all sides of controversial issues; (7) actively and constructively engaged in public service.

Emphasizing their belief that the "CBC is essential to Canada and to the independent stations," and that "not one whit less is the community station essential to CBC and to the independent stations", and Canada, the brief gave exhaustive examples of these points.

## Talent Development

Mr. Colborne, in his statements on the question of talent development cited station CKNB, Campbellton, N.B. which "maintains, at its own expense, a weekly program clinic for training producers, writers and administrative personnel;" also "a group of community stations in Western Canada" which operate "a continuing clearing house of program production ideas and other factors relating to broadcast operation. Presently they are voluntarily interchanging the best ideas developed at each station at the rate of 300 per year."

He referred to CKCK Regina's annual musical scholarships, conducted with audition broadcasts; CJVI, Victoria's "Stars of Tomorrow" programs, featuring amateurs selected from auditions which are open to everyone, the same station's work with the Victoria Symphony Orchestra in recording final rehearsals, without charge, for playback purposes to improve quality; CKRC Winnipeg's "Junior Musical Club", a continuing Saturday morning feature designed for improvement and appreciation; CHRC, Quebec's twice weekly audition sessions, which seek new talent, offering 13 week engagements to winners, and which, in 1945, auditioned 350 contestants.

Submitting that only a few examples had been selected, but that they were typical of all stations, Mr. Colborne said: "the community stations of Canada are aggressively seeking out, giving definite encouragement to, and developing the talent in their individual communities, without cost to the community and without subsidy."

## Voice of the Listener

Speaking of the control of programs, Mr. Colborne said: "The experience of the Canadian station operator is that the listener is quite active in his likes and dislikes and no station could dare afford to ignore the expressed opinion of its listeners . . . and where a program was constantly slipping in listener acceptance, the station would be forced to take firm action". Continuing he stated that "there is no

instance on record of a sponsor interfering in any way with broadcast of news."

"Montreal's CKAC", he pointed out, "maintains a staff doctor on salary basis for the purpose of checking all patent medicines, or beverage copy or anything of medical nature", and the station also "consults regularly through established channel with the bishop's office in Montreal, to protect the listener's interest to the utmost."

"CJOC, Lethbridge receives an average of 25,000 letters a week from listeners."

"In Kamloops, B.C., CJFJ set up an advisory board on commercial programs from among local council of women, and regular discussion meetings with that board. Similar policies are followed by Moncton, Hamilton and others."

"Radio Rouyn-Abitibi, which operates the three stations at Rouyn, Amos and Val d'Or, advertises extensively for specific listener interest — using its own press facilities."

Concluding the part of his brief dealing with this topic, Mr. Colborne said: "In the ultimate analysis, the community station permit the listener to be boss for the most selfish reasons. If the listener is pleased, the station will not survive."

## Sustaining and Public Service Programs

There is no community station in Canada, Mr. Colborne declared, which "has not its whole quota of locally originated programs. At least, agriculture, religious broadcasts, children, educational interest programs, some other specific city and minority audiences."

Illustrating the tremendous effort put in hours of work entailed in the production of sustaining and public service programs, the brief continued with the information that it took the group of western stations (referred to above) 5,809 hours of behind-the-scenes effort to produce 20,887 public service announcements and 3,937 free time educational and informative broadcasts.

He went on to cite CHNS, a radio program, "Tales Told by The Old Town Clock" as a program which "reflects the character and color of its community. It has been broadcast now more than four years in the same time slot," and sponsorship has "at times been flatly refused."

He referred also to pro-

## A Stovin OPPORTUNITY MEMO

CJBO

Belleville, Ont.

(Youngest in the family of Stovin Stations)

officially goes on the air on

August 15th, 1946

Already time has largely been spoken for on this new station, which will reach an estimated 21,362 radio homes. Excellent spot and program times are still available. Call Stovin.

P.S. CJBO fully expects to be on the air before its official opening on August 15th. If so, all advertisers will have their programs and sales messages broadcast during that period with the compliments of the station.

HORACE N. STOVIN  
& COMPANY  
RADIO STATION REPRESENTATIVES

TORONTO

MONTREAL

WINNIPEG

developed by community and now operating "in the cities, in British Columbia, in West and in each of the two provinces. The participants discuss and propose methods to station service."

ing out the untruth of the what sustaining programs are in inconvenient hours, and about in favor of commercial list of airing times of the program "Report from Mount Hill" was presented that sixteen representative give it preferred time on schedules.

There are many other times for these programs," he said, are just as excellent, and in cases they have remained ungl for the past two years—from the exigencies of day-evening and pre-emption by broadcast, factors over the station management has control.

the matter of program tim-OC, Lethbridge was quoted "The only programs of our listeners at inconvenient re network. Daylight saving Eastern Canada made this worse. The Opera series from and it is sponsored) reaches 12 noon on Saturday, the ool news summary at 7 p.m. called a summary of the shows' at a time when there ll three or four hours of the ft. CJOC for years broad-supper hour' newcast at 5.45 because network commercials ed this station of its supper period. A few weeks ago, ler for the program 'Rhythm Romance' (5.45 to 6 pm) from CBC's commercial de-ent. This meant moving the e of a news service of long ng. The increase of time for 'Breakfast Club' (CBC com-rol) at the beginning of June ititated moving CJOC's local gm of religious music each ng at 9.15, which had been tion feature for eight years."

### Minority Groups

cluded in a long list of pro- for which station time and idies are regularly donated was: a Calgary Junior Chamber of merce's discussion series on Planning (CJCJ); the same tin's regular open forum for all dates during elections; the an Service Hour" (CKRM, ga).

tribute to the manner in which any sustainers are programmed produced", the brief continued, the fact that many of them do ately attract the eye of spon- whether or not they are open

for sale."

The brief next illustrated how the problem of sectional programming is handled. Examples cited included:

CHWK, Chilliwack's "The Youth Counsellor", presented in co-operation with the Chilliwack and district Youth Counsellor, plan, and another "For the Veterans", featuring the local Veterans' Advisor and the chairman of the Rehabilitation Committee of the Canadian Legion.

CFRB Toronto's teen-age "Hi-Varieties", the original Farm Broadcast in the area, and early morning farm service reports and newscasts directed to farmers; weekly talks on gardening and a wide variety of religious service and sacred music programs for which no charge is made.

A long list of children's programs produced by CKAC, Montreal, was read, and also such classical music programs as the "New York Philharmonic," for 13 years; the "Philadelphia Orchestra," The "Columbia Concert Orchestra," "Invitation to Music" and the "Curtis School of Music," none of which are ever displaced in favor of commercial programs. CKAC's religious, educational and political features were also mentioned.

### Local Programming

Answering the charge levelled against the community stations of over-reliance on network and transcribed programs it was pointed out in the CAB brief that if the independent operator takes networks he is criticized for relying too much upon them, and if he does not take any more networks than he is forced to by the regulations, he is criticized for not releasing a sufficient quantity of network sustaining programs.

"It should be perfectly natural for network productions to have an appeal for the community stations", the brief continued. "The fact that community stations do not see fit to carry certain of them, should be a point of some significance in itself. The fact that independent broadcasters do at times see fit to undertake the time and trouble involved in replacing an easy to get network program with a locally produced show (in many cases a sustainer too) could be regarded as an indication of conscientious endeavour."

It was pointed out that transcribed shows also are frequently of the highest calibre, and stations could be criticized quite legitimately for refusing to spend the money to bring them to their listeners.

The committee then learned that

on CKRM, Regina, about 24% of of its broadcast time is network, and about 2% is supplied by completely transcribed programs. The brief then listed 13 titles of their own live productions, adding up to 35 weekly airings, not including 59 newscasts, and innumerable actuality programs.

Other stations mentioned for their local live productions were CHNS, Halifax; CJCA, Edmonton; CKWX, Vancouver; and CKGB, Timmins.

### Controversial Issues

Throughout the brief particular mention was made of community radio stations' continuous efforts to give air time for the broadcasting of information on public issues and giving full opportunity for discussion groups and others to participate in forums on contentious questions.

### Public Service

Strong emphasis on this phase of radio operation appeared on almost every page of the brief.

It was pointed out that thousands of local service spots, given every month to find some youngster's lost dog, or some mother's lost child, to assist the police force, the fire department or educational authorities are so commonplace that they pass by without notice.

More noteworthy examples cited were: "Report from Parliament Hill", which provides, through the joint efforts of the private stations, free time for Members of Parliament to report regularly to their constituents; CKWX, Vancouver, the first station to be granted a seat in any legislative press gallery in Canada, which keeps a representative there to broadcast accurate up-to-the minute reports from the legislature during sessions; CKMO, Vancouver, which provides any veteran or group of veterans, recommended by DVA, with one month's advertising free of charge; CKCW, Moncton which organized a Civic Improvement League to work with the City Council, and which is so highly regarded by its listeners that service clubs and other citizens volunteered their services in their free time, when the man-power shortage made a shut-down for the station imminent; CHML Hamilton's City Council Broadcasts; the recorded "greetings" they gave parents of service men to send overseas during the war; their cigarette fund through which over three million cigarettes were sent overseas.

"In the spring of last year", the committee was informed, "the

## SHOW BUSINESS

by Geo. A. Taggart

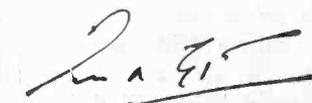
### Rumblings From Roly

ACE Globe & Mail columnist, Roly Young, recently gave the Canadian public a verbal spanking for what he termed lack of interest in its own entertainment talent... "Canadians don't give a tinker's dam about Canadian talent"... he adds that top Canadian talent almost invariably winds up in the United States.

HOW RIGHT you are, Roly. And an orchid to you for your courage! But from our side of the fence we're happy to report signs of improvement in the Canadian talent field, because we believe that if fine Canadian artists can move across the border and become international stars through American publicity and exploitation, the same thing can be done for them right here.

AS CANADA'S pioneer managers of many of our top radio, stage and concert artists, we are dedicated to building Canadian stars in Canada through proper publicity, exploitation and management.

WE'RE doing alright too! Ask the Taggart-managed artists and check your E-H ratings!



165 Yonge St. Toronto  
ADelaide 8784.

member stations of the CAB sent three men down to the United Nations' Organizing Conference in San Francisco. Daily news reports were carried by all stations from these correspondents, as well as recorded weekly commentaries by them, and recorded interviews with virtually all members of the Canadian Delegation at San Francisco.

Mention was made of the way in which community stations in Toronto, Hamilton and Brantford "in one day broadcast a total of something over 4,000 announcements" when the disastrous snow-storm hit Toronto two winters ago.

"These announcements are not available in booklet form" the brief continued. "Some of them are not even written out. They do not show on the logs of the stations. The stations had no time to keep their logs and watch regulations that day. They were too busy saving lives.

"The work and organization behind such efforts can never be properly appreciated by a critical glance at a few announcements, or an entry on a log, if, indeed, there was time to make either. It would only be a community station (not a nationally operated one) that could possibly do full and effective service in such community emergencies.

# SUPERLATIVES AREN'T NEWS

by R. G. Lewis

The best way to attract attention to yourself or your business is through the editorial columns, because editorial columns are generally regarded as impartial. It is the cheapest way, because no reputable paper sells editorial space. It is the hardest way because editors are fussy what they print.

It has taken Canadian business a long time to learn the value of the news columns, much longer than it has taken radicals and leftists, who use them to great effect against business.

A not too cordial press has actually worked in radio's favor, because a radio story must be exceedingly good before an editor will even read it. To accomplish this they are sending Lizzie Zilch back to the filing department and replacing her with experienced news men and women who understand that editors want news, not "puffs".

The prime point to remember is this. Editors want your story just as much as you want it printed. Only your desire and theirs are actuated by different motives. You want to get your activities into print. The editor only wants a story if it will interest his readers. He has no concern about your better mouse-trap, and the dailies loathe radio. He will only print a story about it if he has to. As a matter of fact if he does print it, he will do so with the utmost resentment, that your story is so good that he has to give you a free plug. The advertising department will be after his hide, wanting to know how they are going to sell space if he is going to give it away.

Once space salesmen used free readers as bait for advertising contracts. The larger the ad, the larger the reader.

Today no self-respecting sheet operates on this basis. Tough editing breeds respect for a publication! Respect breeds readership. Readership breeds advertising.

"What kind of material do you want for your paper then?"

A very sensible question, but quite unanswerable

If the editor knew what he wanted he'd write it himself. It is the items he doesn't know about that keep him awake nights. It is the unusable material which keeps the top of his desk from view.

About a year ago, the manager of a western radio station backed me against the wall and said: "You don't want our news items Dick. I sent you one once, and you didn't

use it".

I don't know what the item was, but it was probably a "plug" something like this. "Radio station BUNK, ever on the alert to render an increasing public service, and always on the hunt for local talent, is now giving away, absolutely free, a twenty-five cent war savings stamp every week to the amateur who does best on the "Ladies' Aid Hour." And then, as though to give the dead body a final jab, a self-satisfied blast at the end—"another forward step for community-minded station BUNK."

They think this is good. It gets the name of the station over—the desk and into the hell-box.

What BUNK's overenthusiastic press relations man does not realize is this. If the recital of the service rendered needs to be pointed up with adjectives, if, in effect he has to add at the end: "and this is a very good thing", then he should have thrown the story away, or, better still, never written it. Have someone go out and do something which can be reported in straight fact. Then it will be reported because it will be interesting, not to the beneficiaries of the plug, but to the paper's readers.

It takes dexterity to turn out a piece which will accomplish its purpose and still get something into print. Sometimes you may have to plan your news before it happens, so that it will make news after.

When Robin Hood Flour Mills sent Claire Wallace to the San Francisco Conference to do her commentary from there, they did it because they knew it would attract attention. It did.

A radio program is best pointed up by the "color" of its personalities. The broadcaster who gets caught speeding on the way to his "Safety Club" program gets mentioned, but in the wrong way though it's still a mention. The same character might make the news, and favorably, if he volunteered to do duty at the beach as a life-guard. Incidentally this story offers cheese-cake possibilities which should not be overlooked.

Good works, like professional entertainers singing or playing at hospitals, are always a lead. CKWX, Vancouver, keeps one man on the staff to produce entertainment by and for wounded veterans, and this is a news story in any man's language. It's always news when business or radio artists do something for nothing.

The circus freak show is not newsworthy as such. The fat lady's love story, though, might have an angle which would be welcomed by any editor. And it would be hard to write the love story of Olive O'Bese without mentioning her show.



It is the unusable material which keeps the top of his desk from view.

There is no news value in a statement like this: "John Smith made a fine speech."

But how about this?

"John Smith made a speech. After his introduction, he staggered to his feet, swayed perilously until two of the waiters stood, one each side of him, to keep him vertical. Then he began. For forty-five minutes he spoke as a man inspired. The audience sat dead still, scarcely daring to breathe. Then, as suddenly as he had begun, he was through. Stark silence for an eternity. Then an ovation of applause rang round the rafters for a full five minutes. As it died down John Smith sank blissfully to the floor. He awoke at three o'clock the following afternoon. Yes, John Smith made a speech."

Not long ago they nominated me for the board of a business club. I had to be out of town the day of the elections as did every one who was likely to vote for me. We couldn't run a plug in the paper saying: "Vote for Lewis". Instead we slipped an item in the "Lewisite" column which explained the circumstances, and said that I was offering eight to five against my being elected. And was this subtle piece of propaganda effective? It was the most phenomenal public relations campaign I ever launched. I won forty dollars!

There has to be a hook in your news releases.

Tell your whole story in the first sentence. That much may get in anyhow. Don't tell it about radio

or the program. Talk about the whole thing. Write it so that it can be ped off at the end of any paragraph. The complete facts are in the first.

"Mary Black, well-known soprano, was among the studio audience last night, when five young singers, all trained by the 'mix' star personally, did a complete program over station BUNK."

There is your whole story in paragraph 1. Then you might continue:

Miss Black who has just completed her five hundredth consecutive Sunday evening program on station BUNK, has made a hobby of helping to develop young voices for radio. For ten years she has made annual tours from coast to coast at her own expense, seeking out young voices with possibilities and giving them free training."

It is still a complete story, let's go on:

"In the course of pursuing her hobby, Miss Black has personally trained over fifty young men and women, and at least twelve of them are now earning their living as radio singers."

Then if you must:

"Writing in the CHRONICLE, W. Quaver, the well-known music critic said: 'Mary Black, for the past ten years, has rendered yeoman service to the cause of music.'"

Throughout the piece Mary Black is the story. Don't say Blank community-minded station BUNK has more listeners than any other stations in Canada. That is not the whole story. Instead of 750 listeners to station BUNK, travelled an average of 25 miles each through the snow, with thermometer at 34 degrees below zero, to be first at the studio with one pair of nylon stockings given away." That has some news value. And then, if the winner of the right kind of game, or even if they are essentially the wrong kind, send along a picture of her doing the priceless hose. But send it while the news is still news. Christmas stories don't make good news in April. Also, if your competitor has already done this, don't repeat the gag even if your game is twice as shapely.

Don't judge the efficiency of your information man's work by the quantity of paper he gets through the mimeograph. Add up later—in your press book. That is where it counts.

Opinions of paid press agencies are of no value. Tell the

the reader judge for him-  
his yardstick to test your  
Will it interest the paper's  
The paper is not edited  
mother-in-law.

altered words of praise  
er convince nor impress. Many  
politic relations men only send  
releases containing a little of  
so good to enhance the

ow long ago they did a piece  
e on the radio. Gordon  
wrote it and he described  
his: "Dick Lewis is some-  
ong but never timid, often  
t never arrogant." The  
ed was the "never timid—  
ver arrogant." Yet the use  
ss complimentary "wrong"  
ny", even if they made me  
privately, added both credi-  
ad color.

he whole story. Avoid  
phases as "another network",  
our announcers", "a cer-  
manufacturer". Generally  
names make news. Let  
r cut them out if he wants

authentic figures. Don't  
highest rating". Say: "a  
45.9". And then say who  
survey. Superlatives aren't  
ave them for your adver-

ms are permissible when  
by someone whose name  
ome weight. Joe Doakes'  
are not newsworthy unless  
es what he is talking about,  
reader knows he knows.

your news in the present  
Not memories of a dear  
pic.

your releases on one side  
eaper only, double spaced  
it a good margin all round.  
leaves room for editing and  
ns saves re-typing. Date  
releases and never capitalize  
d line. The editor will do  
eeded.

vice copies of speeches stand

the best chance of getting reported.  
Accentuate personality. Send live,  
bright, interesting and unposed  
pictures, instead of the inevitable  
"publicity stills". And don't ask  
for your prints back. Often they  
have to be cut down, pasted up for  
retouching or made into montages.  
So pictures marked "Please Return"  
are frequently returned—unused.

Most acceptable pictures are 8  
by 10 inch sharp, glossy prints en-  
larged from quarter-plate shots,  
taken by a photographer with press  
experience and a flash gun. Fuzzy,  
off-focus and "arty" pictures, print-  
ed on mottled paper, belong on the  
grand piano. Tell your photogra-  
pher to work for blacks and whites.  
They reproduce better than muddy  
greys.

Finally, don't be afraid of laugh-  
ing at yourself. The eye-wash you  
sell is the most important thing  
in the world—to you. To anyone  
else it is just so much eye-wash.

### Claireseye View

During the ten years "They Tell  
Me" has been on the air, Claire  
Wallace has done just about every-  
thing to add spice to her daily  
broadcasts. She has broadcast from  
the bottom of the ocean, from a  
plane and climbed a mountainside.  
Now she's in Mexico en route to  
Guatemala to get a Claireseye view  
of a volcano.

Claire, who returns to the air  
August 19, took the aerial route to  
Mexico via New York to Browns-  
ville, Texas. Pan-American carried  
her to Mexico City where the  
Mexican government did every-  
thing but roll out the red carpet for  
her.

During her three weeks in  
Mexico and other southern regions,  
Claire plans to take in everything  
humanly possible. She'll be roam-  
ing around the Panama canal,  
Latin-American markets and other  
points of interest, and hopes to  
bring back for her listeners a word  
picture of Mexico's famed bull  
fight.

# CKCK

the **FIRST** station in Saskatchewan for  
**PROGRAMS • AUDIENCE • COVERAGE**  
**PRESTIGE and RESULTS**



**SOON SWEEPING SASKATCHEWAN  
WITH 5000 WATTS  
(NO CHANGE IN RATES)**

# CKCK REGINA

620 KC  
*An All-Canada Station*

## THE KEY TO SUCCESSFUL PRODUCT PROMOTION.



**WINNIPEG TRANS-CANADA NETWORK**  
**15,000 WATTS**

**DOMINION NETWORK**

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

Executives Write for a copy of "Man-  
itoba Calling" and know the facts about  
these two "first" stations.



# CJCH

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



*Canada's*  
**NEWEST STATION**  
**HITS THE AIR**  
 ABOUT  
**JULY 29**  
 SERVING  
 WESTERN ONTARIO  
 AND  
 S. E. MICHIGAN  
**CHOK**  
 SARNIA ONTARIO

5000 WATTS DAY — 1000 WATTS NIGHT  
 Represented by  
 NATIONAL BROADCAST SALES  
 DONALD COOKE INC.  
 IN U.S.A.

# SELL BUSINESS BACK TO PUBLIC

A call for a united front to "sell the American public on various phases of business and industry so that the complete system is understood and so that it is bought 100% by the public," was given by Harold A. Smith, manager of the public relations department of Young & Rubicam, Inc. in an address in Washington.

He said business needs to be sold back to the public now, because industry is steadily losing its war-worn public esteem.

He pointed out that business had been in and out of the public doghouse for fifty years and was now faced with the challenge of keeping itself in good standing with the public regardless of the economic situation.

Mr. Smith criticized business for its failure to present its case as regards price controls and strike issues and said that both labor and the government had made a bigger and better effort to air their sides of controversial issues.

He said that business should be ready to present its case at a moment's notice and it should unite to "explain and keep explaining its function in the American economy."

The erroneous belief that industry had been making wartime profits of 30 per cent and peacetime profits of 18 per cent should be corrected, Mr. Smith said. Actual Treasury figures show that industry had averaged a profit of 3.3 per cent over the last 15 years.

"Business can no longer simply explain . . . that it stands for free enterprise or private enterprise Mr. Smith continued. "It must become more specific. Industry

must tell the public how it pays people to work and creates employment. It must explain its part of business in the overall scheme of things. It must explain profit. It must take time out to increase the understanding of the public.

Mr. Smith's answer to the method of doing all this was to band all the business organizations together and present a simple united campaign using advertising space and marking annual appropriations for educational work.

In this way he said, business might get across to the American public what its great economic system delivers and what business and industry contribute.

## Practical & Industrial

Donald Voorhees, conductor of the "Telephone Hour" is beginning to wonder what it would be like to have a vacation. The program is in its seventh year without a break. Every Monday for seven years.

Another interesting thing about the conductor is that he conducts with a pencil. He finds it saves time not having to lay down a baton and pick up a pencil to make changes. Besides this practical reason he finds that the weight of a pencil is just right.

## "Private" Radio

Electronic engineers claim they have come up with the answer to the neighbours with the no radios.

Their scheme is to have electronic plates on opposite walls of a room so that only the people sitting between those plates will be able to hear the radio. Thus even the members of the family in the same room who do not want to listen to the radio need only sit out from between the plates in order to hear nothing. Those in the next apartment will find it hard to have to buy their own radios.

**CKCR**  
 KITCHENER

**COMMUNITY-MINDED**

At the last Municipal Elections Kitchener approved by-laws providing \$450,000 for the erection of the Kitchener Memorial Auditorium and \$1,650,000 for the erection of a new hospital

For availabilities on Kitchener's Community-minded station

**CKCR**

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

TORONTO  
 Victory Bldg.  
 AD. 8481

**CKCR CKCR CKC**

**SELLING POWER in a PROSPEROUS MARKET**

ALL CANADA STATION

**CJOC**

Lethbridge, Alberta  
 GOING TO 5000 WATTS



# More Hope THAN CHARITY

Edna Hope

let it be said that I didn't give you a fair warning for that's what I'm about to do right now. I'm going to comment on the sale of the species. If there are males wasting their time, it's an excellent time to turn the page. Or maybe that's an invitation to stick with the column. How do you know?

There are scads of men who have been and are a success in various branches of radio. It's equally true there are a lot of girls who do the industry with their talents? Too often they are loathe to admit the abilities of a girl with the result that sufficient credit is hers. Now I'd like to draw attention to some very capable and unusual female artists.

Take Babs Hitchman, as an example. She formerly wrote the script for "John and Judy" program and is currently writing Canada's "Over the Rain-forest" as well as that, Babe writes for Lever Bros. "Laura" Monday through Friday on Canada. If Babs were a theme song would probably "I am a Canadian," for she attracts offers to vacate a radio and remains the example of the artist who makes good in the American and yet remain in Canada.

It is nothing rare about hearing a dramatic artist who is expert in her field, but there is something unusual about that being a five-year-old. This lady is Joan Davies and her extraordinary work on the radio is "Your Family." Not only Joan read lines, but she took those lines off paper and put them into a mike in a style that might be envied by many of her peers.

If you haven't already met Edna, I'm surprised. Furthermore, I feel it's about time for you to become acquainted with her via the press. For fifteen years Edna has been employed in radio work as Supervisor of CBC's Personnel Department in Toronto. She began her career in radio in the ranks of CRCT which, undoubtedly, has as much to do with her expertise. This same knowledge is the knowledge of all things

## Co-Operative Programs

The merchants of Ponoka, Alta., combined to present 46 programs over CJCA, Edmonton, publicizing their annual 2-day stampede. Their aim was to boost attendance to between five and ten thousand. Conservative estimates following the function placed the turn-out at 20,000.

Other co-operative programs aired on CJCA currently is one where merchants in one section of the city combine to attract business to their district. Fifty druggists have pooled resources for a weekly musical half hour. Also Imperial Oil dealers have banded together to give a program of week-end and holiday trip information, as to road conditions, beauty spots and so forth.

## CBC Turndowns Withheld

Revenue Minister J. J. McCann tabled a return in the House of Commons recently for J. Diefenbaker (PC Lake Centre) to the effect that the CBC had turned down some American network commercial shows during last year but added that "it would not be in the public interest to give details of the non-acceptances."

"Details of the non-acceptances" he added, "might be embarrassing to advertising agencies, sponsors and US networks and would impair the relations of the corporation with those with whom it has business dealings and so affect its ability to serve the listening public."

being transferred to the Academy of Radio Arts in the capacity of Business Manager.

Edna's versatility is not confined solely to radio for she skillfully manages her own home, plays a fair game of golf and a good game of bridge. Added to these several accomplishments, perhaps Edna's foremost interests are her husband and her son.

This goes to show you what is being done by the so-called weaker ELDA.

**T**HE gross AGRICULTURAL revenue of the Provinces of Prince Edward Island, New Brunswick, and Nova Scotia for 1942 was \$80,918,000.00. CFCY, according to BBM has 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.

**CKSB**  
St. Boniface

A *Wright* STATION

**YOU CAN'T BE WRONG**  
when you pipe your sales message to  
**40,000 Frenchmen**  
over  
**CKSB**  
St. Boniface  
See  
**WILLIAM WRIGHT**  
Victory Bldg.

AD. 8487

**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

COOPERATING WITH "LE DROIT"

*Stretch*  
YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE



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

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

**News With  
Largest  
Commercial  
Sponsorship**

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

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

HEAD OFFICE  
231 St. James St.  
MONTREAL

## INVESTIGATE FM HOLD-UP

Senator Glen H. Taylor, (Dem. Idaho) has called on the U.S. Department of Justice to make a thorough investigation of the radio manufacturers in the U.S. to check if there has been any violation of the anti-trust laws in "withholding" FM receivers from the market.

In a letter to the Department he asked that they try and determine:

1. Whether receiver manufacturers have conspired to withhold FM from consumers during 1946.

2. Whether any trade association, its officers or committees, have been active in influencing the failure to incorporate FM in 1946 receivers, and if so, whether any violation of the anti-trust laws are involved.

3. Whether the fact that many radio manufacturers own standard (AM) broadcasting stations which are threatened by FM developments, has influenced the delay in making FM available to the American public.

4. Whether any delay in introducing FM is due to the desire of manufacturers to sell 20 million outdated AM receivers in 1946 in order to resell these 20 million consumers with more receivers in a year or two.

Mr. Taylor went on to say that when FM was introduced it was hoped it would reduce the mon-

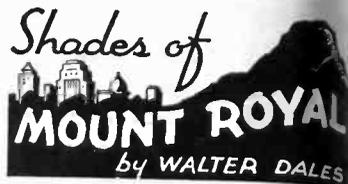
opoly in the broadcasting field but with the scarcity of receivers it was tending to freeze out the small operators in the field.

In an FCC poll of manufacturers it was disclosed that although this is going to be a record breaking year as far as production is concerned, only 10% of the receivers will be FM. The FCC suggested to the manufacturers that they revise their plans to include more FM. The reply was that the manufacturers were making radios for the public, not for the FCC.

Joseph R. Elliott, vice-president in charge of home instrument department of RCA, denied the charges made recently that there was a "hold-back" of FM receivers. He stated that beginning in September, 60% of all technically feasible AM sets produced by his company would incorporate FM. The technically feasible sets do not include portables, battery sets and auto sets. 40 to 50% of the AM/FM sets will be in the \$70 level.

### Radio on Celluloid

The NAB has appointed an advisory committee to aid Jerrold T. Brandt, independent movie producer, in the planning of a proposed motion picture based on the history of the broadcasting industry.



When WOR, New York, discovered radio waves make cows give richer milk and fish swim tumbling up, it gave Victor George a new idea. If music can make people dance, march or mourn, why can't it make 'em cool in hot weather he wanted to know.

Last week, with CBC's Montreal studios 90-odd in the shade, the experiment was made. Louis Kinchen, orchestra leader and Hank Matthews, arranger, plus a sizeable cast of musicians and engineers conspired through a daylong rehearsal of the "Sweet Cap Summer Show" calculated to cool the listener when it hits the Dominion network on Friday, 9:30 p.m. EDT.

"It's all done with grace notes," explained Matthews, wiping the sweat from his brow. "You can make 'em sound like ice cubes clinking in a glass or palm fronds waving in the breeze. When the Sweet Caporettes perform, I give them rhythmic arrangements typical of rippling waves against a sandy beach."

The Summer Show started July 5, will run until Fall. Featured singers are Ken McAdam and Simone. Ray Johnston plays the organ. Sweet Caps sponsor the show; Whitehall Broadcasting Limited directs.

\* \* \*

Management at Canadian Broadcasting must come to work wondering what next has happened to their versatile radio head, Michel Normand. Recently, he was honored by the King, who bestowed on him the Order of the British Empire. Aside from short-waving sports news to the men overseas each week, Mike has long been official announcer for the Montreal Athletic Commission and sportscafe for Imperial Oil, on the French network. As this column is being written, the Montreal Herald, Ferguson's "Around and About" department, breaks the news that Michel will likely be "the front office manager of the Forum when Frank Selke goes into general management there... he is a first class greeter." He is also a city alderman, Montreal Croquet Champion, and an all-round solid citizen. His only similarity to an character in "The Hucksters" is his addiction to the telephone.

\* \* \*

I ran into the story of the Hill Brothers by accident. Heard a familiar voice on CBM, checked and found it is Tom Hill, former CKRM, Regina.

The Hills have a real story CKRM started by hiring Jack. Then the war came along, and Jack joined. That wasn't too bad for CKRM immediately filled the gap by hiring kid brother, Bob. Soon as Bob came of age, he joined up. Anyhow, by this time young Tom was just graduating from High School, and CKRM grabbed him. When the calendar made it possible, Tom joined up just to keep a Hill on the staff the Dad volunteered to do a stint or two of announcing.

After the war, Jack, Bob, and Tom all reported back to CKRM and went to work, effectively. Jack has now invaded Montreal. Tom is slated to go to CKRC Winnipeg, I hear, as production manager; and Bob is a stand-out player on the CKRM schedule.



Let this  
**FAMOUS**  
**TOP RIDING**  
**CHAMP**  
Put your  
**BRAND**  
on the  
**WESTERN MARKET**  
**CFAC**

*Take advantage  
of the CFAC  
listening habit!*

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

# KESTONES IN CANADIAN HISTORY

## Canadian Ideas For Canadian Programs

... must early Canadians signed a peace treaty with the ... but fighting still continued ... in August Allied lead- ... in Quebec ... In August the Rocky Mountains were ... gold was discovered ... Canada entered World ... a memorable month for Canadians.

- 12, 1577. Martin Frobisher discovered the Arctic.
  - 12, 1642. Canada declared war on Austria-Hungary.
  - 13, 1642. Cataracoui, now Kingston, Ont., founded by Frontenac.
  - 14, 1598. The Marquis de la Roche reached the shores of Canada with 40 convicts for settlers.
  - 14, 1941. The world learned of the great Atlantic Charter issued by Allied leaders.
  - 15, 1756. The war with Pontiac started.
  - 15, 1879. Riots in Quebec. Ship laborers started them and the riots lasted four days.
  - 15, 1812. British repulsed by Americans at Fort Erie.
  - 16, 1812. Detroit captured by General Brock.
  - 17, 1896. Gold discovered in the Klondyke.
  - 18, 1861. Montreal flooded ... over a quarter of the city under water.
  - 19, 1831. Train "Lady Sherbrooke" crashed near Cape Ray and 273 lives were lost.
  - 20, 1652. Band of Iroquois killed Governor Duplessis at Three Rivers, Quebec. General rioting followed.
  - 21, 1862. City of Winnipeg founded.
  - 22, 1843. Steamer "Ontario" descended the Lachine Rapids.
  - 23, 1890. Moncton, N.B. incorporated.
  - 23, 1850. Montreal suburbs flooded.
  - 24, 1849. Parliament buildings and library burned in Montreal.
  - 25, 1818. Bank of Canada in Montreal opened.
  - 26, 1884. British Association of Sciences met in Canada, in Montreal, for the first time.
  - 26, 1784. Cape Breton separated from Nova Scotia.
  - 27, 1907. Quebec bridge collapsed.
  - 28, 1743. Younger La Verendrye discovered the Rocky Mountains.
  - 31, 1900. Phoenix, B.C. incorporated.
- 90. A huge fire in the town ... in the Kootenay Valley ... killed 70 people and caused ... 0 worth of damage.
  - 91. The city of Victoria was ...
  - 92. Telegraph communica- ... ve established from Mont- ... onto and to Buffalo.
  - 93. The Americans were de- ... ly the British at Fort ...
  - 94. Settlers made general ... h the Indians in Montreal ... a series of bitter fights.
  - 95. War declared on Ger- ...
  - 96. Tecumseh defeated the ... ces in a bitter and bloody ... Brownstown.
  - 97. British suffered a defeat ... de with the Indians at ... n.
  - 98. Tragic massacre of set- ... Lachine by a band of ...
  - 99. First dispatch sent from ... y Transatlantic cable.
  - 100. First bag of parcel post ... ngland.
  - 101. Fort Pitt attacked by the ... nd completely destroyed.
  - 102. A suspension bridge fell ... ohn, N.B. and seven were ...
  - 103. Riots broke out in Tor- ... ring an Orangemen's ... e. Property was destroyed ... e lost.
  - 104. Jacques Cartier started ... c journey to explore the ... nce.
  - 105. Fort William Henry ... Montcalm.
  - 106. Saint John, N. B., found- ... th United Empire Loyalists.
  - 107. Cartier started his second ... e and he ascended the St. ... nd to Stadacona, now Que- ...
  - 108. Winston Churchill ar- ... in Quebec for the talks with ... and Premier King.
  - 109. Oswego taken by Mont-

# CKNB CAMPBELLTON N.B.

July 20, 1946

Dear Mr. Timebuyer:

We're selling summer wardrobes, beach wear, and the like these days by telling our folks about the joys of sunny hours at the shore or cottage...and then sneaking in mention about the right sort of clothes to make vacations more happy and carefree.

Personally, I had an uneasy feeling that we might be selling the sea-shore idea so strongly that we had no listeners left... until a client came along with a request for a telephone-quiz show on Saturday nights.

We should have known better, but once again we experimented with in-coming calls ...and for three consecutive Saturdays our rabid listeners blew the fuses out of the switchboard at central.

The New Brunswick Telephone Company had me in for a brief conference...and the format of the show isn't the same any more.

I hope YOU'RE having a beautiful Summer, too.

Yours very truly,

*Stau Chapman*

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION



**FIRST IN COMMUNITY FAVOUR**

**FIRST IN COMMUNITY SALES**

ask us about spot broadcasting



**ON THESE STATIONS**



- CJAV PORT ALBERNI — CKMO VANCOUVER,
- CKNW NEW WESTMINSTER — CFRN EDMONTON,
- OFCN CALGARY — CJCJ CALGARY,
- CFQC SASKATOON — CJOB WINNIPEG,
- CKPR FORT WILLIAM — CHUM TORONTO,
- CKOH HULL — CJSO SOREL, — CKOV QUEBEC,
- CKTS SHERBROOKE — CHGS SUMMERSIDE.

Covers THE RICH FRUIT BELT of BRITISH COLUMBIA

CBC BASIC ★ 1000 WATTS

**CKOV**

OWNA ★ Okanagan BROADCASTERS LTD.

# Casting?

## Need Some Music?

### RUBY RAMSAY ROUSE

Can really do a job on  
a piano or an organ—

And you can reach her  
in a jiffy at

#### Radio Artists Telephone Exchange

WA. 1191

TORONTO

### Air Municipalities

Thirty six municipalities out of sixty which have been approached have responded to CKNX Wingham's invitation to participate in a series of round table discussions on civic affairs which the station plans inaugurating this fall. Of the thirty six heard from, there were thirty four favorable replies and two dissenters. It is assumed that those municipalities that have not as yet answered have not held council meetings since receiving the letter asking them to take the matter up.

Titled tentatively "Civic Report," the idea is based on the Radio Bureau's "Reports from Parliament Hill," in which members of the Federal government report, through their local stations, to their own constituents. With the Wingham project, it will be a case of representatives of local governments reporting to their towns, townships and counties.

In order that the broadcasts may be as lively as possible, it has been decided to conduct them interview style, with staff interviewers asking questions mailed in by listeners, and the reeve or mayor presiding over the proceedings.

### SELF PORTRAIT



Beaver Award Actor  
Trying to Make good

The above drawing was found sketched on the bottom of a script appears to be a self-portrait of Alex McKee, 1944 Beaver Award winner in the field of dramatics, when he was dubbed Canada's most useful actor.

### UK BLOCKS RADIO ENQUIRY

The British Government has turned down the suggestion for an independent Committee of Enquiry to advise it on broadcasting, in a Government White Paper on broadcasting policy published recently.

The Committee has been demanded in view of the expiration of the BBC's Charter. Reasons for the refusal were given as (1) The present ten year Charter has had only 1 1/2 years of normal operation. (2) There has been great technical development in the last ten years but most of it has been in the military field and it is too early to see its result on peacetime broadcasting. (3) It will be some time before international agreements will be reached to look after the changing geographical and technical picture.

As a substitute for the suggested Committee they propose to replace the present ten year Charter with a five year Charter effective next January 1. Well in advance of the termination of that Charter the Government will consider the de-

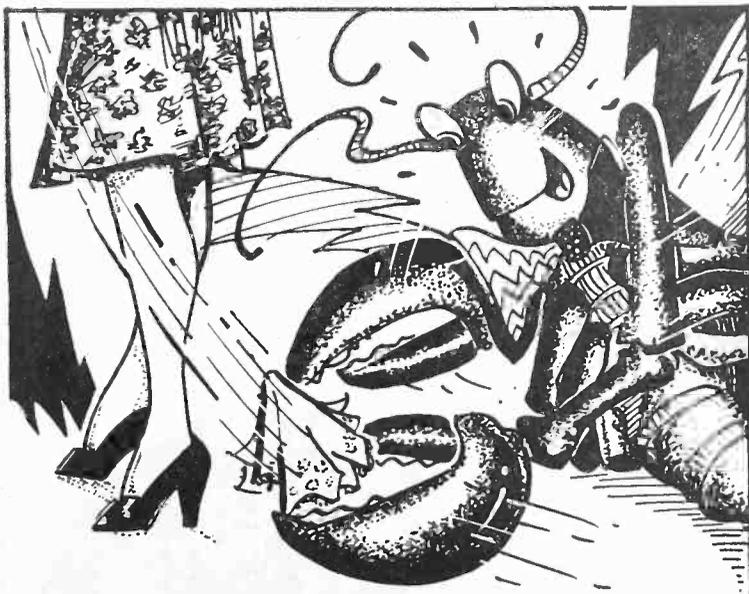
sirability of appointing an independent committee.

In answer to the charges that the BBC's monopoly of broadcasting gives it too much power, the government answered that it was satisfied that it was the system suited to the circumstances of the United Kingdom.

The White Paper praised BBC engineers and voiced approval of the plan to spend a substantial sum each year on research and development.

### Set Increase Inadequate

Effective July 2, the Government granted the radio receiver manufacturers in Canada a 10% increase in list price, and complete freedom to negotiate discounts with jobbers and dealers. Manufacturers have been negotiating since October 1945 for the increase, giving their reason an increase in cost of materials. The "FINANCIAL TIMES" says that it is understood that the increase just effected is not considered adequate by the industry.



# it GETS RESULTS!

... and Brother, that's what counts.

Any sponsor who has advertised over CKCW will tell you that sales and profits really zoom when Lionel's "eager beaver" station goes to work for him. Promotion... delivery... showmanship... your sales message gets the full treatment when we take hold. All this... and audience, too. And what an audience since we hit 5000 watts.

**CKCW**  
MONCTON NEW BRUNSWICK  
The Hub of the Maritimes  
Representatives Stovin & Co., Toronto - Montreal..

**CKCR**  
KITCHENER  
A *Wright* STATION

Mr. Advertiser...  
YOU CAN'T COVER THE \$21,000,000  
KITCHENER - WATERLOO MARKET  
WITHOUT  
**CKCR**

see  
WILLIAM WRIGHT  
Victory Bldg  
AD. 8481

# VENTUATE NEGATIVE

eric Wakeman's book, "The Hucksters," is a book with a message that has been both praised and damned beyond its worth. It is an important piece of light fiction, amusing if you like your porray straight. How the mighty Book-of-the-Month Club came to set as representative of any- beyond its obvious saleabili- of children - under - sixteen- admitted lines is more than reader is able to fathom.

the story of an agency radio te who commutes between New York client, a soap-happy with a huge appropriation, radio studios in Holly- considerable of its pages are to his dealings with radio with which, when he is not g programs, he climbs of-factly into bed. real climax of the story when he finds a new sleep- ner named Kay, who is not radio business. He performs nishing feat of remaining for three days in a bath- hotel room, without eat- ing, apparently, without leav- room.

The Hucksters" is a book message. The message is: if you must, but get it library, because it is not a to treasure in your book-

book constituted a true of radio, rather than a re- the idiosyncrasies of easily able New York advertising ers, it might have some But, having written his tory, Mr. Wakeman ap- went through, again, in inject sufficient filth into convince the Book-of-the- Club's reading committee ould appeal to the reading And this I think, reflects favourably on Mr. Wake- ae public and the club. this review is responsible sale of any copies, I regret

Day That Baseball Died" a ay by Irvin Teitel of To- was produced for the first er the "Columbia Work- July 7. It was termed by Workshop" a fantasy. ite displays a creditable abil- o fantastic farce with con- and without talking to God second person singular

slv ball, pitched so slow that ed in mid-air during the de- g game of a world series, e the country. With two out ee on base, and the count nd two, the pitcher throws hat the batter strikes at

## SPARKLING

THAT'S

## DOROTHY DEANE

CANADA'S  
TOP GIRL VOCALIST  
Vivacity . . . For Sure Fire  
Appeal . . . for Sparkle  
air in both song and  
it's Dorothy Deane  
every time!

Management  
GEORGE TAGGART  
ORGANIZATION  
ADelaide 8784

and the umpire calls him out on strikes. Then it is discovered that the ball is still hovering over the plate. The batter takes another swing at it and hits a slow dribbler through the infielders, who are all busy congratulating themselves on having won the game. The runs cross the plate and the umpire's decision is reversed. A riot ensues. The umpire commits suicide. And the entire world is thrown into a turmoil by the result. Thus the case arrives in court, where the action of the play takes place, with flashbacks to the game and the background of the game. Suspense is maintained by building up to the pitch and not telling exactly what happened until the very end.

This is the first piece Teitel has done since he returned from overseas and the idea was born on the trip home. Ignoring the fact that I do not consider that I am the sporting fanatic characterised in the play, I found it entertaining and amusing even though I did have to listen to it in a room about 105° in the room. Teitel showed that he can capably handle the unusual, without floating off in a cloud of pseudo-artistic hocus.

### Stork Market

Major Frank "Budd" Lynch, CKLW sports editor, handed out cigars all day, Monday July 8, celebrating the arrival of a six pound two ounce girl. Mother and daughter both doing well but father's no-smoking pledge has gone by the board.

### DRIVING PREMIER



When CHML Hamilton's Mobile Unit broke down, they commandeered a jeep from Reid Motors to travel to Cayuga for Ontario Premier Drew's address to the Haldimand County Youth Agricultural Rally. Colonel Drew is shown at the wheel, with Ed Blaney, CHML engineer, working nonchalantly in the background.

### Conductress

Ethel Stark of Montreal is the first woman to conduct a CBC orchestra. She established this precedent by leading the "CBC Concert Hour" during July.

## B. O.

This Is The Thing To Make Wallflowers Grow

but . . .

the business on an offending broadcasting station is not nurtured by local accounts who feel that everything just doesn't smell right.

## CFGP

GRANDE PRAIRIE

boasts a list of local sponsors whose numbers would indicate that here is a National field worth investigating.

B.O. can mean **BETTER OPERATION**

# TIME BUYERS!

## LET'S HAVE A LOOK AT RADIO COSTS IN WINNIPEG

In the Evening ratings for the month of June the average percentage of listeners looked like this:

Station A, 15,000 Watts	35.1
Station B, 1,000 Watts	22.4
Station CJOB, 250 Watts	30.4

Placing the number of radio homes in the Winnipeg area at 100,000, here is the cost of broadcasting a half-hour program to 1,000 homes:

STATION A;  
\$2.40 per 1,000

STATION B;  
\$2.45 per 1,000

STATION CJOB  
**\$1.30 per 1,000**



Contact Radio Reps in Toronto or Montreal

## Complete RECORDING FACILITIES

for your  
WESTERN  
BROADCASTS

- Air Checks
- Delayeds
- Actualities



WRITE OR WIRE

Les Garside

INLAND  
BROADCASTING  
& RECORDING  
SERVICE

171 McDERMOT AV. WINNIPEG

**OTTAWA**

*Letter*

by  
**JIM ALLARD**



The positive tone was evident in the presentation made on behalf of independent stations to this year's Parliamentary Radio Committee. The presentation was made in two parts, at two different times of the same day. Morning of Thursday, July 11, the first and longer division of the presentation was made by Fred C. Colborne, D.F.C., Assistant Manager of CJCJ, Calgary. This presentation, reported on page 6 of this issue, studiously avoided criticism of anyone and confined itself to a report of activities by the independent stations.

Report opened with a brief summary of some of the major criticisms lately made of radio (largely in the FCC bluebook) and made by previous parliamentary committee members. Emphasis was laid on the foreign source of more recent charges, and the report then stated it would confine itself ex-

clusively to the Canadian scene. The brief then went on to deal with activities of the independent stations in the development of creative personnel; the development of local talent; the production of sustainers and special programs for minority audiences; local creative programming; public service; and the rehabilitation of veterans. Specific examples were taken in each case from independent operations across the country.

Program control and excessive commercialism were other charges dealt with, material being carefully documented to show that charges made in this connection were unfounded in relation to Canadian radio. The entire presentation stayed within the independent radio field, and had in it distinct overtones of "CBC's doing a good job in its own field; we're doing a good job in ours; there's a place for both, each in his appointed place, and no sense in snide cracks." After summing up work done by independent stations in each specific field mentioned, the fifty-four page brief concluded "The approach taken by each community station varies, which is exactly the reason the community stations are so important. They

can reflect the ever-changing needs and desires, the color and culture and character of their individual communities. CBC is essential to Canada and to the independent stations. Not one whit less is the community station essential to CBC and to the communities that make up Canada."

Part two of the presentation (see page 1) was made beginning at four o'clock the same afternoon by F. H. "Tiny" Elphicke of Vancouver. This was a shorter section dealing with "Future Policy." Tone of this half, too, was almost entirely objective. In one or two places, it answered specific charges made against community radio, or insinuations left by statements made previously. These were concerned with (a) talent, and (b) the amounts of money paid stations for carrying network programs. Reference was also made to CBC's proposed venture into the spot local field, recently announced. This brief indicated that the terms outlined by CBC's local selling policy would give undue advantage to larger firms at the expense of local advertisers.

Nub of the presentation was a summary of how differences of opinion between CBC and indepen-

dents were handled by 'in camera' hearings before CBC's Board of Governors, and CBC's combination of executive, legislative, judicial and police powers. It was then suggested that there should be a Radio Board of Appeal—"an independent tribunal, holding of meetings to which both branches of the radio industry possess access in the customary judicial manner."

Most of CAB's Board of Directors and other radio representatives were present in Room for the independent presentation which occupied nearly all of Committee sitting. There was talk in the late afternoon for a comments and questions by Committee Members. M. J. Coldwell, CCF Leader, indicated he would press for divorce of newspaper and radio operation. Roy Knight, CCF member for Saskatoon, as if CAB reps thought newspaper ownership of radio stations resented a threat to freedom of speech. In reply Harry Sedgwick pointed out that broadcast stations do not have any editorial power and that if any such threat to freedom of speech had occurred there was machinery for dealing with them. Tiny Elphicke said in ten years experience with newspaper owned stations, he never once been pressured by paper in any way. "But" person Mr. Knight "don't you think is the danger?" Said Mr. Elphicke: "With unscrupulous people yes—but no matter what up you have, unscrupulous people remain a danger." Most questioning, however, was deferred to second sitting of the Committee Friday July 12. This will be first time that the Committee this session sat twice in the week.

Corridor comment was spread following either sitting, as members dispersed quickly to other duties. However, one or two comments were available, these were remarks that indicated some Members at least were definitely impressed by the thoughtful and objective tone of the presentation; its abstinence criticism.

Presentation by CFRB relative wavelength consideration was deferred to July 18th.

CBC's special news report committee proceedings of Tuesday evening carried a full account of CAB presentation; included several lengthy direct quotes the second part of it. In report the brief question period, this special Canadian Press account for network included a brief exchange between M. J. Coldwell and F. Sedgwick concerning CFRB mentors. Mr. Coldwell suggested these were giving only one of current radio discussions. Said Sedgwick: "We don't think and you might say the same of CBC reports".

*The music goes round*



"CKNX AMBASSADORS"

YES, the Music of the "CKNX Ambassadors", featured regularly and exclusively on our station, goes round and round our live Home Counties, playing dances in Community Halls under the CKNX banner, and incidentally promoting audience for your CKNX Programs and spots.

Ask

**JAMES L. ALEXANDER**  
TORONTO MONTREAL

About

**C K N X**

*The Ontario Farm Station*

**CFPA**

Port Arthur - Fort Williams

We're On Speaking Terms With A Lot Of Nice People.

Be Glad To Tell Them About You And Your Product.

ASK N.B.S.

"Serving The Lakehead"

# Technicolumn by G. R. MOUNCE & E. W. LEAVER

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

In this issue, in reply to Bill Simpson's letter, this column dealt with certain aspects of the function of the stylus in reproducing sound. It is felt that a few comments concerning the pick-up might be of general interest. The function of the pick-up is to reproduce, in terms of a fluctuating voltage or current, the variations of the needle riding in the record groove. In one class of pick-up the electrical output is proportional to the amplitude of movement of the needle. This type of pick-up is known as amplitude actuated. The other class of pick-up the electrical output is proportional to the velocity the needle follows the groove. This type is known as velocity actuated. In the most common varieties of pick-ups the output can be considered to be amplitude actuated while the dynamic pick-up is velocity actuated. In this type of voltage is induced by straining a crystal mechanically connected to the needle. The mechanical connection is so that the crystal does not necessarily have to move with movement of the needle. Movement of the needle is transferred to the crystal in the form of pressure on the crystal. The great movement away from the position of the needle the pressure on the crystal is the greater the voltage of the pick-up. Dynamic pick-up consists essentially of a coil rigidly attached to the needle and mounted in a magnetic field in such a manner that movement of the needle causes the coil to move in the magnetic field and induce a voltage in the coil. The induced voltage is proportional to the speed at which the coil moves. Similarly, in the dynamic magnetic pick-up, movement of the needle causes a vaned magnetic material to move through the amount of magnetic flux passing through a fixed coil. The voltage induced in the coil is proportional to the rate at which the magnetic flux changes which is in turn proportional to the velocity of movement of the needle.

Now consider a recording tone, such as that on a record, with the frequency increasing slowly as the tone progresses, if the amplitude of the recorded tone is constant, the actual amplitude of the signal in the groove is kept the same as the frequency is increased. The output voltage from the amplitude actuated pick-up would be constant. Such is not the case with the velocity actuated pick-up, however, for as the frequency is increased, the speed at which the needle moves must increase since it makes a greater number of vibrations in the same amount of time, and hence the output from the pick-up increases. In the perfect velocity actuated pick-up this increase would be proportional to frequency,

that is the output at 1000 cycles would be twice that at 500 cycles and so on.

The next column will deal with the manner in which recordings are cut and the methods used in order to make the over-all response of the system flat for the two types of pick-ups.

## Teen-Towners on Tour

Commencing July 17 and ending August 21 Robert Simpson Co. Ltd. "Town-Teeners" will tour various farm service camps and present variety shows which will be heard over CKY Toronto at 8:30 each Wednesday.

The group have a swingband and a hoedown band and the show is emceed by Ken Watts.

## Re-Employment Service FOR SERVICE MEN

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

File CBC 47 Ex-serviceman, thirty, single, 6 years RCAF, desires position in commercial time selling field, traffic department of radio station or music librarian. Has attended the Academy of Radio Arts for past six months, has wide knowledge of music, no family ties, willing to go anywhere in Canada immediately. Apply Box CB 47, Canadian Broadcaster, 371 Bay St., Toronto.

## EVERYBODY'S LISTENING to RUSS TITUS

Canada's Favourite Male Singer

Management  
GEORGE TAGGART  
ORGANIZATION  
ADelaide 8784

## ADONIS OF THE MAT



Maurice Tillet, alias "The Angel", takes time out from a grunt and grapple visit to Brantford, Ontario, to give sports editor Frank Kovacs an interview over the Telephone City's CKPC.

## License Income

At the fifth meeting of the Radio House Committee held in Ottawa June 27, a report on the revenue from radio receiving license fees was given.

The report, covering the year

ending March 31st gave the number of licences issued, 1,754,000 with a total value of \$4,260,000. Expenses and administration costs came to more than half a million dollars and the amount turned over to the CBC was \$3,732,000.

**The SPONSOR GETS ALL FOUR**

1 MARKET

2 COVERAGE

3 ECONOMY

4 SERVICE

Northern Alberta's Major Sale's Medium

Edmonton's **CJCA**

**CHNS BULLETIN BOARD**

20 YEARS OF PROGRESS MEANS

**5000 WATTS SOON!**

**CHNS**

"The Voice of Halifax"

HALIFAX, NOVA SCOTIA

CONTACT THE ALL-CANADA MAN

**960 ON YOUR RADIO**

# OTTAWA

## Letter

by  
**JIM ALLARD**



The positive tone was evident in the presentation made on behalf of independent stations to this year's Parliamentary Radio Committee. The presentation was made in two parts, at two different times of the same day. Morning of Thursday, July 11, the first and longer division of the presentation was made by Fred C. Colborne, D.F.C., Assistant Manager of CJCJ, Calgary. This presentation, reported on page 6 of this issue, studiously avoided criticism of anyone and confined itself to a report of activities by the independent stations.

Report opened with a brief summary of some of the major criticisms lately made of radio (largely in the FCC bluebook) and made by previous parliamentary committee members. Emphasis was laid on the foreign source of more recent charges, and the report then stated it would confine itself ex-

clusively to the Canadian scene. The brief then went on to deal with activities of the independent stations in the development of creative personnel; the development of local talent; the production of sustainers and special programs for minority audiences; local creative programming; public service; and the rehabilitation of veterans. Specific examples were taken in each case from independent operations across the country.

Program control and excessive commercialism were other charges dealt with, material being carefully documented to show that charges made in this connection were unfounded in relation to Canadian radio. The entire presentation stayed within the independent radio field, and had in it distinct overtones of "CBC's doing a good job in its own field; we're doing a good job in ours; there's a place for both, each in his appointed place, and no sense in snide cracks." After summing up work done by independent stations in each specific field mentioned, the fifty-four page brief concluded "The approach taken by each community station varies, which is exactly the reason the community stations are so important. They

can reflect the ever-changing needs and desires, the color and culture and character of their individual communities. CBC is essential to Canada and to the independent stations. Not one whit less is the community station essential to CBC and to the communities that make up Canada."

Part two of the presentation (see page 1) was made beginning at four o'clock the same afternoon by F. H. "Tiny" Elphicke of Vancouver. This was a shorter section dealing with "Future Policy." Tone of this half, too, was almost entirely objective. In one or two places, it answered specific charges made against community radio, or insinuations left by statements made previously. These were concerned with (a) talent, and (b) the amounts of money paid stations for carrying network programs. Reference was also made to CBC's proposed venture into the spot local field, recently announced. This brief indicated that the terms outlined by CBC's local selling policy would give undue advantage to larger firms at the expense of local advertisers.

Nub of the presentation was a summary of how differences of opinion between CBC and indepen-

dents were handled by 'in camera' hearings before CBC's Board of Governors, and CBC's combination of executive, legislative, judicial and police powers. It was suggested that there should be a Radio Board of Appeal—"an independent tribunal, holding open meetings to which both branches of the radio industry possess free access in the customary judicial manner."

Most of CAB's Board of directors and other radio representatives were present in Room 262 for the independent presentation, which occupied nearly all day's Committee sitting. There was time in the late afternoon for few comments and questions by Committee Members. M. J. Coldwell, CCF Leader, indicated he would press for divorce of newspaper and radio operation. Roy Knight, CCF member for Saskatoon, asked if CAB reps thought newspaper ownership of radio station represented a threat to freedom of speech. In reply Harry Sedgwick pointed out that broadcast stations do not have any editorial policy and that if any such threat to freedom of speech had occurred, there was machinery for dealing with them. Tiny Elphicke said that in ten years experience with newspaper owned stations, he had never once been pressured by the paper in any way. "But" persisted Mr. Knight "don't you think here is the danger?" Said Mr. Elphicke: "With unscrupulous people yes—but no matter what set up you have, unscrupulous people remain a danger." Most questioning, however, was deferred to a second sitting of the Committee on Friday July 12. This will be the first time that the Committee has this session sat twice in the same week.

Corridor comment was sparse following either sitting, as members dispersed quickly to other duties. However, one or two comments were available and these were remarks that indicated some Members at least were definitely impressed by the thoughtful and objective tone of the presentation; its abstinance of criticism.

Presentation by CFRB relative to wavelength consideration was deferred to July 18th.

CBC's special news report on committee proceedings of hours day evening carried a full account of CAB presentation; including several lengthy direct quotes from the second part of it. In reporting the brief question period, the special Canadian Press account in the network included a brief exchange between M. J. Coldwell and Harry Sedgwick concerning CFRB commentators. Mr. Coldwell suggested these were giving only one of the current radio discussions. Said Mr. Sedgwick: "We don't thin so—and you might say the same thing of CBC reports".

# The music goes round



"CKNX AMBASSADORS"

YES, the Music of the "CKNX Ambassadors", featured regularly and exclusively on our station, goes round and round our five Home Counties, playing dances in Community Halls under the CKNX banner, and incidentally promoting audience for your CKNX Programs and spots.

Ask

**JAMES L. ALEXANDER**  
TORONTO MONTREAL

About

# CKNX

The Ontario Farm Station

## CFPA

Port Arthur - Fort William

We're On Speaking Terms With A Lot Of Nice People.

Be Glad To Tell Them About You And Your Product

ASK N.B.S.

"Serving The Lakehead"

# Technicolumn by G. R. MOUNCE & E. W. LEAVER

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

Last issue, in reply to Bill Baker's letter, this column dealt with certain aspects of the function of the stylus in reproducing equipment. It is felt that a few facts concerning the pick-up itself might be of general interest. The function of the pick-up is to reproduce, in terms of a fluctuating voltage or current, the undulations of the needle riding the record groove. In one class of pick-up the electrical output is proportional to the amplitude of movement of the needle. This type is known as amplitude actuated. In the other class of pick-up the electrical output is proportional to the velocity the needle maintains as it follows the groove pattern. This type is known as velocity actuated. In the most common varieties of pick-ups the crystal can be considered to be amplitude actuated while the dynamic pick-up is velocity actuated. Considering first the crystal pick-up, in this type of voltage is produced by straining a crystal mechanically connected to the needle. The mechanical connection is not rigid so that the crystal does not necessarily have to move with movement of the needle. Movement of the needle is transferred to the crystal in the form of pressure, the pressure on the crystal producing the voltage. The greater the movement away from the mean position of the needle the greater the pressure on the crystal and hence the greater the voltage output of the pick-up. The dynamic pick-up consists essentially of a coil rigidly attached to the needle and mounted in a magnetic field in such manner that movement of the needle causes the coil to move in the magnetic field and induce a voltage in the coil. The induced voltage is proportional to the speed at which the coil moves. Similarly, in the so-called magnetic pick-up, movement of the needle causes a vane of magnetic material to move changing the amount of magnetic flux passing through a fixed coil. Here again the voltage induced in the coil is proportional to the rate at which the magnetic flux changes which is in turn proportional to the velocity of movement of the needle.

Let us now consider a recording of a pure tone, such as that on a record, with the frequency of the tone increasing slowly as the record progresses, if the amplitude of the recorded tone is constant, that is the actual amplitude of the signal in the groove is kept the same, as the frequency is increased the output voltage from the pick-up would be constant. Such is not the case with the velocity actuated pick-up, however, for as the frequency is increased, the speed at which the needle moves must increase, since it makes a greater number of vibrations in the same length of time, and hence the output from the pick-up increases. The perfect velocity actuated pick-up this increase would be directly proportional to frequency,

that is the output at 1000 cycles would be twice that at 500 cycles and so on.

The next column will deal with the manner in which recordings are cut and the methods used in order to make the over-all response of the system flat for the two types of pick-ups.

## ADONIS OF THE MAT



Maurice Tillet, alias "The Angel", takes time out from a grunt and grapple visit to Brantford, Ontario, to give sports editor Frank Kovacs an interview over the Telephone City's CKPC.

### Teen-Towners on Tour

Commencing July 17 and ending August 21 Robert Simpson Co. Ltd. "Town-Teeners" will tour various farm service camps and present variety shows which will be heard over CKEY Toronto at 8:30 each Wednesday.

The group have a swingband and a hoedown band and the show is emceed by Ken Watts.

### Re-Employment Service FOR SERVICE MEN

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

File CBC 47 Ex-serviceman, thirty, single, 6 years RCAF, desires position in commercial time selling field, traffic department of radio station or music librarian. Has attended the Academy of Radio Arts for past six months, has wide knowledge of music, no family ties, willing to go anywhere in Canada immediately. Apply Box CB 47, Canadian Broadcaster, 371 Bay St., Toronto.

### EVERYBODY'S LISTENING to RUSS TITUS

Canada's Favourite Male Singer

Management  
GEORGE TAGGART  
ORGANIZATION  
ADelaide 8784

### License Income

At the fifth meeting of the Radio House Committee held in Ottawa June 27, a report on the revenue from radio receiving license fees was given.

The report, covering the year

ending March 31st gave the number of licences issued, 1,754,000 with a total value of \$4,260,000. Expenses and administration costs came to more than half a million dollars and the amount turned over to the CBC was \$3,732,000.

**The SPONSOR GETS ALL FOUR**

1 MARKET

2 COVERAGE

3 ECONOMY

4 SERVICE

Northern Alberta's Major Sale's Medium

Edmonton's **CJCA**

**CHNS BULLETIN BOARD**

20 YEARS OF PROGRESS MEANS

**5000 WATTS SOON!**

**CHNS**

"The Voice of Halifax"

HALIFAX, NOVA SCOTIA

CONTACT THE ALL-CANADA MAN

**960 ON YOUR RADIO**

**ENTICING...  
RHYTHMIC...  
REFRESHING...**



America's greatest trio featuring vocals by Artie Dunn at the Hammond, Al Nevins' electric guitar and Morty Nevins' accordion.

WHEREVER they're heard, THE THREE SUNS have set the nation's toes a-tapping with their tropical rhythms and velvety melodies . . . over NBC's coast-to-coast network three times a week . . . in the Piccadilly Hotel's Circus Lounge . . . or as guest artists on famous radio shows. Now their musical magic is enhanced by the glamorous voices of such song stylists as Nan Wynn, Dorothy Claire, Irene Daye. Produced like a network program, THE THREE SUNS AND A STARLET is NBC RECORDED for local, regional and national spot advertisers. Its cost is amazingly low, because, through syndication, the expense is shared with other advertisers in non-competitive areas.

**IRENE DAYE**

one of the U.S.'s most promising singers, has a big following as vocalist on a four-hour, five day-a-week variety show.



**DOROTHY CLAIRE'S** distinctive vocals have been heard with big-name bands, at leading niteries, on her own network radio show.

\*15 minutes, 3 times a week  
26 weeks of broadcasting



**NAN WYNN** has appeared in over a dozen hit movies and on many a radio show, with Bing Crosby, Bob Hope and others.



# How They Stand

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

DAYTIME			EVENING		
<i>English</i>			<i>English</i>		
Happy Gang	17.7	- .2	Fibber McGee & Molly	31.7	1.3
Ma Perkins	16.3	+ .6	Lux Radio Theatre	29.1	- .2
Big Sister	15.6	-2.8	Alec Templeton Show	28.2	- .6
George's Wife	14.9	-2.1	Ozzie & Harriet	19.4	- .1
Pepper Young	14.8	- .9	Kraft Music Hall	18.7	- .4
Lucy Linton	13.0	- .9	Album of Familiar Music	18.1	- .2
Road of Life	13.0	-3.3	John & Judy	17.8	- .2
Woman of America	13.0	+ .8	Waltz Time	17.2	- .5
Stars To Be	12.0	-1.4	Share the Wealth	16.4	- .1
Right to Happiness	8.6	+ .2	Bob Hope	13.1	- .3
<i>French</i>			<i>French</i>		
Quelles Nouvelles	28.7	-2.4	Un Homme et Son Peche	34.0	- .3
Jeunesse Doree	28.6	-2.6	Metropole	29.9	- .3
Joyeux Troubadours	25.9	-1.1	Ceux qu' on Aime	28.3	- .1
Rue Principale	24.4	+1.4	Talents de chez nous	25.7	- .1
Grande Soeur	22.7	-1.2	Dr. Morhanges	24.6	- .4
Metairie Rancourt	22.4	-1.6	Mine d'Or	24.3	- .6
Tante Lucie	20.8	- .7	Nazaire et Barnabe	23.7	-1.0
Vie de Famille	18.8	+ .6	Course au Tresor	23.0	- .7
Quart d'heure	17.3	-2.0	Taxi 13	21.3	- .0
Madelaine et Pierre	14.7	-1.3	Qui Suis Je?	20.5	- .3

## Hearts, Flowers and Hemstitching

A new daytime serial that has an informative and appealing fashion as well as a human interest story is "Laura Ltd" sponsored by Lever Bros. through J. Walter Thompson Co. Ltd.

"Laura Ltd" made its debut over the Trans-Canada Network and supplementaries, Monday June 24 at 11.45 EDT. It is written by Babs Hitchman, author until recently of the "John and Judy" series, presented by an all-Canadian cast, and produced by Stanley J. Quinn Jr., new radio head of J. Walter Thompson Co. Ltd., Montreal, former producer of "True or False."

The story uses as its locale the fashion salon of Laura Ltd owned by the leading character. The program is opened and closed by a fashion commentator who tells of the latest trends all over the world, and offers information and hints to the housewife on choosing her clothes and the proper way to care for them. This fashion slant was the result of surveys on housewives' interests conducted by the agency before building the program.

## Teen-Age News

Something new in teen-age broadcasts hit the air last month called "High Newsreel", a 15 minute daily spot on CJBC at 6.45 PM.

The show is a package production, prepared and produced for the CBC by Youth Publications of Canada, publishers of the "Canadian High News".

"High Newsreel" features dramatization of teen news throughout the province, such as stories from a Farm Service Force Camp, Youth Centre and a vacation spot. Top news scoops are usually headlined with an interview, like the Danforth Tech student who recently left for Jamaica to hunt for diamonds. An item on Miss Eadie of the Youth Employment Centre has the airwaves as, "The story of the House That Jill Built." Instead of being offended, Miss Eadie is delighted. Another recent feature was "The Guy Who Went Right" seeing in a Baby-Buggy."

The Monday-through-Friday feature is contracted for 52 weeks by the CBC. All personalities on the show including the emcee, reporter, music critic and interviewers are teen-agers. Wes Cox of Youth Publications handles production.

**CKCO**  
OTTAWA

A *Wright* STATION

**FIRST**  
for  
**MAIL - INTEREST - SERVICE**  
"FARM FRONT"  
Tuned in Eagerly Over  
**CKCO**  
OTTAWA

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

AD. 8481

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

A Service of Radio Corporation of America  
RCA Building, Radio City, New York - Chicago - Washington - Hollywood - San Francisco  
DISTRIBUTED IN CANADA THROUGH ALL-CANADA RADIO FACILITIES, TORONTO ONT.

# LEWISITE

## NEVER AMBER

After reading the cautious seventy-page presentation of the CAB to the House Committee, we are forced to the conclusion that "brief" is a gross misnomer.

\* \* \* \*

## ONEY FOR HAM

When Dean Brittain, president of the Canadian Association for Adult Education, told the House Committee that Canadians interested in the production of CBC radio programs would support an increase in license fees, he no doubt was referring to the artists who participate in those programs.

\* \* \* \*

## ISED VERSION

"It might have been based on the bible adage that if you put your bread on the water it will come back cake."

—Committee Chairman  
Ralph Maybank

\* \* \* \*

## E LINE

"Guy Herbert, sales representative of CCF . . ."

—Toronto Star

\* \* \* \*

## EFUL FUNCTION

One swallow maketh not summer but House Committees on Radio Broadcasting sure help fill out a Lewisite column.

\* \* \* \*

## W BELLS BARD

Sez young 'arriet to 'erbert one diy

(They was bofe in a broad-casting wiy

"Your corny old jive's a-disturbing the wyves.

Priy get somefink diff'rent ter ply."

Sez young 'erbert to 'arriet, sime diy,

"You should stiy in the 'ouse and bilke pie.

The riddio wyves ain't for musicians' wivves.

Gor blimey! I mean what I siy."

Then young 'arriet, the ruddy young manx,

Keeps upbriding 'er 'usbans. She finks

Ben Jonson was right, so she tikes up the fight

And sez: "I only smell but you stinks."

(All cockneys please stand)

—Ernest Dainty

\* \* \* \*

## MBRE EDIFICE

"'Black House' on Tuesday nights over the CBC network . . . is in perfect harmony with the Charles Dickens classic."

—Joseph Easton McDougall  
in "Radio World"

'll settle for a Black Horse, Joe

\* \* \* \*

## N MAIL

CKNX, Wingham, is the 109th station to claim this classic: . . . and will you please come and disconnect your station from our house as we no longer have a radio set.

Y O U R S . . .

Y O U R S . . .

Y O U R S . . .

- TO COMPARE
- TO STUDY
- TO SELECT

When planning your  
Fall Shows, remember  
C H U M offers  
o u t s t a n d i n g

- COVERAGE
- SHOWMANSHIP
- V A L U E

# CHUM

THE FRIENDLY STATION  
T O R O N T O

Representatives

TORONTO  
JAMES L. ALEXANDER

UNITED STATES  
WEED & CO.

# **AIR POWER that SELLS!**

**Y**OUR message can reach more than half a million radio homes over this station... the largest share of Ontario's radio audience. And this Province, the second biggest, represents over 40% of Canada's rich market.

With coverage, popularity and influence in Toronto and Ontario too, CFRB offers you the best radio buy, dollar for dollar, of any local station.

★ Write this station for complete details.

**860 kc. CFRB Toronto**

*First for* **INFORMATION!**

*First for* **ENTERTAINMENT!** *First for* **INSPIRATION!**