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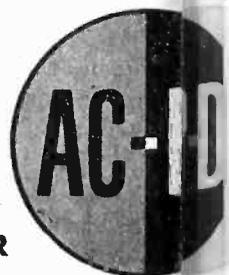
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Welcome to W.A.B. delegates!

ALL-CANADA PROGRAM DIVISION

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



ACCENTUATE THE NEGATIVE

Guest-written by Chuck Rainsforth

welcome visitor to the Broad- office last week was Joe as, holidaying from Holly- and New York and glowing success as a writer with the "Young Show" (no relation.) was able to give us the low- on the goings-on of some of Canadians seeking fame and ne in the land of opportu- and Hucksterish salaries.

ing a modest gent, Joe was of news about his namesake

It would seem that Alan's "Margie" has met with high oval from the heads of 20th ury Fox. So much so that have moved its scheduled of release, December, ahead rly October; and the opening nanned for Radio City Music in New York. Alan is slated art work on another pic at the address early in the fall. Just ow that you don't take all talents with you to Holly- Alan neither drove a car, ated when he hit the bright . They taught him to skate "Margie", so well, that when as called on to do a comic e couldn't get it to work. e they wanted him to make morning trips to the movie e he found it necessary to to drive. Very well too, Joe

er's airshow hits the airways , over NBC this time starting umber 20 and heard in nto at 8.30 on Fridays. When ow the show went last year said that the best indication at was the fact that Bristol- are sponsoring the show a this year.

ong other Canadians in wood whom Joe lists in his ook are Gabrielle and Jules n, former radio artists here. teaches in a dramatic school ollywood and has taken time o play the lead in the legit ien Boy" in Los Angeles. e that success he has been of l the lead in a Broadway pro- on.

rielle, Jules wife, has been r bits in both the movies and in Hollywood.

ck Conway, popular ex-Cana- radio man, can't shake Can- completely from his heels. He w breaking the ground for a FM station in Ontario, Cali- a, where he lives. Jack is go- to manage the station and awhile is building up quite a station as an after-dinner eker around the movie metro-

his way back to Canada, Joe t a short while in New York



"Of course we're flattered, my dear Hampstead, but think what this is going to do to our social proclivities."

and while there ran into Billy McClintock, ex-CBC sound effects man, who left here about a year ago to join ABC. Joe tells us that Billy is now one of the top men in his craft with ABC, and is doing some of their leading shows, among them "Lights Out". What's more he is getting air credits for his work. Billy lives in the same block of flats as Tod Russell, another Canadian who has been emceeding Mutual's "Double or Nothing", their top-rated show.

Now for Joe himself. He looks healthy and happy, and sports a beautiful coat of tan. Not black just a mellow brown. He claims that people in Hollywood spend a great deal of time keeping fit, but that he doesn't need to do anything beyond writing for the show which takes up six days a week. He says the only way he has distinguished himself in radio is by not reading "The Hucksters" and the only reason he hasn't done that is because he hasn't yet finished "Swiss Family Robinson."

Writing a comedy show is a difficult thing, he says. It consists largely of trying to convince half a dozen other people that something is funny when you aren't sure yourself.

Our conclusion is that it must be a hard life to live amongst the Hollywood lovelies in that bright sunshine, and be forced to accept the folding stuff that Americans pay. It must keep a guy pale and unhappy.

But where did that coat of tan and healthy glow come from?

Oh well, it doesn't rain here very often.

Matinee Idols

CHSJ's "Morning Jamboree" brought in 1807 letters in one week, in response to an invitation to write for a picture of the hill-billy group featured for the past eight months on the Saint John station.

The program is currently doing a personal appearance tour throughout the station's listening area.

SUNWAPT A BULLETIN

MONDAY, AUGUST 5
AT 10.00 A.M. IT'S
"OPENING MEETING
OF THE W.A.B."

From the Great Lakes to the Pacific Coast station operators of Western Canadian stations will be gathered at the Harrison Hot Springs Hotel for the 12th Annual meeting of Canada's oldest Broadcasting Association.

From all parts of Canada and the United States visitors will join the Westerners and participate in the various discussions.

To the visitors, CFRN extends best wishes for a grand time with Western Hospitality as the unflinching guarantee.

To the Station Operators CFRN expresses the wish that this year's meetings will yield new ideas and resolutions aimed at further enhancing the art of Canadian broadcasting.

WABingly Yours



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MAMMOTH CONTROL SET-UP



Largest single program set-up ever attempted in Canada was that installed in Vancouver's Stanley Park last month for the big Diamond Jubilee Show which marked the city's 60th birthday.

Top flight CBC technician Jimmy Gilmore was named control operator on the show. He was photographed here as he "followed" baritone John Charles Thomas across the massive, 520 ft. stage, singing a verse at each of nine mikes on the way across. At the same time Gilmore brings in the orchestra directed by Lucio Agostini, a mixed chorus, narrator, and recorded sound!

Biggest challenge of the installation was to achieve broadcast quality in the great outdoor amphitheatre for audiences used to hearing name stars Thomas and Eddie Cantor over the radio. Northern Electric and Dominion Sound supplied facilities sufficient to equip six modern movie theatres and CBC brought to the west coast some of the "Royal Visit" equipment, including mixing and distribution amplifiers, and portable master control units. CBC Vancouver supplied "cocktail bar" type sound effects unit and miscellaneous equipment. Fourteen tons of shielded cable, supplied by the RCAF, were cut up in two to five hundred-foot lengths and drawn into place by jeep. From the control booth here, separate cables ran beneath the audience to stage centre 200 feet away, fanning out to 15 microphones and six speakers. Gilmore and Wing Cmdr. Ken Cameron of the RCAF used walkie talkies to install the mikes because they were beyond voice range from control tower. Technical committee of the Jubilee Show was headed by CBC regional engineer Arthur Ellis, formerly of Montreal, who arranged for Gilmore's services to

be loaned for several weeks. Twenty-nine year old Jimmy Gilmore was CBC's choice to handle the San Francisco Conference last year.

With an audience of 70,000 packing Timber Bowl night for two weeks, the Jubilee Show went off technically with the slickest studio broadcast. It is believed that the only comparable engineering job on this continent is the Lewisohn Concert series in New York.

Sells Free Swim

Parents of 54 out of a swimming class of 92 ten-year old boys have heard announcements over the radio in Hamilton, urging them to encourage their youngsters to learn to swim, according to a letter received by CKOC sports announcer Roy Cook, from the Hamilton municipal Pool, which is offering free swimming lessons to boys and girls as part of a Community Welfare drive.

The letter expressed the appreciation of the honorary coach Jimmy Thompson, on behalf of himself and "hundreds of parents."

CHWK

Chilliwack, B.C.

"The Voice of the Fraser Valley"

Extends

BEST WISHES

to

DELEGATES and GUESTS

at the

1946 WAB CONVENTION

At Harrison Hot Springs

Our Guest-Speakers Are:

W. D. NEIL
GEN. MAN. OF COMMUNICATIONS
Canadian Pacific Railways

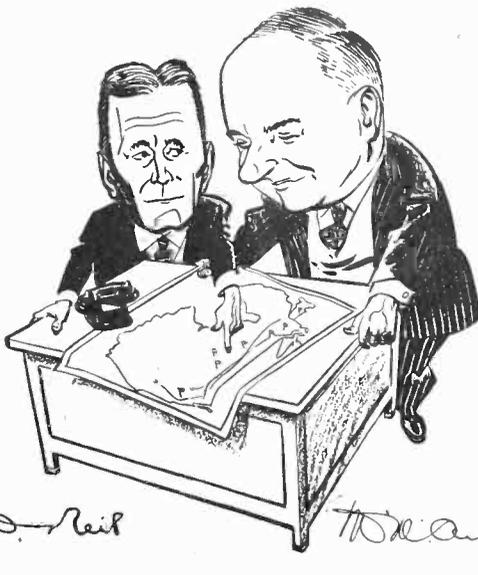
W. M. ARMSTRONG
GENERAL MANAGER Canadian National Telegraph



"Development of Radio Broadcasting in Canada has proved an incentive to new ideas and a spirit of co-operation once thought impossible.

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"Out of this co-operative interest in Radio has grown our amazing micro-wave, or Frequency Modulation, transmission service which will shortly provide greatly improved telegraph and telephone service between Toronto and Montreal."



W.D. Neil

W.M. Armstrong

GEN. MAN. OF COMMUNICATIONS
Canadian Pacific Railways

GENERAL MANAGER
Canadian National Telegraph

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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

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TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

CANADIAN BROADCASTER

TWICE A MONTH

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

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5, No. 15 \$2.00 a Year — \$5.00 for Three Years. August 3rd, 1946

Big Enough

You have to be big enough to succeed in private business.

You have to be big enough to fight your way through a flock of plaster your target, and then get your aircraft and crew back to the base. Even more, you have to be big enough to face a war, or other kind of struggle, with an objective that is years away. Often you have to make sacrifices today, sacrifices in terms of both profit and effort, if you are going to gain your objective years beyond a forlorn horizon.

You have to be big enough to work and save for years, in order to provide a silver-plated university education for your family and a white headstone for your own bones. You have to be big enough to put your fingers to the marrow, because you do not feel big enough to shoulder the responsibility of employees and the responsibility of their responsibilities. And when the staff grows, you have to be big enough to acknowledge that they have as great a stake in your business as you have in yourself, because all of you are giving it all you have.

You have to be big enough to see that the good of your own individual business operation is wrapped completely in the good of the industry of which it is a part. You have to be big enough to spend time and effort in British Columbia, fighting for the weal of your colleagues in the Maritimes. You have to be big enough to associate—not to disassociate.

You have to be big enough to join forces with your closest and keenest competitor, and do battle, for him, against that which would destroy him and not you. You have to be big enough simply because you believe in an ideal.

You have to be big enough to admit that a situation which is fundamentally wrong, even though it may benefit you for a moment, is still wrong. You have to be big enough to acknowledge that you are a contributor to that wrong thing, if you turn it to your own advantage, even for a moment.

You have to be big enough to face criticism born of following your own convictions. You have to be big enough to separate constructive advice from comment from envy; helpful praise from empty flattery. You have to be big enough to be at least as vocal in your commendation of those who serve you well, as you are in your condemnation when they do not serve you.

You have to be big enough to sacrifice uncertain gain, for the certainty of those who depend on your leadership and judgment.

You have to be big enough to be a citizen of this great country, by looking big enough to look at it through the long range part of your binoculars. You have to be big enough not to lower your eyes to the close part of your glasses, thus shutting out the wider and farther view. You have to be big enough to see the green pastures over the horizon without coveting their cool verdure.

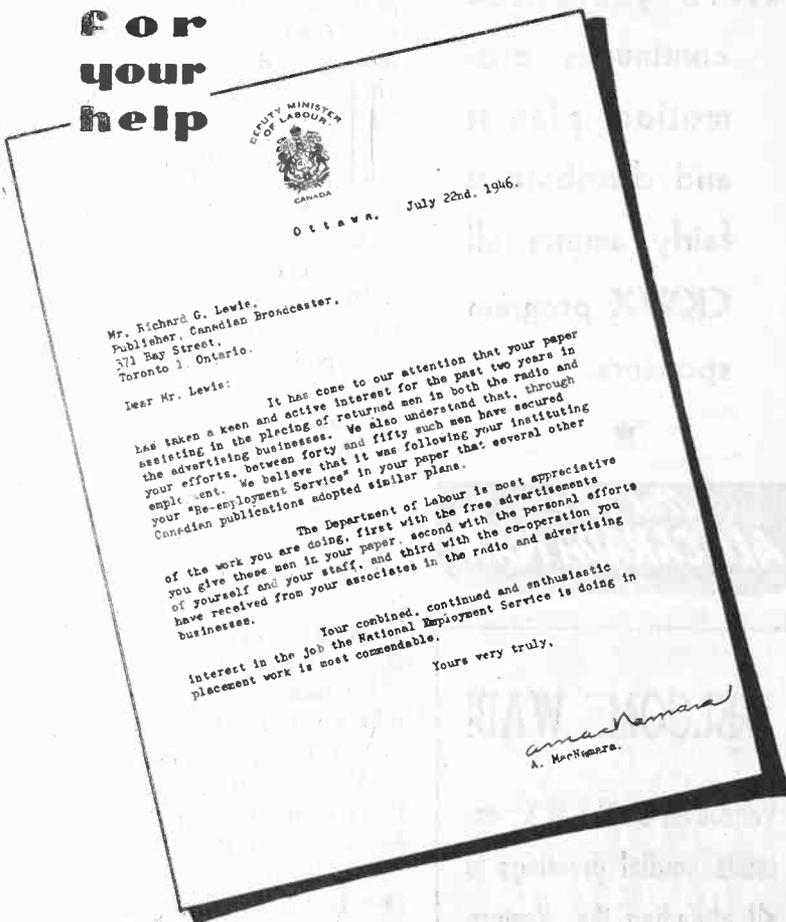
You have to be big enough to predicate everything you do in the operation of your affairs on terms of usefulness to the people you serve.

You have to be big enough to let profit come of its own accord, as a direct result of your usefulness.

You have to be big enough to succeed in private business.

Richard G. Lewis
Editor

Thanks
For
your
help



We'd like to hand on the appreciation expressed in the above letter from Mr. A. MacNamara, C.M.G., Deputy Minister of Labor, in connection with the Canadian Broadcaster Re-employment Service for returning men.

Credit for any success with which the plan may have met, belongs rightfully to those members of the radio and allied industries who have found openings on their staffs for these men.

Neither would we omit mention of the co-operation of Hal Williams, of Dominion Broadcasting Company, Toronto, who has for over a year now been supplying transcriptions, without charge, to enable out-of-Toronto station managers to hear audition records of aspiring announcers.



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



Ask the ALL-CANADA MAN

WELCOME WAB!

Vancouver's CKWX extends cordial greetings to all attending the Western Association of Broadcasters convention at Harrison Hot Springs.

The welcome mat is out for you at CKWX. Drop in and see us.

"Tiny" Elphicke



SEDGWICK BEFORE HOUSE COMMITTEE

The most keenly debated point raised in his brief to the Special Committee on Radio Broadcasting in Ottawa July 18 by Harry Sedgwick, who appeared to protest the appropriation of the cleared channel frequency occupied by station CFRB, of which Sedgwick is president was the question as to whether or not CFRB had received adequate warning of the proposed change.

In his prepared presentation, Mr. Sedgwick stated that his station's frequency was moved by the Department of Transport in March 1941 from 690 kcs to its present spot on the dial, 860 kcs, at a time when "nearly every station in North America changed its frequency consequent upon the implementing of the North American Radio Broadcasting Agreements (generally referred to as the Havana Agreement)."

"We presumed that during good conduct that would be our permanent position on the dial," he stated, "and that we would be permitted, nay forced, to occupy the channel up to the minimum requirements of 50,000 watts. There was no hint to us in 1941," he continued, "that the frequency was being reserved for the CBC, or that the frequency was being assigned to us either temporarily or conditionally."

He then read the committee a telegram received by CFRB from "Radio Transport," under date of February 4, 1941, advising that the station's frequency would be 860 Kcs, and that "the change-over will take place at 3.00 a.m. eastern standard time March 29th next."

Not until 1945, he pointed out, was anything said or any notation made on the license to indicate that its allocation was only provisional.

Questioning Mr. Sedgwick following delivery of the brief, Rev. E. G. Hansell (Socred, MacLeod) said: "Under the present arrangement, the CBC, which wants your wave-length, applies to the issuing authority, the Department of Transport, which, on the CBC's recommendation, grants that license without hearing your brief?"

"That is true," said Mr. Sedgwick. "We appear before the Board of Governors of the CBC, but not before the Transport Department officials."

This inspired Mr. Hansell's comment: "By reason of the fact that the department has already ruled on this question, this committee is put in the position—if it wants to recommend acceptance of the CFRB case—of having to ask

the government to reverse their decision. This ruling too," he continued, "was made in full knowledge of the fact that this committee would be set up and would study this very question."

Mr. Hansell went on to say that while "legally they could do this without the committee at all," the moral aspect lay in the fact that "the committee was going to be set up to review this very subject,"

Mr. Sedgwick pointed out that the records showed that the CBC request had been granted in April 1945, and that he had not been asked to appear before the CBC board until November 1945, "after it had all been decided."

He continued to say that had he known in 1941, when he was allotted the 860 kcs frequency, that he might be removed from it, he wouldn't have "warmed it up for someone else."

M. J. Coldwell, CCF leader, said he was disturbed and surprised that no warning was given Mr. Sedgwick that he would eventually lose his channel to the CBC. "It was supposed to have been made in 1941," he stated.

"No notification was ever sent me," Mr. Sedgwick insisted.

"Is it asserted by the CBC that there was any other notice to CFRB other than a few words on their license?" J. T. Hackett (PC—Stanstead) wanted to know.

Reply to this question was made by G. C. W. Browne, radio head of the Transport Department, who said: "The station was notified by the endorsement on its license in 1941. He said that this stated that the license was granted subject to the radio regulations. A similar regulation was made in 1942, 1943, 1944 and 1945.

"Was there any further notification?" Mr. Hackett asked.

"The next notification was the endorsement on the license for 1945-6 resulting from a recommendation from the Board of Governors of the CBC. It said 860, being a clear channel, was reserved for the national system but that provisional use was allowed CFRB."

"It wasn't considered that the 1941 notice was adequate?" Mr. Hackett asked.

"I don't think that was the reason," Mr. Browne replied. "The change was due to the new recommendation of the Board."

Mr. Coldwell felt that when

Mr. Sedgwick saw the endorsement on the 1941-2 license he would have looked up the act. "It was the first time it had been mentioned," he said. "It should have given you some sort of warning."

Mr. Sedgwick explained that they assumed that every license in Canada was subject to those regulations. There had always been provisions on the license which said:

"But this endorsement in 1941 was different," the CCF leader insisted. "If you look it up, it says the frequency does not confer a monopoly on you. Wouldn't it occur to you that they were drawing your attention . . . that they were warning you that you might lose your channel? I am positive that from time to time in the committee it was pointed out that Class 1A channels, such as your own, are ultimately reserved for the CBC."

Mr. Sedgwick recalled that he had been informed by the Transport Department in 1941 that by the frequency allocation at Washington, pursuant to the Havana Agreement, CFRB would hold the 860 frequency.

"There has never been an indication that I was warned that the frequency for somebody else," he said. "All countries in the Havana Agreement were agreed to reserve the frequencies as they were held. If we hadn't held 860, we wouldn't have got it. Further, in all our requests to the government to allow us to increase our power from 10,000 to 50,000 watts, there has never been hinted that we would some day lose it."

"If you had thought that the 1941 endorsement was a warning, A. L. Smith (PC—Calgary West) wanted to know, is it not obvious that you would immediately have sought another channel?"

"I think so," Mr. Sedgwick replied. "I know that once we were informed we didn't lose anything, I was looking for one."

Mr. Sedgwick also said in answer to a question, that it was theoretically possible, and that stations recognized it as such, that any private station could be taken over by the CBC.

Mr. Ralph Maybank (Liberal, West Vancouver Centre), committee chairman, expressed his own personal view that CFRB should have been given some warning at those times when you (CFB) applied for an increase in power.

Asked if he thought the

ould be better served if CBC
 ck over his frequency, Mr. Sedg-
 ck replied that he did not think
 would be as well served. Asked
 Mr. Hackett if "under the
 wowed policies of the CBC there
 any chance for the survival of a
 vate station as an effective com-
 ator or rival of the CBC," Mr.
 Sedgwick replied: "That's a diffi-
 question to answer. We don't
 know how far their policies will
 take us. For instance, within the
 month their policy has taken a
 completely new departure. They are
 going into the spot broadcasting
 business which has always been a
 private field. In the past, they have
 said they never intended to do
 that."

Mr. Sedgwick also pointed out
 among the things said in the
 many days of government radio
 "the fact that the CBC would
 go into the commercial
 business. Now they are not only
 in the commercial business, they
 are going into spot broadcasting."
 In reply to a question from Mr.
 Hackett he said that spot broad-
 casting is a profitable business. "It
 is to be," he said. "We can't
 spend money on network programs.
 We use those to draw audiences."

Public Service

In a comparison of programs on
 CFRB, and CJBC, Toronto, was
 presented to the House Committee on
 Radio by Harry Sedgwick as part
 of his brief. The reason for the
 comparison was that CJBC is the
 station on which would annex CFRB's
 frequency unless the CBC's exprop-
 riation plan is blocked by Ottawa.
 The week used for purposes of
 comparison was the week of June
 2 to July 6.

In religious broadcasts, CFRB
 broadcast 3 hours and 25 minutes
 (Varieties), 2 church services, organ
 music, choir singing, hymns, daily
 "Victorious Living."

In the same field CJBC presented
 1 hour recordings, 1 program of
 religious music.

Sustaining public service broad-
 casts on CFRB, not including spot
 announcements, amounted to 5
 hours, Columbia symphony orche-
 stral out-door programs—fishing,
 boating, etc., "Report from Parlia-
 ment Hill," gardening, "Ontario
 Holiday," Better Business Bureau,
 Book Review, "Hi-Varieties."

For CJBC it was 2 hours and 15
 minutes—"Operation Crossroads,"
 "Canadian Yarns," talk on Tokyo
 Radio and High School News.

For sustaining news and news

commentaries, CFRB used 6 hours
 and CJBC 4 hours and 48 minutes.

American network commercials
 accounted for 11 hours and 45
 minutes of CFRB's time and 9
 hours and 30 minutes of CJBC.

Canadian commercials used 31
 hours and 20 minutes on CFRB and
 30 minutes on CJBC.

CJBC used 34 hours of American
 sustaining programs to fill out its
 schedules while CFRB used 27 hours
 and 40 minutes, CFRB used 47
 hours and 50 minutes of recorded
 programs against CJBC's 46 hours
 and 5 minutes.

CFRB was on the air 127 hours
 and 5 minutes of the week, and
 CJBC 117 hours and 36 minutes.

CJBC Shows Less Listenership

Mr. Sedgwick went on to point
 out what public reception these two
 Toronto stations have in the
 Toronto area.

"According to the Elliott Haynes
 research organization's survey of
 listener habits for June 1946," he
 said, "in the daytime areas (9 a.m.
 to 6 p.m.) CFRB is listened to by
 19.9 per cent of all the radio sets
 tuned in in the Toronto area, as
 against 7.7 per cent listening to
 CJBC. In the evening survey period,
 he pointed out that 27.9 per cent of
 sets in use are tuned to CFRB, while
 CJBC rates 7.3 per cent. A recent
 test of signal strength, measured
 by an RCA field strength meter on
 June 26, 1946, at ten scattered
 points in the city, disclosed that
 the signal strength of CJBC was
 over 2½ times that of CFRB.

CBC Approached Columbia

CJBC's lack of audience in the
 Toronto area is not due to any
 lack of signal strength, he pointed
 out later, but must only be due to
 their program policies.

"What the CBC want from us,"
 he continued, "is the programs on
 which we have in large part built
 our audience."

He went on to explain how "not
 very long ago the CBC made over-
 tures to the Columbia Broadcasting
 System suggesting that they cancel
 their contract arrangement with
 station CFRB and contract instead
 with CBC. Such a move would be
 disastrous to us," he said.

"The loss of this Columbia con-
 tract to us would be an extremely
 serious business," he continued, and,
 in addition, would place an undue
 concentration of US network pro-
 grams in the hands of the CBC.

Mr. Sedgwick stated that the
 frequency of 860 on a power of
 50,000 watts will not reach one
 additional listener not already
 reached by station CBL, with the
 same power, on a wave length to
 740 kcs.

"It would be difficult for us to
 complain," he said, "if the CBC
 said they needed the wave-length
 of 860 kcs in order to provide a
 service to listeners in some of the
 more distant parts of Canada where
 there is very little radio service,
 and according to the charts, pub-
 lished by the CBC, there are large
 areas of Canada where they have no
 radio penetration at all. "But," he
 insisted, "it is hard to figure out
 just why the CBC, already occupy-
 ing one of the most desirable wave-
 lengths on the spectrum . . . should
 require another 50,000 watt sta-
 tion to duplicate their service when
 they are apparently unable, out of
 their present resources, to even fill
 a substantial portion of the national
 network headed by CBL with other
 than programs of gramophone
 records.

At the close of his presentation,
 committee chairman Ralph Maybank
 expressed the committee's thanks
 to Mr. Sedgwick, and he sat down
 to an ovation of applause.

SHOW BUSINESS
by Geo. A. Taggart

Gone Fishing!

R. A. E. T.
 165 Yonge St. Toronto
 A. Delaide 8784.

ESSENTIAL TO MANITOBA'S LISTENING AUDIENCE

CKY WINNIPEG 15000 WATTS

CKY WINNIPEG 15000 WATTS

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TRANS CANADA NETWORK

More Power! Greater Popularity! Better Programs!

DOMINION NETWORK CKX BRANDON 1000 WATTS

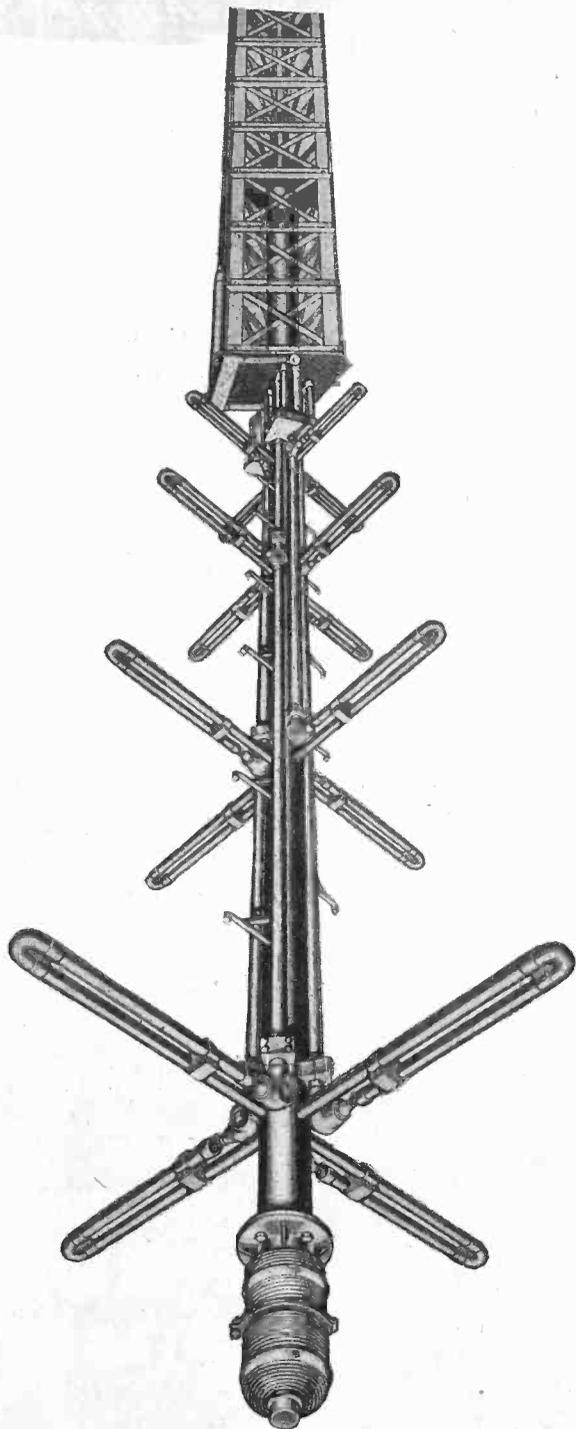
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6

MARCONI



from the ground up build with **MARCONI** FM Equipment



Not only can you count on Marconi to supply everything your FM station needs, from microphone to antenna . . . but our engineers can help you with your station planning even to the smallest detail and deliver a unit installation which meets the requirements of your particular site and coverage.

MARCONI FM ANTENNA

Engineered to distribute the power from your transmitter to maximum advantage within the bounds of your station coverage contour. Carefully designed support towers are available either guyed or self-supporting, for installation on high building or open field.

THE MARCONI STUDIO CONSOLE

The AB-11 Studio Console is a complete studio input speech system for both AM and FM use which will accommodate four microphones, two transcription turntables and six remote lines. It is ideally suited for the small stations requiring an inexpensive arrangement for one, two or three studios and is equally desirable for the larger station requiring complete and compact equipment for each of its several studios.

FREQUENCY RESPONSE — Flat within plus or minus 1 db from 30 to 15,000 cycles.

DISTORTION — Root sum square of all harmonics up to 24Kcs within the range of 30-10,000 cycles does not exceed 1% of the fundamental.

NOISE AND HUM — At least 65 db below signal level.

INPUT IMPEDANCES — Microphones 30, 50, 200 and 250 ohms. Transcription turntables—10,000 ohms.

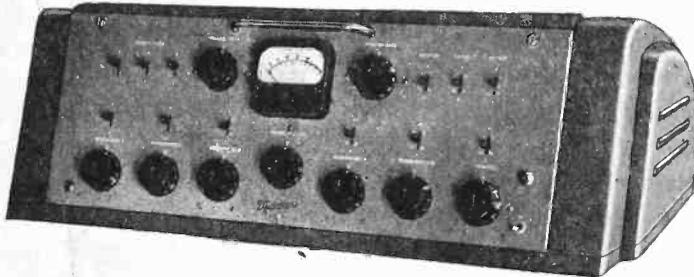
OUTPUT IMPEDANCES — Programme amplifier—two 500 ohms output lines.

MONITORING AMPLIFIER — 500 ohms for 3 separate outlets.

GAIN — 100 db.

POWER OUTPUT—Monitoring amplifier 8 watts.

STUDIO CONSOLE TYPE AB-11



CANADIAN MARCONI COMPANY

Established 1903

Marconi Building Montreal
VANCOUVER WINNIPEG TORONTO HALIFAX ST. JOHN'S, Nfld.

MARCONI - The Greatest Name in Radio

Prentuskoka, Mar

Dear R.G.:—No doubt you have noted my change in address and I observe it. Sounds rather odd doesn't it? At any rate, it's all good for Summer holiday away from the noisy city life.

Maybe I should break down and tell you right now that there's a radio set here and no electricity. Consequently, listening to programs is a minus quantity and chatter in that department practically at a stand still.

Under conditions similar to these, but about five years ago I opened our cabin window in the morning to hear a lovely voice giving forth with a clarity that filtered through the air from next door. At first I wondered if Jean Dickenson could be my neighbor, however it turned out to be Edythe Wood doing her vocalizing.

Listeners to CHOV Pe are now getting the broadcast that got a few years ago, for her talents are being aired over the Station. Not only is she a great vocalist but she has that something in her voice that makes her story-telling programs especially designed for children, appealing to all ages. She has two versatile daughters, Shiraz and Elaine, (who must still be in the teens) who also grace CHOV with both their vocal and instrumental talents. My contention is that the Wood family should go far in the field of radio.

That turned out to be a tangent on radio considering I supposed to be away from it for awhile. But you have to admit there's something about it that gets you. Even lying on a hospital bed in Private Patient Pavilion doesn't stop Bob Simsen Young & Rubicam from holding auditions in his room. So much for radio too.

Although I'm in the land of moonlight, romance and add that dip quietly in the water, don't expect me to become a national talent. That just won't happen. What reminds me, have you heard "Twilight Serenade" that Paul Scherman's string orchestra and George Murray a vocalist? It is broadcast Friday night and would be a half hour of your time well spent. The string music is really beautiful and George Murray can sing for me. Make a point of hearing the show.

I'd invite you to pay us a visit—that is, if I knew how to get there. Which I don't. Being that you have a left handed invitation, your best bet is to check with Leo Snider who drove us up. Maybe he could describe the route. At least he can catch fish when he's here. I know because I helped eat breakfast. To make a long story short, I'd like to see you even though we may talk about it for a length. And just while you're about it, if Pauline Renoir ever invites you to her summer home, I would suggest you accept.

My regards to Art, Grey and of course the readers.

Lo

WAB CONVENTION

Agenda

HARRISON HOT SPRINGS

August 5 and 6, 1946



WAB directors, elected last August in Calgary, left to right: (CFAC); Dick Rice, president, (CFRN); Tiny Elphicke (CKWX); Lloyd Moffat, (CKBI).

FRIDAY, AUGUST 5th

SESSION: (Open

9:45 a.m. Registration

1. Opening of Meeting

Secretary

of new members

visitors

report

Minutes of 1945 Meeting

of Committees

from various organizations:—

Station Relations, C.B.C.

Quebec, British Broadcasting

Association

Quebec Assoc. of Broad-

casters

report

discussion led by H. N.

on the Bureau of Broad-

Measurement.

MENT

SESSION: (Open

discussion led by Les Garside,

regarding formation of

All Markets Committee."

able discussion conducted by

Walker, Manager Dominion

Work, and H. J. Boyle, Pro-

Director Trans-Canada Net-

concerning basis of

rule with respect to suit-

ability of programs released via

works.

Discussion led by Bert Cairns, Calgary, on content of transcribed spot announcements.

4:00 p.m.

ADJOURNMENT

6:00 p.m.

W. A. B. Annual "Get-Together" party.

7:00 p.m.

ANNUAL DINNER — for members

and visitors. Guest speaker, Mr.

D. Leo Dolan, Chief of Canadian

Travel Bureau, Department of

Trade and Commerce, Ottawa.

TUESDAY, AUGUST 6th

MORNING SESSION:

'Closed meeting for member stations and

their accredited representatives,

and recognized Press services

10:00 a.m.

A report from C. A. B. Officials.

Reports of Committees

Election of Officers

Talk and discussion led by J. Slatter,

Chairman of C. A. B. Music

Committee.

12:30 noon:

ADJOURNMENT

AFTERNOON SESSION: (Open

Meeting)

2:00 p.m.

F. M. Engineering

Unfinished Business

4:00 p.m.

ADJOURNMENT—end of sessions.

WE'RE
"Tout oreilles"
IN QUEBEC...

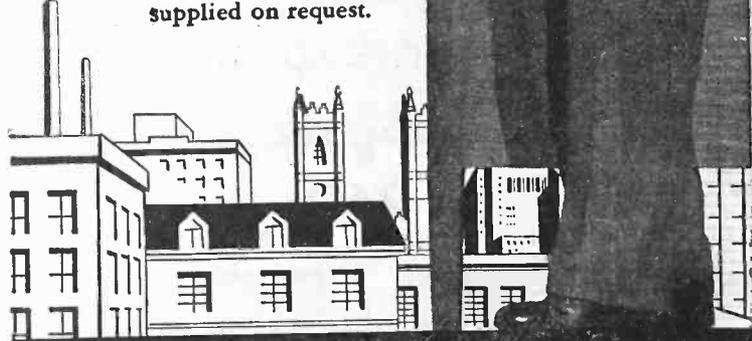
What's Your Message ?

"That's right, we're 'all ears' ... Quebeckers like to get the facts. Take me for instance (Lionel Hébert, businessman in a large city). The purchases I make—cigars, shaving equipment, beer, and so on—must be the best or I'm not satisfied with the transaction. Listening to station CKAC is killing two birds with one stone ... I hear informative, reliable advertising—about products that interest me—and typically French programmes!"

\$800,000,000 annual spending makes up a keen market ... and that's French Canada. They're open to new ideas, eager for them, in fact. And you'll reach them through their favourite medium—radio—on their favourite station—CKAC.

Give your product the benefit of CKAC's dominance in the family market, and take advantage of the tremendous market of Quebec!

Details promptly supplied on request.



CKAC La Presse, MONTREAL
 Affiliated with CBS

REPRESENTATIVES: Canada: C. W. Wright,
 Victory Building, Toronto, Ontario.
 United States: Adam J. Young, Jr., Inc.

We don't like to brag, but,

According to latest BBM report, CKAC covers 75 out of every 100 homes in the Province of Quebec.

Also, the average ratings for 1945 show CKAC carried 8 of the first 12 shows.*

Average rating for sponsored evening programmes on CKAC was 20.8.*

*Elliott-Haynes

WAB DELEGATES
WELCOME!

CJAT

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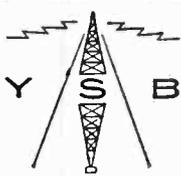


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TORONTO

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Siepmann submits that the system is still preferable to the alternatives of the sponsors and the public, coupled with the weak "controlling" body, the Communications Commission. This resulted in the public's disapproval of the present format on the subject.

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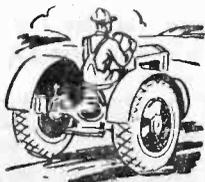
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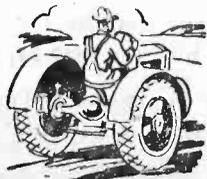


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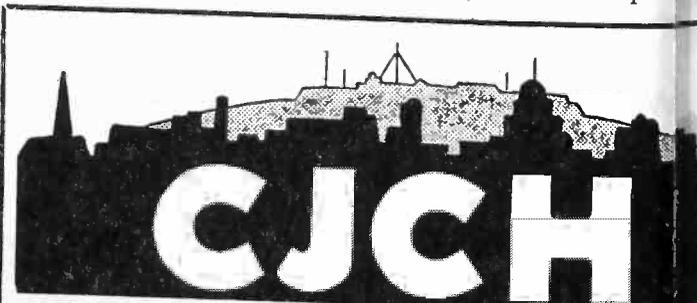
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Listeners' councils get good attention in this chapter, and the idea, as expounded by Mr. Siepmann, in effect challenges commercial radio to turn over the helm to the listener in very truth.

To single out one more gleam of hope from the Siepmann crystal, I'd like to mention "production centre for public service programs."

Here is at least one respect in which Canadian private radio has jumped the gun. This paper has contained frequent articles on "Report from Parliament Hill" operated by the private stations through their Radio Bureau in Ottawa. Once (issue of Sept. 1944), in an editorial called "Wanted More Parliament Hills," we were presumptuous enough to advocate expansion of the project, so that more and more regular programs might be co-operatively produced through this same operation.

Siepmann sums up his idea in this paragraph:

"It is most desirable that the centre be quickly self-supporting. An initial grant-in-aid from one of the Foundations might be sought. Salaries and production costs not

being high, a quick return is likely on the sale of transcriptions. A modest annual subscription from member stations in the public service field would provide a steady revenue. With the centre organized on a non-profit basis, the budget could probably be easily balanced."

Mr. Siepmann describes his valuable book as "first tracings of a blueprint that others can improve and elaborate." We'd like to see the finished blueprint—by Siepmann.

* "Radio's Second Chance" by Charles A. Siepmann; McClelland Stewart Ltd., Toronto.

Holiday Hints

CFOR Orillia, shortly to join the Dominion Network, is featuring three new summer programs, designed for the tourist listener. These are the daily "Breakfast Parade" a studio presentation of live talent, with time signals, weather reports, songs and chatter, and holiday suggestions.

"Tourist Guide" tells visitors what to see, where to go, interesting historical facts and gives info. on the best hunting and fishing.

Later in the day "The Tourist Speaks," presents a half hour of personal interviews with visitors.



The People's Choice
4 to 1

That's what the agencyman found when he surveyed 7.45-8.00 a.m. on CKCW. And, that's why he bought that time on Mondays, Wednesdays and Fridays for a client. This leaves Tuesdays, Thursdays and Saturdays for some lucky advertiser. Lionel's advice is to get it while it's hot.

P.S. There are some good "spot" times, too!

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

SYDNEY S BROWN

PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue
 Toronto
 Oxford 1244

FROM ONE B.C. HOLIDAY PARADISE
TO ANOTHER

CKOV
Voice of the Okanagan

welcomes

WAB
Delegates

to their Convention
at
HARRISON HOT SPRINGS

A Stovin
Opportunity Memo
to all Time-Buyers

It is now possible for any sponsor to add:—

CFOR Orillia

to their Dominion Network program

as from

August 1st, 1946

at station time plus \$2.50 loop charge

For availabilities—Call Stovin

HORACE N. STOVIN
& COMPANY
RADIO STATION REPRESENTATIVES

TORONTO MONTREAL WINNIPEG



Pacific Prattle

by ROBERT FRANCIS

The radio fraternity on the coast are priming their guns and getting set to let everybody else have it at the WAB convention, Aug. 5 and 6 at Harrison Hot Springs. The lake's right outside the window, or if you can't take that the pool is down one flight of stairs.

CJOR Vancouver gave Viscount Alexander the full treatment, covering his party as he opened the Caledonian games, and again as he addressed the local Canadian Club.

Jack Kemp formerly with CKRC Winnipeg, has joined the production department of CKMO.

Violinist Milton Blackstone of Toronto, an original member of the Hart House Quartet, was a visitor at CBR studios here.

Joe Midmore, who announced for CKWX before joining the air force, has returned as continuity editor. With the radio branch of the R.C.A.F., Joe was the voice on a number of trans-Atlantic broadcasts.

CKMO people are knocking themselves out in their spare time with extra-curricular writing. Joy Scott has a historical piece under way, and Bernice Burday ground out a race track saga.

A long narrative poem, "Elizabeth," by CJOR's Dick Diespecker, goes to the publisher this month after two years labor.

Bill Cruickshank, formerly of CBR and CJOR Vancouver, has joined CJAT Trail.

Vic Fergie of CKMO found himself with an extra week's holiday on hand when he won the station's monthly award for outstanding work. Fergie alternates between announcing and supervising the station's commercial transcriptions.

CJOR news bulletin this week features the station's tailor-made show idea, in which CJOR staffers write and produce special shows for local sponsors.

Sparks Halstead at CKWX is trying to get his 5000 watt transmitter up and operating. But he finds it's just like building a house, no materials and nobody to put them together when you do get them. Outside of that everything is jake. Hopes to go on the air with the new power early in the fall.

When George Dewey comes back from that vacation he'll take over the chief announcer's chair at CKMO.

That husky voice you hear is the same gal, night receptionist Gene Holoway at CKMO, who lost her tonsils in her last bout.

Farm editor Tom Leach of CBR has gone off to spend his holiday looking at a farm. Last word had him near Summerland, in the apple country.

Leach's predecessor, Fergus Mutrie, was back here briefly after a rapid trip to Britain. He's letting the boys shake the hand that shook the hand of farmer George VI at the royal farm. That's going right to the top for your dope.

Announcer Ruddy Hartman and

copy editor Vicki Stof
CJVI Victoria took ne
vows.

Tom O'Neill, previously
CFGP and CKUA has one
golden west and joins CJ
announcer. And static ma
Ches. Chestnut has disappea
a private fishing haun up
couver Island.

Manager Eric Ayle of
Trail is a little shy o the
month with secy Lori B
and chief announcer
on holiday and more ont
breathing on his neckd fissa
rac is at the coast, wile
out on the western plans
like Wild Bill Hickoc

Bob Wielert has a famili
at CKMO called "Athe
Club" from 6.30 to 45
morning. Pinned down he
he can't imagine who'd be

Incidentally CKMO is exp
onto some additional
but promoter Phil B
he still gets the copy
elbows touching.

A survey at CKMO provi
following incidental
on the musical situatio
director Al Reusch p
sax and clarinet. Ar
Erskine bangs the b
has a go at vocals. As
editor Bill Griffiths
dancer. Salesmen Jack
Gordy Carpenter play
and sing in an old t
respectively. Jack Cu
Pacific Patrol program
man Continuity girls
and Bernice Burday
piano and program
Hay (assisted by an
carry it) plays the tu
can you forget Eric L
slide trombone. It's a
all in one building, b
informant would not
if any, were allowed

Joins CFIB



Free-lance
FitzGerald
Toronto
a staff about
placing y
He start

with CKTB St. Cathar
after being discharge
army. He was former
nouncing staff of Nor Ba
and the CBC in Ottawa
to Toronto as a free-lance
such has been heard
munity Sing Song, "C
Show," "Headliners" and
of Victor." He takes ver
'Top of the Morning
August 5th.

CFPA

"Serving The Lakehead

Doing an Economic
Local Job For
National Advertiser

ASK N. B. S. FOR
FACTS AND FIGURES

Port Arthur - For Will

CBC TO ERECT FM STATIONS

Latest word in the development of FM broadcasting in Canada is the announcement by the CBC that it is going to instal an FM station on the top of the Canadian Bank of Commerce building in Toronto.

The station, with call-letters VE9EV, is intended to further FM research and encourage the buying of FM receiving sets. It will possibly broadcast for a certain period of time without any listeners at all.

Although the area of FM reception is very small due to the waves operating on line of sight principle, it is believed that VE9EV will be heard within a radius of 35 miles, due to the height of the antenna.

CBC officials in Vancouver expect to have a 250 watt FM transmitter in operation on the coast by October, though so far as is known there are no FM receivers in this area at the moment.

The equipment is en route to the coast now, and will be installed in the CBC studios in Hotel Vancouver.

The transmitter will be the first permanent unit on the west coast, though a portable unit was used

recently by CKMO to broadcast from a moving auto during a Jubilee parade. CBR officials believe their move will stimulate interest in FM broadcasting and help promote further desire among the public for information about FM receivers.

The CBC FM transmitter in Vancouver will broadcast the same programs as CBR and be utilized as an alternative to the regular station equipment. It is predicted that the transmitter should reach Greater Vancouver and its environs, and possibly as far as Vancouver Island.

Exhibit Model

At the Ontario Industrial Exhibition taking place in the Cornwall Armories during "Old Home Week," Aug. 3 to 10, CKSF will have a display booth showing the equipment used at their station.

The display will include latest types of consoles, turntables and portable recording apparatus. Models of the transmitter house and tower will also be shown as well as pictures of the staff and studios and artists.

Adman Author

Based on the radio serial "Secret Service Scouts," which ran for three years on twenty-six stations from coast to coast, is the book "The Flour Bag Mystery" by Don Copeland veteran radio man who recently left Dominion Broadcasting Co. to start his own agency, Broadcast Advertising and Sales.

It is a book of mystery and adventure for teen age and older boys and girls. It is published by the Oxford University Press and will be issued in the fall.

Joins Alexander

Kemile Genest has joined J. L. Alexander, national representative, and is located in the Montreal office.

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 CB 48 RCAF veteran, 24, married, anxious to get into radio via announcing and production. Has just graduated from the Academy of Radio Arts getting honors in announcing, production, writing, acting sound effects and speech. Training enables him to accept various assignments in radio program work. Free to take position with live progressive station anywhere in Canada. Apply Box CB 48, Canadian Broadcaster, 371 Bay St., Toronto.

CALLING ALL ICHTHYOPHAGISTS



When a 750 pound sturgeon was landed at the New Westminster docks recently, CKNW was on the spot to broadcast what looks like a personal interview with the deceased. That's Sheila Hassell and Stan Moncrieff on either side of the 200 year old fugitive from the caviar bowl.

Belleville Opening

CJBQ, Belleville's transmitter will be on the air August 6. Formal opening of the station takes place August 15.



"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

CHATHAM

Serving

The richest farming area in Canada with increased operating hours, 7.15 a.m.-11.15 p.m. (16 hours daily).

JOHN BEARDALL
Mgr.-Owner

FOR SALES RESULTS
INCLUDE CJOC IN
YOUR APPROPRIATION

CJOC

Lethbridge, Alberta
GOING TO 5000 WATTS

YOU CAN LEAD A *Horse* TO WATER
BUT YOU COULDN'T DRAG...

Tony Messner



AWAY FROM THE
W. A. B. CONVENTION

CJOB

Winnipeg

CKCR
KITCHENER

A *Wright* STATION

LOOKING FOR LISTENERS?
The most consistently listened - to station in Kitchener - Waterloo - Galt - Guelph - Preston - Listowel - Elmira and other communities.

see
WILLIAM WRIGHT
Victory Bldg.
AD. 8481

Best wishes to all attending
the Western Broadcasters
Convention at Harrison Hot
Springs Hotel



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

THE SHOW DOES GO ON



—Canada Pictures
Bob Simpson, radio supervisor of Young and Rubicam Ltd., in hospital with an old back injury dating back to his rugby days, okays a script for Canadian Cavalcade, scheduled to return to CBC's Trans-Canada network September 16. Frosia Gregory, the girl in the picture, will sing on several programs. The gentlemen with the bedside manners are (left) G. M. (Gerry) Brown, recently appointed manager of the Toronto office of Y. & R., and Clif. Stewart, producer.

Hamilton Centennial

Now that the excitement and confusion have died down it is possible to report on radio's part in the Hamilton Centennial which took place July 1 to 7.

Both CKOC and CHML covered the main points of the week working together to give complete and comprehensive coverage of this great spectacle. The stations setup a PA system at the main points in downtown Hamilton, working on an agreed schedule, giving information on traffic, passing parade points, etc.

Broadcasts covered the official opening by the Governor-General, the 4½ mile parade, the Beauty Contest to choose "Miss Canada," the wedding of Harry Conover and the famous cover-girl Candy Jones, the Sports Day, the Regatta, the Horse Show and a variety of other special events that featured the celebration.

Small Markets Group

Election of officers of a Small Markets Committee of the CAB is anticipated following discussion of the need of a SMC at the Western Association of Broadcasters convention next week. With 60 per cent of Canadian stations serving markets with populations under 25,000, need of a Small Markets group is felt, according to Les Garside, CJGX manager. This class of station has problems distinct from those confronted by stations in large markets. These problems are not of sufficient general interest to concern the CAB in its normal operation. The SMC will represent the Small Markets stations and amplify or represent the views of these stations in the CAB.

Frequency Change

CFAR, Flin Flon, has moved frequency from 1230 to 590 kcs.

As Reliable as ...



24 HOURS A DAY... YEAR IN... YEAR OUT



VANCOUVER'S 'Original' STATION

ENTERTAINS 1410 Dialers with
"easy-on-the-ear" listening

SEE ELLIOTT-HAYNES FOR JUNE

A sample of listeners appreciation shows 4:30-5:30 p.m. at lowest rates on Pacific Coast with a TOP audience.

Congratulations to WAB on 12th Annual Meeting

See

RADIO REPRESENTATIVES LTD.

TORONTO

MONTREAL

CKAC
MONTREAL

A *Bright* STATION

French Speaking Canadians
Tune **CKAC** Montreal
Quebec's Most Popular
Radio Station

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

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

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

s:— Transport assigns a frequency to each station, plus five cycles each side of this frequency. In other words, CKNX, broadcasting on 920 kilocycles, is assigned 915 to 925.

Since the audio signal is carried in the side bands, this allows for top audio frequency of 5,000 cycles. However, regulations say that all broadcast audio equipment must have good response up to 10,000 cycles. What happens to the missing 10,000 cycles? If stations are transmitting these, are they breaking the regulations?

Scott Reid

Chief Engineer CKNX.

* * * *

In reference to the above letter, paragraph 1, the Department of Transport assigns a center frequency to each station but does not specifically allocate a channel as a minus 5 kilocycles from this frequency.

It is true that carrier frequencies are assigned at 10 kilocycle intervals throughout the broadcast band, but due to the regulations governing adjacent channel interference, stations serving the same area will be spaced a sufficient number of channels apart to minimize side-band interference. The reason the Department of Transport requirements call for a frequency response of at least 10 kilocycles is that it is desirable to maintain a high standard of quality.

* * * *

Continuing the discussion of reproducing equipment, the last column dealt with the two types of pick-ups, namely, velocity actuated and amplitude actuated. A short discussion on recording methods would seem now to be in order.

In the standard commercial type of phonograph recording, the response characteristics of the system as a whole are designed to be constant amplitude from the lowest frequency considered to approximately 250 cycles. Above this frequency, the system is constant velocity, which means that the amplitude response is compressed 6 db per octave. In order to explain the above statement consider a signal of constant amplitude being fed to the recording system and consider the frequency of this source variable. In the frequency range from say 50-250 cycles, the response of the recording stylus to the input signal will be the same in terms of actual displacement of the needle from the mean position. As the frequency of the input signal is increased above 250 cycles, the response of the recording stylus ceases to be constant in amplitude and the mean displacement falls off inversely proportional to the frequency of the input signal. The actual displacement of stylus from the mean position will be at 500 cycles only half the displacement at 250 cycles, and similarly the displacement at 1000 cycles will be only half the displacement at 500 cycles.

The main reason for cutting re-

cordings this way is that as the frequency of the recorded material is increased, the steepness of the groove wiggles would also increase if the amplitude characteristics of the recording system were kept linear. Thus it would become increasingly harder for the reproducing stylus to follow the groove wiggles in the high frequency end of the audio spectrum. By making the recordings constant velocity, the steepness of the groove wiggles is kept constant for a given amplitude of recording signal.

In reproducing equipment, the overall characteristics must be designed with the characteristic of the recordings in mind. For proper balanced reproduction using a velocity actuated pick-up in order to get proper base response, the gain of the amplifier following the pick-up must increase at the rate of 6 db. per octave below 250 cycles, that is, the gain must double at 125 cycles and quadruple at 62½ cycles. If an amplitude actuated pick-up is used, the amplitude characteristic of the amplifier following the pick-up must have a rise in gain of 6 db. per octave above 250 cycles. For proper high frequency response using an amplitude actuated pick-up, the gain of the amplifier at 8000 cycles should be approximately 30 db. greater than that at 250 cycles.

The above comments apply only if the pick-up used is pure amplitude actuated or pure velocity actuated. Many commercial pick-ups, especially of the crystal type, have a response characteristic lying somewhere between the two types. To properly compensate for such a pick-up, its response characteristic must be known and the amplifier which it feeds designed with the end in view of flattening out the overall response characteristic.

CBC Plans Montreal Radio Centre

Plans for a \$2,500,000 radio centre in Outremont, Montreal, were revealed before the Parliamentary Committee on Radio Broadcasting last Friday by CBC general manager Dr. Augustin Frigon. Parliamentary approval of the plans were necessary, he said. Plans were revealed as Dr. Frigon explained why CBC had turned down, earlier this year, the offer of a property by the city of Montreal on which the CBC had agreed in 1939 to build a radio centre.

ASK YOUR Agency

about

Adaskin Service

on

- MAJOR PRODUCTIONS
- COMMERCIALS
- SINGING SPOTS
- PROGRAM IDEAS

Ask Our Representative To Call

JOHN ADASKIN PRODUCTIONS
67 YONGE ST. TORONTO

67 YONGE ST. TORONTO

OUR MR. PARKER is YOUR ace in the hole!



In case you're wondering, Ralph Parker has a genius for dealer support. He maintains a close personal contact with the merchants of Fort William and Port Arthur that is a plus value to advertisers in dealer co-operation.

This merchandising support added to Elliott-Haynes survey* makes CFPA your best bet for reaching the wealthy lakehead market. (*only 2.6% of sets tuned to outside stations during entire week of test.)

Phone or write NBS for further information or market data.

CFPA Port Arthur

Representing

- | | |
|-------------------------|-----------------------------------|
| CKWS
Kingston, Ont. | CHEX
Peterborough, Ont. |
| CKGB
Timmins, Ont. | CJKL
Kirkland Lake, Ont. |
| CFCH
North Bay, Ont. | CKTB
St. Catharines, Ont. |
| CJAD
Montreal, Que. | CFPA
Port Arthur, Ont. |
| CKRN
Rouyn, Que. | CKVD
Val d'Or, Que. |
| CHAD
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| CKEY*
Toronto, Ont. | CHOK
Sarnia, Ont. |

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NATIONAL BROADCAST SALES

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

BOOKS

The Canadian Broadcaster Book Dept. can supply you with the books you need.

Simply send title and name of author.

Books mailed post free if cheque enclosed with order.

Current

BOOKS ABOUT RADIO

"RADIO'S

SECOND CHANCE"

by Chas. A. Siepmann

(A constructive attack on stations, sponsors and agencies)

\$3.00

"RADIO

ADVERTISING

FOR RETAILERS"

by Professor C. H. Saudage (Harvard University)

\$5.00

"THE HUCKSTERS"

by Frederic Wakeman

Light fiction on radio and women. Amusing if you like your pornography straight.

\$3.00

Send us the title. We'll do the rest.

Book Dept.
Canadian Broadcaster
371 Bay St.
Toronto 1

TRADE WINDS

by Art Benson

G. H. Barbour Co. Ltd., Saint John (Tea & Coffee) has contracted for "The Wife Saver" with Allen Prescott beginning over 9 Maritime stations in September. The 3 a week 15 minute transcription (All-Canada) is scheduled for 26 weeks. The same show goes to 7 western stations between CKRC, Winnipeg and CJVI, Victoria in October. Weston's biscuits is the sponsor and J. J. Gibbons' Winnipeg office handles the account.

Marvins Biscuits, Moncton is resuming "Playhouse of Favorites" (All-Canada) early this fall over 8 Maritime stations. Harold F. Stanfield (Saint John) is the agency.

The Toronto Globe & Mail started an extensive spot announcement campaign this week over a number of Ontario stations. This initial campaign has been contracted for 4 months and is being handled by the Toronto office of Harry E. Foster Agencies Ltd.

McKims Toronto office reports that International Varnish is taking a series of spot announcements over a wide list of stations coast to coast advertising In-var-co DDT.

F. H. Hayhurst's Toronto office tells us that Bromo-Seltzer replaced "Forever Ernest" with

"Inner Sanctum" July 29 piped in from Columbia to CFRB, Toronto.

MacLaren's Toronto office says that The Canadian Beauty Craft Company has taken a 15 minute portion on "Make Believe Ballroom" 3 times a week over CKEY Toronto. The program advertises Chic Cold Wave Permanents and is scheduled for one year.

Gordon Keevil at Hayhurst's Toronto office tells us that Canadian Cannery Ltd., have contracted for a series of 15 minute participating programs on CKNW, New Westminster and CJAD, Montreal. The campaign advertises Aylmer Soups and starts early in September through May 1947. Same sponsor is also taking a spot campaign to 24 stations coast to coast, beginning in September.

J. J. Gibbons' Toronto office reports that Champ Laboratories Ltd is resuming "Champ Scrap Book" for 39 weeks beginning second week in September over 9 stations between CKWX, Vancouver and CKCO, Ottawa. Same agency says that Drug Trading Co. Ltd. (I.D.A. Drug Stores) has contracted for a series of 5 minute spot programs "Midget Quiz" starting October 19 over 18 Ontario and Western stations.

Young & Rubicam have bought the former Prices Board program, "George's Wife" Mondays, Wednesdays and Fridays for 39 weeks starting September 9 over Trans-Canada. Sponsor is Whitehall Pharmacal.

MOVIE BOUND



Armed with definite promise of work from two English movie producers, Emerick Pressburger and Michael Powell, Cy Strange, CFRB announcer, is heading for England and a career in movies and the theatre.

Cy has been with CFRB for three years but his original love was the theatre, and he hopes to leave in August to try and break into his chosen field.

Airborne For We

The fishing town of Meaford, Ont. 20 miles from Owen Sound is to have its own radio station but only for a few days.

Station CFOS Owen Sound in co-operation with the Meaford Reunion Committee, will set up temporary studios for the week of "Welcome Home" celebration beginning August 3.

CFOS's full program schedule will be carried on from Meaford during the week. Press News and in conjunction with the station, to install a news printer in their temporary quarters. Many special live shows featuring Meaford and dis-

Hamateur Program

CKSF Cornwall, has a new "Talent Discovery" program broadcast from the stage of the Capitol Theatre. After the second broadcast 2341 letters were received.

How'd'ya Like To Reach 'Em

OUT ON THE FARM as well as in Calgary ?

WITH the strongest signal of any Canadian radio station west of Winnipeg, CFCN has been the welcome "VOICE OF THE PRAIRIES" for 24 years to over a million western Canadians, 86% of whom reside in the richest and most populous agricultural areas of Alberta, Saskatchewan and British Columbia.

If you have a message for this 86% of the radio homes in CFCN's coverage area (which are outside the city of Calgary) the basic and only advertising medium to reach them all is

ASK
RADIO
REPS
L T D

10,000
WATTS

CFCN CALGARY

SPARKLING

THAT'S

DOROTHY DEANE

CANADA'S
TOP GIRL VOCALIST
For Vivacity . . . For Sure For
Audience Appeal . . . for Sparkling
on the air in both song and
speech . . . It's Dorothy Deane
every time!

Management
GEORGE TAGGART
ORGANIZATION
A Delatde 8784



TAWA
ALLARD
 Parliamentary Radio Committee
 and CFRB's case on July 18 and
 The Toronto independent was
 presented by Mr. Harry Sedg-
 wick, Consulting Engineer B de F
 Bayly, and its legal counsel, Mr.
 Sedgwick. CFRB's brief out-
 lined present position of that
 company—showing that it was
 connected with any other, in
 radio business or out of it, but
 owned entirely by its twelve hun-
 dred stockholders. The statement
 outlined CFRB's pension
 for employees; claimed that
 station's salary levels were at
 a level comparable to CBC's;
 pointed out the local talent CFRB
 develops and gave instances of
 the community service it performs.
 The CFRB brief argued that in-
 stead of 860 kc's to establish a
 50 kw job in Toronto, the
 station was making a dangerous
 precedent for itself. Presentation said
 the present network 50kw outlet
 in Toronto, covers 94 percent of
 the area, and any further expans-
 ion in that area can be only
 a matter of time.
 Consulting Engineer Bayly told
 the committee that the frequency
 spectrum in North America is now
 cluttered up that it is almost
 impossible to find holes in the
 spectrum. Of the four alternative
 frequencies offered CFRB, he said
 one was "nicely available for
 purpose" and that was in the
 860 kc. end of the dial.
 Mr. Harry Sedgwick produced a
 report from the Department of
 Transport in 1941, telling him
 that CFRB would operate on 860,
 and stressed the phrasing "pursu-
 ant to the final allocation made
 in Washington under provisions of
 the Havana agreement."
 Dr. McCann (minister through
 whom CBC reports) took issue
 in the direction which the word
 "pursuant" pointed. He said: "Do you
 understand that to mean it was
 allocated to you? It meant that it was
 allocated to Canada."
 The CFRB presentation pointed
 out that no indication had been
 given until recently—on licenses
 elsewhere—that CBC would
 be taking over its wavelength.
 The accuracy of this statement was
 questioned by Department of Trans-
 port officials present. Mr. Sedg-
 wick pointed out that CFRB had
 several times asked for power
 increase to 50 kw, and while such
 applications were never granted,
 no mention was made at the time
 of CBC's taking over the wave-

length.
 Dr. McCann said it had been a
 matter of policy that CBC would
 ultimately take over all clear
 channels allotted Canada by the
 North American agreement, even
 though such channels might temp-
 orarily be given to independents.
 CFRB's brief emphasized the
 station's pioneer record, pointing
 out that it had gone into business
 when radio was considered a poor
 risk. Said Mr. Sedgwick: "People
 told us we were crazy to throw
 away our money like that."
 Then, he said, there was no talk at
 all of wavelengths being com-
 munity property. The brief
 argued that the government had
 gone into radio only after its
 potentialities for commercial
 profit had been demonstrated.
 Radio, said the presentation, was
 pioneered and developed by the
 independents, usually at a loss—
 and now finds itself the target for
 critical sneers and jibes from
 those who risked not a dollar nor
 a moment.

The CFRB presentation (report-
 ed further on page 6 of this
 issue) gave a detailed statement
 of the station's financial position,
 showing that in some years it had
 taken severe losses.

Mr. Sedgwick emphasized he
 would have "little to say" if the
 wavelength expropriation were for
 erection of a high-powered outlet
 in some area not now served. His
 objection, he said, was to forcing
 out a pioneer station that had
 developed the wavelength for
 establishment of a second high-
 power outlet in the primary
 market of Canada. He said also
 that CBC officials had tried to get
 CFRB's contract with Columbia
 away from it, and had conducted
 conversations along those lines
 with CBS officials in New York.

Mr. Wilfred LaCroix (Liberal
 Quebec-Montmorency) asked:
 "Has the Labor-Progressive or
 Conservative party obtained a fif-
 teen minute period for propaganda
 over the CBC network?" From
 Dr. J. J. McCann came the reply:
 "As a qualifying national political
 party" under the CBC white paper
 on political and controversial
 broadcasting, the Labor-Progress-
 iver party has been granted one
 period in the current series of
 national political network broad-
 casts in agreement with other
 national political parties."

Mr. Norman Jaques, Social
 for Moose Jaw, wanted to know
 if the licenses of CKY and CKX
 had been cancelled or relinquished,
 if so, when, and if not, the pre-
 sent status of these stations.

Mr. Norman Jaques, Social
 member for Wetaskiwin Alberta,
 speaking in the House July 17
 said "... I take it that the peo-

ple of Canada, the grownups, the
 adults like the people of any other
 country, want to be amused, en-
 tertained by the radio. They do
 not need to be educated, they do
 not need to be instructed, and of
 those who say they do I would ask:
 Who is to do the teaching? Who is
 to do the instructing? I believe
 that the film board and the Cana-
 dian Broadcasting Corporation
 have for years been the means of
 spreading communism, and that it
 is very largely owing to their pro-
 paganda that we have the situa-
 tion that we undoubtedly have in
 Canada at this time."

The same speaker a little later:
 "The Social Crediters have thir-
 teen members of this house, and
 for ten years they have conducted
 the government of the province of
 Alberta. Yet we get only the same
 amount of time as is allowed to
 the communists, the fifth column
 Labor Progressive party."

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
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 any Broadcast Equipment Manufac-
 turers.

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 MEMBERS
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 of
 Broadcasters
 for a
 Most
 Successful
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 from
 CARSON
 BUCHANAN
 and
 Staff of
 Saskatchewan's

Original
 Community
 Station

CHAB
 MOOSE JAW SASK.
 800 KC. 1000 WATTS



AN ALL CANADA STATION

CHNS BULLETIN BOARD

IN THE MARITIMES

CHNS

IS ON THE TOP

IN

COMMERCIAL BROADCASTING

NOW 1000 WATTS—SOON 5000 WATTS

ALL-CANADA MAN

MONTREAL

(Representative)

TORONTO

960 ON YOUR RADIO

C J A V

Voice of the
Alberni Valley

CJAV, on 1240 KC serves the rich industrial northern half of Vancouver Island, tapping an area of ever increasing population and development, in timber, fishing, canning and mining.

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

250 WATTS 1240 KC
PORT ALBERNI, B.C.
See Radio Representatives

DISTANT FIELDS LOOK GREEN...With Emory

by Lawrence Thor

Founder of Peak Radio Productions
and well-known Montreal announcer

I am a free-lance announcer. I wouldn't change jobs with anyone. But just the same, free-lancing is not quite all it is cracked up to be. This isn't to scare you. It is to warn you if your ambitions lie along Free-lance Road.

Free-lancing is precarious in the beginning and it is only a start towards something more stable. The money earned is not fabulous, and the uncertainty of your income has made ulcers an occupational heritage.

To begin with, in order to become a free-lance announcer, you almost have to have experience. You have to work at announcing

for many years. There is no substitute for this experience, and it is vitally necessary to the advertising agencies who use free-lance men. That is the most important requisite. Experience. Assuming you have this, the next step is to set yourself up in one of two places. Mind you, my subject is Canada, *not* the United States.

The two radio centres in Canada are Toronto and Montreal in that order. It is in these two cities that network and transcription programs are prepared. Free-lancing to any extent is possible only in these two centres.

Having arrived, the aspirant must contact all the agencies. Unless he has been fortunate enough to make contacts before he left his former headquarters, this takes a long time and is one of the most discouraging aspects of radio announcing. Where the market is good, the competition is keen. And since you are in competition with men already established, you will find it difficult to prove yourself.

No agency representative will hire a new man for a show when someone else has been doing the job adequately. So about the only breaks you will get are on programs that have not been going so well. And in some cases, even where this is happening, the agency representative will not admit, even to himself, that he has made a bad guess with his talent. So that makes him reluctant to a change, whether one is justified or not.

That's a big hurdle, but we'll

assume we have cleared it and that you land one show. Then another. With all, you're not making a living, temporarily. Your task is to prove you have staying power. You see, another thing a free-lance must have is at least a steady show, that carries over a year round. Otherwise the income acquired during the winter months is eaten up (literally) during the slow summer.

In order to do a show throughout the year, you must have staying power. You might say that it is just as necessary on a staff job, but it is not in quite the same way. In free-lancing the competition is much keener, and the salary for that one show is high proportionately. So, if you are not always at your best, out you go. This may sound pretty drastic, but it is the way it works out that way in actual practice.

Now, in order to go along a line of reasoning that free-lancing is tough, we have to assume that the hurdle of staying power has been cleared, more or less. It is never so to any greater extent than more or less.

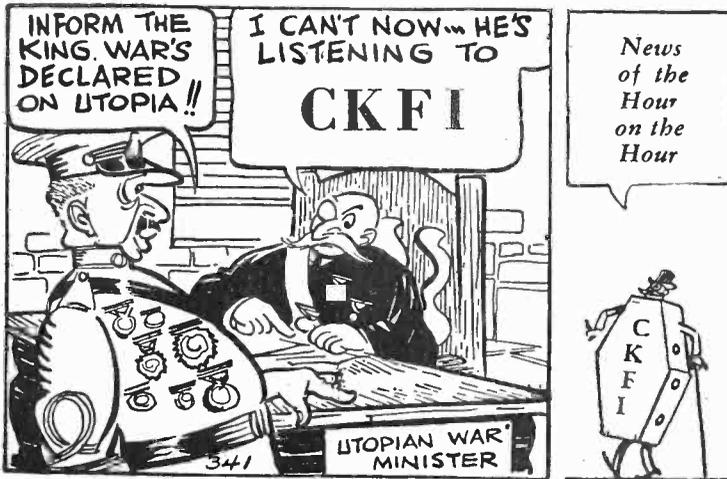
We come now to one of the greatest dangers and pitfalls of the entertainment business, which to us, means radio announcing. In order to be an entertainer, you must be of a temperament somewhat different from average. You've heard it before, but it still goes: "You don't have to be crazy but it helps."

The temperament that makes for a good entertainer also places a great strain on his normal business procedure and social activities. He has a hard time behaving himself. In his search for more work, he must meet clients. This meeting in many cases takes place over a friendly drink. In a highly nervous profession it is a pleasant and relaxing way of meeting your clients. But you have to learn to drink in moderation. And you have to learn to leave it alone when you are working on the air. Although liquor helps you in your business, it can boomerang pretty viciously. Liquor to the free-lance can be disastrous.

The free-lance announcer has more spare time on his hands than most people, and that spare time is an open invitation to drink. I don't think there are very many of us who have not, at some time or other, fallen into this trap. And there are not very many who have

(Continued on next page)

TAKE ADVANTAGE OF OUR LISTENABILITY



Use **CKFI** The Good Neighbour Station
FORT FRANCES, ONT. Serving Northwestern Ontario

SEE JAMES L. ALEXANDER — Toronto and Montreal
A. J. MESSNER — Winnipeg
ADAM J. YOUNG JR. INC. — New York and Chicago

By actual survey—

TORONTO'S MOST LISTENED-TO STATION

DIAL 580
CKEY
TORONTO

ting the Mail



na Drew Smith of the CAB
e and W/C Fred Colborne, as-
ant manager CJCJ Calgary, at
k on reams of information
h was gathered together by
CAB for Colborne's presen-
on before the Radio Com-
mittee.

(continued from previous page)

at some time or other, lost
or seriously undermined jobs
use of it.

regret it the morning after,
we try to offer our profound
ologies to our clients, but that
ot good enough. You cannot
k in excess when you are in
a highly competitive business.
und that out not too long ago,
I am sure the other free-lance
will support me in this con-
on.

have shown you a few of the
rds of free-lancing. But, to get
to the beginning. You may
ember I said that free-lancing
ly a start for something more
le. We all know that nothing
ains the same in this world,
we never stand still. We
er go forward or we lose
and. You cannot be a free-
e all your life. It is only a be-
aing. When you plan to take
p as your job, you must also
pare to learn every phase of
o advertising, so that you may
in business for yourself. That
it be the ultimate, the secure
l. Anyone who has ever tried,
ws how rough the road can be.
should like to warn all radio
ouncers, just as I have warned
e I have met, that free-lancing
ot easy. Don't be fooled by the
space indications of easy money,
ere time and the illusion that you
your own boss. It just isn't
e. Unless you are prepared for
ervous life, and a good deal of
tric convulsion, stay where you
brother.

Joins Stovin

Wilf Clement, formerly of Dick-
and Edington Ltd. has joined
race N. Stovin & Co., radio
s, to handle station promotion.



Stuart Griffiths and his P&I staff
at CBC International must have
had advance copies of the Cana-
dian Broadcaster article, "Superla-
tives aren't News." In one mail
they provided me with enough
material to fill a dozen columns,
and every release was filled with
fact. Only a mighty hard-boiled
editor could toss into the "hell
box" their current story of co-
operation with United Nations
Educational Scientific and Culti-
tural Organization, through which
CBC provides school children in
France, Luxemburg, Greece, Pol-
and and Czechoslovakia with
1,253 quarter-hour transcribed
broadcasts in their native tongues.
Broadcast on foreign stations,
these shows, based on educational
series used here, help overcome
the serious shortage of school
teachers in Europe.

* * * *

Western Station Managers who
wish to sell their market to east-
ern advertising agencies might
take a tip from CKRC, Winnipeg,
and send their women commenta-
tors down. Recently, Eve Hender-
son, editor of women's features
at CKRC, breezed into Montreal
and visited all the agencies. She's
convinced most time buyers that
no matter what the product, from
automobiles to men's suits, you
can't sell them right unless you
sell the women folks. And the
way to do that is get your adver-
tising on or near the women's
features. The day after Eve left
town I tucked my weather beaten
brief case under my arm and went
calling. Every time buyer I talked
to reacted the same way. "What
have you got in Women's Fea-
tures?" they said. "After all,
women do 85% of consumer buy-
ing. Eve Henderson—you know,
the 'Claire Wallace of the West'—
was in here just the other day,
and she told me etc etc." I began
to wonder why station managers
make so many sorties this way
every year. If other women com-
mentators can sell as well as Eve,
they could do a better job while
the manager stays home and im-
proves his golf score.

* * * *

Some Montreal station may soon
have a top-notch woman commen-
tator. Mrs. Helen Quinn, after
10 years with CKY, Winnipeg, is
eyeing the eastern Market and
will probably settle either in Mon-
treal or Toronto. She is the fam-
ous "Peggy" of the western show,
"Peggy's Point of View." If
Manitoba housewives know their
radio, the station or agency which
gets Peggy gets a sure thing.

EVERYBODY'S LISTENING
to
RUSS TITUS
Canada's
Favourite Male Singer
Management
GEORGE TAGGART
ORGANIZATION
Adelaide 8784

GREETINGS, W A B!

Knowing your sessions will be produc-
tive of much good thinking and effort in
the interests of the Broadcasting Industry
of Canada, we are looking forward to
being with you at Harrison Hot Springs
Aug 5 & 6. Any business appoint-
ments can be arranged at the first tee.

Horace

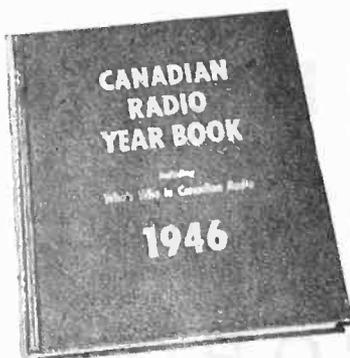
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Canada's First Complete Radio Directory

1600 biographies, hundreds of photos of people in Canadian Radio.

Complete up-to-date station and network information, with maps, market data.

Full information on agencies, station reps, production companies, transcription companies, script libraries, musicians' unions . . . and many other valuable features.



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109 LAIRD DRIVE S., TORONTO 12

ORIGINALITY

AVAILABLE

ON

- "WHAT DO YOU THINK"
(FROM THE STEPS OF TORONTO'S CITY HALL)
- TUNE MIX
- WAKE UP AND SMILE

CHECK THESE DIFFERENT
FEATURES BEFORE MAK-
ING YOUR FALL PLANS.

CHUM

TORONTO

Representatives

U.S.A.
WEED & CO.

TORONTO
JAMES L. ALEXANDER



HELP WANTED

Statistician wanted for advertising research office. Must be completely devoid of imagination.

* * * *

CAVE FILIUM CANIS

Prime objective of the editor's current sojourn in B besides attending the W.A. Convention, is to gather material for this column.

* * * *

OUR FAVORITE GAG

One means of opening closing meetings to the press, without spilling too many beans, is to pass a resolution that at these meetings action shall be taken and word spoken in order to complete secrecy be maintained.

* * * *

COME ON LOCHINVAR

Action speaks louder than resolutions, and the habit of referring it to the next CAB meeting often results in showing

* * * *

I Q TEST

Toronto housewife pronounce beef boycott

* * * *

Radio actors greatly respect

* * * *

BRAZEN RULE

Harry Sedgwick's statement to the Radio Commission in his opinion the C.B. will not give his listener a better service if they appropriated his wave-length disregards the fact that government organization does not serve—they rule.

* * * *

STOP PRESS

"The Hucksters" have been banned at MacLaren Advertising Agency, and never knew Rosy could read.

* * * *

THE FIFTH FREEDOM

"The New York sponsors a certain soap opera extending invitations to today visitors to attend the show in the broadcasting studios. Admission is free and is worth every penny it."

—Saturday Night

* * * *

ARSENIC AND OLD LAE

"The CBC might be described as a kindly matron rather than a tough policeman."

—Arthur S. ...

* * * *

CONVENTION GREETING

B.-Ceeing you!



NEWS-PLUS

For steady audience interest

NEWS IS STILL TOPS

B.U.P. NEWS SERVICE

offers stations

THE

WORLD'S BEST COVERAGE

OF THE

WORLD'S GREATEST NEWS

PLUS

These sponsor-tested, network calibre

FEATURE PROGRAMS

"Woman In The News"
 "In The Woman's World"
 "In Your Neighborhood"
 "The Farm Front"
 "Behind The Headlines"
 "In Movieland"

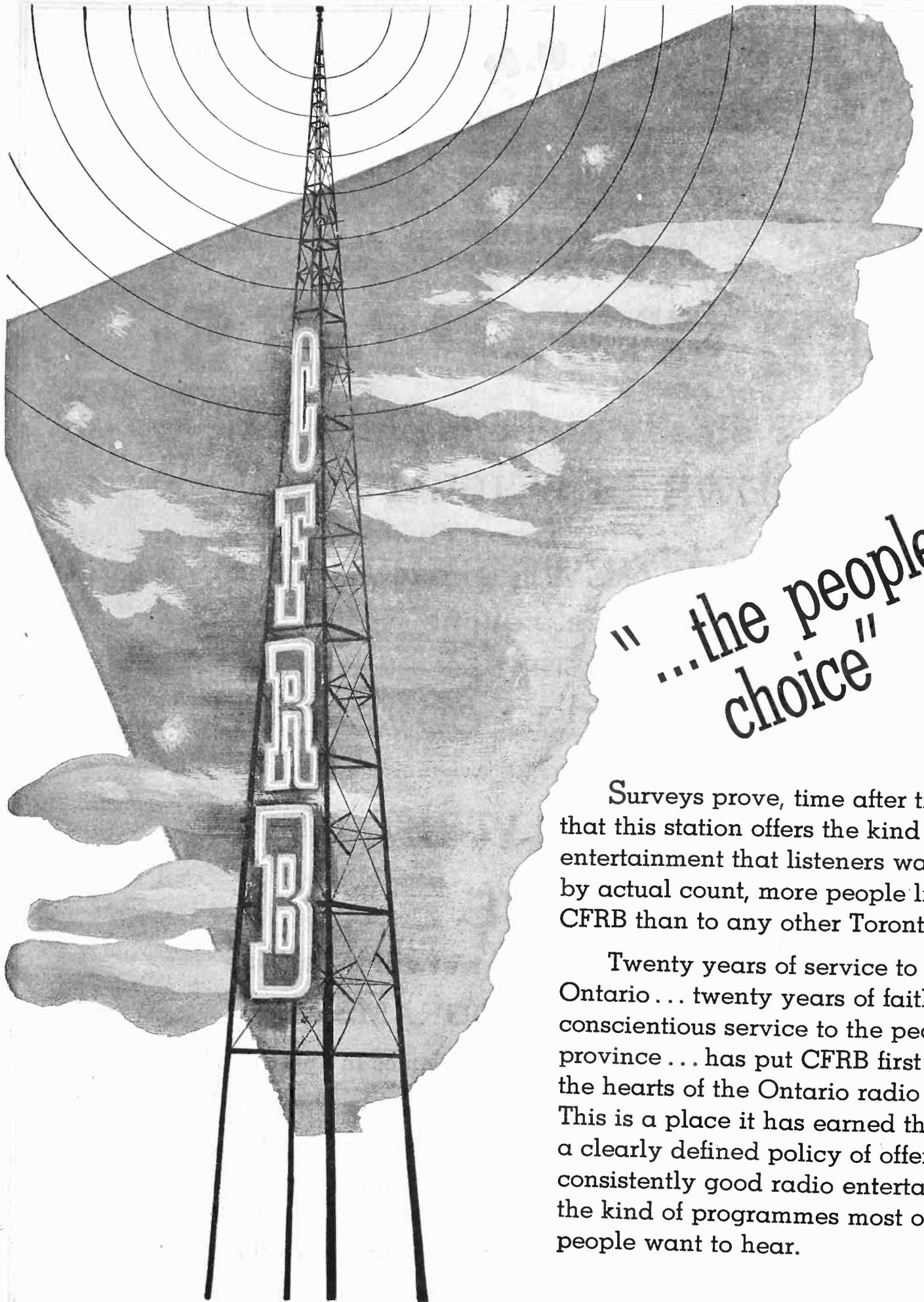
"Names In The News"
 "Places In The News"
 "Our Week In Ottawa"*
 "Highlights Of the
 Week's News"*
 "Tomorrow's World"*

**Sunday Features*

BRITISH UNITED PRESS

231 ST. JAMES STREET

MONTREAL



"...the people's choice"

Surveys prove, time after time, that this station offers the kind of radio entertainment that listeners want... by actual count, more people listen to CFRB than to any other Toronto station.

Twenty years of service to Ontario... twenty years of faithful, conscientious service to the people of the province... has put CFRB first in the hearts of the Ontario radio audience. This is a place it has earned through a clearly defined policy of offering consistently good radio entertainment... the kind of programmes most of the people want to hear.

860 kc.

CFRB

Toronto

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