In an eleventh hour coup de grâce, the government to grant the CBC borrowing powers up to $2,000,000 to carry through its expansion program without risking aatorial dissent. One of the last of the 20th Parliament of Canada was to pass a measure which would permit the CBC to proceed with its expansion program, entail the appropriation of three private stations frequencies, and the establishment of high-power government stations in areas across Canada already well-served by government or privately-owned stations.

Following swiftly on the announcement in the House, Thursday last week, of the government's withdrawal of its proposed fourteen amendment to the Canadian Broadcasting Act, including the $2,000,000 loan clause, a "supplemental estimate" was introduced which the loan could be passed without act of parliament.

Three points in the withdrawn amendment were to make the CBC financier eligible for any CBC pension schemes; to give the general manager tenure of office; and for the credit to the Corporations gross fees collected from reprogramming and station licenses without deduction of collection costs.

Vigorous opposition was put up what was termed this "subterfuge" by Progressive Conservative and Social Credit members as well as the Liberal, Thomas Reid, New Westminster, B.C., but after heated debates, totalling seven and a half hours in all, the measure was passed with only a vocal vote required.

Informed Ottawa sources express the opinion that the government let three of the four clauses of the amendment go by the board because they were afraid the amendment might not pass the Senate, and so satisfied themselves, for the time being, with the $2,000,000 loan as a "supplemental estimate" which the Senate would have no opportunity of quashing. The license fee clause has already met with considerable opposition and may have been dropped for this reason.

The fight against the sudden move to rush through the $2,000,000 "supplemental estimate" in place of the withdrawn amendment, which Progressive Conservative and Social Credit members charged would deal a death-blow to private radio stations in Canada, was precipitated by Douglas Ross. The Toronto St. Paul's Tory moved that the proposed loan of $2,000,000 be reduced to $1. He was immediately supported by E. G. Hansell (SC, Macleod), who warned that, while the CBC with all its powers, might be in good hands now, it would not always remain in those hands. He then asked what manner of nationalized broadcasting system it would be if a CCF government elected to its board such of its supporters as David Lewis, Frank Scott, Harold Winch, Angus MacInnis, Elmore Philpott and Agnes Macphail.

One of the major complaints against the government was its neglect of the Maritime provinces. Mr. Ross pointed out that the CBC was aiming at the Maritimes showed 9 editorials in 9 papers, 8 against and one in favor, to assimilate the whole story, they realized that far from capitulating, the government had assured itself of acquiring the major item on its broadcasting system's want list, by the sudden transformation of an amendment into a Senate-proof "supplemental estimate."

Minor successes, such as the CBC's failure to gain the increase to license fees, by diverting the $500,000 collection costs into its own coffers out of the tax-payers' pockets, were eclipsed when it was seen that the borrowing privilege extended by the House's approval of the estimate would enable the CBC to proceed with its expansion program.

HOUSE VOTES $2,000,000 FOR NAZIONALIZED RADIO

By A. L. Smith (Calgary West) speaking in the House during the debate on the Radio Committee Report referred to an analysis of editorials tabled during the committee meetings giving the following figures.

In the western provinces 18 editorials appeared in 15 papers. All of these were against the appropriation of frequencies by the CBC. In Ontario, 78 editorials appeared in 55 papers. 74 of these were against the plan and four in favor. In Quebec, there were 80 editorials in 43 papers, all of them against. The editorials from the maritime provinces showed 9 editorials in 9 papers, 8 against and one in favor.

PARLIAMENT SCORNS PRESS OPINION

Summed up it shows that 138 editorials appeared in 120 papers with 180 against the "swipe" and 5 in favor of it.

"Of the five editorials supporting this legalized theft from these people," Mr. Smith said, "the Marine (Ontario) Herald was one, the Owen Sound Sun Times was another, Saturday Night was another, and that is edited by one of the governors of the CBC. Another was the Toronto Star, which has a hand-out of $42,000 a year in time from this corporation. There was also the Glace Bay (Nova Scotia) Gazette."
The new transcribed

BARRY WOOD SHOW

WITH ★ MARGARET WHITING
★ THE MELODY MAIDS ★ HENRY SYLVERN & ORCHESTRA

It's new! It's exciting! Fifteen minutes of the smoothest music ever available for local and regional sponsors. Currently produced in New York on a five-per-week schedule. Already sold in 76 markets. "Produced by Ziv" means the best in transcribed entertainment

Now available in Canada, for national, regional or local sponsorship.

Ask the
ALL CANADA PROGRAM MAN
for an audition disc.

★ BARRY WOOD
your smooth singing host.

★ THE MELODY MAIDS
Three gorgeous voices blended in smooth harmony.

★ MARGARET WHITING
The "It Might As Well Be Spring" girl, new network and recording star.

★ The Smooth Strings
tops in accompaniment — under the direction of Henry Sylvern.

ALL-CANADA PROGRAM DIVISION
MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
Compo-Gimmick

Development of an original audience participation program is behind the appearance of a new feature, "Surprise Party," on CHML in Vancouver.

Launched Aug. 1, the program already gained audience support, according to the volume of requests for the show. The first three weeks had people standing outside the doors of CHML's Radio Theatre watching the goings on.

We've stolen a little bit from the well known audience show, "Producer Dick Diespecker, with a few twists of our own.

Format of the program is loose, with quizzes, scavenger hunts, contests and all the usual stunts associated with audience participation programs.

A half hour broadcast is the rule of an hour and a quarter presentation, with the studio once getting entertainment in the business of picking contests for the air show. Staff of the program includes Dorwin Snider and Wally Peters, Wally Peters, Dave Hill, Mortimer and Vic Waters. Brian Hodgkinson handles the studio Announcer.

CHML plans to keep Surprise Party in the winter sked.

Price—1 License Fee

BC wants us to tell Toronto people generally "through our Hated news medium," without saying, of course, that all who are invited to part with $2.50 are invited to the 5th Annual Fall Golf Tournament, Friday Sept. 20, at the Kirkland Golf and Country Club, with tee-off at 1:00 p.m. The following are prepared to help your money: Ernie Bushnell, John Weir, George Young, Dick Ringbull, Louis Snider and Wells White.

It is understood that the entire proceeds will be devoted to golf, prizes and prizes, collection administration costs presumably being left out of a supplementary expense.

Condolences

The sympathy of the industry is extended to Clary Settell, Toronto sports commentator, on the death of his wife Lillian Louise, in Wellesley Hospital, Toronto, on Aug. 21. Funeral services were held Aug. 23.

Advertising Advog.

Starting something new in agency advertising, Jackson & Company (U.S.A.) have bought a radio program of one minute spots over ABC advertising their own business. The spots feature client testimonial; and invite other advertisers to try the "Jackson unique technique."

To Make Movie

Brian Hodgkinson has emerged from recent hiding in a new role under a new name.

As this issue goes across the country, Brian Gilmore is on his way to Kirkland Lake to make a movie for Associated Screen News in the mining country.

Brian expects to be on location for two weeks and to return to Toronto radio for the opening of the season.

Quebec Stars

Two French-Canadian singers, Jeanne Des Jardins, soprano, and Gerald Durranteu, tenor, currently feature on Carnation's "Quart d'heure de detente" on the French Network were guest soloists with the same sponsors "Contented Hour" originating in New York under the baton of Percy Faith.

Control!

Only transcriptions give perfect control of your broadcast message.

CONTROL OF
- what is said
- how it's said
- when it's said

FOR QUALITY AND CONTROL USE

Duophonic Transcriptions

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO
Our Guest-Speaker Is:
ROBERT E. DAY
PRESIDENT
Bulova Watch Co. Ltd.

"There is no doubt that Radio - Spot Radio — has made the name of Bulova the best-known watch in Canada. It is the most powerful factor in our national advertising.

"We have been using radio since 1927 and know it definitely sells. Today we buy time signals on 52 stations in Canada the year round, because consistent advertising produces year-round sales. We have never missed a day on one station since we started in 1927.

"We have long told the jewellery trade the need of consistent advertising. We tell them best results cannot be expected from a thirteen week spot or program campaign — but that consistent week in - week out, month in — month out, year in — year out radio advertising will pyramid their sales volume. Look what it has done for Bulova!"

Air Investiture

Viscount Alexander, Governor General of Canada speaks over CKLW at the investiture ceremonies in Jackson Park Windsor, when he presented decorations to Windsor and district men and women who served in the last war.

Set Sales

During the first six months of 1946 sales of Canadian produced radio sets reached 226,956 units with a total value of $9,177,910. according to figures released by the Dominion Bureau of Statistics.

"Exercise North"

Special events chief Bill Herbert of the CBC is accompanying the Headquarters of the Canadian Armed Forces Command in their "Exercise North."

The "exercise," which is an inspection of the Alaska Highway, will offer Herbert an opportunity to record interviews with people who live near the highway and to report on the condition of the road itself.

SPARKLING

THAT'S

DOROTHY DEANE

CANADA'S

TOP GIRL VOCALIST

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

MANAGEMENT

GEORGE TAGGART

ORCHESTRA

ADRIANNA PETERSON

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

for these Live Independent Stations

CKJH Hamilton
CKM Toronto
CJED Pembroke
CJML Hamilton
CFOS Owen Sound
CFOR Orillia
CFPL London
CKLW Windsor
CKX Kenora
CJBL Winnipeg

*Represented by us in Montreal only

MONCTON TORONTO WINNIPEG

RADIO ADVERTISE YOUR MESSAGE HOME

Shades of MOUNT ROYAL
by WALTER DALL

Frank Williams will head a
Radio Productions party at
Thor, who left for Los Angeles
for the PC, August 24. Williams is a fam-
in the Vancouver. Thor continues his
told the jewellery trade
of Bulova watches. Thor will motor through Western

ead en route. California's

Radio Corporation, on Larry's arrival will
its assignments here and then
see him go. That's something at
cause Thor was the top radio
man in town.

Buttonholed 1fron-}
OFCF to correct that
that he is also going to
work for CBC, and possibly
in Broadway. He is going to
York. The rest is rumourous
based on the fact that Chris
offered him a job during the war
when he couldn't take it at
MKR record here, under the
Ritchie House, might interest.
way. His wife, Jacqueline, in
"Dubarry Was a Lady" now with the Rockets at
City Music Hall.

Sam Ross, CKWX, Vancouver
has written two booklets:
"Appraisal of Labor and
Moment" and "The Right
assisted."

I heard the latter re
on CJAD's Bools "All You
caught these paragraphs:
"The freedom should be free
of press, freedom of radio
casting and freedom of pictures.
But that is not enough. There
must be freedom to
or not to listen; to read or
read. There should be free
assembly. But there should be
freedom as well as not to assem,
individual should have the
be a member of an organi
b i. union. But he should be
the right, as well, as a
union and still secure his
ployment. All these personal
linked as well
freedom and civil rights
with ownership of personal pro-
erty. In other words, Ross
be to maintain the time-honored
that a man's home is his
. These property rights are
protected against all encroach-
individuals or government."

"The Groves of Sam's, for his
poses, are available from the
Publishing Company Limited,
Crown Building, Vancouver.

Had a phone call from a
who had a "phone call from a
in Hollywood who says it
definitely definite that Cross
signed with Philco, will record
600 stations at $30,000 each.

G. A. Lavine, CJBB, Toronto,
visiting Montreal headquarters
around his old familiar haunts.

* * *

CKVL, Verdun, will be rep-
resented by H. N. Reimark &
Toronto.

Whoever has the chore ac-
cording to radio's good des-
preparation to parliament-
CBC has a powerful feature
in the story of radio's perform-
in the Polte score here. When
it hit hardest, all stations
gether, in cooperation with
Kiwani Club, to fight it
with broadcast knowledge.
OTTAWA LETTER by Jim Allard

Radio Committee report was admitted far from unanimous. That much is admitted even in the report itself. "The Committee, after having concluded its study of the draft report, it was removed, on the motion of Mr. McNaught, that the report be adopted as amended and presented in the House."

"On division" is a parliamentary phrase, sense of which is "we're in the minority, know this thing will be carried, wish we want on the record that we're not in complete accord with it."

Further than that, some indication of division is indicated two or three times in the report itself, and that are the points submitted as: "we restate the Board of Governors to the ownership and control of private community stations and to prevent the further acquisition or development of them."

Also defeated in committee: A motion by E. G. Hansell, Social Credit member, in Alberta, reading: (a) "The Committee be and is submitted this report with to say that the amendment indicates a deadly blow, but that was not adopted unanimously." (b) "The Committee do not point out that rather than having a minority report submitted it would state that this report was not adopted unanimously."

And this, by D. M. Muir, Progressive Conservative, Toronto: "We recommend further that the special privileges enjoyed by the Toronto Daily Star on Station CRL for newcasts be eliminated."

Radio. If not adopted and presented to the House, the Radio Committee's report gave (a) the immediate submission the most basic recognition they have ever been received from any such committee; (b) CBC-er one for which it had asked the committee, including: wavelengths of CFMB and OFCN; (c) General Manager, then the right to his job under retirement age (sixty-five, Doctor Pigeon is now fifty-eight) and until a further period thereafter where under certain stated circumstances (d) Board Chairman have Dunlop the right to participate in proceedings.

About independent stations, the Radio Committee's report said: "As the committee's report might not coincide precisely with the opinions of the CAB's representatives, we set out for the committee feels that it would be less than fair if it did not record its feelings that private "radio stations need help", but we're in the minority for giving good community service. Moreover, your committee feels that what in Canada - and is a necessity for publicly owned and supported national system carrying on network broadcasting, and that while the pattern of broadcasting which has developed under the Canadian Broadcasting Act is not required, and because there is nevertheless in the Canadian radio world, a place for and a definitely needed by the community stations supplementary to the national system. Private radio stations can serve particular needs of their community areas, and there we should have, good opportunity for service and for business."

Editor's note: Many examples of good community service performed by public stations were given by representatives of the Canadian Association of Broadcasters. These examples were probably typical of the work of the number of radio stations, but naturally the private stations are not all of that degree of excellence in this respect. Some are better than others. Your committee desires to record its opinion that the occupancy of radio wavelength of radio is a permanent right but that a license to broadcast is in the nature of a trust created, in part, by making sure that a reasonable segment of every day's broadcast time can be devoted to the general benefit of listeners in the community. If too many hours are given over to money making broadcasts, such stations should not be granting their trust."

Then the committee quoted sections twenty four and thirty one of the Broadcasting Act, in which it was indicated, made under the 1938 Radio Broadcasting Act, that the Board of Governors of CBC's undertaking to that as a condition of the issuance or renewal of any license that the Government refer to the Board of Governors of CBC, uniformity of the manner in which it would faithfully perform its duties as a trustee of a radio frequency, and would indicate the amount of time and the proportion of its revenue it is prepared to devote to local and community events, the discussion was based on the question of local interest and the development of radio and other public service broadcasts. . . .

PRESTIGE

Agencies and producers will be interested to learn of a special radio page appearing Mondays in the "Ottawa Citizen". One interesting feature of the page will be a list of "Radio Concerts for Next Week", listing selections to be heard. This is also, besides regular program reports for the week, a list of "Next Week's Specials". Claude C. Hammerton, radio editor of the "Citizen" invites agencies and producers to furnish him timely program information, with notes about artists. The page will carry two pictures each week.
MP'S LAUD RADIO BUREAU

Members of different parties expressed strong appreciation of the private stations "Radio Bureau" and the co-operation of the Bureau manager, Jim Allard, during the radio debate last month.

Solon E. Low (Sorched Peace River) said: "I should also like to pay a tribute to the group of private stations which are performing a great service for this country and which are assisting the achievement of a standard of democracy evidenced by the reports that have been made to the people through the broadcasts known as Reports From Parliament Hill."

J. G. Diefenbaker (PC Lake Centre) stated: "A great work has been done by private broadcasters. I think James Allard and those associated with him should be congratulated upon having given the opportunity to members in all parts of this country to broadcast the doings of Parliament. These broadcasts have done much to increase the knowledge of the Canadian people as to what is taking place in Parliament."

W. A. Robinson (L. Simcoe East) said: "I would, however, like to associate myself with some remarks which he (Diefenbaker) made and those were the remarks in appreciation of Mr. Allard and his work in connection with our Reports From Parliament Hill. I think that has been appreciated by all hon. members, and I am very glad to mention it at this time."

Norman Jaques (Sorched, Wetaskiwin) added: "I should like to acknowledge my thanks to the private stations for the privileges which they have accorded hon. members in their broadcasts over local stations. There, again, that was a privilege granted by private stations, not by the Canadian Broadcasting Corporation. As a member of the house I have never received any facilities whatsoever from the Canadian Broadcasting Corporation."

Horses! Horses!

A listener to Bill Brown's "Remember When" show, aired over CJOR Vancouver, recently submitted a clever replica of Lansdowne Park, local horse emporium, to illustrate his entry in the mystery tune of the week. The tune was "Horses" and his replica was passed along to Jack Short, turf expert of the station, to add to his collection of horsey items.

Record Contract

3,652 is a lot of programs, but this is the number just contracted for over CFJM, Brockville, by the Percival Furniture Co. of that City. The contract, which has been drawn for a period of ten years, calls for the 8.30 to 9 a.m. period of "Cockadoodle Review," six times a week, and 6 to 6.30 p.m. Sundays for an amateur show called "Talent Parade."

3 Times as many July Daytime Firsts as all other Toronto Stations Combined

Further proof of CKEY's outstanding leadership in Canada's top market

- 34 FIRSTS
- 7 FIRSTS
- 4 FIRSTS
- NIL
- NIL

DIAL 680

HEAD OFFICE
231 St. James St.
MONTREAL
OPENING DAY

March of Progress

Information and entertainment are the dual aims behind a new series of half-hour dramas to be produced on CJOR Vancouver this fall and winter under the general title "The March of Progress."

Written and produced by Dick Dispecker, with music under direction of Wally Peters, the series will develop the history of the better known arts and professions.

Medicine, law, publishing, construction and education are subjects so far listed by Dispecker for treatment on the air. Subjects such as medicine will require two or three broadcasts, with public health, surgery, general practice and research covered in particular programs.

A cast of Vancouver actors will be used for the series, which is planned as a sustaining public service feature. The programs will not be heavy or overweighted with purely educational material. They will aim to inform listeners by means of entertainment.

Prominent members of the professions under treatment will be consulted and will be guests of CJOR during the performances. Professional societies and educational institutions under discussion will be circularized by the promotion department to ensure full listenership of those interested.

FM FOR TAXIS

Montreal taxi-cabs are to have sets as soon as final arrangements are made.

The plan calls for a telephone network that will enable the driver to call in to the dispatcher and find out his next call. Operators figure that the set-up would save two radio-equipped cars doing work of three unequipped cars.

Department of Transport, by formal agreement, hand out frequencies for the sets and at the moment, police, ambulances, fire stations, power and telephone companies, doctors and other essential public services have priorities.

Value of the FM as regards clearness and reliability is shown by the fact that in one band, the 152 to 162 megacycle band it is obvious to all forms of electric interference, within its range, and there is no fading in built up areas.

The FM sets are in use in taxis in the U.S. and several Canadian companies are negotiating for installation rights.
AIR BOTH SIDES OF PICKET LINE

CHML Listeners Get Continuous Play-by-Play of Stelco Strike

Through the long weeks of the steel strike, Hamilton listeners have been hearing both sides of the battle over their radios as both management and labour have aired their differences over CHML. With no sign of an immediate agreement in sight, it would appear likely that the Stelco-sponsored program handled by Ross MacRae, of Cockfield Brown & Co. Ltd., nightly from inside the Hamilton works, will continue for some time. On the other hand, labour uses CHML’s facilities with three five minute talks daily to bring the public their side of the story too. The CHML news bureau has added strength to its ranks in an effort to keep up with the rapid pace of the strike as the scenes shift from one point to another, and a running commentary has been maintained on all major newscasts. The CHML switchboard has been flooded with calls as rumours of unfounded origin circulate, and special switchboard operators stand by to handle the calls.

Following the important broadcast of the special city council meeting, when it was decided to ask for police reinforcements, Hamilton radios blared well into the night. Newspaper reports the next day credited CHML with the flood of telephone calls which tied up the police switchboard. Over 600 irate citizens complained to local police about radios shattering the peace of night, as city fathers argued and stormed in heated debate.

The Hamilton City Council chamber was hot and humid and the temper of the crowd, both outside and inside, was even hotter. As Controller Nora Frances Henderson continued her one woman crusade to get provincial police assistance to put down what she termed ‘utter lawlessness in Hamilton,' the Hamilton Tribune’s controller-while speaking inside.

But Miss Henderson was not just speaking to the 16 city councillors and the 100 or so spectators who jammed the small gallery of the council chamber, for CHML was carrying a complete broadcast of the session.

Due to scheduling difficulties, broadcast time was about two hours behind the actual debate. As a result the mob outside was hearing the first speakers in the council on the air while inside the chamber later speakers were holding the floor. As Controller Henderson’s speech was heard over car radios outside, the more than 1000 spectators who jammed the gallery were sweating it out in the heat;

“Your Good Neighbor Station”

Representatives: HORACE N. STOVIN & CO., CANADA
JOSEPH HERSHEY McGILLVRA, NEW YORK CITY, U.A.
TV Show Business

"Television Show Business," a handbook of TV programming and production, prepared by Judy Dupuy, and published by the General Electric Co. recently arrived on the market.

The handbook obtainable from General Electric at $2.50 per copy, is based on the author's five years experience as a writer, engineer, news broadcaster, and producer of beauty and fashion trade shows on radio stations, newspapers and finally with the television station WRGB Schenectady.

The book is well illustrated, with pictures of various types of TV shows and the technique used in presenting them.

The material of the book covers a short history of TV broadcasting, and then reviews the various types of programs suited or otherwise, to the medium. The second half of the book looks at programming from the technical and production aspect.

The book is informative without getting too deeply into technical jargon.

Sponsor Aids UNRRA

When Robert Smallwood, US president of the Lipton Tea Company, decided to do something about world famine relief, he went to his firm's agency for ideas. Result of their talks was the special "Hunger Marches On" broadcast, aired over 142 stations of the CBS. The famine relief show went on in place of the final Lipton's "Inner Sanctum" series in June.

The program's appeal for greater food saving was climaxed by a request for contributions to the Emergency Food Collection, affiliated with UNRRA. Following the show, donations were swollen ½ to 1½ beyond normal.

Transcriptions, commercial free, are now being delivered by the agency (Young & Rubicam), at no cost, to any station desiring them.

What's Your Message?

"But certainly, we're 'tutt oreilles' for news in this province! I'm Cleophas Garneau, what you call a prosperous farmer. You can't have prosperity, in farming or in business, unless you keep up-to-date! And that's one good reason why French Canada is a nation of radio listeners! I listen 'tutt oreilles' to the advertising on CKAC... and when I buy insecticides, machinery, trucks, paint, and many other things, I ask for the brands advertised on CKAC, our own French-Canadian radio station!"
On January 30th, 1933, a small group of armed men stormed into Broadcasting House on the outskirts of the city of Berlin, and in the name of the National Socialist Government took over control of German broadcasting. Adolph Hitler had come to power that same day, and from then until the German surrender to Field Marshal Montgomery on Luneburg Heath in May 1945, the German airwaves were under complete and absolute political control. Prior to this capture of the German broadcasting system, the Nazis had been rigorously excluded from its use. But, Herr Goebbels knew that new regimes are particularly dependent on the use of radio for the acquisition and consolidation of power, and he meant to make every use of the medium at his disposal. As he coldly stated, "Propaganda in itself has no fundamental method. It has only one purpose—the conquest of the masses. Every means that serves this end is good." Italy, Japan and Spain agreed with this policy and the airwaves of the world pointed out the theme that publics and democracies were decadent and that society must depend on the new totalitarian order for its security.

Germany installed in 1934 directional short wave transmitters which were far ahead of any other country’s technical design and clarity of reception. Broadcasts were followed up with offers of free books and pamphlets for listeners. For stations there were news services, radio equipment, actors and exchange professors. This barrage was in many ways successful, as evidenced by the fact that, in the South American republic of Guatemala, 90% of the programs broadcast in that country originated in Berlin, on short wave, and were picked up and rebroadcast on long wave by Guatemala transmitters. There was no spot on the face of the globe not covered by German propaganda delivered in the language of the country to which it was beamed. It was not until 1937 that Great Britain gave up the idea of talking to the world in the English language only. In that year a committee reported: "In the interests of the British prestige and influence in world affairs, we think that the appropriate use of languages other than English should be encouraged."

On the domestic front, the Germans, prior to September, 1939, broadcast 12 to 14 regional programs which were replaced at the outbreak of war by the "Reichsprogramm," a predestined light program designed for soldiers and workers. As an alternative for listeners, a more serious program was broadcast by Germany’s largest station, the Deutschlandsender, from Berlin. This transmitter, operating on 191 kc, had a declared power of 200 kw, but evidence later showed that it operated most of the time on 500 kw. The power and frequency were such that a reasonably good service was provided all over Germany with the possible exception of the Upper Rhineland and some parts of Bavaria. In addition to these two services, regional programs, usually information talks, were broadcast for strictly limited periods. The Reichsprogramm was radiated by 23 transmitters in Germany ranging in power from 10 kw down to 1.4 kw.

All German programming was under one central control— the
Canadian Broadcaster

Page Eleven

September 27th, 1946

As broadcast a special service for 27th of September. The Germans had their last major program which originated in Berlin and was broadcast to occupied countries. A large number of stations were utilized for the transmission of messages between troops and relatives. The unfortunate people of occupied areas not only had to undergo the rigors and indignities of being under the German heel, but had to listen hour after hour to Hans Bading to his Frau.

Within Germany itself various groups were used for program distribution. In certain towns wire lines were used for this purpose, and there were also distribution systems using telephone and power lines. These methods permitted broadcast during air raids as the bombs would not be guided by the station's frequency. In addition, higher fidelity of program transmission was obtained. The stations also operated low power short wave systems in large cities such as Berlin. Small transmitters using power of from 5 to 10 watts were spaced out over a few miles and made transmissions during raids possible.

A very complete and excellent system existed in Germany. All stations were capable of connection with Berlin and a great many interconnecting lines existed. The lines were used not only for program distribution, but also as a means of confirming the accuracy of the transmission of various groups of stations. Two broad-band networks reached from Berlin to Hamburg and from Berlin to Munich. Third cable was laid down between Munich and Vienna. Very few of the German stations were set aside with their own generating plant and all took their power from a regular distribution system.

Finally, December 12th, the British and Americans began laying plans for the control of information services in the area of Germany which they would eventually occupy. The British formed four units known as Control and Information Control Groups whose mission was to control all media by public opinion is influenced. The members one and four control personnel and actual operation was under COLOGNE and Radio Hamburg. Cologne was destroyed, but operational boundaries were changed to include the area in the American occupation. COLOGNE and Radio Hamburg was almost intact and is still operated by the British. In fact, the only German station which was of any use at all in the American occupational area and fortunately covers most of the British zone of Occupation. The main frequency operation is RADIO STUTTGART. The fine transmitter and studios of Radio Luxembourg was a joint operation of the United Nations and used broadcasting and executive personnel from all the Allied Nations with the exception of Russia. What the Russians intended to do with regard to radio broadcasting in their zone of occupation they kept strictly to themselves. Radio Luxembourg did broadcast in Russian, but it was with a Russian audience spoken by an American corporal. The Germans left Luxembourg in somewhat of a hurry in the face of American advance and the transmitter was left intact although they did try to blow up the studios. The complete charge, however, failed to go off and only minor damage was done. Within a matter of hours the Luxembourg technicians had repaired any damaged equipment and the station was ready to go on the air as the "Voice of the United Nations."

Mobile broadcast units were used by both the British and Americans but mostly for the entertainment of troops and not for the control of information or use of Military Government. Mobile loudspeaker units did splendid service at the front lines and were responsible at times for the surrender of entire units. They were also particularly handy for use in displaced persons' camps and in concentration camps. The writer was on hand for the liberation of the Belsen concentration camp and the same order which sent for food and medical supplies asked for loudspeaker units.

British Army personnel were selected for information control more for their proficiency with the German language than their radio or press experience. As a consequence considerable training was necessary before the units were ready for the field. The writer was responsible for the radio end of the training and most of this was carried out through the co-operation of the British Broadcasting Corporation which maintains a school for its employees. All BBC staff attend this school prior to permanent employment, the object being to teach them the latest broadcast methods, to give specialized training in the various broadcasting fields, and to teach the policies and ramifications of the Corporation organization itself. A number of Canadians loaned to the British underwent this specialist training, amongst them "Mickey" McGuire of All Canada Radio Facilities Ltd., Montreal, who wound up operating the powerful Hamburg transmitter and was only recently released by the British.

The objects of information control were as follows and I quote from the British directive:

(a) To facilitate the military operations of the occupying forces.
(b) To assist Military Govern-
Later McIntyre flew over to Westminster and Burnaby to do a remote broadcast for a school club from a Royal City F.C. Club match. He got his time to give a 15 minute cast at 6 p.m. and a two hour cross broadcast that night.

Dave Hill of CJOB’s news department says he has a song in his throat — he’s well on the way to becoming a radio artist. While Dave was shooting colorful movie of his daughter’s sixth birthday, his nine year old son showed his stunt at the cake ceremony. With one hand he blew out all the candles on his cake.

CJAV Port Alberni’s Matt Mead is proving a hit with local Valley housewives. Being a clearing house for those who have something they want to sell or buy the paper brings news from the board, fashion news and local entertainment.

Co-op Program

"A/LC" a radio show started the Alberta Livestock Co-op Ltd., and alternately sponsored by a nine co-operative organization heard over CFGF, Grande Prairie, CFCJ, Calgary, CJOC, Lethbridge and CJCA, Edmonton.

The show carries market news, shows of co-op moves, announcements of agriculture activities, and views on current subjects.

It originally started as an emergency measure but met with such success that it is now a regular monthly program.

BROADCASTING

Going to higher power?

Going to F.M.?

*A.M. Briefs Presented.

*F.M. Briefs presented.

*Sites selected.

*Advice on Equipment.

*Proof of Performance Measurements.

Contact:

G. R. McQuaige
Eric Lebeer

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2498 Yonge Street

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www.americanradiohistory.com
Divinity Director

Holiday may be happy days
they might be vice versa. Cer-

by they involve sun tan, fresh

and maybe even canoes. It

is take me six weeks in the

with out a radio to realize

it all may be without pro-

mess for entertainment. Yes, I

miss radio programs mightly

it all served toward a newer

of the artists concerned

the success of the shows.

few years ago when I began

ago for a radio Company

recordings were made. I got

foolish idea that my voice

be among the best. The

of the story is quite simple—

please not good, and right

any dreams of a radio

ended. However, that little

serve to create in me an

and respect for anyone who is

brave enough to

a mike.

shows involve many people

sponsors, producers and writ-

right along the line to sound

ite operators and engineers

should be an excellent spot

great deal of talent—both

applied and amateur. If

the just beginning, for good-

make don't get the idea that

will be a success over night just

ume your fat aunt likes your

over the telephone. It

not necessarily follow that this

in fact much perseverance

must!' In radio, beyond all

forms of show business it

olutely necessary to develop

gence without temperament.

cause every show is concerned

announcing that seems to be

antal starting point. Most an-

can read com-mercially, but many of them fail to

ump and meaning to the

ight. An outstanding example

commercial for exceeding the

ning 'by' stage is delivered by

Glover on Procter &

ible's "Road of Life." Ewold

the ability to catch the atten-

of the listener and hold it.

all-important factor is the

ly to write smooth copy. Mrs.

ada is the usual holder of the

strings and therefore the

et should appeal to her.

ere are many sub-divisions in

eld of writing—everything

continuity to gag-writing to

matic scripts. Probably the

het of these is to become a

writer, but selection of a fav-

comedian then writing speci-

ly for that comedian should

rick.

uch could be said about music.

ot being a musician myself

etter boil it all down to the

would be an awful world

music. I could cite the

of Fred Waring's fam-

Club and Percy Faith's

ly talented orchestras, but they

for themselves.

inclined to think Fred Allen

something when he said "The

way to get into radio is to be

son of a sponsor." How-

ainers are usually signed

ly thirteen weeks—and

is here to stay.

An enterprising young man with

more diplomas than you can shake a

ike at—but not in divinity—

is putting added punch into the

ckx Vancouver "first with the

news" policy. Ralph E. Spencer,

who believes Christianity can tie in

with the news, is proving it as dir-

ector of religious broadcasts for

the Vancouver station.

His radio background was gath-

ered at an interior B.C. station,

ckov Kelowna, under Jim Browne.

In his spare time he taught Sunday

school.

Later he was in Toronto with

McColl-Frontenac, and subsequen-

tly became director of radio for the

United Church in B.C.

Spencer hits the air every Sat-

day afternoon for 15 minutes with

United Church News, in which he

covers the activities of local church

roups.

He also supervises a weekly time

allotment which serves a regular

ience, on which local clergymen

ose their own groups.

With diplomas in journalism, ad-

vertising, radio engineering and in-

dustry engineering, plus a Govern-

or General's medal, Spencer has a

wide variety of useful knowledge.
LOOK AT ME, NOW, MA—
I'M A FIREFIGHTER!

When bushfires broke out around Moncton, ol' Lionel dashed into action. CKCW's unused 250 watt transmitter (we've a new 5kw. job, now) was turned over to the Forestry Service as a shortwave base to men in the field. Emergency calls for men and equipment and up-to-the-minute fire stories, gathered by staff members in car and plane, kept an anxious community well informed.

Community service is CKCW's by-word. That's why we have so many faithful followers.

Sports commentators Jack Wells (CKRC) and Doug Smith (former CFAC, now Imperial Oil Hockey Broadcaster in Montreal) met at Niakwa Golf Club in Winnipeg last month to do a play-by-play job on the Canadian Open Golf Tournament. Wells and Smith appear in the picture respectively left and right in the foreground. The others are, extreme left, Gordon Pollon (CKRC) and Wally Hooper and his father Bert (CKRC chief engineer) wheeling the still-pushie-talkie from tee to tee.

In appearance the transmitter resembles a tea-wagon mounted on aeroplane wheels. The set includes a special battery-operated monitor-receiver for cueing purposes, and provides the commentators with a constant communication with the studio in the headquarters tent at the house.

CAVALCADE RETURNS

There's music in the air and then again there isn't, according to Howard Cable, musical director of "Canadian Cavalcade."

Cable literally plucked an "original" composition out of the ether, but the trouble is he can't pin it back where he found it.

The composition, "Jingles All the Way" is built up of those commercial jingles so well known to radio listeners. Arthur Fiedler was to feature it on the Boston Pops program and also on tour this summer.

Trouble developed when the copyright owners of some of the jingles refused to allow them to be broadcast. The result, the jingles couldn't jangle while Fiedler was on the air.

"Jingles All the Way" may be classed as chamber music, or tight chamber.

Jean Dickenson, "nightingale of the airwaves," and native of Montreal, will be featured on the Strange broadcast of "Canadian Cavalcade" when it returns to the air on September 16, over the Trans-Canada Network.

The other feature attracting attention is the Cavalcade program which Dixie Dean, accordionist, composed and released from the Canadian Soil. During his naval service Dixie played with "Meet the Navy"
Trade Winds
by Art Beaton

Frank E. Foster's Toronto office released fall radio plans for the Canadian Petroleum Corporation. "Frank Parker Show" goes to Ontario and Quebec stations on September 9. "The Stomping Men" starts on CKLW, under same week while "Jean Van" goes to CKAC, Montreal. Same agency announces spot campaign renewal last week in September over stations coast to coast for Smith Brothers Cough Drops. The Robert Simpson Company is returning "Toronto Symphonic Pops" to Trans-Canada October 15, Victoria Trust (Lindsay) has contract for daily time signals 5 a week starting September 16 for 37 weeks over CHEX, Peterborough. Dominion Electric is bringing back "Northern Electric Hour" to Dominion network October 7. The Walter M. Lowen Company is returning "Men in Scarlet" to wide list of stations coast-to-coast starting September 16 with much the same format. The Young Can Club will stress safety and very and will present the all awards.

Adolf Riedel, Toronto office, us that Maple Leaf Milling 3 transcribed shows ready to fall. "George Murray" starts October 14 over 31 stations coast to coast 5 minutes a week. "Red River Ranch" 10 minutes 2 a week, goes 26 stations coast to coast. Peterborough, Toronto, Cincinnati, St. Louis, Chicago, Minneapolis, Kansas City, Detroit, Cleveland, Washington, New York, Montreal, Quebec, and Toronto. "Adventure Assignment" with Greg Clarke and George Sinclair opens same date.

E. W. Reynolds report that the Wartime Prices & Trade Board has a 3 week flash campaign under way over a wide list of stations coast to coast giving all information regarding the distribution of the new ration books.

Ronalds Advertising says that Bristol-Myers is piping in "Duffy's Tavern" from NBC to Dominion network beginning October 2. Same sponsor is returning the "Alan Young Show" to the Dominion network from NBC September 20 at new time 8:30 (E) with repeat to Pacific region at 11:30 (E).

McKim's Toronto office reports daily spot campaign for Langley's Limited over CKEY and CFOR, Orillia. Same agency announces that "Wife Savery" (15 minute 2 a week) has started over VOWN, Cornerbrook, Newfoundland and YONF, St. Johns for Western Canada Flour Mills Ltd. (Export Division of Purify Flour Mills Ltd). Stafford Miller (of Canada) Ltd have extended their live spot campaign on CFRE, Toronto advertising Allen's. The Salvation Army is starting a series of dramatized spots September 11 over 55 stations coast to coast for its annual "Home Poon Appeal" All stations are co-operating by donating extra time for the appeal.

McKim's Montreal office says that "Pleasure Parade" (15 minutes 3 a week) is under way over CFCE, Montreal for Mackay Smith (Dry Cleaners) Toilet Laundries, parent company of Mackay Smith has contracted for a 10 minute portion of "Make Believe Ballroom" 3 a week over CIAD, Montreal.

The commercial department at CKCW, Moncton reports that Sunbeam Bakeries have contracted for 52 weeks of "Easy Aces" (All-Canada) 15 minutes 3 a week starting September 2.

Ellis Advertising have two daily newscasts under way for Royal Chesterfield and Huns Ltd starting for another year over CKEY, Toronto.

Everything for your broadcasting station

From Microphone to Antenna

Broadcast Transmitters
Speech Input Equipment
Microphones
Microphone Booms
Reproducers
Vacuum Tubes
Antennae
Transmission Lines
Antenna Phase Units
Antenna Coupling Units

Ground Systems
Test and R.F. Monitoring Equipment
Monitoring Loudspeakers
"World" Library Service
"World" Feature Transcriptions
Engineering and Installation Service
Consulting Service

A National Electrical Service

Northern Electric
Company Limited

25 Branches Across Canada
A brand-new concern in the West is losing no time in making use of radio to help sell its wares. Named Family Fair, the new company is opening a mail-order business from Winnipeg west.

So far their broadcasts consist of a series of spot announcements, arranged through J. J. Gibbons Ltd. These spots are being recorded by Inland Broadcasting & Recording Service in Winnipeg. They were aired for the first time Aug. 26, over five Saskatchewan stations for a try-out.

* * *

Soon to hit the Western air-waves is another new venture in the field for West-coast. This is a recorded program called “Wife Saver”, which is being sponsored by Weston’s Bread & Cakes (Canada) Ltd. J. J. Gibbons Ltd. are the agents.

As the name implies, “Wife Saver” is a program of helpful hints for the home. Produced in the United States, it is planned to put this show out in every Western Canadian city from Winnipeg to Victoria, where Weston’s has a branch.

* * *

CKRC is brushing off the equipment in readiness for a return to fall and winter programs these days. Many of the old favorite shows are slated for a return, together with a few interesting newcomers.

Back again this month are such network notables as Bob Hope (Pepysent), the Texaco Star Theatre, and Charlie McCarthy and all the proper time and to the confusion of all other programs, CKRC will carry the World Series under the blue-bladed sponsorship of Gillette.

Transcriptions coming back to the station’s winter fold include Adventures of Superman (Kollogg’s All Wheat), World’s Most Honoured Music (Longines-Wittnauer Co.), Reminisce’ with Singin’ Sam (Nelson’s), Terry and the Pirates (Quaker Oats) and Fun Parade (Shirriffs).

* * *

Among the newcomers is Mayor of the Town, sponsored by Noszeka and a network program, starting in September; and two October starters, transcribed both: Lucky Listenin’ (Comstock Company), and Two-Ton Baker (Quaker Oats).

With six months’ operations under its belt, Winnipeg’s new CJOB is looking forward to round-the-clock service. From the outset, the station has been on a 24-hour day, which it is now planning to enlarge.

Recently CJOB received a new transmitter from the East, and the Engineering Section is now hard at work gearing it for action. As soon as it’s ready, on with the 24-hour day.

Men from CJOB, incidentally, had a hand in the recent Canadian Professional Golfers’ Association tournament at Nikwaka Golf Course, on Winnipeg’s fringe. Not actually on the air with the play, the station provided five men with walkie-talkies who trudged anough rain and sun to keep the score board at the club house up to the minute with the play as “glory” in this, but a useful valuable service.

* * *

New staff members at CJOB are Dorothy Stark, receptionist, merely with the Brandon station and Fern Sidwell, now a sales control room operator after spell as a spare.

* * *

Personal: By the time this is printed, CKRC will also have a limited domesticity one of the station’s publicity staff members. Mrs. H. (Shirley) Smith reports the pressure for the recipe book set Aug. 31, after a year-and-a-half on the job. She was formerly employed with Wiggins Systems advertising (etc.), where Hudson Stan, back in covey carries.

* * *

First-persons: I wonder you radio would be like with Singin’ Sam? Time and sponsors change (I can still hear him: “no brush—no lather—no tin”), but Sam the Durable so it’s just about the same as ever.

Agricultural Ace

The CBC’s “Summer Fair” program recently featured representatives of a flying farm association of Colorado.

Gale Rogers, president of the Agricultural, was invite record some of the activities in the organization but instead he flew to Toronto and did a live broadcast.

With him were Forrest La, president of the National Farmers Association and Hal Vollet, agricultural director of the station KOM, Denver, and they spoke on the show how farmers found the advantage of spraying crops by air, how they hunt coyotes from the air, how cattle are counted and lost found and how they check fences for breaks.

C.

Voice of the

Alberni Valley

CJAV, on 1260 KC serves the rich industrial northern half of Vancouver Island, tapping an area of over increasing population and development, in timber, fishling, canning and mining.

Within its listening radius are great lumber mills and logging camps with all the settlements — an area of unemployment and development, in timber, fishling, canning and mining.

Within its listening radius are great lumber mills and logging camps with all the settlements, — an area of unemployment and development, in timber, fishling, canning and mining, which is the only radio medium in this territory.

* * *

250 Watts

PORT ALBERNI, B.C.

See Radio Representatives
SHADES OF ELLIOTT-HAYNES

When CHUM was nothing but a gleam in Daddy's eye, many well-meaning friends shook their heads and said: "You'll never get the Toronto listeners!" Well, Daddy was worried ... but he went right ahead and proved it could be done.

* * *

Shades of Elliott-Haynes! In less than five months, CHUM's average daily rating was 19.3 per cent of the sets in use ... exactly the same average daytime rating as that enjoyed by popular Station "B" ... and an even share of Toronto's 5-station audience.

* * *

Yes, Daddy proved it could be done ... and he used everything from Auto-gyro's to Ten Dollar Bills to prove his point.

* * *

Once satisfied that ratings could be attained, Daddy was shrewd enough to realize that money-giveaways were not the best foundation on which to build sound, healthy ratings. So, with business now heading into the summer doldrums, Daddy figured this was the psychological time to clamp down on money-giveaways ... to build up ratings based on good, sound programming policies.

* * *

Naturally, ratings went into a fast tailspin dive, once the money props were pulled out from under. But Daddy expected this. He knew that from now on, every point-by-point increase in CHUM's ratings would favorably reflect the best kind of programming policy.

* * *

CHUM is fast becoming a popular local institution with the local listener. Local sponsors are now buying more time on CHUM than they bought in the past on any other Toronto station ... and their programs are getting results!

* * *

Keep your eye on CHUM—Toronto's own Community station.

CHUM IS GOING PLACES FROM NOW ON!

* * *

CHUM
TORONTO

Representatives

CANADA
JAMES L. ALEXANDER

UNITED STATES
WEED & COMPANY

CEILING ZERO

Messrs Ross and Hanasliagi suggest getting in the house the CBC loan be reduced from $2,500,000 to $1 must have been prompted by the thought that it isn't the gift in the spirit of the giver.

* * *

INGRATITUDE

In keeping with current trends, we offered Art Foss tenure of office at his personal salary until he is 69, but refused it.

* * *

MOUSTACHE NEEDED

Then there's the 22-year-old repat who told us that he was an advantage he shortly to overcome.

* * *

PSYCHIC

And so it seems that the
is going to loot everything have except the cooking key the government grants permits the provinces to us, to keep down the old pensions.

* * *

NEWS FLASH

Prime Minister Smith, South Africa has announced that there is to be a state inquiry into broadcasting in the country.

Radio a la mode.

* * *

BEE-UTYFUL

"The tear-drops from your eyes will linger in the dimple of your smile."

Play for Dr. Bebe H. &
Radio Revivalist.

Quick, Watson, the thunder

* * *

RADIO'S THIRD CHANCE

We wish to deny the rumour that we have been offered a fifteen minute period on the Trans-Canada network weekly commentary "The Truth about Radio"

* * *

SLOGAN

"It doesn't have to be nationalized to be national"
Down Under Conductor

The Australian conductor, Bernard Heinze is coming to Canada for four months, to conduct for the CBC and to do guest spots with the Toronto, Vancouver and Montreal symphony orchestras.

Heinze who studied music in Europe returned to Australia in 1924 and started his concerts for children. What was looked on then as an amusing experiment has grown to an institution in Australia. His Young People's Concerts are supported by the Australian Broadcasting Commission and plays to over 75,000 school children annually.

He will arrive in Canada in December and during the next four months will be heard in symphonic concerts over the CBC.

Re-Employment Service for Service Men

File CB 50 Experienced announcer, 4½ years army, 24, married. Can handle transmitter and control room operation. Experience includes service at CKWS, Kingston; CKGB, Timmins and CHML, Hamilton. Will go anywhere. Apply Box CB 50, Canadian Broadcaster, 371 Bay Street, Toronto.

File CB 51 Announcer-writer with two years station experience wants to locate with Ontario station. Age 22, Single, Available immediately. Can work as operator- announcer. Proven type. Apply Box CB 51, Canadian Broadcaster, 371 Bay St., Toronto.

Yes, CFCH gives advertisers 96.6% of listeners in the North Bay market (See any Elliott-Hayes Survey) at one of the lowest cost-per-listener in Canada.

And the North Bay area—strategic operational centre for Northern Ontario—has annual retail sales of over ten million dollars. Worth covering well with CFCH.

Page Nineteen

Canadian Broadcaster

$10,000,000 COVERAGE

at low cost!

Representing

CKW5 Kingston, Ont.
CKGB Timmins, Ont.
CFCF North Bay, Ont.
CJAD Montreal, Que.
CKRN Kenora, Ont.
CCHG Toronto, Ont.
CHOM Toronto, Ont.

"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

CHATHAM SELLING

The richest farming area in Canada with increased operating hours, 7:15 p.m.-11:15 p.m. (18 hours daily).

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September 7th, 1946