

CANADIAN BROADCASTER

TWICE A MONTH

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NEWS in BRIEF

The CAB quarterly meeting of directors will be held April 14 in Toronto. Reports will be presented of regional meetings held throughout Canada. Members' recommendations for parliamentary committee briefs, FM, action on FM regulations and plans for the CAB dinner meeting will be heard.

New officers were elected at the annual meeting of the Maritime Association of Broadcasters, held in Halifax last month. Col. Keith Rogers, CFCY, Charlottetown, was elected chairman and Malcolm Hill, CFNB, Fredericton, vice chairman. Fred Lynds, CKCW, Moncton, was re-elected secretary-treasurer.

The Radio Executives Club of Toronto will conduct its annual meeting for the election of officers for the coming year on Wednesday, April 9th, at the King Edward Hotel, 12.15 p.m.

Andy Thompson, formerly of CBC, and John Russell, formerly of CJOB, Winnipeg, have joined the announce staff of CJOC, Lethbridge.

The call letters of Howard Beddard's new 1 kw station at Niagara Falls, CKVC, have been changed to CHVC. The station will commence operation this summer.

CHVC, Niagara Falls, has appointed J. P. McKinney and Son of New York as their US reps.

Robert K. Richards, editorial director of **Broadcasting**, has been appointed Public Relations Director of the National Association of Broadcasters.

CFCH, North Bay, boosted power from 100 watts to 1 kw. on March 24. The new 1 kw. RCA transmitter operates on 600 kcs. Installation was made by George A-Curdy, chief engineer of Northern Broadcasting and Publishing Ltd., and Jack Barnaby, CFCH chief engineer.

Eric Dunn has been appointed News Editor of Press News Limited. Dunn joined the Canadian Press at Ottawa in 1923 and worked on news desks at Calgary, Winnipeg and Toronto. He joined the Press News copy desk in 1945.

Jeff Hogwood, formerly with CBY, Winnipeg, has joined the



Alex Gray Photo

Last month's Beaver Awards dinner comes to life again with (at left) Alan Savage, Gordon Sinclair and Bill Baker receiving their "Ontario Panorama" Beaver, and, at right, Babs Hitchman and Mary Grannan bubbling over the Cavalcade script. "Ontario Panorama" was cited for spotlighting the by-ways of Ontario. Both in the children's field, Babs Hitchman took the nod for her Santa Claus Broadcasts and Mary Grannan for her "Just Mary" programs.

PROG-CONS DEMAND FREE RADIO

Want Independent Board and No License Fees

Demands for an independent board to control radio broadcasting and a change from the present system of maintaining the CBC on listener license fees, have been demanded by the Progressive Conservatives.

At its fifth annual meeting in Ottawa last week, the Progressive Conservative Association for Canada strongly condemned the present system of radio administration.

The convention went on record with a resolution which read:

"The CBC as presently administered is a menace to freedom of speech and, freedom of enterprise, as it occupies the untenable position of being the controller of and

at the same time a competitor with private radio stations.

"The control of radio should be removed from political domin-

ation and vested in an independent board."

The resolution adds: "Radio license fees should be abolished."

TURN PUBLIC SERVICE COMPETITIVE

Elphicke Invokes Broadcasting Act

Frank H. Elphicke, manager of CKWX Vancouver and a director of the CAB, commenting on the CBC's promise of performance demand, suggested that the CBC simply follow the rules laid down by the Broadcasting Act. He said he believed the CBC should not regard as mandatory what was actually only the recommendation of a committee.

"In my opinion," he said, "it would be of mutual advantage to both the private radio station operators and the CBC in discharging their public duty, if the latter body would content itself with following the explicit instructions of the Canadian Broadcasting Act, passed by the people's government, which calls for proof, rather than promise, of performance.

"The Canadian Broadcasting Act of 1936," he continued, "specifically states in Section 24 (2) that the Corporation shall, each year, prior to the renewal or issue of the licenses for private stations by the Minister, review the activities of such private stations. It says nothing whatsoever about an at-

tempt to preview those activities.

"Promise of performance is a far cry from proof of performance in public service," he said, "regardless of the broadcaster's good and honorable intentions. A radio station's public service activities depend to a considerable extent on varying needs and circumstances within the community it serves."

Mr. Elphicke went on to say that "the CBC's latest bombshell can only serve to put public service on a competitive basis. That is fundamentally wrong. The public service activities of any station must be measured against the merit of the individual case.

"It is unfortunate that government radio officials have, in this way, expressed a greater interest in promise than they have in proof. Actions, after all, speak much louder than mere words.

"And I am sure that the public service activities of private radio in Canada far excels that of government radio. That is the record on which the CBC — and the people of Canada — should pass judgment."



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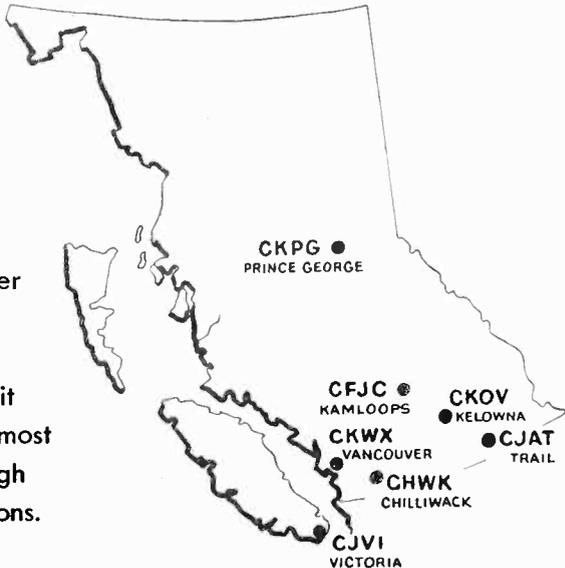
The crack of dawn in Vancouver . . . just a little early for that morning programme broadcast at eight o'clock down East. But by spotting the show the All-Canada way, it can be scheduled to hit breakfast tables from the Atlantic to the Pacific.

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Rep Institutes Time-Buyer Quiz

Many and wide are the views of time buyers on the information they require from stations from whom they are considering the purchase of time.

With this thought in mind, national radio representative William Wright is currently inviting radio executives from agencies to express their views, and may expand into the ranks of actual advertisers. Time buyers' opinions are being set down in a series of booklets entitled "What Time Buyers Want to Know." They are being laid out with a William Wright query line.

Leading the parade is Ray Avery of Donalds Advertising Agency, who points out a station can be more interesting than its market.

Beyond population and other census statistics, Ray writes, "we like to know any peculiarities of the market which might be determined by local conditions." As examples he mentions, as valuable information, shift change times in factory or mining centres; main holidays, whether weekly or monthly. Occupational break-down is another essential he points out. "A market of 100,000 people engaged in heavy industry is a better outlet for work boots and long underwear than a city with 500,000 workers.

PM and E-H ratings are a big help, he continued, in substantiating popularity and coverage claims. He goes on, "it is quite possible for a station or program to have a high rating in a city or town if a survey is made, but to be totally lacking in the rural areas" and vice versa. He asks for information of geographic peculiarities, good or poor ground conductivity, noise levels, local foreign language groups, interference and competition from other Canadian and American stations.



"First the New Year's Honours—now the Beavers. I tell you Grigsby we're slipping."

RADIO COMMITTEE

A motion appointing the House Committee on radio was passed Wednesday afternoon without comment. The following were named: (Liberals) C. E. Beaudoin, Vaudreuil-Soulanges; E. O. Bertrand, Prescott; Pierre Gauthier, Port Neuf; J. G. L. Langlois, Gaspé; A. Laurendeau, Berthier-Maskinonge; J. W. Maloney, Northumberland; Ralph Maybank, Winnipeg S. Centre; Hon. J. J. McCann, Renfrew S.; J. P. Mullins, Richmond-Wolfe; G. E. Nixon, Algoma West; Roch Pinard, Chambly-Bouville; W. A. Robison, Simcoe E.; Thomas Reid, New Westminster; T. H. Ross, Hamilton E.; R. H. Winters, Lunenburg. (C.C.F.) E. L. Bowerman (Prince Albert); M. J. Coldwell, Rosetown-Biggan; R. R. Knight, Saskatoon City. (S.C.) E. G. Hansell, McLeod. (Progressive Conservatives) J. G. Diefenbaker, Lake Centre; D. M. Fleming, Toronto-Eglinton; E. Fulton, Kamloops; J. T. Hackett, Stanstead; D. G. Ross, Toronto-St. Pauls; A. L. Smith, Calgary.

Local History

A series of weekly half-hour programs, "These United Counties," is being aired by the Cornwall STANDARD-FREEHOLDER over CKSE, Cornwall. The programs feature local guest artists with narrations of local historical sketches by Hal Lee of the editorial staff of the Cornwall paper.

BROADCASTERS

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MUSIC UP AND OUT

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4 ALBERT ST. TORONTO

Jean Baptiste says:

IMPORTANT NEWS. CKRS, Jonquière, Qué.—the only privately-owned Radio Station in the Chicoutimi—Lake St. John District—goes on the air early this summer. With CKRS, the organization of Jos. A. Hardy and Co. Ltd., now represents the entire "Province of Quebec Market No. 2"—comprising:

Eastern Townships—St. Maurice Valley—Quebec District—Beauce and Lower St. Lawrence—Gaspé Peninsula and French Maritimes—Chicoutimi and Lake St. John District. Thoroughly covered by:

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SINGING ATHLETE



Alex Gray Photo

Ken McAdam, ex hockey ace, and now one of the singing stars of "Light Up And Listen" was really "letting 'em have it" when the camera caught him during the broadcast of the Beaver Awards on "Canadian Cavalcade".

Gordon Reid, production manager of CKNW, has doped out a series, "Music for a Desert Isle," which goes Sunday night and shows signs of becoming a popular audience participation show.

"I'm Only Kidding," a new series of piano and vocal programs produced by veteran Fred Bass, is going to CKWX listeners Tuesday and Thursday afternoons.

Hal Rodd, formerly with CJOB Winnipeg as night supervisor and news editor, has changed his name and his job. Now he's Bob White, he says, and he handles feature assignments for CKWX.

"Anything Goes"

Prizes on CKSE, Cornwall "Anything Goes" program are donated by four Cornwall merchants. Listeners who win prizes are selected by pedestrians who pass the studios. The announcer invites the passer-by to visit the studio and choose the winning names out of a mail bag. The visitor is interviewed on the air and presented with two theatre tickets for his participation on the program.

Pacific Prattle

by ROBERT FRANCIS

Three months ago, manager F. H. "Tiny" Elphicke of CKWX Vancouver decided that Vancouver stations were missing a good bet because they weren't delivering a single "horse opera" to an audience that had often voiced approval of western drama in the past.

So he opened up the 7 to 7.30 time Monday, Wednesday and Friday evenings and brought in the "Cisco Kid" on the CKWX Mutual Don Lee wire.

Cisco, a sort of Robin Hood of the west, started to build up an audience right away, and, during February, came up with a 6.9 in the Elliott-Haynes book—a terrific rating in Vancouver—to lead the local competition.

What has Elphicke grinding his teeth is the fact that the "Cisco Kid", a co-operative commercial show in the United States, cannot be sponsored in the Dominion. With a prize package at his disposal, Elphicke has been burning the wires to get things straightened out.

When Dick Diespecker of CJOR was in Toronto getting his Beaver it seemed for a moment as though he was leading a double life, and a pretty rapid one at that.

While he was on the air from the east on Canadian Cavalcade with the rest of the Beaver winners, his voice was reaching Vancouver listeners simultaneously on "Off the Beaten Track," over his home station.

Diespecker recorded the local piece before he went east in order to maintain the series' continuity.

Lister Sinclair, who conducted a radio writing course last summer at University of B. C., will repeat with a four weeks lecture series this year starting July 1. The course will include writing and criticism of scripts and will be under the Extension Department of the university.

Bill Ward's "Doghouse" on CKWX, one of the few programs with the gumption to kid sponsors, or with sponsors with sense of humor enough to go for it, has been expanded to 55 minutes, ending at midnight.

News bureau of CKWX had a stroke of luck recently which enabled them to keep up the work which won Sam Ross a Beaver a year ago as head of the News and Special Events department. Bill Tutte of the news bureau was in a street car which was involved in a stupendous three-tram, three auto crash near the car barns. In a moment he was on the phone to the station, scoring a clean beat.

With Home Gas hockey broadcasts over, CKMO has filled the time with "Carnival of Music," a 75 minute presentation under direction of Jack Tregellas. It's a musical variety piece, with the emphasis on the stuff you used to hear along the midway.



Our Guest Speaker Is:

FRED A. LYNDS

Managing Director
CKCW Moncton, N.B.

"Lionel isn't going to like me taking his spotlight but if you insist . . .

"When discussion swings to successful radio, we at CKCW cite the case of Lane's Bakery . . . a local concern sold solidly on radio through definite results in sales and goodwill.

"Last fall, Lane's enlarged their premises preparatory to seeking wider sales territory and we interested them in sponsoring Maritime hockey scores. Sales and mail response were so satisfactory that at play-off time radio was increased to play-by-play descriptions of all games. As a guide to possible outlets for Lane's products, 3,000 hockey booklets were printed to be given away on request but over 6,000 letters were received necessitating a reprint of 4,000 booklets. This was begun at play-off time, some two weeks ago.

"Letters from listeners reporting inability to obtain Lane's bread and orders from merchants in outside territories have enabled the sponsor to set up new outlets for his bakery products. He reports a terrific increase in local sales in addition to his new found business, and is loud in his praise of CKCW's part in the expansion of his sales territory.

"Incidentally, he has signed for all hockey games so long as a Maritime team remains in Allan Cup play."

FRED A. LYNDS

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CJBR	Rimouski	CFOR	Orillia	CKLN	Nelson
CKVI	Verdun	CJBC	Toronto	CFPR	Prince Rupert
CKSF	Cornwall	*CFPL	London	CJOR	Vancouver
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through CKNW

NEW WESTMINSTER, B.C.

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

G. LEWIS & COMPANY LTD., 371 BAY STREET, TORONTO 1, CANADA

No. 7

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April 5th, 1947

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Vertebra

With the 1947 Radio Committee likely to convene this month, it is incumbent on private broadcasters to take belated stock of themselves, this year, to present a clear-cut statement of their demands instead of the oh-what-good-boys-are-we doxology which was delivered so ably and ineffectually last year.

The last briefs did, in very truth, portray a picture of public service rendered by private radio, which surprised not only the house committee, probably many in the radio industry as well. Nevertheless the meticulous innovation recently adopted by the CBC, basing license renewals on undertakings of future public service, followed hard in the wake of the 1946 presentation. It cannot be denied therefore that last year's efforts, valiant though they were, met only with failure. Otherwise the committee would not have recommended that the CBC demand the undertakings, neither would the CBC have followed the suggestion of the committee.

Last year the CAB convention went on record with a resolution that representations be made to parliament to divest the CBC of its statutory functions, and to restrict it to rendering the national broadcasting service for which it was intended. The broadcasters went on to demand the establishment of an independent board or commission to regulate both the CBC and the private stations.

CAB members registered unanimous agreement with this resolution in Quebec City. However, between Quebec and Ottawa, the CAB backbone softened, and the parliamentary committeemen, all fully apprised of the Quebec resolution, were amazed when all that was asked for was an appeal board to which the CAB might go when it felt that CBC treatment was harsher than it could or should bear.

Heartened by this tempering of the planned ultimatum, the CBC allowed its astonishment, and listened while a committeeman suggested that its present board of governors be divorced from the corporation, and be used to act as this board of appeal. This was of course just a polite way of sending the CAB boys home happily, without disturbing the status, but it was so patently obvious that the matter dropped.

Since that committee was adjourned, CBC has progressed toward the establishment of more of its own high-power stations, through which it is slowly lessening the number of private stations it will eventually need to give full coverage on its two networks. In June it apparently proceeded with the appropriation of the Toronto, Winnipeg and Calgary private stations' wave-lengths in an attempt to divert the stations' audiences to its own purposes.

Lately private broadcasters have been ordered to furnish another reportment of government—the Department of Transport—with complete statements of their operations, showing profits, list of shareholders and other private matters, including sums spent on local talent, travel expenses and so forth. Assurances that these facts and figures will be disclosed to their competitors, the CBC, lack conviction.

A further significant note on the CBC's approach to complete commercialization is the new policy it has adopted for CJBC, which is making an all-out bid for local and national sponsored programs. When the 1947 committee convenes, it will represent a Liberal Government with views which, while they have swerved a little from the Left, are still Left enough. It is pointless for the CAB to go to the committee with thoughts of compromise. A few years ago, it had its second network in its grasp, but lacked the courage to follow through. Last year valor gave place to discretion when it softened its demand for an independent radio commission. Today chances of ever operating its own network are more remote than ever before, and the commission idea is farther away than it was last May at Quebec. This is a case of "save what you have left, gentlemen, or next year there may be nothing left to salvage."

Richard G. Lewis.

Editor

BEHIND THE NAME

(Time — 1 minute 50 seconds)

One in a series of Radio Flashes prepared by the Brand Names Foundation Inc., New York, and adapted where necessary for Canada, for use by radio stations and advertising agencies on behalf of all advertisers whose brand names have made modern advertising possible. One of these flashes will be printed in each issue of this paper. If you would like copies of the entire series, write Brand Names, c/o Canadian Broadcaster, 371 Bay Street, Toronto 1.

Announcer: Not long ago, one of our leading soap companies took time out to discuss with its employees the most important fact in their entire operation. They addressed their people through the employee magazine, and I would like to quote some of their comments because it seems important to all of us—and especially to housewives—to know how our leading companies feel about their brand names. This is part of what they said.

(Second voice optional) "Thousands of times a day our Company's reputation is staked on a single word! All the skill, care and know-how that goes into our products is summed up for the customer in a single name—the brand name of the product.

"The purpose of advertising is to make the product's name familiar. It's the brand name that opens the door to a sale. But it's what's behind the brand name that makes for more sales. It's true our company's reputation is based on our brands—but more exactly, it's based on the quality and performance of those brands. Our name is only as good as our work.

"In the factory, manufacturing standards, accurate methods, skill and pride in the products we make, all combine to put top quality in each bar, flake, granule and drop of cooking fat or oil. It is this that earns top reputation for our company—for us and the work we do. Our future and the future of our jobs depends on this reputation. But for millions of customers, the company's reputation is a one-word story—a brand name".

Announcer: That statement by a company that produces a well-known brand of soap is an excellent expression of the way other companies feel about the products that bear their brand names—whether the product is soap or an

automobile or a breakfast food or anything else. They're proud of their good name and do their best to keep it good.

Low Cost Advertising

The only economic means of informing the public of new products and services is through advertising, said F. H. "Tiny" Elphicke, manager of CKWX, Vancouver, in an address last month to the Victoria Kiwanis Club.

Quoting figures from large firms and industries, Elphicke said that, in all cases, advertising usually costs less than one cent on a single article. The advertising cost of Okanagan apples, for example, said the speaker, was one cent on a 40-pound crate.

Surgical TV

Three "blue baby" operations were recently televised at the Johns Hopkins Hospital, Baltimore, to test the practicability of using TV in teaching surgery. The experiment was staged by RCA during a two-day reunion of members of the Johns Hopkins Medical and Surgical Association.

Two cameras were used, one mounted on the operating room light fixture directly above the operating table, while the second, equipped with a telephoto lens, was located in the amphitheatre gallery. A microphone suspended above the table enabled the surgeon to comment during the operation.

Ten RCA receivers, including two large screen projection models, were located on the operating floor of the Hospital, enabling 300 doctors to see the operations.

Following the experiment, surgeons described results as being "highly gratifying, indicating a possible modification in surgical teaching." The use of TV may affect construction of operating amphitheatres, some thought, while others claimed it would tend to reduce the possibility of infection.



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B & Colour

FCC'S ... decision in the television battle has been given in favor of the black and white method. While the Commission turned down CBC color, it commended the network for the "great strides made in this field in so short a period."

Lack of sufficient field testing of the color system and the possibility of other methods being devised to transmit color, which may offer cheaper receivers and narrower band widths, were given as the two reasons for the FCC's decision.

The Columbia Broadcasting System, which spent two million dollars within the last two years in development of color television, is withholding comment on FCC's verdict until such time as it has an opportunity to study the Commission's report.

Long Distance Remote

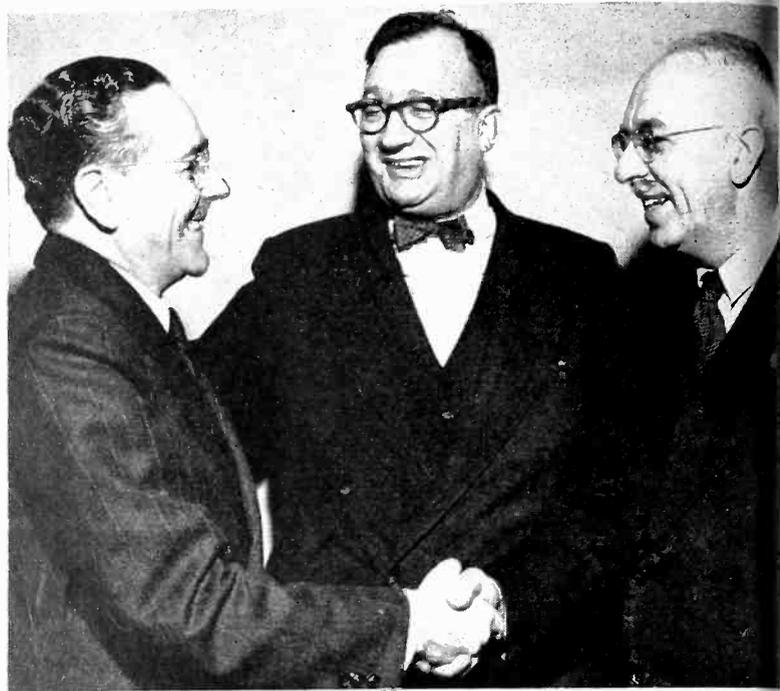
CKSE, Cornwall, sports announcers Carl Fisher and Howard Bailey travelled 700 miles to Moncton to broadcast the Cornwall Falcons and Moncton Hawks hockey games last week. CKCW, Moncton, co-operated by furnishing an operator and remote equipment. The three games of the Allen Cup series were sponsored by Lally-Munro Fuels Ltd., Cornwall.

The Show Must Go On

When a power failure hit the City of Moncton, recently, but left electric lines in outside areas intact, CKCW, Chief Engineer, Jim White, managed to rig up the remote equipment and keep the station on the air.

Working by candlelight, White set up a battery operated remote amplifier with a hand cranked, spring driven phonograph to feed recordings to the transmitter at Cherryfield, N.B. Fortunately, it was only necessary to use the equipment for about 5 minutes as power was restored shortly after assembly was made.

WEST MEETS EAST



Alex Gray Photo

West met east and vice versa with a vengeance in this year's Beavers. Pictured above a hearty handshake between Vancouver's Dick Diespecker and Halifax' Bill Borrett inspires a fiendish grin on Dick Lewis' face, or is he holding a gun in the back of each of these 1946 Beavers to keep them together?

DUNTON ANSWERS DREW

Premier Drew's recent statement in the Ontario Legislature to the effect that the CBC has been broadcasting propaganda, has been labelled as "unfounded and unfair" by A. Davidson Dunton, chairman of the CBC Board of Governors.

Drew had commented on Wilfrid Eggleston's broadcast of March 16 in the "Capitol Report" series. The Premier objected violently to Eggleston's remarks that budget statements from Ontario and Quebec destroy hope that tax agreements could be reached soon with the nine provinces.

"Such a charge is unfounded and unfair," Dunton said. "It is denied by the well-known CBC policy and practice regarding commentators

on such programs. That is to commission authoritative and experienced journalistic observers who are good broadcasters; to allow them to give their own interpretations with full freedom; and on different weeks to use different commentators with varying points of view and different newspaper connections."

"It would be equally unfair to say," said the CBC Chairman "that because any commentators made statements with which Premier Drew agreed, and someone else disagreed, the CBC was following an Ontario Government propaganda line. The CBC is, and will continue to be, impartial," he said.

CHNS BULLETIN BOARD

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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 submitted, or to refrain from printing them. Personal replies will be sent if a stamped self-addressed envelope is enclosed. Anonymous letters are not acceptable for publication or for reply. Address: "Technicolumn" Canadian Broadcaster, 371 Bay St., Toronto.

Lately a number of magnetic recorders have made their appearance on the market. Magnetic recorder offers certain advantages to the broadcaster. Some of these advantages are:

Recording portion of the equipment can be made light and rugged for portable use.

Programs lasting as long as an hour can be recorded continuously on a single wire or tape.

The program material can easily be edited—parts being cut out or dubbed in merely by splicing the wire or tape and in the newly developed form, magnetic recording offers better fidelity than at present available on discs of recordings.

The idea of magnetic recording is not new, being over 50 years old. It was not, however, until the principle of using superimposed bias was discovered that high fidelity magnetic recording became practical.

In the earliest magnetic recording the tape or wire was subjected to the changing magnetic fields representing the audio signal.

Later it was found advantageous to pass the wire or tape between the poles of a polarizing magnet which would establish a reference level. This biasing magnetic field also partially eliminated the noise in the wire or tape. The polarizing magnet has now been eliminated and its place taken by a magnetic field fluctuating at a rate well above audibility (30,000 cycles). This rapidly fluctuating field is used in two ways. If of sufficient intensity it can be used as a wipe-out to strip the wire or tape of any previous recording. When used in conjunction with the recording magnet proper, it influences the steel of

the tape in such a way that magnetization of the metal is more nearly proportional to the magnetic field produced by the recording head.

In magnetic recording there are two fundamentally different ways of setting up induced magnetization in the wire or tape. These are the transverse and longitudinal methods. In the transverse system, the two poles of the recording head are opposite one another so that the induced field has its axis at right angles to the longitudinal axis of the wire or tape. In the longitudinal method, these two poles are displaced from one another along the length of the wire or tape, so that the axis of the induced magnetization is parallel to the longitudinal axis. It is impractical to use the transverse method on wire due to the fact that wire will rotate during playback from the original position.

Three types of recording media are widely used. These are steel tape, steel wire and magnetizable powder coated on a thin plastic. The two latter media have the advantage that splicing and editing is greatly simplified. The wire has the advantage that it is cheap and large amounts of information may be stored in a very small space.

In the cheaper models of magnetic recorders, the low frequencies are limited to the order of 100 cycles due to the difficulties experienced with rumble and other electrical sources of interference (eg. hum, etc.) The high frequency response depends on tape or wire speed and for this reason, the high frequency response on the cheaper recorders is limited to the order of 5000 cycles. In the more expensive and better designed professional models, however, the frequency limits can be extended to provide true high fidelity.

Crash-Proof Discs

A new unbreakable 10" recording is expected to appear on the Canadian market this month. Manufactured from vinylite plastic, the "Pilotone" recordings are said to give higher fidelity than ordinary shellac discs. A wide range of selections has already been prepared.

Conscience Money

A Vancouver burglar recently came forward to claim a cash award which is offered by CKNW, New Westminster, for the best news story telephoned in by its listeners. The burglar called, explaining he had robbed a house on East Pender, Vancouver, of \$230. Checking with police to verify the news, the CKNW newsman was told no robbery had been reported. Later that evening, the burglar called again, giving the exact location of the robbery. Authorities were again contacted for verification but still no report had come in. Next morning, the burglar telephoned asking that the award money be mailed to the burglarized home. Then police reported the burglar's claims were correct and that \$235 was missing from the Vancouver home.

CKNW added \$49 to the dollar won by the burglar, forwarding the sum to a fund which had been set up for families of two policemen killed recently in a gun duel with Vancouver thugs.

Air Council Meetings

North Bay council meetings are recorded by CFCH, North Bay, and aired the following day.

Ft. Good Hope, N. W. T.
Gustavus, Alaska
Dymont, Ontario
Hartford, Connecticut
The Pas, Manitoba
All Have Something
in Common!

From Alaska to Connecticut is quite a span; but the towns shown above, as well as hundreds of other points, all have something in common: they reported hearing CFRN's opening day broadcasts on the new power of 5,000 watts. We don't claim to cover these points—but it is an indication of this NEW SALES FACT:

5000 WATTS =
COVERAGE IN
NORTHERN ALBERTA

Radio Artists—

Make it easy for your

producers to reach you

CALL

RADIO ARTISTS TELEPHONE EXCHANGE

WA. 1191

Random Selection of Respondents.

EACH interviewer is allotted her own section of the local telephone directory and works progressively on residential telephone numbers from the top of column 1, page 1, to the bottom of the last column, on the last page.

After calling all residential numbers in her section of the telephone book, she repeats the procedure, starting once again at the top of column 1, page 1.

In this manner, a group of interviewers working concurrently in different sections of the telephone book, assures complete random selection of respondents.

Next issue — "The Co-incidental Telephone Technique."



Elliott-Haynes Limited

[Continuous Radio Audience Measurements Since 1940]

Sun Life Building
MONTREAL

515 Broadview Ave.
TORONTO

For a Quarter of a Century

ONE OF CANADA'S GREAT* INDEPENDENT RADIO STATIONS

CFCN

CALGARY

10,000 WATTS

The Voice of the Prairies Ltd.

*See latest BBM

Indian Broadcasts

"The machine is talking Indian" cried a group of Indians as they came running to Rev. Samuel Iserhoof of East Main, on James Bay, when they heard a broadcast by Bishop R. J. Renison over CKGB, Timmins, recently. The Bishop of the Moosonee Diocese was conveying a pre-Easter message in the Cree language to the Indian Parishioners of James and Hudson Bays. Clergy at Fort George and Moose Factory, 400 and 250 miles, respectively, north of Timmins, wired that reception of the broadcast was excellent.

Following the broadcast, Bishop Renison decided to continue his talks in the Indian language each Sunday over CKGB.

Aussie Government Eyes Commercials

An Australian Parliamentary Committee is considering a plan whereby government-owned broadcasting stations will abandon their non-commercial operation and accept sponsored programs. The Australian Broadcasting Corporation owns 27 stations, operating much like the BBC, and obtains its revenue from receiver license fees.

The Federation of Commercial Stations in Australia, composed of 97 privately-owned stations, is opposed to government invasion of commercial broadcasting.

Radio Want Ads

Farmers can dispose of machinery, grain, livestock and equipment on CJOC, Lethbridge's "The Trading Post" program. Sponsored by Spotlight Service Station, listeners are invited to mail details of unwanted articles on their farms, for airing. The show features old time music and is heard Wednesdays at 5.30 p.m.

NEW SALES MANAGER



Appointment of Jack L. Sayers, former commercial manager of CKCK Regina, as sales manager of CKWX Vancouver, has been announced by Frank H. Elphicke, manager of CKWX. Sayers took over his new job March 22.

With his appointment, the local and national sales departments at CKWX have been consolidated under one head. Stuart MacKay, who was in charge of local sales for the station, became assistant station manager at the first of the year.

R. I. P. Crotty, who has become well known to eastern agency men as national sales manager of CKWX, is leaving the station and the industry to go into business for himself.

Sayers steps into the sales manager's position at 30 years of age. He entered the broadcasting field as an announcer at CJCA Edmonton but soon switched to sales, a sphere in which he had had previous experience. In 1944 he joined CJOC Lethbridge as commercial manager and went to CKCK the following year.

CCF Extends Coverage

Broadcasts from the Saskatchewan legislature, carried by CKCK, Regina, last year, have been extended to include CKBI, Prince Albert. Ray Nicholas of CKCK is commentator on the one-hour daily Transmission.

80% OF THE POPULATION OF
BRITISH COLUMBIA CAN BE
REACHED BY CJOR'S 5000-WATT
SIGNAL ON INTERFERENCE-FREE
600 K.C.

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)

OUR 21st YEAR
5000 Watts, 600 K.C.

CJOR
VANCOUVER B.C.
CBC - DOMINION NETWORK

CKCR
KITCHENER

A *Wright* STATION

Community-Minded CKCR
is your entry into the
\$21,000,000 Kitchener-
Waterloo Market.

see
WILLIAM WRIGHT
Victory Bldg.

AD. 8481



By the time this column comes tonight, Beaver Awards will have been made and duly filed in the annals of radio. It may seem like nothing, but the very words 'for distinguished service to Canadian radio' made an imprint on my mind. With this thought in view, the following:

The station to walk away with an award was CJCA in Edmonton for "listener relations." Tom Sindro, public relations director of the station, was representative of this western point which so thoroughly keeps its audience in mind. The program to receive the nod was "Ontario Panorama" for spotlighting the by-ways of Ontario." This included story-teller Gordon Sinclair, producer Alan Stage, engineer Bill Baker of ORB and researcher Bob McStay.

may take a Beaver Dinner to prove that east meets west, at any time they were both represented. Managing director of CHNS in Halifax, W. C. Borrett, was cited for his 'Tales Told Under the Old Town Clock'. Major Borrett's broadcasts of this series keep interest alive in his native province. Too, he has four books to his credit. From Canada's Pacific coast came Dick Diespecker, program director of CJOR in Vancouver to be acclaimed for "program production". One of his best programs was "Stag Party" which launched Alan King. Needless to say there are many others. For writing "Un Homme et Son Peche" Claude Henri Grignon received honourable mention, and he received it from the French Network—from the publisher—in French! To add a touch of glamor to this line-up of stars, there was quality rather than quantity among the artists. For writing and producing Santa Claus program, Babs Hitchman warranted a Beaver. She is truly deserving of much credit for Babs has been on the air as well. This role-threat radio personality has raised two sons despite the whirl of radio. In one word I'd say Babs looked sweet. "Womens programs" handled by Eve Henderson of CRC in Winnipeg earned a Beaver. She appeared both capable and friendly and succeeded in turning the table on Dick Davis by interviewing him instead of vice versa. Mrs. Henderson was smartly attired in that shade of grey particularly suited to blondes. For her 'Just Mary' programs" Mary Grannan was another Beaver winner. These shows should need no introduction for they appeal to old and young alike. Mary writes the story as well as narrating them. Miss Grannan was a study in black and white.

Taking laurels to Sweet Capote's "Light Up and Listen" was

soloist Ken McAdam "for a rich voice, generously shared." On this St. Patrick broadcast of "Canadian Cavalcade" McAdam sang "Rose of Tralee" in keeping with the day. But when he later came up with Vincent Youman's "Great Day" we heard a winner put the climax on a great day and a great show. Johnny Wayne and Frank Shuster received a Beaver "for their comedy program, 'The Wayne and Shuster Show'." This business of being funny is work after all.

Ross MacRae of Cockfield, Brown was singled out as a Beaver for his "devotion to duty" during the steel strike in Hamilton. To spur talent on is commendable in my opinion. Doing just this has been part of the business of Len Headley whose Beaver citation read "By Encouragement" of Canadian Talent".

Would Free Hun Radio

The Military Government of the U.S. occupied zone of Germany plans removal of broadcasting from government control, it is reported from Europe. The operation would be patterned much along the lines of the American system, permitting advertising on the air. Radio Frankfurt, propaganda outlet during the Hitler regime and one of the American Forces Network stations following its liberation, will probably be the first station to undergo the proposed changes. It has been supported by an annual 24-mark tax up to the present.

**FOR SALES RESULTS
INCLUDE CKOC IN
YOUR APPROPRIATION**

CKOC
Lethbridge, Alberta
GOING TO 5000 WATTS



NOW ON
5000
WATTS

Full-Time Operation 18 Hours a Day

Dedicated to a better service for listener and advertiser in Canada's major market, Southern Ontario.

There are more people per square mile in CKOC's new 5,000 watt coverage than in any other market in Canada.*

Representatives:
Canada: All-Canada Radio Facilities — U.S.A.: Weed & Co.

*.5mv contour potential: 1,800,000 Canadians.



SERVING THE BEST INTERESTS OF THIS COMMUNITY SINCE 1922

Available for National Sponsors

"MYRT and MARGE"

260

Transcribed Quarter-hour Episodes

This Drama Award Winner is now available in Canada. It is a show you will be proud to sponsor

FOR AN AUDITION

Contact

HORACE N.

STOVIN & CO.

Production Service Keefer Building MONTREAL

Toronto

Winnipeg

Block Programming

Five New Jersey school boys recently got a verbal thrashing from a U.S. attorney, following their short-lived broadcasting over five transmitters, originally used in Army communications. Popular music and "comedy" programs aired by the boys interfered with Marine and Airport communications and brought FCC inspectors on the scene.

An electric organ in St. Paul's Anglican Church, Fort Garry, Winnipeg, interrupted a recent church service by picking up and amplifying signals from a nearby amateur transmitter. The amateur, said to be a member of the church, has complied with a request not to operate during hours of church service until the organ is properly shielded.

Western U's Want Web

Student representatives of universities in Manitoba, Saskatchewan, Alberta and British Columbia met last month in Saskatoon to discuss plans for a radio network linking western universities. The plan is that each university in western Canada will be able to present programs in all four western provinces.

TV While You Wait

Housewives queued in the New Jersey "Launderette" are now entertained by TV programs while they wait their turn at the coin-operated washers. The installation was made to attract more business, as is the case in numerous U.S. night clubs, bars and restaurants.

Meanwhile, the TV Broadcasters Association is fighting a proposed 20% amusement tax on public places showing TV. The tax, it is estimated, would affect over 5,000 set owners and possibly decrease the interest shown in television development during the past few years.

Tele-Flash Promotion

CHUM, Toronto, is promoting its "Tele-Flash News" (CB, March 22) by advertisements in the TORONTO TELEGRAM asking for special news correspondents within a hundred mile radius of Toronto. The day following the appearance of the first ad, over 75 telephone calls were received from listeners reporting various news stories. Fifteen of these were used, the station paying as high as \$5 for the best "scoops."

APPOINTMENT



D'Arcy J. Leonard, Toronto, has been appointed Vice-President of The F. H. Hayhurst Co. Ltd. advertising agency, Toronto and Montreal. Mr. Leonard has been head of the Copy and Plans Board since the firm was established in 1928.

Hold-Up At Transmitter Site

The site chosen for the new 50 kw. transmitter of CJOC, Lethbridge, was also chosen, recently for an armed hold-up. The robber, riding in the back of a Lethbridge taxi, struck the driver over the head with a revolver and attempted to rob him. Near the same scene, later, a highway accident occurred, in which several persons were injured.

Radio For Retailers

In an attempt to develop better understanding of radio as an advertising medium among retailers, CKWX Vancouver has started a new series of monthly direct mail pieces.

Each circular represents a page from a complete manual of radio advertising entitled "Merchandising By Mike," incorporating the station's distinctive microphone-faced character as the story teller.

The individual sheets, printed front and back in two colors, go into a loose leaf binder bearing the title designed and will be used as a sales manual by CKWX account executives and representatives.

First of the series was devoted to the results of Elliott-Haynes and other surveys which prove that, on the average, three sets in Vancouver are tuned to Canadian stations to every one tuned to an American station.

Future mailing pieces under the "Merchandising by Mike" title will also deal primarily with selling the medium, rather than the station.



MAILMEN HATE ME!

Maybe mailmen do get round shoulders and flat feet carrying my mail, but that's the penalty for having a popular radio station in the community. Folks really like CKCW live talent and locally-produced shows and express their enthusiasm in writing.

Over 5,000 letters, monthly, come to Lionel's Cowboy and Western programs; more than 1,000 each month for THE MAN WITH THE QUESTION and thousands more are pulled by various other CKCW productions.

Lionel's popularity isn't based on mail figures, alone. Ask Horace N. about the latest E-H survey, that's our best proof.



MONCTON NEW BRUNSWICK

The Hub of the Maritimes

Representatives Stovin & Co., Toronto - Montreal ..



Robo has started trouble in St. Malo at the foot of the hill that land down from old Quebec.

Apparently some members of his little parish take exception to the British American Oil Company program, "La Butte Au Coignoux," a radio adaptation of Levesque's novel.

If my memory serves me right, his same novel, under the title "L'Assommoir De La Pente Douce," stirred up a minor fuss among the clergy about four years ago when it was published.

The St. Malo affair, however, does not seem to concern the book. This time it is the adaptation which has raised the ire of the St. Malo parishioners whom, I presume, it attempts to portray. Under the title, "La Butte Au Coignoux," it is broadcast weekly on the French Network of the CBC. Pierre Dagenais writes the adaptation, and plays lead in the fifteen-hour drama.

Not being agile in French, and not being able to visit Quebec City in person, I can only hazard a couple of guesses as to what has caused the trouble.

Dagenais' superb acting and directing may have brought some of the more unsympathetic characters of the original novel too realistically to life. St. Malo parishioners, who apparently have no contact with the original book, may feel that in book form they will buy it or leave it alone; but on the radio, you pay your money and you take what you get. At any rate they are listening, for the show enjoys a 26.5 rating.

The account is directed by General Advertising Services, Montreal, associated with Stewart-Weir Limited.

So much news in this column this week, due entirely to the presence in Montreal of publisher Robert Francis, who keeps phoning to say he has a story for me in this column! He's kept me so busy listening to his hot news that I haven't had time to go and dig up the news.

He made up for that a little bit by making news himself, with his visit to St. Adele and his appearance on "Light Up and Listen and Act" where he spoke in honor of the French.

The French network actually and French was only fairly horrible. (R.G.L.)

On top of all that he tells me I want to know what kind of a Broadcaster likes, would please read Pacific Prattle, Robert Francis! I note, too, that he runs Francis' column on page 20! So this instead of reading only my column and then throwing it away, I turn to Francis. In the first paragraph I read about Edmund Hockridge, on the Waddington show, is

often mistaken for Paul Robeson. Ye Gods! And besides, I think it was this guy Francis who first pointed out that publisher Lewis looks like Heywood Brown!

Newcomer to the timebuyer field is James A. Tapp, who replaced R. R. Powell at McKim Advertising Limited. Tap was born at Ottawa, graduated from Northwestern University (NBC) Radio Institute, Chicago. Spent 5 years afloat and ashore with the RCN; announced at CHNS, Halifax, then CBM, Montreal. Wrote sports for Halifax Herald & Mail. Is now in charge of the radio department at McKim's.

Church Poll Radio

The Canadian Council of Churches has tied in with a "What Do You Think Of Radio" poll, in which readers of various church magazines are asked to name the three programs portraying family life which they like best.

Readers of the various church organs are invited to send in their ballots to the United Council of Church Women, 156 Fifth Ave., New York 10; Canadian Council of Churches, 3 Willcocks Street, Toronto; or the International Council of Religious Education, 2003 North Wabash Avenue, Chicago 1.

According to a story in CANADIAN CHURCHMAN, (Anglican) citations will be made for the ten radio programs portraying family life which receive the highest number of votes.

Discrimination is not made between local and national program series.

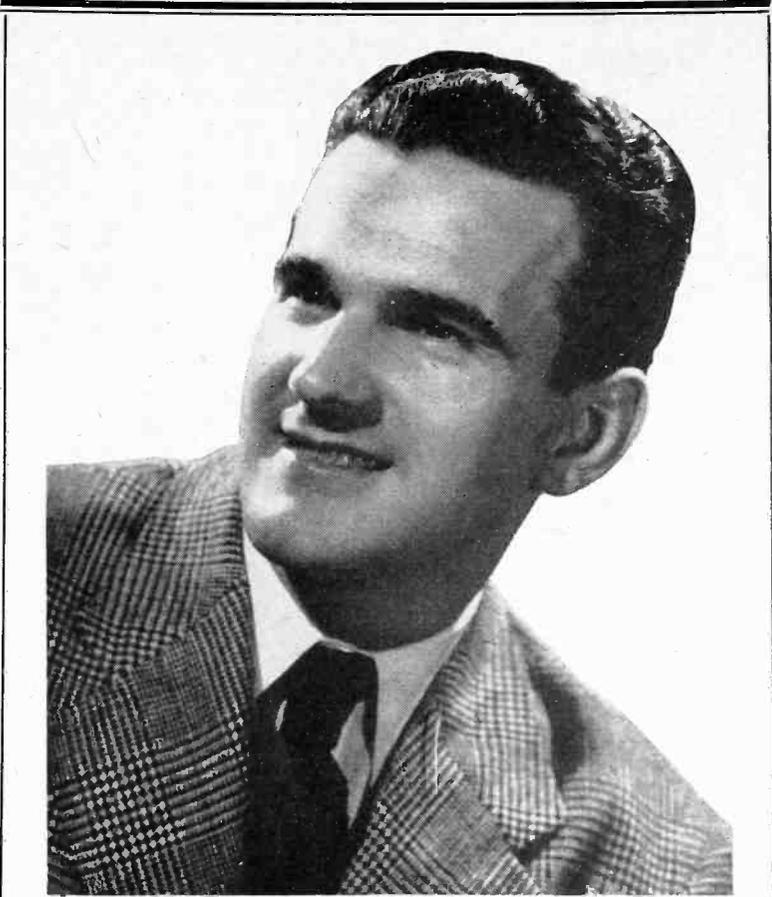
Quarter Centenarian

Claire Gagnier, lyric soprano, and the 1945 Beavers, Allouette Quartet recently entertained at the first anniversary dinner of the RCA Victor Quarter Century Club held at the Mount Royal Hotel in Montreal. Six new members joined the Club, bringing total membership to forty-five. New members were welcomed by F. R. Deakins, President of RCA Victor, and were presented with membership certificates and gold pins.

WANTED

Chief Engineer for 5,000 watt Station. Must be able to take charge and have thorough knowledge of maintenance of transmitter and studio procedure. Man must be able to show initiative in keeping station to highest possible technical standards and to maintain complete control over his staff. Reply stating availability, experience and salary expected to **Box No. 5009**

Canadian Broadcaster
371 Bay St., Toronto



We've Just Signed

TONY
The Troubadour

with CJBC, Toronto
Monday thru Friday
12.15 (noon)

Here is a neat package show with a ready made listening audience

Tony is also heard

Wednesdays — Trans-Canada 9 P.M.
Thursdays — Trans-Canada 7 P.M.

Exclusive Management

The
BOB SHUTTLEWORTH
Artists' Bureau

83 Bloor St. W. Toronto
Midway 2437—La 4781

17000 AT CHARITY SHO

"PATSY and MIKE"

will help you do this

- give talent a break on your station at small cost.
- build good ratings because it's a good show, well-written by F. Marjorie Jordan. (You've heard plenty of her stuff on the networks).
- give you an attractive 15 minute man-and-wife story, complete in each episode, to sell to a local sponsor.
- make use of any boy and girl on your staff with a yen to do some real broadcasting, with top-notch scripts to work from.

FOR DETAILS
SEND A POST CARD
TODAY

WALTER A. DALES
RADIOSCRIPTS
420 Medical Arts Bldg.
Montreal

SMALLER AND CHEAPER SETS

The basic principle of British robot radio production, (Canadian Broadcaster, March 8) is deposition of metal and graphite into grooves and depressions on pre-formed plastic plates. After passing through an electrically controlled machine, mouldings emerge in 20 seconds, complete with all components except tubes and loudspeakers. The invention, not yet in commercial production, has taken ten years to perfect.

A similar system has now been devised in the U.S. Electronic circuits are printed on insulating material, eliminating 30 to 60 per cent of all soldering. Wiring and inductors are painted or stencilled with silver paint while resistors are stencilled or sprayed. Under the new process, two-stage amplifiers smaller than a calling card and a radio set which fits into an empty lipstick container, have been experimentally produced.

Both the British and American developments show promise of reducing both the size and production costs of receivers and other electronic devices.

Miniature tubes, one inch high and one-half an inch in diameter, weighing less than one ounce, are

being manufactured by the General Electric Co. Due to their size and weight, they will prove valuable in designing aircraft receivers, portable sets and other electronic equipment used where space is at a premium.

Buscasting

Wire-recorded entertainment and commercials on busses and street cars of Omaha, Nebraska, will be tested as a new advertising medium.

White Elephant

The proposed erection of CBC's new 50 kw station at Lacombe, Alberta, has been described as an unnecessary extravagance by A. M. Cairns, manager of CFAC, Calgary.

Cairns, who is also president of the Western Association of Broadcasters, claims Alberta is already well provided with radio service and that the erection of the new station will add to the taxpayers' burden.

The CBC plans expropriation of the wavelength of CFCN, Calgary, and cancellation of commercial network programs of CFAC, when the new outlet has been constructed.



Fourteen Ontario stations carried the broadcast of Ken Soble's *Amateur Hour* which was staged before more than 17,000 spectators at the Maple Leaf Gardens, Toronto, on March 23, in support of the \$150,000 campaign for Ontario Society for Crippled Children.

It took three-year-old Cam Mchell from Hamilton (picture above) to move every heart with his tiny voice: "Ladies and gentlemen please don't forget the crippled children!"

A pre-broadcast presentation featured one and one-half hours of entertainment with addresses by Premier George A. Drew of Ontario, Mayors Robert E. Stammers (Toronto) and Sam Lawrence (Hamilton), Connie Smythe Foster Hewitt, Aube Tzerke, concert pianist, crippled children reformers and Lou Snyder and a piece orchestra provided the musical fare.

Tallest Tower

A 1530-foot tower will be erected by KRNT, Des Moines, for broadcasting, making it the tallest structure in the world. The Empire State building in New York is 1250 feet high. Use of the tower is expected to provide FM coverage within a radius of more than 100 miles.

We are happy to announce that

RADIO STATION
CFJM BROCKVILLE

is now under our representation.

Full details of this thriving market serving 7500 radio homes in Ontario's Gateway to the St. Lawrence will gladly be given by any of our three offices.

HORACE N. STOVIN
& COMPANY
RADIO STATION REPRESENTATIVES

TORONTO MONTREAL WINNIPEG

emi-State Radio For Sweden

More than eight million dollars has been spent on a central "broadcasting house" in Stockholm, according to Ingrid Samuelsson, Swedish Broadcasting Corporation director who recently visited the U.S. The building will be completed in 1949.

Describing the Corporation as a semi-state-owned monopoly, Miss Samuelsson stressed that it is not fully controlled by the government as is the BBC. Employees have broad freedom, being simply divided about general program policies.

Advertising is not permitted though it is not prohibited by law. A form of advertising is aired regularly however, since the Corporation broadcasts educational programs from theatres, offices, stores and factories. Employees are interviewed and describe how products are manufactured and marketed and how various services are provided. Firms are anxious to cooperate in these "educational" broadcasts as it gives them a good deal of free publicity. The only complaint Miss Samuelsson has is that we don't ask people to buy things.

Sweden has nearly 1,900,000 receivers in use, the highest number per capita of any European country. A tax of three dollars is levied annually, two thirds of which goes to the government while the remainder supports the Corporation. The Corporation employs 200 people who receive a salary of \$10,000 per week.

AM of M Hampers FM

The recent ban by the American Federation of Musicians on broadcasting over FM facilities programs also aired by AM stations, has annoyed listeners of numerous cities while musical programs and other programs are a major obstacle to the growth of FM in the U.S., according to the FM Frequency Committee of the NAB which met in New York last week.

The committee recommended that at the 1947 NAB Convention held in Atlantic City in November, a session be devoted to consider various methods of FM operation: exclusive FM operation, complete segregation and complete competition with AM.

Services Rendered

Top Tailors of Toronto, at the conclusion of this year's "News for Canadians" series, presented each member of the cast, all aged around 45, with a sports jacket and pair of slacks in appreciation of their services.

PERPETUAL PROMOTION

Advertisers in Canadian Broadcaster get more for their money than just lineage because here is a paper which never stops promoting readership with its useful and interesting sideshows.

BEAVER AWARDS

pack the house with advertisers and agency men who pay hard cash to get in on this Broadcaster promotion.

ACA MEMBERS

whose appropriations aggregate \$35,000,000 a year have had their attention focussed on all issues of the Broadcaster for the straight goods on the radio question by our special editions distributed each year at their conventions.

AGENCIES AND ADVERTISERS

as well as broadcasters use our gratuitous employment department when vacancies occur on their staffs.

COAST TO COAST

businessmen have been learning about radio through our speeches to service clubs, which draw attention to you as advertisers as well as ourselves. To check press recognition of these and other Broadcaster activities, see your local paper.



LIVE CIRCULATION

Our latest Canadian Circulations Audit Board statement credits us with an average distribution of 1693 copies, broken down as follows:

NATIONAL ADVERTISERS	793	RADIO ARTISTS	102
ADVERTISING AGENCIES	380	ALLIED BUSINESSES	60
NATIONAL REPRESENTATIVES	35	OVERSEAS	60
STATION MANAGEMENT and STAFF	195	MISCELLANEOUS	74

CANADIAN BROADCASTER

TWICE A MONTH

371 BAY STREET

TORONTO

AL LEARY

formerly of CKCL and CHUM Toronto wishes to announce that he has closed his Radio Representation Business in San Francisco and Los Angeles as of March 1st.

He is now back in Canada, and is anxious to return to Canadian radio.

No reasonable offer refused

AL LEARY

293 Kennedy Ave.
Toronto

Phone
LYndhurst 1064

ACCENTUATE the NEGATIVE

When you go into a Montreal restaurant for the second time, the waitress smilingly remembers you like your eggs fried both sides, while her Toronto counterpart looks at you as much as to say: "You so much as touch the hem of my skirt and I'll call a policeman." This same cordiality is evident in a sort of camaraderie in radio and advertising in general. Certainly they'll fight to the death over a spot announcement contract, but victor and vanquished will meet over coffee or lunch just as if they hadn't just been on opposing teams in the battle of Armageddon. I live in Toronto and I like it, but facts are facts.

Four days in and around Montreal provided me with a welcome siesta for the period between Beavers and getting back to the grind.

It started with lunch at the Colony Club with Vic George and newly-beavered Ken McAdam. I was to appear on Ken's show that night.

Followed a script conference conducted in Vic's sanctum sanctorum, where I actually enjoyed sitting by while my pet cuteness crashed to the floor with a tinkle of fairy bells.

Then came a gap which was shared between dinner at Desjardins on oysters and stuff with Walter Dales; then a taxi driver who was feeling no pain and who was determined to deliver me at the home of Frosst 222's instead of RCA Victor studios, for "Light Up and Listen."

Vic conducts rehearsals with the gentle efficiency of a surgeon performing a delicate operation. Presented with this thought, he assured me he was really seething inside. I heard the play-back of my part later, and can quite understand this.

In the "bit" I had written I called Ken a "big lug," which got pencilled out at the script conference. But the big lug is a joy to work with, and his greatest concern is the comfort of his fellow-performers. This pleasing character is a complete misfit in radio because he is firmly convinced he can't sing. This incidentally rates him a second tail to his Beaver in my book, provided he doesn't quit singing.

Light up and listen to "Light Up and Listen" some not too distant Friday. You'll catch an easy feeling born of the contentment inside and outside the booth and that includes Vic, Ken, Simone, Joe Agostini, the English-Welsh-Irish-Scottish-Canadian choir, and all the boys in the orchestra.

And of course, back of everything, there's Mary Moran, who gets people on the telephone—Vic's telephone—types your letters, and remembers where you left your overshoes, and, above all else, arranges an audience for you with M. Claude-Henri Grignon, mayor of St. Adele in the Laurentians, the writer of that amazing program "Un Homme et son Pêche" whom you want to see before you re-present him with his Beaver over the French network next Monday.

Just about everyone at Whitehall Broadcasting drove me into the mountains to see M. Grignon. There was George, Charland and Sutton, with Bill Borren from CHNS thrown in for good measure.

They left me up there, after a couple of hours, to my own devices, and I spent the rest of Saturday and all day Sunday trying to believe that I was not in some picturesque village in the Swiss mountains. My "audience" with M. Grignon climaxed a fascinating week-end, and I left to meet him again at the French network studio the following day.

"Un Homme et son Pêche" depicts French-Canadian life of half a century ago. At his house, M. Grignon revealed something of the mental motivation (and does motivate) at what must be about the most popular program the continent has ever aired. He showed me an ancient account book. It had belonged to his father, who had been a doctor. Opening it to the first page, M. Grignon showed me his father's financial operations for his first year of practice, 1879. Neatly written in the gentleman's writing was a monthly summary of services rendered. The total in the charge column was six or seven hundred dollars. In cash he had taken sixteen dollars and some odd cents.

Prime character in Grignon's never-ending story is the grasping Shylock-like personage of Seraphin who has been described as the best hated radio character in the world. Somewhere between Seraphin's parsimonious snarl and the old doctor's battered account book there is a connection. Someday and somehow, I'm going back to St. Adele en haut to find out what that connection is.

To close this account of pleasant detour off the business highway on a pleasant tone, a group of genial and courteous actors received me with comforting cordiality on my trembling arrival at the studio. One, a man stepped forward with a broad smile, bearing the chair on which he had himself been sitting. He grasped my hand, greeted me in voluble French, placed the chair for me at a point of vantage and then went and plunked himself on a rickety stool. It was Seraphin, the villain of the piece.

CKSB
ST. BONIFACE
MAN

A *Wright* STATION

CKSB is a MUST-Station to reach
Manitoba's French Market.

Owned and operated by its listeners

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

For **25** YEARS

Listeners have tuned to
CJCA
for top-notch entertainment
and latest information,
AND HAVE TURNED TO
CJCA
FOR PUBLIC SERVICE AND
COMMUNITY ENTERPRISE

CJCA
EDMONTON

TRADE WINDS

Edited By Art Benson

The commercial department at CFCB, Owen Sound reports that the Light Manufacturing Company has started the Sunday half-hour "Wene King Show" (All-Canada) for one year.

* * *

CKIX, Vancouver tells us that "Yong Dr. Malone" has been renewed for one year for P & G through Benton and Bowles Inc. Taylor & Pearson (B.C.) Ltd. has scheduled "Columbia Record Shop" for 2 half-hours. Army and Navy Stores have renewed the half-hour "Show" for another 13 weeks. General Paints has started 39 five-minute programs handled through the Vancouver office of Canadian Advertising Agency.

* * *

McKen's Winnipeg, reports that Marshall-Wells (Hardware and Paint) has started an extensive promotion campaign over 3 western stations between Vancouver and Fort William.

* * *

The Kennedy Manufacturing Company (Sappho and Vapex) has contracted for a series of both live and transcribed spot announcements over a number of coast to coast stations handled through the Montreal office of Cockfield Inc.

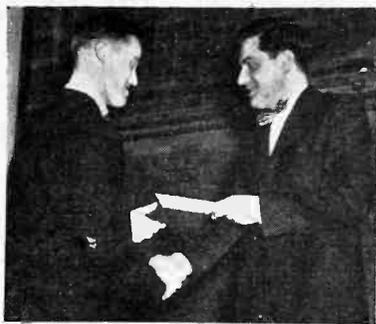
* * *

Facaren's Toronto office reports that Dalglish Chemicals (Javex) have scheduled the transcribed "Drama for To-day" (All-Canada) over 10 Ontario stations between KPL, Fort William and CKCO, starting a beginning first week in April. Same client has also renewed "Double or Nothing" over KPL, Winnipeg as of April 11.

* * *

Barbour Company, Saint John's Tea & Coffee has renewed the minute transcription "Allen and the Wife Saver" over 10 stations for another year.

AIR AD-CLASS WINNERS



Alex Gillies, of the Bureau of Industrial Service, Toronto, is shown receiving a \$35 reward for his original talk script, "The Canadian Motion Picture Industry," from James R. Scott, Talks and Public Affairs Department, CBC, at the closing night of the Advertising Course at the University of Toronto. The prize for drama script, also \$35, went to R. H. Bradshaw of Spitzer and Mills Ltd., Toronto.

The contest was one of the features of the Advertising Course held during the winter at the University of Toronto.

Gillies will present his talk on May 7 over the Trans-Canada network at 8.45 p.m. EST and Bradshaw's play will be produced by W. Esse Ljungh in the "CBL Play Shop" at a future date.

The Advertising Course, sponsored by the Advertising and Sales Club of Toronto, was held each Tuesday from October 8, 1946, to March 11, 1947, in the Economics Building at the University of Toronto. Course Director was G. Alec Phare, Director of R. C. Smith and Son Ltd.

Singing Weathermen

The "Everybody talks about the weather but nobody does anything about it" accusation can no longer be pinned on either Radio Productions Inc., Cleveland, or All-Canada Radio Facilities Ltd., respectively producers and Canadian distributors of "Singing Weathermen" spots. Cuts on the discs cover every possible whim of climate from summer sun to hurricane. The spots run one minute, being sung by a quartet. Half way through they fade down while the local announcer slides in the commercial. U.S. sponsors of the series to date include Seiberling Rubber, Babs Milk and Seroseal Paints.

Fun And Games

Members of CBC's Toronto staff are entertained at noon hour, Mondays, with free movies. Educational films on travel, sports, TV, FM and electronics have been shown. The 16 mm. technical films are obtained by CBC's engineering department from Bell Telephone, CGE, RCA and Ontario Hydro.

CJAD
MONTREAL

COVERS THE QUEBEC ENGLISH MARKET

Represented in Montreal and Toronto by National Broadcast Sales, Inc. in U.S.A. by Adam J. Young, Jr., Inc.

CHUM
Soap
by Rolly Ford

RESULTS!

Rated as the largest buyers of local radio time in Toronto, Danforth Radio Stores Ltd., have selected CHUM as the station doing the most effective job in Canada's largest metropolitan market. Their full appropriation, running well into four figures each month, goes to sponsorship of "CHUM Valley Folks", 30-minute "old-time" studio show aired at 12:30 noon daily. Results from this show have far surpassed anything experienced in the client's previous twelve years of radio advertising.

RADIO MAIL ORDER

A huge pile of letters on advertising manager Henry Greig's desk testify that radio really does a selling job. Letters ordering everything from record albums to washing machines and refrigerators are received almost daily from out-of-town listeners to the Danforth Radio program.

RATINGS JUMP

Sure indication that Danforth Radio know their business, when it comes to buying radio time, is the rating increase on the show. The Elliott-Haynes rating showed a 100% increase during the first two months of sponsorship; has made steady gains ever since.

More Local Accounts Than Any Station In Toronto!

CHUM
TORONTO CANADA

Representatives:
Canada: J. L. Alexander Weed & Co

By actual survey—

TORONTO'S MOST LISTENED-TO STATION

DIAL 580
CKEY
TORONTO

AL LEARY

formerly of CKCL and CHUM Toronto wishes to announce that he has closed his Radio Representation Business in San Francisco and Los Angeles as of March 1st.

He is now back in Canada, and is anxious to return to Canadian radio.

No reasonable offer refused

AL LEARY

293 Kennedy Ave.
Toronto

Phone
LYndhurst 1064

ACCENTUATE the NEGATIVE

by R. C. L.

When you go into a Montreal restaurant for the second time, the waitress smilingly remembers you like your eggs fried both sides, while her Toronto counterpart looks at you as much as to say: "You so much as touch the hem of my skirt and I'll call a policeman." This same cordiality is evident in a sort of camaraderie in radio and advertising in general. Certainly they'll fight to the death over a spot announcement contract, but victor and vanquished will meet over coffee or lunch just as if they hadn't just been on opposing teams in the battle of Armageddon. I live in Toronto and I like it, but facts are facts.

Four days in and around Montreal provided me with a welcome siesta for the period between Beavers and getting back to the grind.

It started with lunch at the Colony Club with Vic George and newly-beavered Ken McAdam. I was to appear on Ken's show that night.

Followed a script conference conducted in Vic's sanctum sanctorum, where I actually enjoyed sitting by while my pet cute-sayings crashed to the floor with a tinkle of fairy bells.

Then came a gap which was shared between dinner at Desjardins on oysters and stuff with Walter Dales; then a taxi driver who was feeling no pain and who was determined to deliver me at the home of Frosst 222's instead of RCA Victor studios, for "Light Up and Listen."

Vic conducts rehearsals with the gentle efficiency of a surgeon performing a delicate operation. Presented with this thought, he assured me he was really seething inside. I heard the play-back of my part later, and can quite understand this.

In the "bit" I had written I called Ken a "big lug," which got pencilled out at the script conference. But the big lug is a joy to work with, and his greatest concern is the comfort of his fellow-performers. This pleasing character is a complete misfit in radio because he is firmly convinced he can't sing. This incidentally rates him a second tail to his Beaver in my book, provided he doesn't quit singing.

Light up and listen to "Light Up and Listen" some not too distant Friday. You'll catch an easy feeling born of the contentment inside and outside the booth, and that includes Vic, Ken, Simone, Joe Agostini, the English-Welsh-Irish-Scottish-Canadian choir, and all the boys in the orchestra.

And of course, back of everything, there's Mary Moran, who gets people on the telephone—Vic's telephone—types your letters, and remembers where you left your overshoes, and, above all else, arranges an audience for you with M. Claude-Henri Grignon, mayor of St. Adele in the Laurentians, the writer of that amazing program "Un Homme et son Pêché," whom you want to see before you re-present him with his Beaver over the French network next Monday.

Just about everyone at Whitehall Broadcasting drove me up into the mountains to see M. Grignon. There was George, Charland and Sutton, with Bill Borrett from CHNS thrown in for good measure.

They left me up there, after a couple of hours, to my own devices, and I spent the rest of Saturday and all day Sunday trying to believe that I was not in some picturesque village in the Swiss mountains. My "audience" with M. Grignon climaxed a fascinating week-end, and I left to meet him again at the French network studio the following day.

"Un Homme et son Pêché" depicts French-Canadian life of half a century ago. At his house, Mr. Grignon revealed something of the mental motivation (and does he motivate) at what must be about the most popular program this continent has ever aired. He showed me an ancient account book. It had belonged to his father, who had been a doctor. Opening it at the first page, M. Grignon showed me his father's financial operations for his first year of practice, 1879. Neatly written in the old gentleman's writing was a month by month summary of services rendered. The total in the charge column was six or seven hundred dollars. In cash he had taken in sixteen dollars and some odd cents.

Prime character in Grignon's never-ending story is the grasping Shylock-like personage of Seraphin who has been described as the best hated radio character in the world. Somewhere between Seraphin's parsimonious snarl and the old doctor's battered account book there is a connection. Someday and somehow, I'm going back to St. Adele en haut to find out what that connection is.

To close this account of pleasant detour off the business highway on a pleasant tone, a group of genial and courteous actors received me with comforting cordiality on my trembling arrival at the studio. One, a rascal stepped forward with a broad smile, bearing the chair on which he had himself been sitting. He grasped my hand, greeted me in voluble French, placed the chair for me at a point of vantage and then went and plunked himself on a rickety stool. It was Seraphin the villain of the piece.

CKSB
ST. BONIFACE
MAN.

A *Wright* STATION

**CKSB is a MUST-Station to reach
Manitoba's French Market.**

Owned and operated by its listeners

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

For 25 YEARS

*Listeners have tuned to
CJCA
for top-notch entertainment
and latest information,
AND HAVE TURNED TO
CJCA
FOR PUBLIC SERVICE AND
COMMUNITY ENTERPRISE*

**CJCA
EDMONTON**

TRADE WINDS

Edited By Art Benson

The commercial department at COS, Owen Sound reports that the Night Manufacturing Company has started the Sunday half-hour "Wayne King Show" (All-Canada) for one year.

CWVX, Vancouver tells us that young Dr. Malone has been renewed for one year for P & G through Benton and Bowles Inc. Tylor & Pearson (B.C.) Ltd. has scheduled "Columbia Record Shop" for 52 half-hours. Army and Navy Stores have renewed the half-hour "Shadow" for another 13 weeks. General Paints has started 39 five-minute programs handled through the Vancouver office of Canadian Advertising Agency.

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McLaren's Toronto office reports that Dalglish Chemicals (Javex) has scheduled the transcribed "Drama for To-day" (All-Canada) for 20 Ontario stations between CPR, Fort William and CKCO, Ottawa beginning first week in April. Same client has also renewed "Double or Nothing" over CBC, Winnipeg as of April 11.

E. Barbour Company, Saint John (Tea & Coffee) has renewed its 15 minute transcription "Allen Prescott the Wife Saver" over 10 wartime stations for another year.

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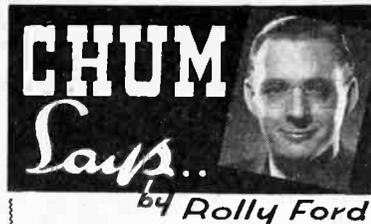


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More Local Accounts Than Any Station In Toronto!



Representatives: Canada: J. L. Alexander Weed & Co

By actual survey—

TORONTO'S MOST LISTENED-TO STATION

DIAL 580

CKEY

TORONTO

The Financial Post*

says

SARNIA

a city with a future

EXPANSION TO DATE HAS BROUGHT:

10% increase in population in 3 years (now 35,000) . . . 50% increase in hourly wage rates since 1940 . . . management and unions are working harmoniously.

DOLLAR-SIGNS OF ACTIVITY:

Volume of cheques cashed against individual accounts in Sarnia's banks increased 206.3% against a Dominion average increase of 121.1% (1938 to 1946);

Retail Sales up from \$8,911,000 (1941) to an estimated \$10.7 millions in 1946;

Gross Payroll jumped from \$7 millions to \$12.5 millions.

looking forward to the 10-year promise of a \$100 million "Chemical Valley" with a population of 70,000.

- See Financial Post* for details of Sarnia's amazing expansion . . .
- Use CHOK's coverage of Sarnia and Western Ontario to reach this rich, fast-growing market.

CHOK SARNIA

5000 WATTS DAY 1000 WATTS NIGHT

1070 Kilocycles

Represented by

NATIONAL BROADCAST SALES

Toronto:— 2320 Bank of Commerce Building, AD. 8895

Montreal:— 106 Medical Arts Building, FI. 6388

* March 29th issue

POWER BOOST



Dick Rice, owner manager of CFRN, Edmonton, has been commended by Alberta Premier E. C. Manning for the part he has played in Canadian radio since he first joined the Marconi Company before World War I.

The occasion was the switch-throwing ceremony and inaugural program over CFRN's new 5,000 watt transmitter from the Trocadero Ballroom in Edmonton, March 3.

Following the changeover, a coast to coast broadcast was sent over the Dominion Network celebrating the event, during which listeners heard transcribed congratulatory messages from such stars as Roy Rogers and Bing Crosby. Later telegrams were read from Fred Allen, Phil Baker, Lionel Barrymore, Ed "Archie" Gardner and others.

After the broadcasts messages were received from listeners as far afield as Alaska, the Northwest Territories, Northern Ontario and the eastern United States.



CC TO WAYNE & SHUSTER

It has now been officially disclosed that the pelt of a Beaver is valued currently at \$56.

* * *

EXHIBIT A

Can it be true that a man has been seen installing a radio in the room which will shortly be occupied by the Parliamentary Committee on Radio Broadcasting?

* * *

COMMERCIAL CUT-IN

"In a moment I will pronounce you man and wife. But first a few words about the great value of divine worship and regular attendance at church services as the true road to personal happiness and a sound foundation for a happy family."

—New Yorker

* * *

FASHION PLATE

Toronto radio is waiting with bated breath to see what kind of wardrobe Gordon Sinclair will bring home when he returns from his writing stint in Hollywood.

* * *

PAN MAIL

Twice you have mentioned me in your paper. The first time you added an 's' to my name and the second time you described my second child as my first-born. After all!

—Gordon Keebl

Sorry, Gord—we'll make quite sure it doesn't recur.

* * *

POLICY CHANGE

This paper is currently considering discontinuing the sale of space and depending entirely on the direct proceeds of blackmail.

* * *

ONE MAN'S FAMILY

Had we known the feeling of the young announcer who persists in calling us "Pop" we'd definitely have acted in his interest to the extent of getting married.



"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

CHATHAM

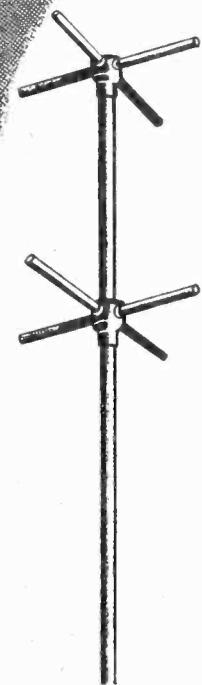
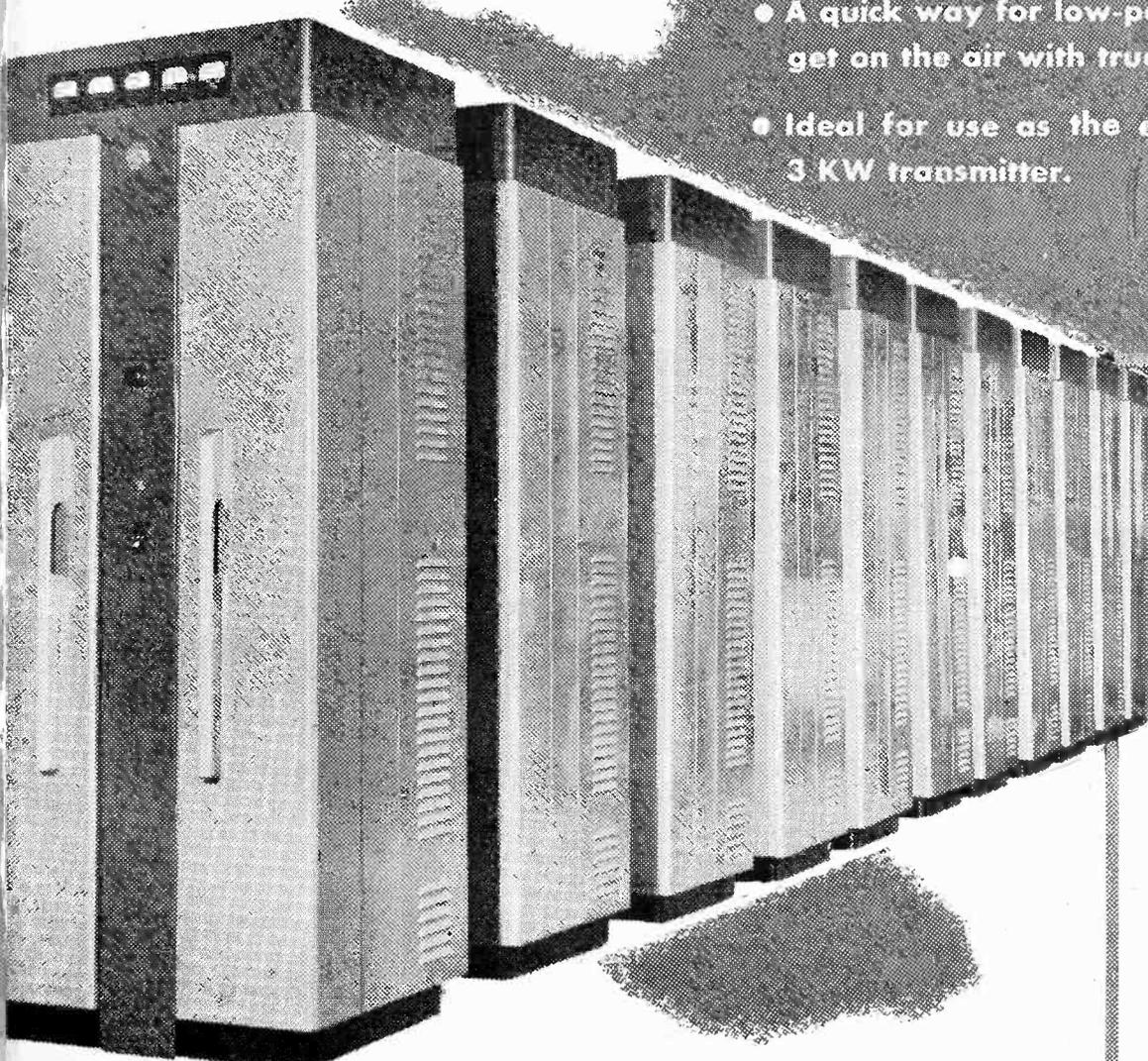
Serving

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

NO WAITING
for RCA Victor's 250 watt FM Transmitter...
the TE-444-A

**Delivery
 can now be made
 from stock**

- A quick way for low-power stations to get on the air with true "FM quality."
- Ideal for use as the exciter unit in a 3 KW transmitter.



TE-538-A

RCA VICTOR
TWO BAY MODEL
TURNSTILE
ANTENNA

Designed especially for use with the TE-444-A transmitter, this low cost, high gain radiator, strongly made of duralumin, will give you first class year round service.

Now available to Canadian broadcasters, RCA Victor's popular "Direct FM" transmitter provides record-breaking performance, operating convenience and economy, attractive styling.

The TE-444-A incorporates RCA Victor's exclusive "Direct FM" exciter. The straightforward circuits in this unique design keep distortion and noise at a very low level. The entire transmitter is mounted in one smartly styled cabinet with full-width doors, back and front. Vertical panel construction is used throughout. All exciter components are front-panel mounted. All wiring and controls are easily accessible.

Write today to Engineering Products Sales Department, RCA Victor Company Limited, 1001 Lenoir Street, Montreal, Que., for complete details about the TE-444-A and turnstile antenna or the preparation of a technical brief for the Department of Transport.



RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

Ann Adam Homecrafters
 L. J. Applegath and Son Limited
 The Bell Telephone Company of
 Canada Limited
 Bromo-Seltzer Limited
 W. K. Buckley Limited
 Bulova Watch Company Limited
 Canada Packers Limited
 Canada Starch Company Limited
 Carrer Products Inc.
 The Dr. A. W.
 Chase Medicine Company Limited
 Coulter Brothers
 Dodds Medicine Co. Limited
 The T. Eaton Company
 Elias Rogers Limited

THESE ADVERTISERS CAME TO CFRB IN 1936 . . .

Foster-Dack Limited
 G. T. Fulford Company
 The Globe and Mail
 Goodyear Tire & Rubber Company
 Limited
 Grove Laboratories Inc.
 Herman Fur Company
 Household Finance Corporation
 Imperial Tobacco Sales Company
 of Canada Ltd.
 Jack Fraser Limited
 J. W. Johnson Limited
 The Knox Company
 Lorie Limited
 Mason's Remedies Limited
 McCormicks Limited
 McCurdy & McCurdy Limited
 Midland Chamber of Commerce
 Miles Laboratories Limited
 National Drug and Chemical
 Company of Canada Limited
 The Pinex Company
 Procter and Gamble Company of
 Canada Limited
 Royal Canadian Tobacco Company
 St. Lawrence Starch Company Limited
 The Robert
 Simpson Company Limited
 Smith Brothers Inc.
 Sterling Distributors Limited
 Templetons Limited
 Trull Funeral Homes
 Tuckett Limited
 Vick Chemical Company
 Henry K.
 Wampole and Company Limited

**ONLY
 SUSTAINED
 SALES**

COULD PRODUCE THIS RECORD!

**Today,
 they're still satisfied sponsors**

Nineteen thirty-six . . . to nineteen forty-seven
 . . . two years after World War II . . . these
 were not easy years for Canadian business!
 More significant then, that over all these years
 advertisers have found it *pays* to reach
 and *go on* reaching CFRB's audience. Your
 product, too, will find a wider market
 through Ontario's favourite station.

CFRB

TORONTO

Planning now for another twenty years!

REPRESENTATIVES:

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Ltd.