THE MEN BEHIND THE MIKE

This issue's picture headlines go to the CAB management who, at the time of being photographed, were dividing their energies between the Ottawa presentation of the CAB Brief and the CAB Convention at Lacombe.

From left to right they are: Al, Director of Broadcast Advertising; Jim Allard, Director of Public Services; Arthur Evans, Secretary-Treasurer; Keith Rogers, Honorary President; Harry Dawson, Manager and Chief Engineer; inset, Harry Sedgwick, Chairman of the Board.

CAB Seeks Bill of Rights
Wants Neutral Regulatory Body to Rule CBC and Indies

The CAB urged the Parliamentary Committee on Broadcasting this week to give radio the same legal right to freedom of expression as the press. It asked for an independent regulatory body responsible directly to "Parliament", which is elected by the people, rather than to "Government", which, however theoretically appointed by the Crown, has been actually selected by the Prime Minister.

Joseph Sedgwick, K.C., CAB general counsel, who made the presentation, asked for an overhaul of radio broadcasting legislation to establish a charter under which both publicly owned and independent stations might "expand, prosper and serve".

In support of this plea, a draft "Bill of Rights" for radio was read, under which radio would have the legal establishment right to freedom of speech, rather than being subject to the grace at the moment of CBC governors, who, under the Broadcasting Act, are subject to the whim of an "appropriate minister".

To date, radio has come under the jurisdiction of the following ministers:

Marine, Fisheries, Railways and Canals, Transport, National War Services, Munitions and Supply and National Revenue.

Under the suggested Bill, independent and government stations would operate on a basis of equality under the regulatory body.

Stress was laid by the CAB on the difference between "Parliament" and "Government". "Parliament", it was pointed out, "moves in the full light of publicity, and cannot act without full discussion. Moreover: it represents all shades of political opinion, not just one". By contrast, "Government" usually deliberates in complete secrecy and represents but one shade of public political opinion. (This can often be a minority opinion in a multi-party country, whatever party may be in power. For example, in the present cabinet, out of twenty posts, the Prime Minister was virtually given the Glengarry seat; the Hon. W. McL. Robertson was appointed in his capacity of majority leader of the Senate. Of the remaining eighteen, no less than seven ministers were elected by the minority vote of their constituents. These were the Hon. D. C. Abbott, H. F. G. Bridges, Colin Gibson, J. A. Glen, Ian MacKenzie, James A. McKinnon and M. K. Mitchell.)

The brief pointed out that under the print system, the government, the executive action, and through its Canadian Broadcasting Corporation, has absolute control over everything broadcast in Canada. The Government (or parliament) appoints the governors of the CBC, is responsible for the conduct of the CBC, and, in effect, controls freedom of speech on the air, freedom of the press insofar as its use of wireless transmission (facsimile) is concerned, and even messages between private companies and friends, when radio transmission is used.

Many excerpts were quoted, both from Radio and the Broadcasting Acts, to show that the CAB is not, in fact, an independent body, but that it is completely under the control of the executive of the day, be that executive Liberal, Progressive or Conservative, CCF or any other. It contended also that the Radio Act, which still stands almost unrevised, was originally intended as a mariners' aid, and in the days when radio activity was used solely for marine communications.
These three grain-growing provinces account for over half the agricultural production of Canada. And the population in this vast farming country totals well over two million. The widespread audience of Alberta, Saskatchewan, and Manitoba can be reached best through these ten All-Canada stations.

THE HOUR’S DIFFERENCE in time between the two zones in the Prairie Provinces must be taken into account, when arranging radio coverage in this area. But this presents no difficulty, when your programme is spotted over the All-Canada stations. Your message can be timed to hit Winnipeg and Edmonton at the same hour.

Around the clock, across the country, All-Canada can serve you better, because of these specific features:

1. A strategic combination of any of thirty coast-wide stations can provide the best possible coverage pattern over the areas in which your market lies.

2. A carefully planned time-table makes possible your show being broadcast at a desirable time in each of the five time zones across the continent, at the peak listening time in all regions, in a favourable position on each station’s programme schedule.

3. Broadcast originates on local, independent stations, each serving its own community, each commanding a ready-made, sympathetic and loyal audience.

Whatever your problem, call the All-Canada man. He can help you plan a campaign to fit your market and your budget.
Committee Bickers on Letter of Praise

A letter from Major General J. C. Spry, commanding the private stations for assisting the Boy Scouts, lit fires of discussion in the Parliamentary Committee last week.

"Does he mean to suggest that he has received generous treatment from the private stations, by inference, not from the CBC?" M. J. Coldwell, CF Leader, wanted to know, adding: "I should like General Spry to explain that."

A heated argument ensued, set by which John G. Dienbaker (P.C., Lake Centre) alleged that one of the great dangers is that "when anyone the interests of keeping the cord clear, makes representations that are not acceptable CBC, those records are denied as propaganda."

Jo Produce Correspondence

At another stage of the proceedings it was re-emphasized that the CBC files could be searched so that letters from Cabinet Ministers to IC officials regarding the siting of private stations' transmitters might be made public. A member of Commerce Letter Representations contained in letter from the Canadian Chamber of Commerce addressed to the chairman and read to the committee urged the placing of broadcasting under the jurisdiction of a body independent both of CBC and private stations.

"We believe that the private stations have an essential role to play," the letter said, "and in order to fulfil their responsibilities, they must have security of tenure. In no type of enterprise is compulsion and uniformity so dangerous as in the dissemination of information and opinion. Undetermined on Facsimile"

Any step by the CBC into the field of facsimile broadcasting of newspapers would be a matter of public policy decided by the Government and Parliament, the CBC Chairman, told the committee.

Mr. Dienbaker and E. G. Hansell (Sorced McLeod) had contended at a previous committee meeting that the CBC had power to go into that field with results that could eliminate the newspaper business as now constituted.

"You have that power," Mr. Dienbaker said. "I don't know," said Mr. Dunton. "We simply haven't considered it."

For the afternoon delegates will choose between a golf tournament and sight-seeing tour.

For dinner, the cab will play host to the CMA, and will hear an address by W. J. Sheridan, of the Chamber of Commerce, entitled 'The Price of Freedom.'

June 12 is an open meeting when the new board will be elected, and a proposed "Wax Network" will be discussed. The meeting will adjourn with a closed session in the afternoon which will be devoted to cab business.

Move Towards Program Exchange

A constructive step towards getting the people of Canada better acquainted with each other comes in a meeting of the Canadian Broadcasters Association with Frank Ryan's invitation to independent stations to send their transcriptions of some of their own programs, for airing by the proposed Ottawa station.

Time across the board will be provided in order of contributions to programs, running consecutively. The suggestion is that one of the most popular or characteristic features of programs be recorded with an opening and closing announcement to the effect that "Radio Station XXX welcomes the air and sends along the program of greeting," or other appropriate words. The programs will be publicized in advance of airing.

Serving Agencies — Stations and Advertisers

William Wright

Representing

CKAC Montreal

CKSB St. Boniface

CKCR Kitchener

CAB Highlights

Business has been condensed at Cab Convention into the first afternoon and the morning of the fifth day (12).

June 9, the luncheon meeting will be addressed by Joe Sedgwick. "The Parliamentary Committee has topics for the afternoon, with Joe Rogers in the chair, include report on Performing Rights Society (Sedgwick); recommendations from Board; discussion of Parliamentary Committee presentations.

At 5.30 p.m., the women are giving a talent party, and at 8.00 p.m. Lunch Scott will make his presentation on "Radio for Retailers."

June 10 Bert Cairns takes the floor for a discussion on "Radio's Salesman's Job." Dick Rice addresses the lunch and Johnny Gibbons, of WOW, Omaha, popular personality of the station, will address "The New Gas of Broadcasting."

The afternoon will be devoted to the second annual meeting of the Canadian Broadcasters Association. The Marconi Company is stage a cocktail party at 5 p.m., followed by the annual dinner. The luncheon program for two morning sessions: first, Frequency Modulation, preceded by George Sedgwick; then Radio Research, with Tiny Elphicke in the chair. The luncheon meeting will be addressed by R. J. Burton, Assistant General Manager BML, New York.

"Lucky, the Bride - - -"

Lionel's "HOPE CHEST" program, planned for the month of June, will give some new bride a start in setting up house. "HOPE CHEST," a Monday-Saturday feature of two sessions, daily, is a participating show with a popularity poll format. Purchasers of sponsors' goods vote for the June bride of their choice. At termination of series, the newlyweds with largest number of votes will receive a $25 gift from each participating sponsor. Locally-produced shows to meet every occasion and suit every taste are reasons for CKCW's popularity in the Maritimes.
Our Guest Speaker is:

W. H. STOVIN
Manager, Station CJBJ
Belleville, Ontario

"Currently, Radio and its advertisers are coming in for considerable criticism. Objection is levelled at what is termed 'over-commercialism'. Claims are made that Advertisers control listening fare.

"These detractors may kid themselves. We don't. Being on call in 23,230 (1944) radio homes makes us appreciate that we have more bosses than our principals — thousands. If we don't program for their needs — provide music, news, entertainment, services — better than anyone else, a tuning knob quickly settles our hash. Results come fast.

"And speaking of results:

"A local client, a Dairyman, sponsoring a noon newscast, wrote a cancellation letter. Salesman's calls elicited reply of 'no results'. Salesman asked to see delivery records. Simple arithmetic proved there was constant increase in monthly sales since program first aired. Client called for help. Accountant verified mathematics. Testimonial:

Client now sponsors two daily newscasts.

Result: More results."

W. H. STOVIN

CBC PLEADS POOR

WANTS LICENSE FEES WITHOUT DEDUCTIONS

A Davidson Dunton, and Dr. Augustin Frigon, respectively CBC chairman and general manager, both emphasized shortage of revenues for the National Broadcasting System, during their appearances before the Radio House Committee.

Ever-increasing costs without the revenue to take care of them had put the National Broadcasting System in an economic squeeze, Dunton said.

Says Spots Are Profitable

Final necessity has pushed us into taking a very restricted amount of non-network commercial programs on some CBC stations", he stated. He went on to point out that "the real money lies in the spot announcements and spot or non-network programs", adding: "the Corporation, presumably, could not go on a major effort to increase commercial revenues," which would bring in only a limited revenue, and would "seriously affect the service which the Corporation is now rendering."

Wants Full License Fees

Stating that the CBC is caught between the " anvil of limited revenues and the hammer of increasing costs", Dunton went on to say that as a result of Parliament's failure to give the CBC the full amount of the license fees, without the subtraction of the costs of collection and administration, stringent economies had to be effected.

"We know that there are many things which the net system should do if it holds means", he said. "It should provide more good programs. Canadians for Canadian stations, should play an even greater part in the development of the cultural life of Canada. It should do its full duty to develop and hold talent. It should improve the quality of its services. It should provide better means of finding out what listeners want to hear, and what they think of programs in the air. But all this is at cost money. The National can carry out its duties serving Canada only so far as has the means to do so."

He expressed the hope that this year Parliament would recommend granting the CBC its full license fees.

Dr. Frigon told the meeting that the CBC had tooled a budget for this year with an anticipated deficit of $450,000 before depreciation. Any operation would have entailed a deficit of $450,000, he said, due to only drastic cuts made possible by reducing the deficit to $265,000. "This we can manage this year by spending our reserve", he said. "It is less Parliament's authority to take care of the cost of collecting license fees. We will have to modify fundamental operations completely for the year 1949, completely reversing onward our present operations."
The Industry in the West - the day may soon dawn when you will find on your desk a letter from the government informing you that it has established its own offices in competition with yours, and that in future you will sell your bonds or your bananas, your motors or your manpower, your pigs or your policies, in accordance with an enclosed list or regulations, or else.

Radio's control by the cbc, as government commission, could of benefit to the country, just as the railway commission, or the uninterdict, the postal communications commission. the railways, for instance, are able to rate, regulate, even an 84 per cent. - July 3, 1943

"By a subtle policy of doing everything in its power to restrict the operation of private broadcasting stations to their own immediate areas, the CBC has made it virtually impossible for the industry to make further procreation of the natural growth of the radio craft. the CBC has not yet been able to persuade the cbc council to the advantages of the natural growth of the radio craft. D-Day has arrived, and the "D" is for desperation."

"There is no cbc regulation to prevent the private stations from establishing their own co-operative production centres, patterned after the order of the radio bureau. the normal laws of progress are screaming for a new step forward."

"The CBC networks will stand or fall through private enterprise, and private enterprise is able to swim with the survival or destruction of freedom of speech as personified by a free press or a free radio."

"Surely the public, whose servitors the cbc is supposed to be, and not countenance, if they have the circumstances, a second government network which would multiply the struggle of the government has already applied to the entire broadcasting industry in its fair democracy of ours."

"For too long, broadcasters have assembled at their various conventions, discussed the menace of the moment, solemnly determined that something must be done, and then returned to their respective bailiwicks to pick things up exactly where they left them."

There is no sense in kidding ourselves, gentlemen of the radio industry, that the wants, it goes after, and gets."

"the day is fast approaching when the cbc will be able to tell the basic private stations of those coveted networks that their contracts will not be renewed on expiry, because the chain of 50 kilowatt stations with which the MacKenzie King Broadcasting system is slowly straddling the country will by then be able to provide the necessary outlets for the networks which it has graciously permitted the private stations to build up for them."

"This paper urges that the Canadian Association of Broadcasters set up immediately a competent information department. This department, which should be placed in charge of an experienced news man, should be advised upon every incident that could be interpreted as further encroachment by the government on freedom of speech. But it must be borne in mind that neither the press nor the members (of parliament) are concerned with the well-being of private radio."

"Now a brochure is being issued by the cbc, offering agencies and their clients "spot" or single station time on any of its stations. what is more it is cold-bloodedly purifying well-listened to frequencies which have been built up by its independent competitors, to strengthen its position in the advertising field."

"The 1946 presentation (to the Parliamentary Committee) marks a change from previous winnily-mutilating. For the first time, those called upon to act as independent radio commission are able to go to Ottawa with constructive evidence to present. Here is the first step towards the elimination of unfair and unconstitutional radio control. Complete attainment of the goal must take years."

"You have to be big enough to see that the good of your individual business operation is wrapped up in the good of every industry of which it is a part. You have to be big enough to spend time and effort in British Columbia, fighting for the survival of your colleagues in the maritimes. You have to be big enough to associate-not to disassociate."

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"Delay after delay has nearly cost private broadcasters their right to live. Further procrastination may cost the Canadian public its rights to the advantages resulting from the natural growth of the radio craft. D-Day has arrived, and the "D" is for desperation.

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JASPER: Take the name itself. Where did it come from? The story behind that question has become a legend out West, a legend about a mysterious yellow-headed trapper named Jasper House, but as to why the park was named after him... well, that’s part of the mystery of the Rockies! No one has ever been found who can solve this mystery of Jasper! The name just stuck! Just as certain names always seem to stick in the minds of radio men. Names like the show in Montreal now pulling 17.1? Yes, we think you will forgive a slight look of surprise on our faces over the “HOLLYWOOD RADIO THEATRE”! And say, did you know there are 200, 1 hr. shows available... But let’s get back to Jasper... Jasper’s a spot YOU, personally, can be proud of! Know why? Maybe you haven’t heard, but Canada’s Jasper National Park is, bar none, the largest National Park in the world! A park with world-famous peaks like Mount Robson and Mount Alberta. How large? 4,200 square miles of forest, glaciers and snow-capped peaks! Do you believe in figures? We do. You see, a certain figure and fact are mainstays of ours. The fact is “Twice the value for half the price”, and the figure is 3,500. And we hear they’re the most talked about money-saving radio in the market, for that’s our U.S.T. LIBRARY we’re talking about. 3,500 great recordings with monthly releases of 60, all at half the cost of other libraries. Figures don’t lie... Jasper News—Jasper’s going to be three business-packed days. Remember last year? But there will be those few free hours to kill. Want some tips? For golfers, there’s 6,700 yds. of challenging greens. For fishermen, Rainbow Trout at Tonquin Valley and “Square-tails” at Maligne Lake. Or head onto a saddle for a two-hour ride to Pyramid Lake. There’s always something new doing at Jasper. But at the CAB conferences there YOU’re going to want to know what’s new in radio! And we’ve a natural, Teren Jimmy Nolan, accompanied by an organ, singing those beautiful “MELODIES THAT ENDURE” that everyone loves. And there’s 78-1/4 hrs. available right now. It’s brand new, and it’s available! Say that’s not a fire branch banging against your cabin door. That’s opportunity a-knocking!

Just one last thing! The Canadian Radio Manufacturers are combining in equipping an FM Broadcasting Station. It’s your golden opportunity to combine business with pleasure, for they’ll be using your U.S.T. Library. Just remember the peaks of Jasper! They’re unsurpassable! And like our shows and Library!... they’re yours... Exclusively!

EXCLUSIVE RADIO FEATURES
14 McCaul Street - Toronto

Stations File Promises Of Performance

All but one of the private stations returned their “Promises of Performance Form”, CBC Chairman A. D. Dunton told the Parliamentary Committee, the majority of stations supplying a satisfactory amount of information. The Board had decided to recommend the renewal of all licenses this year, he said, and next March to “carefully consider reports on the actual performance of stations.”

Dunton stated that there was a number of stations which, while they supplied information, some of it quite voluminous, did not cover some of the specific points asked in the questionnaire. Next March, he said, the board will “carefully consider the reports on the actual performance of stations.”

Stations from which incomplete information was received, he continued, “were warned that this will be taken into account when the Board is considering its recommendations for the renewal of licenses for 1948.”

Dunton told the Committee that the private stations have been asked their opinions about draft forms which have been drawn up for reports by licensees on their actual program performance during the present year. He said that the BC had not yet heard back from the CAB.

“On the basis of these reports on actual program performance,” he said, “the Corporation will make necessary, the Board will make recommendation for the next licensing year.”

This action on the part of the CBC followed last year’s Committee’s recommendation that the Corporation should, in Section 24 of the Broadcasting Act, review the activities of private stations before making recommendations regarding renewal of their licenses. It was also recommended that a point be added to the present Committee, that as a condition of the issuance of renewal of licenses, “a private station will be required to submit to the Board, within one year, an account of its performance in the field of program service, and the services of experienced Marconi engineers are available to assist you. These services include:

1. Spectrum Search to determine the frequency of the best available field pattern.

2. Design of the Antenna and accessories to provide the pattern.

3. Preparation of Findings in acceptable documentary form for presentation.

4. Attendance before licensing authorities, if necessary when application is being considered.

A preliminary discussion of your radio engineering problems will not commit you in any way. May we serve you?

Canadian Marconi Company
Established 1903
MARCONI BUILDING • MONTREAL
Vancouver • Winnipeg • Toronto
Halifax • St. John’s, Nfld.

MARCONI
The Greatest Name in Radio engineering consultancy service

FORESEE SETS FOR $750

Radio and television sets which may sell for as little as $75.00, and possibly less, are foreseen as the result of developments by Robert Sullivan, an engineer of Greenfield, Conn. (CB April 5). Sullivan has developed a method of producing 500 complete radio circuits in one hour, resulting only a few soldered connections, and fitting into cabinets of Copper tubing and sheeting, entirely eliminated by spraypainting the circuits on plastic boards in aluminum or silver paint, all being done away with the entire material for each set. The result will be the West Point Callix six-tube AC-DC model.

www.americanradiohistory.com
Public opinion, in all political parties, favors private radio as opposed to government ownership, according to the sixth in a series of public opinion polls conducted across Canada by Elliott-Haynes Ltd., and presented by Walter Elliott to the Radio Committee following the C.A.B. Brief.

C.C.F. members were disclosed as the least favorably disposed, polling 50.3 for private ownership, and 36.2 for government ownership. Progressive Conservatives headed the list with 61.9 to 22.2; Liberals came a close second with 60.9 to 21.5.

The surveys showed that supporters of private radio across Canada increased from 44% in September, 1944, to 57.8% in February, 1947, while support of government operation declined from 36% in September, 1944, to 24.1% in February, 1947. All of the six surveys showed a majority in favor of private ownership.

Urban and Rural
Elliott presented several "break-downs" of the 1947 surveys. He disclosed that the urban population went 58.7% and the rural population 56.5% for private ownership, while the figures for government ownership were 23.8 and 24.5 respectively. 12.1% of the urban respondents and 12.2% of the rural favored the present system of public and part private operation.

Men and Women
Men who favored private ownership of radio were 60%, with 25% in support of government ownership. Women went 56.5% for private ownership and 24.5 for government ownership. Here again 12% of both men and women favored both systems.

Rich and Poor
The "wealthy" favored private ownership by 62.1 to 22.6; the "comfortably-off" wanted it 60.5 to 22.4; those who were "getting by" wanted it 56.9 to 24.6, and those who considered themselves "poor" favored private radio 53.1 to 26.3.

Young and Old
Those who were 18 to 29 years old favored private radio by 60.2 to 21.5; from 30 to 44 years favored it by 59.9 to 22.5; from 45 to 60 supported it 55.7 to 26.3; and those over 60 favored private radio 48.6 to 30.8.

Labor
An analysis of those who carried Trade Union cards showed they favored private operation of radio by 56 to 27.9, and those who classified themselves as labor but were themselves "non-union", supported private operation 59.5 to 24.2. "White collar workers" favored private radio 62.0 to 22.0 and others went 56.4 to 36.0 in support of private radio.

Province By Province
All the provinces except Manitoba favor private ownership over government ownership. Elliott pointed out that until recently only three stations served the heavily populated area of Manitoba. Two (CKY, Winnipeg, and CKX, Brandon) gave the Manitoba government outlets in two cities, over the single independent commercial station, CKRC, Winnipeg. He also explained that both the Manitoba government stations are also commercial stations.

A New Market....

for National Advertisers!

• There'll be added volume soon to the "Friendly Voice of the Prairies"

• More listeners will enjoy more programs, more public service, when our power goes to 1000 watts on 1140 kcs.

• We'll be tossing a strong signal into the rural areas of Central Alberta

• From here in it's ....

TRIPLE COVERAGE

Plus NIGHT COVERAGE

on

CJ CJ

1000 WATTS ON 1140 KCS. SOON

GREETINGS and BEST WISHES to the C.A.B. DELEGATES
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Foresee Sets For $750

Radio and television sets which may sell for as little as $7.50 each and possibly less, are forecast as the result of developments by Robert Sullivan, an engineer of Greenwich, Conn. (From April 31. Sullivan has developed a method of producing 500 complete radio circuits in one hour, reducing only a few soldered connections and fitting into cabinets. Copper tubing and detachable parts are largely eliminated by spraying circuits on plastic boards and cutting on aluminum or silver paint, instead of doing away with the part and entails in assembling the components."

A plant to manufacture the Sullivan model is being at West Point, Va. production time is expected to be under way within eight months. The first report will be the West Point Calif. six-tube AC-DC model.
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C.C.F. members were disclosed as the least favorably disposed, polling 50.3 for private ownership, and 36.2 for government ownership. Progressive Conservatives headed the list with 61.9 to 22.2; Liberals came a close second with 60.9 to 21.5.

The surveys showed that supporters of private radio across Canada increased from 45% in September, 1944, to 57.8% in February, 1947, while support of government operation declined from 36% in September, 1944, to 24.1% in February, 1947. All of the six surveys showed a majority in favor of private ownership.

Urban and Rural
Elliott presented several "break-downs" of the 1947 surveys. He disclosed that the urban population went 58.7% and the rural population 56.5% for private ownership, while the figures for government ownership were 23.8 and 24.5 respectively. 12.1% of the urban respondents and 12.2% of the rural favored the present system of part public and part private operation.

Men and Women
Men who favored private ownership of radio were 60%, with 25% in support of government ownership. Women went 56.5% for private ownership and 24.5 for government ownership. Here again 12% of both men and women favored both systems.

Rich and Poor
The "wealthy" favored private ownership by 62.1 to 22.6; the "comfortably-off" wanted it 60.5 to 22.4; those who were "getting by" wanted it 36.9 to 24.6, and those who considered themselves "poor" favored private radio 53.1 to 26.3.

Young and Old
Those who were 18 to 29 years old favored private radio by 60.2 to 21.5; from 30 to 44 years favored it by 59.9 to 22.5; from 45 to 60 supported it 55.7 to 26.3; and those over 60 favored private radio 48.6 to 30.8.

Labor
An analysis of those who carried Trade Union cards showed they favored private operation of radio by 56 to 27.9, and those who classed themselves as labor but were themselves "non-union", supported private operation 59.5 to 24.2. "White collar workers" favored private radio 62.0 to 22.0 and others went 56.4 to 26.0 in support of private radio.

Province By Province
All the Provinces except Manitoba favor private ownership over government ownership. Elliott pointed out that until recently only three stations served the heavily populated area of Manitoba. Two (CKY, Winnipeg, and CKX, Brandon) gave the Manitoba government outlets in two cities, over the single independent commercial station, CKRC, Winnipeg. He also explained that both the Manitoba government stations are also commercial stations.

A New Market . . . .

for National Advertisers!

- There'll be added volume soon to the "Friendly Voice of the Prairies"
- More listeners will enjoy more programs, more public service, when our power goes to 1000 watts on 1140 kcs.
- We'll be tossing a strong signal into the rural areas of Central Alberta
- From here in it's . . .

TRIPLE COVERAGE
Plus NIGHT COVERAGE

on

C J C J

C A L G A R Y

1000 WATTS ON 1140 KCS. SOON

GREETINGS and BEST WISHES to the C.A.B. DELEGATES
By Actual Survey Saskatchewan’s Most-Listened-To Station

NOW Established on 5000 WATTS in SASKATCHEWAN’S Leading INDUSTRIAL CITY MOOSE JAW Extends Greetings to Convention Members

Tom Reid, federal M.P. for New Westminster, has a new dodge for waking up his constituents, though they probably don’t know he’s at the back of the plot. Recently in Ottawa he took his baggage to the CKNW’s recording studios and made a disc of “Road to the Isles.” Now CKNW, New Westminster, uses it at 8 a.m. daily to get listeners thoroughly roused to hear Warren Johnstone with the news.

The art of selling has been lost, and with radios coming off the scarcity list, it has got to be regained, according to William T. Burnham, general sales manager of Rogers Majestic and DeForest Radio Limited. He told a gathering of 200 salesmen and dealers in Vancouver that they would have to remember the big grin and the hearty handshake if they were going to survive in competitive business.

During the war a whole generation of salesmen grew up without ever finding out what selling is, he declared. He called them ‘mere allocators’.

A formal reception marked the opening of new studios and offices at CKWX, Kelowna, operated by Okanagan Broadcasters Limited.

Boys and girls who took part in the strike against 8c candy bars thought of all the angles. A group marched into the CHWK studios at Chilliwack and wanted to take over the mike and pump the word out around Fraser Valley.

Don’t let anybody tell you Billy Browne doesn’t win friends and influence people for his sponsors on CJOZ. A listener named Douglas phoned the station to announce he was christening his new child Kelly Oddy enough, Kelly-Douglas, the grocery tycoons, happen to buy several spots on Browne’s shows.

Hugh Wallace and John Jackson, of CKMO’s continuity department, have left to take on similar jobs at CKNW, New Westminster. Tom Mansell, formerly with CJOZ, Edmonton, has joined CKMO as news editor.

A. B. Ellis, chief engineer at CJOZ, Vancouver, hopes that FM broadcasting will get under way on the west coast in the fall. His department has been going ahead with preliminary work and expects to get some of the transmitter equipment within the month. Combination receivers, for both types of transmission, are expected to be on sale here later in the year.

Hal Davis, air force veteran and formerly announcer at CKNW, is due back at the station after a course at the Academy of Radio Arts in Toronto. He will take over the job of continuity editor.

CHWk, Chilliwack, has been picking out local talent in a new spirit “Public Audition,” festuring jugs of local music teachers.

Sam G. Ross, director of news and special events for CKWS, Vancouver, is in eastern Canada this month, on loan to the CJB to assist in work involved in the presentation before the Parliamentary radio committee.

West coast stations took a real part in Community Radio Day, Week, presenting speakers of a wide range of opinion and addressing staff men to missionary work among civic groups.

CKMO Marks Quarter Century

Vancouver’s oldest station, CKMO, marked a quarter century of broadcasting this month, the first anniversary of its jump to 5000 watts.

The station first went on the air as CJOZ with 50 watts, to broadcast musical programs in daytime only. Three business men, B. A. Arundel, G. Cran and the late R. J. Sprott, had started the enterprise.

The original station was discontinued after some months, and later Arundel and Sprott bought a ten watt station, CFCQ, which in 1922 became CKMO with 50 watts.

Power was later upped to 100 and a year ago hiked up to 1000, and new control and recording equipment installed. Following a line as the city’s “nightclub station, CKMO has expanded its staff members and is noted for sport coverage and musical programs.
NEWS-PLUS

FOURTEEN SPONSOR-TESTED NETWORK CALIBRE FEATURE PROGRAMS

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

"Names In The News"
"Places In The News"
"Sports Parade"
"Speaking of Sports"
"The Week in Ottawa"*
"Highlights of the Week's News"*
"Tomorrow's World"*

Sunday Features

FOR STEADY AUDIENCE FEATURES

HERE ARE

TOP NEWS FEATURES

TO ROUND OUT YOUR

TOP NEWS

--- o ---

B.U.P. NEWS SERVICE

offers stations

THE

WORLD'S BEST COVERAGE

OF THE

WORLD'S GREATEST NEWS

BONUSSED WITH

THESE REVENUE-PRODUCING FEATURES

BRITISH UNITED PRESS

231 ST. JAMES STREET - - - - - - - MONTREAL
CBC SET FOR FREQUENCY SWIPES

Bob Kesten was engaged by the CBC to manage station CJBC, Toronto. Dr. A. Frigon, CBC general manager, told the Parliamentary Committee in Ottawa, because "too many listeners were attracted to more active stations in Toronto and the United States." Kesten was retained, Dr. Frigon said, for a six months promotion period.

"I would like to make it clear," he said, "that although we badly need the money, our main purpose is not to increase very materially the commercial revenue of CJBC." He went on to say that for this reason he had instructed Kesten and his colleagues that (1) "we must not solicit accounts belonging to other broadcasting stations, (2) we must not courteous to attract business to CJBC, (3) by the very nature of our operations, and to protect our sustaining service, we do not want to accept more than between $100,000 and $150,000 gross per year on that station. Compared to the business available and actually carried by other stations", he continued, "this is indeed a very small figure!"

Explain Stovin Appointment

Dr. Frigon explained the appointment of Horace N. Stovin & Co. as national sales representatives for CJBC by pointing out that the CBC Commercial Division was extremely busy and had staff difficulties. "We decided to give to a well-known agency the business of advising Mr. Kesten on program structure and to canvass a number of firms who might be interested in buying time on CJBC. This, of course, could have been done by our own staff", he added, "but for many good reasons which absolutely have nothing to do with the intensity of our commercial campaign, we thought that Mr. Horace Stovin, who has been on our staff for years before he opened an agency, would be very useful to us."

Ready Soon For 860 Kcs

Dr. Frigon told the committee that "it is a matter of months now, before we are ready to broadcast on 860 Kcs" (the frequency CFRB has been ordered to vacate) from the Hornby transmitter.

Speaking of other technical work on hand, he said the CBC has proceeded as planned with the construction of four high-power stations to "provide further regional coverage for CBC programs, and also to meet the conditions imposed by the North American Broadcasting Agreement."

"A 50 Kw station is presently under construction at a cost of not very far from red Deer, in Alberta," he said, adding that the station will be on the air next year.

"Plans and specifications have been completed for the building of a similar 50 K station in Manitoba," he stated, pointing out a site has been purchased at Carman, and the construction will start as soon as weather is favorable.

The transformation of station at Hornby", he continued, "to receive a new 50 K transmitter in well advance and it is a matter of months now before we are ready broadcast on 860 Kcs at 50 K at that point. This new transmitter will replace a 5k station we now operate at Dixie Hill grew on, adding: "as yet knowing it will be a key station in our Dominion Network."

He also stated that the CB has purchased a site between Chicolinia and Jonquiere where a 10k transmitter will be installed replacing the 1 K job now being used out of CB continuous, as soon as weather conditions permit.

Must Sell CKY

The project of installing 50 Kw transmitter for Manitoba has been delayed, CBC Chairman A. D. Dixie told the committee because "we still do not know whether or not we shall be able to take over station CKY from the Manitoba government." He went on to say that the Corporation is proceeding with its project of 50 K station for Manitoba. "It will be a considerable advantage of the Corporation", he said, "if it is able to arrange for the transfer of Station CKY at a reasonable price and conditions, because it will be taking over a going station which has been carrying many CBC programs and because the CBC has, in years, been using the facilities of Station CKY in Winnipeg.

He said that it was the understanding that the Manitoba government must make some disposition of its station under the policy announced by the licensing authority again the holding of licenses by provincial governments.
JUMBO PROMOTION


give us elephants, duly attired in the "saddle-cloths," inscribed with appropriate CFRA promotion, it was just one of the stunts used by Frank Ryan to tell Ottawa of arrival of CFRA on the broad band. Inscribed on the elephants, who were performing in a circus which was appearing in the auditorium where CFRA is located, were the words "You think I'm big. Dial 560 where there's something big going on all the time." CFRA-owner Frank Ryan is pictured above in the inset.

MCE Appointments

The Toronto Radio Executives Club, meeting at the King Edward Hotel, May 15, announced the appointment of the following central chairman: Gordon Keeble (Hi. Hayhurst Co.), speakers' committee; Waldo Holden (CKEN), membership committee; Ken Mars-

Fire Threatens Transmitter

A prairie grass fire east of Yorkton, Saskatchewan, recently threatened to set fire to the CJGX transmitter until it was brought under control by the Yorkton fire department. The fire had spread from a burning rubbish heap in the vicinity and destroyed about ten acres of growth before it was extinguished.

When you use these ACTION STATIONS.

| CKPC | Brantford, Ontario |
| CKFI | Fort Francis, Ontario |
| CHVC | Niagara Falls, Ontario |
| CKDO | Oshawa, Ontario |
| CJIC | Sault Ste. Marie, Ontario |
| CHNO | Sudbury, Ontario |
| CHUM | Toronto, Ontario |
| CKNX | Wingham, Ontario |
| CHLP | Montreal, Quebec |
| CJFX | Antigonish, Nova Scotia |
| Cfab | Windsor, Nova Scotia |
| CJJC | Calgary, Alberta |

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JUDGE JUSTIN MILLER
president of the National Association of Broadcasters, Washington, who will address the CAB Annual Dinner at Jasper. His title will be "Free Press and Free Enterprise."
SQUARE PEGS IN SQUARE HOLES

BY RICHARD G. LEWIS

A man in the accounting department of a large radio company was just about ready for the axe, when they transferred him to a new job, writing continuity. In this way they relinquished the usual idea of trying to make a square peg fit a round hole, and instead, looking around for a hole the peg would fit. The result is that the man who used to be a misfit is now both happy and useful.

This did not happen by accident. It is just one example of the benefits which may be derived from the aptitude tests which have been instituted by All-Canada Radio Facilities Ltd., for the benefit both of themselves and their employees.

The plan, which is a merging of three established systems, was devised by Al MacKenzie, All-Canada's Station Relations Director, who first travelled through Canada and the States examining every existing psycho-analytical plan. He selected three from several hundred. These are "Wonderlic Personnel Test", "Kuder Preference Record" and "Iternreuter Personality Inventory".

From the information gained from the application of these tests to all All-Canada and All-Canada mutually-operated station employees, MacKenzie added the "Employment Profile" which shows the average aptitude of all employees in the 20 different main categories which go to make up the business of broadcasting. Applicants for employment take the tests, and the final reports, which are self-explanatory to any executive, are compared with these average and assessed accordingly.

The five facts an employer wants to know in considering an applicant are: (1) Personal History—background, education, training, experience, contacts and references; (2) Mental Horse-power—ability to think quickly, to reason, concentrate, perceive, comprehend, make speedy and accurate judgments and capacity to follow conclusions; (3) True Interests and Preferences—mechanical, computational, scientific, persuasive, artistic, literary, musical, social service and clerical; (4) Personality and Temperament—nervous stability, self-sufficiency, extraversion, dominance, confidence, sociability; (5) Special Abilities—announcing voice, commercial copy-writing, creative script writing, ad-sales showmanship, sense, musical leanings, mechanical-electrical operating, stenographic and clerical supervisory potential.

"Personal History" is disposed of with a simplified employment application for which gets concrete statements from the candidate beforehand to save time in the interview.

To determine the candidate "Mental Horse-power", he is subjected to a 12-minute written test, containing fifty questions varying from mental mathematics to simple observation tests. This is the "Wonderlic Personnel Test", a form it can be judged the applicant's mental alertness, that it may be decided whether he qualifies in this respect, the type of work for which he is being considered.

Next he is given the "Kuder Preference Record" which takes him to do in his own time. This is in the form of a sort of punchboard. The candidate answers 540 questions: occupational preferences by punching his card for first and third choice of sets of three tasks. For example, he is asked to choose, order, between doing chemical research, interviewing applicants for employment and writing feature stories on paper; he is asked to express his preference, and his choice, between reading a story to a sick person, teaching tricks to a dog and taking apart a watch that won't work to see how to repair it.

Scores on this test show outstanding interests in nine spheres listed above—altogether 3/5.

After the subject's interests and preferences have been determined, he is given the "Bernreuter Personality Inventory" which discloses his temperament to the point where it is possible to determine whether or not he has the temperament and personality to fit him for a job towards which his inclinations lead him. This consists of 125 questions calculated to determine the manner in which he is when he is by himself; is asked if he blushed ever whether he has ever run down the street to avoid meeting another person, whether he is invalid is marriage to

NOW 5000 WATTS
CHNS NOW 5000 WATTS
Covers EVERY County of Nova Scotia!

- With reports of excellent coverage coming in from EVERY one of Nova Scotia's eighteen counties, the listening audience of "The Voice of Halifax" has now become PROVINCE-WIDE.

- In this our 21st year of operation advertisers are offered through CHNS the LARGEST radio audience in the Maritimes extending out from the Capital City of Halifax to every corner of the province. NOW, therefore, is the time to tie up with CHNS — the station with PROVEN results.

Maritime Broadcasting Co. Ltd.
WILLIAM C. BORRETT, Managing Director
Broadcasting House, Halifax.


Now 5000 Watts
New CKEY Manager

Hal Cooke, former account executive at CKEY, Toronto, last month was appointed manager of the station. It was announced by Jack Cooke, president and general manager of CKEY, who has relinquished active management of the station in order to devote more of his time to other business interests. Hal Cooke became associated with the Northern Broadcasting Company in 1938, becoming manager of CKEY, Peterborough, in 1946. He took over the management of CJKD, Montreal, in the same year, from which position he joined CKEY's commercial department.

Calling Fishermen

The Cochrane-Dunlop Hardware, Sudbury, is sponsoring the "Outdoor Roundup" Thursday evening on CKSO, Sudbury. The program started on the day of Ontario's official opening of the fishing season with an interview of Sudbury sportmen who had made their first "catch." The series has continued with interviews with hunters, fishermen, guides and conservation officials. Tips on outdoor sports and activities in various Nickel District camps are aired. Listeners are invited to participate in the program by submitting questions and letters of interest to other sportsmen. Every tip or question used wins the writer a prize.

PUTT forth
More Than a
CONVENTIONAL EFFORT
For
JASPER'S
BEST CONVENTION YET

We've Doubled Our Effort and Audience on Our First Anniversary of 1000 Watts

CKMO
VANCOUVER

25 Years of Service to B.C.
HAPPY ANNIVERSARY
HAPPY GANG
May you bring as much happiness to everyone in the next 10 years as you have the 10 years past.

CANADIAN MUSIC SALES CORP., LTD.

CONGRATULATIONS
HAPPY GANG
To your daily million listeners you are more than just another radio programme. You have become a national institution, bringing hope and good cheer to young and old. May ten years from now find you still dispensing your inimitable happiness. We are proud to be your sponsors!

COLGATE-PALMOLIVE-PEET COMPANY

A TOAST TO YOU
You've brought a lot of happiness and good fellowship into a lot of Canadian homes for 10 years—here's hoping you'll be doing the same for a good many years to come.

ALLISTER GROSART
Southern Music Publishing Company (Canada) Ltd.

HAPPY 10th TO ALL THE GANG
You've cheered many thousands of listeners daily for past 10 years with your half-hours of good fun and good music. May you remain tops in Canadian radio.

GORDON V. THOMPSON
Best Wishes to Bert Pearl and The Happy Gang.

ARRY J. CARTER

We've been rating Canadian programmes since 1940 and you've been tops most of the time.

Congratulations

ELLIOTT-HAYNES LIMITED

THE C.B.C.

In a salute to the "Happy Gang" gladly joins with the thousands of listeners across Canada who for 10 years have enjoyed this—one of the greatest daily features on this continent.

Sponsored by the Colgate-Palmolive-Peet Company since January, 1940 the "Happy Gang" has become a national institution. Congratulations to the "Happy Gang" and to its sponsor the Colgate-Palmolive-Peet Company Limited.

I'd be a "Lonely Little Petunia" if it weren't for you, so—

Here's to 10 More Years of Songs and Music in the very best Happy Gang tradition

HAROLD MOON
North American Music Limited

HAPPY BIRTHDAY, HAPPY GANG!

As the advertising agency, we are proud to have had a small part in your tremendous success. May the years to come bring you even greater rewards for your untiring efforts to bring good cheer to the hearts of so many.

SPITZER & MILLS LIMITED
By actual survey—

TORONTO'S MOST
LISTENED-TO STATION

DIAL 580
CKEY
TORONTO

DON'T MISS THIS YEAR'S . . . AT JASPER, ALBERTA
. . . IT'S BIGGER AND BETTER THAN EVER

GENERAL ELECTRIC
BROADCAST EQUIPMENT

- See the new G-E Radio Broadcast Equipment at the Jasper Convention. Learn what General Electric—first and greatest name in electronics—is offering in advanced transmitter design and station control. Discuss your station problems with the Canadian General Electric engineers at our display booth at the Jasper Convention, June 9-12.

CANADIAN GENERAL ELECTRIC CO LTD
HEAD OFFICE — TORONTO

Johnny Wayne and Frank Shuster, two-time Beaver Award winners, will be featured on an NBC sustaining program which will be fed from Toronto to the entire NBC network, commencing July Saturdays, 9:30 p.m., as summer replacement for "The Life of Roy." The program will be heard in Canada through the Trans-Canada network.

Wayne and Shuster have been featured during the past season on the "RCA Victor Show" in Canada, the last of the series was held last Thursday, June 5. They have signed, through Spitzer and Meador, to return to Trans-Canada in September.

Stork Brings Citation

While Bob Francis, B.C. correspondent of this paper, was nursing a hospital floor in Vancouver awaiting the arrival of his firstborn, word came from Hollis that his wife, the former Margaret Ecker, had been made an Officer of the Order of Orange.

The child, a girl, was born Mother’s Day (May 11), and parents, both currently making their marks in the writing world, are now able to add the experiences of parenthood to the adventures they both had over the years.

Margaret Ecker Francis served as a Canadian Press correspondent during the war, and was the only woman correspondent present when the Germans surrendered to General Eisenhower at Rhein. She accompanied Queen Wilhelmina on her first tour of liberation from Walcheren Island to Andernach. She is the first Canadian woman to receive the Dutch Order which is generally awarded to people in close connection with service to the Dutch government or Royal Family.

Bob Francis served overseas as Public Relations Officer for RCAF.
UK May Have TV Theatres

J. Arthur Rank, British film magnate, who visited Toronto last week, is reported to have completed plans for a large TV studio in England from which films and stage shows could be televised to a chain of theatres throughout Britain. Rank's TV monopoly may be broken when wavelength for Rank's TV station is granted by the British government.

Meanwhile, in the U.S., Paul abourn, president of Television Productions, a subsidiary of Paramount, commenting on the application of the Society of Motion Picture Engineers for the FCC to reserve a special video channel for 'theatres, (CB May 17) expressed doubt that it would be granted. Raibourn declared that multaneous transmissions to a group of theatres will not be practicable for probably 20 or 25 years. Unless some new developments are made, he claimed, the economic factor will tend to foreclose distribution of films via screen television. The only alternative would be a saving in film distribution and handling films, areas on the other hand, the use of coaxial cable will probably be very costly.

Dry Listening

A hairdryer with a built-in radio was displayed at the twenty-Second International Convention of Beauty Shop Owners, held recently in New York.

CKPR Buys Transmitter Site

The Fort Arthur Civic Finance Committee last month voted to sell 187 city-owned lots to radio station CKPR, Fort William. The area is now occupied by CKPR's transmitter and tower, leased under option to purchase until July 1948. H. F. Dougall, owner-manager of CKPR, plans erection of a new transmitter on the site.

Actor-Announcer Cited

Bill Walker, chief announcer, CKPR, Regina, is one of seven staff members of that station who have participated in Little Theatre work at the Darke Hall. Regina. Walker, also a singer and actor, took part in the Saskatchewan Drama Festival recently and was selected as the best male actor in the competition. Last month, he also won the award for the best male performer at the Dominion Drama Festival in London, Ontario, when the Regina Little Theatre Group presented Noel Coward's "Hugs and Mauns." 2-Way Radio For Miners

Field parties of the Don Cameron Exploration Company are being assisted in their operations in the Northwest Territories by two-way radio. Geologists and prospectors use it to keep in contact with their base headquarters, Yellowknife, as far as two hundred miles distant, and with the firm's Norseman plane.

Canada Lags In TV

Within three years, Britain expects to become the only country in the world with a nation-wide TV system. Britain hopes to achieve this aim by distributing TV programs by a series of relay stations built across the country. This plan is said to be based on the late John Baird's claim, that coaxial cable would not adequately provide wide distribution of TV and who believed the solution was in the relay system.

Meanwhile, in the U.S., Bell Telephone continues to stretch its coaxial cable network to the west coast, at the same time planning on connecting Boston and New York with a relay system similar to the BBC plan.

In Canada, the TV picture is as obscure as ever, the CBC, being in control of the air waves, is still silent on a statement of policy in regard to TV programming. It is understood, however, the Corporation is studying this medium. The general opinion is that, unless private enterprise insists on its right to pioneer in this field, the CBC may reserve for itself a complete monopoly in the TV field.

Bouquets For Mothers

41 bouquets of flowers were presented to new mothers in Moncton hospitals on Mother's Day by Rae Fraser, Ltd., florists, sponsors of CKCW, Moncton's "An Orchid To You." The Sunday programs are a narrated tribute to local personalites who, in addition to having their favorite music play, receive a floral gift from the sponsors.
A Satire by A.F. Wrenshall

(The scene is an executive office of the Canadian Broadcasting Corporation, where Charles Bigwood Cooper, president of the Supreme Præsidium of the Corporation, is in consultation with his staff. Seated in front of him in chairs so arranged as to spell out the letters "CBC", are the members of the staff who are helping him get the finishing touches to plans for a special program to mark the handing over of the last privately-owned radio station to the CBC. As the curtain rises, Mr. Cooper lights a Corona Bella Corona, and exhales through a special air-conditioning filter shaped like a microphone.)

Cooper: Gentlemen, the moment we have worked for so long has arrived. The air waves are about to be returned to the people of Canada. No longer will vested interests control our God-given ether. No longer will tainted capitalist voices spout the heresy of operation of the air waves for profit. Freedom of the air, gentlemen, is at hand: that freedom which means (he hastily thumb over his copy of "CBC 1955") freedom to share in the opportunities to be derived from a piece of public property.

Junior Steno: Hoory! (others join in loud cheers)

Cooper: I might mention that those private firms which are privileged to share in this great undertaking through the medium of our—ahem—commercial fees, have shown a praiseworthy willingness to co-operate.

All: Hoory!

Cooper: God gentlemen, nothing can stop the People’s Radio now. Your salaries will be trebled—quartered. I say to you that when I think of the soul-reaching ceremony soon to be enacted, my cup runneth over. (He nods to the Supervisor of Releasable Effects who reaches out and tips over his coffee cup.) And now may we hear details of our special program from our Director of Memorable Events?

Director: The program, sir, is to be of one hour’s duration. It will feature the handing over of a silver microphone to yourself by the erstwhile manager of station CXY. Claude A. Bell, who will also present you with a gold-plated bottle of ether, which you are to spray over the audience in symbolism of the occasion.

Cooper: Excellent! Excellent! Director: Our forty-voice choir is to present a special anthem composed for the program personnel by our Director of Anthems and Doxologies, entitled "Pro Bono Publico"—

Junior Steno: and Coopero. Director: Background music is to be supplied by our Northwestern Regional Orchestra which will swing into the "Rogue’s March" in crescendo fortissimo razzismo as C. A. Bell stumbles off our concert platform on conclusion of the presentations.

Cooper: Splendid. I congratulate you.

Director: An added ironical touch will be the permitting of Mr. Bell to take the first whiff of ether from the special bottle.

Cooper: When is the program to be aired?

Director: Next Wednesday at 9 p.m. sir.

Cooper: But what about Consolidated Wire Wound Garbage Cans?

Director: Yes sir, but I thought—

Cooper: Why they are one of our most heroes—I mean look at it from a public service standpoint, man.

Director: There’s the United Atomic Egg-Beaters’ time, 8 p.m. Thursday.

Cooper: Good heavens, no. the minister arranged that account himself. I wouldn’t dare—

Director: unless we could drop the Ministry of Propaganda’s program—"Who to Vote for and Why?"—

Cooper: And who, may I ask, pulls the strings we dance to?

Director: Then there just isn’t any time left. Our Trans-Oceanic Network is obviously unsuitable for this broadcast. Our Trans-Provincial is divided between the Ministry of Propaganda and the various industrial concerns which pay for it. Besides, you said this was to be strictly a local broadcast, so that no dangerous nostalgia should be aroused in those parts of the country where private radio is now only a dim memory. That only leaves CXY to do the job, and you know how their ratings—

Director: Keep to the point please.

Cooper: It’s all very awkward. This program has been advertised in the local papers for weeks past. Everyone is expecting it. The Minister will be livid. I shall be the laughing stock of the whole Directorate of Public Entertainment.

Junior Steno: Tain’t funny McGee.

Cooper: Worse—they might not laugh. They might start asking difficult questions. Then where would I be? Or rather, what would happen to our free radio then?

Director: There is just one more chance, sir. Only a slim chance, but—with the utmost diplomacy, we might—

Cooper: I won’t hear of it, know what you’re thinking. That would be the ultimate insult. We couldn’t. It would be out of keeping with the high standards of ethics we maintain in the Corporation. Or would it? (Pause a moment, then reaches for phone and dials)

Director: I do hope it will work, sir.

Cooper: Hello. Is this CXY? It is? Well let me speak to Mr. Bell. Tell him I offer you my thanks.

Director: Good luck sir.

Cooper: Thanks. Oh, hello. Bell. old boy. Its Charlie Cooper at the CBC. Listen, old man. I’ll be in a bit of a jam and I need you help. Oh Bell! You’re joking?

Junior Steno: I know I can count on you for the sake of the days when we were at Radio Academy together. Can’t let the old school down, can we?

Director: (undertone) Go on, sir. You’re doing fine.

Cooper: What’s that? You say I used to steal your wave-length when you were a freshmen? I come now. Bell, boys will be boys. Eh! You come to the point right now. Through some incredible slip we haven’t spotted on our own station for the handing over ceremonies when we take over CXY Wednesday. A special program, solemn occasion stuff and all that you know. What we want to know is if you would let us put it on over CXY for pay you of course, as we don’t come under our control until after the program. What that? Shall we say $300.00?

Director: It’s all right sir. I’m just mopping your brow.

Cooper: Wha-at? But a dear fellow, our reserves could possibly stand such a payment. It would wipe out everything we’ve striven for at one blow. Besides, the taxpayers! They don’t mind when we spend their money.

(continued on next page)
(continued from previous page) lions a few thousand at a time, but we couldn’t get away with that.

**Director:** Oh dear.

**Cooper:** I know I used to talk a lot about freedom of the air, but I was only kidding. But our time’s all sponsored and I can’t cancel. We need money, I mean we’re rendering them a public service.

**Junior Steno:** Quick Watson, the aspirin!

**Cooper:** What are you saying? But this changes everything! Yes, yes, I see. Very well, Bully, just as you say — I mean certainly Mr. Bell, certainly sir. Thank you very much, Goodbye. (Puts down phone. Directly stumps back in his chair. There is a pause).

**Director:** (particularly). Did he—are they?

**Cooper:** Gentlemen—my old friends and associates. The old order changeth, yielding place to new. We’ve had it. I should say that our fight to hold all radio advertising dollars in trust for the people is over. Our struggle to free Canadian radio from the bonds of financial imperialism is lost.

**Director:** You mean—oh you can’t mean—

**Junior Steno:** You heard what the man said.

**Cooper:** The program will be broadcast over CXYZ next Wednesday at 9 p.m.

**Director:** Just as we planned.

**Cooper:** Unfortunately no. There will be one or two changes in the arrangements. The silver microphone will be handed by myself to Mr. Bell. The bottle of ether will also be handed over—

**Director:** But I don’t understand.

**Cooper:** Mr. Bell has just agreed to lease us his station for the program for one million dollars.

**Junior Steno:** Bully for Bully!

**Cooper:** It is even worse. He has already arranged for a sponsor for the program, and, out of the very substantial sponsor’s fee he was able to make me a very attractive offer for our commercial contracts.

**Director:** This is the end.

**Cooper:** Naturally I felt it unwise to refuse under the circumstances. So Mr. Bell is now owner of the CXC.

**Director:** W—what shall we do now?

**Cooper:** Those of you who wish to remain here, do so. The rest could do much worse than follow me to the Lower Dostovian Archipelago where, I understand, there are attractive prospects for starting a “People’s Radio Movement.”

---

**Play Ball**

CKAC, Montreal, will broadcast all Saturday home games of the Montreal Royals’ baseball team throughout the 1947 International League season. Play-by-play description will be given by Michel Normandin.
GREETINGS
to the
CAB!

Sorry we can’t be with you, but have one for me.

Garry Carter
FRONTENAC
BROADCASTING AGENCY
Toronto

GARRY J. CARTER INC.
New York City

CANADIAN
RECORD PROCESSING CORPORATION
Toronto

C.C.F. Government
Airs Farm Broadcasts
"Your Agricultural Representa-
tive Reports": a 15-minute, farm
radio program, is broadcast by
CHRA, Moose Jaw, at 12:30 noon
(MST) five days a week from a
small office in the Agriculture
Department at the Legislative
Building, Regina. Time and tech-
nical facilities are provided to
the government free of charge
by CHRA.

Supervised by Bill Harding,
formerly with the Swift Current
Dominion Experimental Station,
the program features farm news,
scientific information and an-
ouncements of local and provin-
cial interest to farmers. It is a
part of the Saskatchewan Gov-
ernment’s Co-operative Agricul-
tural Extension Program, which
combines the resources of the
Dominion Department of Agricul-
ture, the University of Saskat-
chewan, and the provincial De-
partment of Agriculture to assist
the province’s farmers.

Farm listeners are encouraged
to send queries which often form
the basis of the broadcasts. Over
100 agricultural experts through-
out the province cover every field
of farm activity and their guid-
ance is available in building the
program.

Set Licenses Up
53,173 more receiver licenses
were purchased by Canadians
during the fiscal year, 1946-47,
more than during the previous year,
according to figures released by
the Department of Transport.
Comparative totals are: 1946 —
1,754,351; 1947 — 1,807,921.
A to-
tal of 8,931 licenses were issued
to the blind, charitable insti-
tutions, schools, government,
army and crystal set users.

Round The Clock
CKDR, Winnipeg, last month
commenced a round-the-clock
service, remaining off the air only
from 12 midnight, Sundays to
6 a.m., Mondays, for mainten-
ance purposes. Gordon Lee con-
ducts the midnight-to-7 a.m. "Night
Owl Club," featuring recorded
and transcribed music with five
minutes of news every hour. Lee
is assisted by his wife, the former
Frances Twolridge.

Sponsor Identification
A telephone interviewer calling
a Regina home recently, was told
by the lady of the house she had
listened to a radio address by
Premier T. C. Douglas, where
upon the interviewer asked, "And
who is the sponsor of the pro-
gram?"

May Oust Film Board
A suggestion that the National
Film Board, with its expenditure
of four to five million dollars a
year, be abolished, was made by E. I.
Fulton (PC, Kamloops), during a
budget debate in the House of
Commons. "It may be render-
ing a great service to the Cana-
dian people," he said, "but is not
in effect a luxury we can afford."

Fulton also recommended that
the government form a budget
committee, composed of an en-
gineer, an accountant and two
members of the cabinet, to
investigate the huge government
expenditures.

Station Gives Sport
Trophies
Nine Lupans for junior sports
were recently presented by
CJCA, Edmonton, to the Pee-Wee,
Midget and Juvenile champions
of hockey teams of Edmonton.
The awards were made during a
recent Burgess "Sportcycle,"
with Sheppard, CJCA sports editor.
The trophies will be given for
national competition and are desig-
ned to encourage Edmonton youth
to play hockey.

The Burgess "Sportcycle", best
daily at 12:45 p.m., promotes oth-
er forms of sports, as well as
hockey, including track and field,
shooting, canoeing, golf, tennis,
archery and baseball. Baseball
rule books are distributed annually
for established teams and
schools. Burgess "Sportcycle" is
given for local events and
organized leagues, and assist
experienced managers and coach-
s in the proper management of
the teams.

WEN YOU COME WEST for the
C. A. B.
CONVENTION
— keep a-comin’
and visit beautiful
British Columbia

You’re Welcome In
Vancouver and New Westminster
VISIT CKNWX

Covers THE RICH FRUIT BELT of BRITISH COLUMBIA
EBC BASIC 1000 WATTS
KELOUWA • Okanagan BROADCASTERS LTD.
Our business is selling... selling your product... profitably...

Or you and for ourselves. CFNB does sell... everything from pills

To power plants... for nearly 200 local and national accounts...

With half a million people in the Maritimes. CFNB is the only station

With all of New Brunswick in its primary coverage... and, as a

Bonus, the national advertiser gets primary audience in much of
Nova Scotia... and Prince Edward Island. CFNB is the "doorway to
New Brunswick"... the key to the 3 Maritime Provinces.

CFNB, Fredericton, N.B.

ALL-CANADA radio facilities... Weed & Company, U.S.A.
Public Confused On Radio Issues

Radio in Canada is meeting its responsibilities so well that its services are taken for granted by the public, Doron Bard, promotion manager of CJOR, Vancouver, said in a discussion on "Is Radio Meeting its Responsibilities?" He asked that the public take a greater part in radio by commenting on its performance, which would enable the industry to jog more accurately the wishes of its listeners.

In spite of the fact that radio's responsibilities were nowhere laid down in law, he said, the industry had lived up to standards of performance which reflected credit to the public.

Bard argued that because independent radio survived like any other business, by giving what the public wanted, it obviously would not exist if it were not living up to its responsibilities.

He added, however, that "We will meet our responsibilities even better if we are given a freer hand to operate our stations in the manner in which experience and judgment indicate they should be operated."

Todays, and in the past, responsibilities have been met. Tomorrow, should there be an emancipation from over regulation, they will be met in an ever-increasing degree.

Bard said that public thinking on radio was confused and that neither private stations nor the CJC had tried to spread the background information that would help the formation of sound public opinion.

He noted some of the ways in which radio served its listeners, such as broadcasting news, outstanding speakers and public discussions such as "A Town Meeting in Canada" giving free time to community organizations sending speakers to universities and high school groups, developing local talent, and providing entertainment, international programs and information through advertising.

"Advertising is the great catalyst of our free economy," he said, "through it buyer and seller are brought together with the end product of profit for all."

Would Extend Broadcast Band

Proposals that the standard broadcast band be widened were made at the International Telecommunications Radio Conference at Atlantic City.

The U.S. delegation proposed that the present assignment of 540-1600 kc be enlarged to 550-1605 kc, permitting the lowest and highest assignable frequencies to be 540 kc and 1600 kc with 5 kc guard band at each end. Channels from 510 to 55 would be recommended only for mobile and telegraph use. The U.S. group pointed out that the transmitter sites and power and antenna directivity pattern for stations on 540 kc should be chosen with care "so as not to interfere with the safety and distress functions of the mobile radio service" operating on 500 kc.

Britain proposed an extension to 525 kc, so as to include the 530 and 540 channels. The U.S. and France are in agreement with this proposal but do not wish broadcast assignments beyond 1500 kc. France also wishes to share 50 kc with maritime services, making it available for broadcasting only in the interior. Switzerland has suggested that channels 520, 530 and 540 be available and that the upper end of the broadcast band stop at 13 kc. Czechoslovakia wants channels 1560 to 1670 for low power stations not in coastal areas.

The current Radio Conference is the first to be held since the Cairo meet in 1938. Rome Conference, called in 1942, was never held.

Continue Political Broadcasts

The CBC has announced a prohibitive extension of "The Atlantic Business," a series of free federal political broadcasts which commenced in July, 1944. The series commenced May 21 and will continue until December during which period 30 15-minute broadcasts will be aired. They being allotted as follows: Lakeside Progressive-Conservative, CFGB, and Radio Credit. The CBC has allocated no time for the shorter Progressive party as it is represented in the House of Commons.

"The Nation's Business" is broadcast Wednesdays at 8:30 p.m. EDT, eastern stations and 7 p.m. over western stations, of Trans-Canada network.

Freelance

An article has left famous players where he was radio director to freelance. He is continuing to direct famous players in radio activities, he states, and is also writing and narrating "a new Hollywood news-type presentation" on CPBH for Ob lesen Laboratories.
Van Roberts, who heads up the 1947 Toronto Festival, is caught by the radio as she gives the Canadian Broadcasters' Association an interview on behalf of the Canadian Women's Army Auxiliary. While her husband was hospitalised, she took over management of the festival. She is the mother of six children.

Seal Auto Radios
Canadian and U.S. tourists on auto are equipped with car radio telephones will be the next activity of National Radios' sales department, where the opportunity of building up a new market is again to be exploited. The new U.S. 190 models have all the features of the Canadian models, and will be marketed through the usual distribution channels. National Radios is a division of the National Broadcasting Company.

Find Home and Parents
This is an urgent appeal for the return of the following property:

- A brass lamp, 30 cm. high, with shade, and base of a floral design.
- A silver plate, 20 cm. in diameter, with a floral design.
- A gold watch, 5 cm. in diameter, with a floral design.

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Jobs By Radio

Airing in the Radio Industry, a new employment service for radio, television, and broadcasting workers, is being offered by the American Institute of Electrical Engineers. This service, known as the National Employment Service, is available to all members of the Institute, regardless of their professional qualifications.
Radio in Canada is meeting its responsibilities so well that its services are taken for granted by the public, Dorwin Baird, promotion manager of CFPL, Vancouver, said in a discussion on "Is Radio Meeting Its Responsibilities?" He asked that the public take a greater part in radio by commenting on its performance, which would enable the industry to judge more accurately the wishes of its listeners.

In spite of the fact that radio's responsibilities were nowhere laid down in law, he said, the industry had lived up to standards of performance which it believed it owed to the public.

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Public Confused On Radio Issues

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The U.S. delegation proposed that the present assignment of 530-1600 kc be enlarged to 355-1605 kc, permitting the lowest and highest assignable frequencies to be 540 kc and 1600 kc, with a 5 kc guard band at each end. Channels from 510 to 535 were recommended only for mobile and telegraph use.

The U.S. group pointed out that transmitter sites and powers, and antenna directivity patterns for stations on 540 kc should be chosen with care "so as to not interfere with the safety and distress functions of the maritime mobile service" operating on 500 kc.

Britain proposed an extension to 525 kc, so as to include the 530 and 540 channels. The U.S.S.R. and France are in agreement with this proposal but do not wish broadcast assignments beyond 1560 kc.

France also wishes to share 525 kc with maritime services, making it available for broadcasting only in the interior.

Switzerland has suggested that channels 520, 530 and 540 be available and that the upper end of the broadcast band stop at 1560 kc.

Czechoslovakia wants channels 1560 to 1670 for low power stations not in coastal areas.

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Continue Political Broadcasts

The CBC has announced an indefinite extension of "The Nation's Business," a series of free-to-air political broadcasts which commenced in July, 1946. The new series commenced May 21 and will continue until December 1, during which period 50 15-minute broadcasts will be aired. They are being allotted as follows: Liberal 12; Progressive-Conservative, 1; C.C.F. 6, and Social Credit. 3. C.P. has allocated no time for the Labor-Progressive party as it is not represented in the House of Commons.

"The Nation's Business" is heard Wednesdays at 8:30 p.m. EDT over western stations, and 11 p.m. EDT over eastern stations, of the Trans-Canada network.

---

“INVITATION FROM DOMINION”

Thursday—8:30 to 9:00 p.m. - EDT
with
Jule Faust—Gayle Gordon—the Trio
Four Chorders—Neil McKay Octette
and
CFPL Orchestra

TWO OF CANADA'S FINEST MUSICAL
SHOWS DEVELOPED and PRODUCED
BY CFPL

One more reason why CFPL is
rapidly being recognized as
Western Ontario's most
progressive station

CFPL
LONDON
5000 WATTS — DAY and NIGHT
Find Home and Parents

There’s never a dull moment on Radio Row in Brantford, where CKPC recently assisted in finding the parents of a lost girl and providing accommodation for a homeless family.

On Saturday night, before Mother’s Day, the Brantford Red Cross and Salvation Army requested CKPC to broadcast an appeal for temporary accommodation for a couple and their three young children. A total of 41 calls offering free accommodation were received within 40 minutes of the one broadcast, at which time another announcement was aired by CKPC, advising suitable quarters had been found. The announcement thanked the radio listeners for their kind offers, adding, “It was a grand gesture to this young mother—making tomorrow, for her, a Mother’s Day.”

A pedestrian recently brought four-year-old Gloria Walls to the studios of CKPC when he found the girl on a Brantford street, crying because she had become separated from her parents during a shopping expedition. Contacting police, the studio staff reported the “find” and provided an ice cream cone for the girl. An announcement aired by CKPC was heard by the youngster’s aunt at Millgrove, who phoned the studio identifying the youngster. Police took the girl to her headquarters where, within minutes, the worried parents arrived to seek assistance in locating the girl, only to find she had preceded them. News of the reunion was broadcast by CKPC to relieve listeners’ and relatives’ anxiety.

Employment Service
FOR SERVICE MEN
(Operated without charge for the benefit of returned personnel.)

File OB50—Experienced newspaper gatherer, writer and photographer seeks job in department where he will have opportunity of building local news coverage. At present employed on Ontario city daily, anxious to join station anywhere in Canada where complete local coverage is desired. Age 32, senior citizen, 3½ years RCAF, 7 years newspaper experience. Box 60, Canadian Broadcaster, 371 Bay St., Toronto.

New Transcription House

A new transcription company, TeleRadio Creations Inc., is being formed in Chicago to produce musical transcriptions. M. T. Topper is president of the concern which gives its address as 549 North Michigan Avenue.

Representing...

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<tr>
<th>N.B.S.</th>
<th>CKWS KINGSTON and Frequency Modulation CKWR 5,000 watts 560 kcs.</th>
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<td>CFCH NORTH BAY 1,000 watts 600 kcs.</td>
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<td>CHGB St. Anne de la Pocatiere 1,000 watts 1350 kcs.</td>
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<td>CKEY TORONTO 5,000 watts Day 1,000 watts Night 580 kcs.</td>
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Sales for Stations - Service for Accounts

National Broadcast Sales

Toronto: 2320 Bank of Commerce Bldg., AD. 8895
Montreal: 106 Medical Arts Bldg., FI. 6388

AIEE Meets

The American Institute of Electrical Engineers will hold their 62nd annual summer general meeting at the Mount Royal Hotel, Montreal, June 9-12.

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AIEE Meets

The American Institute of Electrical Engineers will hold their 62nd annual summer general meeting at the Mount Royal Hotel, Montreal, June 9-12.
We introduce, with pleasure, the Managers of the Radio Stations we are proud to represent. Covering the five selling zones of Canada, each station operates independently of the others, yet is linked by common objectives of public service to their respective Communities, besides offering sound programming and alert merchandising to advertisers - and so keeping Radio a leading "selling" medium.
With CKOC's new PROJECTED signal pattern on 5,000 watts, we're beamed to where PEOPLE are, NOT fish! A couple of million people in Southern Ontario—Canada's BIG concentration of important industrial-agricultural population.

Broadcasting Station CKOC extends a hearty welcome to the visitors to the CAB Jasper meeting: The Advertisers, the Agencies, the Broadcasters, and the friends of the Broadcasting industry.

May you have a successful meeting.

Toronto boasts five radio stations. That number should be adequate for our city. It ought to be anyway. However, when I felt like hearing some music of the sort variety the other night, here's what happened. The first station was silent — "after sunset," it seemed. The next one carried a description of the fights. It seemed to me there are enough fights an quarrels already. Besides, I was a regular attendant at the boxin bouts a few years back. My theory consisted of an eerie blood curdling scream of some female. That was that. The fourth station was broadcasting some "stuffy" lecture or discussion. So I pinned my hopes on the fifth which broadcast a play-by-play report of baseball game. That was the one.

Without further ado, I tuned in an American station. I heard the required music alright, but made me wonder if this was one of the reasons so many people do just that. It occurred to me there ought to be some plan scheduling programs so that more desirable variety may found by a dial-twister.

It is interesting to note the gradual yet steady climb of a sort hit-to-be to the point of being hummed or whistled by the majority. It is also interesting, and surprising too, to detect the difference when an arrangement is made. When I was very young and arranging scales and arpeggios as repertoire at the piano consisted of one number called "Count Garden." Eventually of course it became quite proficient at playing this, but it did sound rather polished. While listening to one Sunday, I heard this number played by an orchestra with a special arrangement. What a difference an arrangement makes! To enough it was a recording that there was real effort behind it by real people.

Speaking of records, it would be quite unfair to overlook the Canada programs of records called "Musically Yours." Not only does a listener hear real favor, but the program is intelligently narrated by Elwood Glover. It is not chatty and miscellaneously states a few vital facts about number coming up and lets it there. This half-hour program is recorded as few as few and is listened to by a number of people that I caught my ear one day was "Le Don Fantaisis," a musical set of a London's typical day during war-time. This work interpreted the morning news, hurrying to work, the rush, scream of sirens and the noise of guns, then the "all clear." It included with the peace of even
Community Station Week Brought

**Very forcibly to my attention the importance of station CFOS in our community life. CFOS has done an outstanding job in serving the best interests of this district. Their efforts have consistently "gone beyond the line of duty."**

I trust that the efforts of CFOS are indicative of the 89 community stations across Canada; that being so, I wish the Canadian Association of Broadcasters and its member stations a most constructive and successful convention at Jasper.

E. C. Sargent
Mayor, City of Owen Sound

Pardon Our Smoke!

It's necessary—by rail and by road, more diversified freight originates in Medicine Hat than any other point in Alberta or Saskatchewan.

**Flour**
**Pottery**
**Glassware**
**Linseed Oil**
**Tile**

IN MEDICINE HAT'S MARKET
Potential Buyers Await Your Sales Message

**SEWER-PIPE**
**BRICKS**

R. J. Buss
14 Years in Radio

In Medicine Hat's Market
Potential Buyers Await Your Sales Message

**Chat**
**DOM. NET SUPP.**
**Medicine Hat**
"The Voice of Industry"

All-Canada in Canada — Weed & Co. in U.S.A.
Canadian broadcasters from the Maritimes to the Pacific Coast have long recognized RCA broadcast equipment as the finest there is anywhere. In proof of this tribute to RCA broadcast equipment is the use of that equipment by fifty Canadian radio stations.

RCA Victor is proud to be associated with these fifty radio stations in their splendid and unceasing service to Canadian radio audiences, in providing the best in radio broadcasting for entertainment and education.

Today RCA Victor offers Canadian broadcasters the services of a special research and engineering group for technical consulting advice . . . with complete facilities for supply and installation anywhere in Canada. This special service is fully supported by the vast scientific resources of RCA Victor, plus wide experience in radio techniques over long years of development and progress.

FOR AM-FM TODAY . . .

and Television Tomorrow

LOOK TO

rcaVICTOR

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER
RESERVE ANNIVERSARY PROGRAMS

AN INVITATION

Delegates to the annual meeting of the Canadian Association of Broadcasters who pass through Saskatoon, Saskatchewan, are very cordially invited to visit CFQC.

We shall be delighted to show you our studios which are modern and spacious, our up-to-date equipment and the classy new transmitter building that houses our 5000 watt transmitter.

Our station is in the heart of "THE CITY BEAUTIFUL", a thriving centre through which winds the South Saskatchewan River.

A. A. MURPHY, PRESIDENT

Tours Horse Shows

M. L. "Tory" Gregg, sports-caster and sports organizer of CKNX, Winnipeg, started May 24 on a tour of Spring Horse shows in western Ontario points where he will act as emcee and race starter. To date, he has visited Aylmer (May 24); Ingersoll (May 31); Stratford (June 3 and 4); Clinton (June 5); Hensall (June 6) and Linwood (June 7). His future schedule includes Woodstock (June 11); Peterborough (June 13); Hamilton (June 1) and Ancaster (June 18).

Gregg will also attend the Harness Race Meets at Dundalk (June 12); Owen Sound (June 25); Dresden (June 26); Goderich (July 1); Exeter (July 16); Port Elgin (July 23) and Stratford (August 4).

Gregg turned down four bids to go to other centres in order to accept the May 24 show at Aylmer and five bids for the Goderich meet on July 1.

He has also found time to organize 132 ball teams in Western Ontario, indicating over 2,450 ball players have signed their certificates for the 1947 Western Ontario ball season.

The CKNX announce staff has been augmented by Don Hamilton, a veteran of the RCAF and a graduate of the Academy of Radio Arts.

Long Distance Doctorate

The CBC recently recorded the proceedings when the honorary degree of Doctor of Laws was conferred in absentia on Bernard Heimze, Australian conductor, during graduation ceremonies last week at the University of British Columbia. The recordings will be flown to Melbourne where they will be played at official ceremonies at the Australian University, where Prof. Heimze heads the music department. The Australian conductor appeared on CBC programs from coast to coast during recent months, conducting Canada's leading symphony orchestras on route.
If your brand of golf literally stinks, Tho’ you still like a whirl on the links; Conventionally speaking, With breath faintly reeking, We hope you have fun between drinks.

That’s our “pitch”!

Messieurs!

Dans les cantons de l’Est le CHEF radiophonique est sans contredit le poste CHEF GRANBY

Pour “Rating” lisez ELLIOTT-HAYNES

Pour “Results” annoncez un CHEF

Pour “Information” consultez

Radio Representatives Limited

Montréal Toronto

Parliamentary Radio Committee proceedings got under way at distinctly low pitch. First two meetings were purely of “organizational” category. Third meeting saw presentation of reports by A. Davidson Dunton, Chairman of CBC’s Governors, and General Manager Dr. A. Frigon. Both of these were brief, almost terse, and pitched in low key. The reports were confined to remarks on the Promise and Proof of Performance forms, plans for new transmitters, new technical developments, and financial position whatever emphasis appeared in the reports were distinctly on the latter.

Chairman Dunton reported briefly that “promise of performance” forms had been returned by all stations but one (CHEF Summerland). He added: “the majority of stations provided a satisfactory amount of information,” and a short time later said “After consideration, the Board decided to recommend the renewal of all licenses this year, and next March to carefully consider reports on the actual performance of stations.”

Referring to the latter, or “proof” forms, Mr. Dunton said: “On the basis of these reports on actual program performance, checked by the Corporation where necessary, the Board will make recommendations for the next licensing year.”

Both the Chairman and the General Manager reported that finances made it impossible for CBC to consider just yet the requested second French-language network.

Both reports also indicated that construction of new high power stations was fairly well under way. The new CJBC transmitter will be at Hornby. The Chairman’s report revealed some lag in negotiations between CBC and the Manitoba provincial government. He said: “The Manitoba project is not quite as far ahead, partly because of the need for some staggering of the work of the Engineering Department, and partly because we still do not know whether or not we shall be able to make arrangements to take over station CKY from the Manitoba Government. In any case, the Corporation is going ahead with its project of a 50 kw transmitter near Car...”

This point was to be picked up at the next meeting by E. G. Han- sell, Social-Credit committee man from MacLeod, Alberta. Mr. Han- sell thought it rather unreasonable that ownership should be permitted Manitoba, denied to all other provincial governments.

Chairman Dunton’s report on FM developments was extensive, factual, and extremely objective. He outlined the FM proposals already released to the Canadian Association of Broadcasters, word for word. Later, he added: “There have been productive consultations with private stations on these questions of FM and I think it is right to say that the Canadian Ass- sociation of Broadcasters is in ac- cord with the policies I have out- lined.”

Doctor Frigon reported on CBC’s staff, revenue, and expenses, but in no case did the General Manager go into any great detail. His report showed an operating deficit for the year $7000. This, he said, was before allowing any provision for depreciation and obsolescence.

CBC revenue from license fees was up over the preceding year by $137,000. Commercial revenue was up about $100,000.

In the early part of his report Dr. Frigon said: “As you can see we have not increased our commercial revenues, but they are still keeping away from strictly local merchants busin... and from the very lucrative ness of commercial spot announce- ments.”

On this same point, Mr. Dun- ton’s report had already observed: “It is an axiom in the radio busi- ness that the really remunerative side is not network broadcast, but non-network business.”

In another connection Mr. Dunton said: “The total revenue from stations is probably little, &t. than the revenue of one private station in Toronto.”

Dr. Frigon revealed that 19 employees of CBC had left during the year to seek higher-payed positions elsewhere.

Main theme of both reports starkly obvious: CBC needs money. The reports made a point quite plain; tried to a committee members that the was urgent. Chairman Dunton flatly: “The most serious cost of the Corporation is that of salaries.” Dr. Frigon said: “we were faced with an almost insurmountable position when we try to prepare a budget for 1947-48. Reducing our services to a minimum, holding back very careful improvement, and then adopt a budget with an anticipated deficit of $265,000 of expenditure, yet it was plain that we could not do it. Indeed, very conservative estimates indicated that the Corporation should have been $450,000 up were to be permitted to carry on normally.”

Everything or almost every- thing in both reports was designed to point up this financial situation. Costs of line operation, sales, and new developments techni- cians were mentioned. So was the eral increase of prices and profits.

Both reports indicated that CBC was anxious to secure its increased revenue from CBC rather than commercial revenue. Recommendation was made of the defer last year) that the entire $7000 go to CBC. At present, Depart- ment of Transport deducts costs and as a result, $7000 can be recovered.

The Chairman and the General Manager both made some ment to CBC’s promotion page Dr. Frigon mentioned appointment of Mr. Horace as sales agent for that station.

Questioning at the following meeting was also pitched in a low key; a good many CBC members appeared to be all as to whether they shall questions or not. Tom Re-
eral member from New West-
minster, made some reference to
promise and proof of perform-
ance forms. He gave it as his opin-
ion that listeners should get good
entertainment whether or not this
was from live talent, said good
as were preferable to poor tal-
lent, that talent availabilities were
the same in all areas.

Canadian Association of Broad-
casters appearance was definitely
for June 1 and
venue. Minister McCann,
time, had answered in the
to itself some questions about
broadcasting activities of "Ra-
world". John Diefenbaker had
1. What is the total
ut expended in each of the
30, 1944, 1946 and 1947 to date
the Canadian Broadcasting
oration for (a) advertising,
other purposes in the nature
of public relations? 2. What
24 of the said expenditure
paid to "Radio World" or to
ner or publisher? the
answers read this way:
(a) Year ended March 31:

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<td>March</td>
<td>$31,796.96</td>
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Sum figures cannot yet be de-
d for 1947 because of out-
ing accounts.

cent developments make it
t that Parliament cannot wind
business by June 30, as had
ally been hoped. It is clear
the Commons will not be
gh until July 31 at the very
st, and its sessions may well
ue into the fall. The day of
short session of Parliament
and demand is growing
vision of rules or of sessional

Railroad Radio

Budd Company, of Philadel-
has developed a "radio seat"
will enable railway passen-
g to enjoy individual radio re-
ms as they travel. People sit-
ty by side will be able to
ent programs without inter-
ference. Radio speakers are instal-
led in the seat cushion at ear level
by rotating a dial on the arm-
rest may select their choice of
programs.

Army Station

The service broadcasts such
urch services will be heard
ners, Esquimaux and In-
s of Aklavik, N.W.T., on their
local station, CANB, operated
kcs by the Canadian

The transmitter was built
parts from a dismantled ham-
mer is augmented by a low
short-wave transmitter.

Scene, Yukon, has a simi-
ation, CPWH, powered at 30
likewise Army-operated.

Welcome Delegates to the
C.A.B. CONVENTION

JASPER PARK LODGE

See the MARCONI FM
EQUIPMENT

In Continuous Demonstration

You can depend on Marconi to supply
everything for your FM station .
from microphone to antenna. Marconi
engineers will help you with your plan-
ing down to the last detail and deliver
a unit installation which will meet the
most rigid requirements of your particu-
lar site and coverage.

Make it a must to see and hear the
Marconi FM demonstration at the Con-
vention!

MARCONI STUDIO CONSOLE
TYPE AB-11

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

Distorion—Root sum square of
all harmonics up to 24 Kc's with-
in the range of 30,000 cycles
does not exceed 1% of the fun-
damental.

Noise and Hum—At least 65 db
below signal level.

Input Impedance—Microphones
30, 50, 200 and 250 ohms. Tran-
scription turntables—10,000 ohms.

Output Impedance—Programme
amplifier—two 200 ohms output
lines.

Monitoring Amplifier—500 ohms
for 3 separate outlets.

Gain—100 db.

Power Output—Monitoring ampli-
fler 8 watts.

CANADIAN MARCONI COMPANY
Established 1903

MARCONI BUILDING - MONTREAL
Vancouver Winnipeg Toronto Halifax St. John's, Nfld.

MARCONI - The Greatest Name in Radio
"BUT, HONEST, HONEY —
I Was Just Out
'Representin'
— WESTERN CANADA'S
MOST AGGRESSIVE STATIONS!"

FLASH!
REGARDS — REGRETS
Unable to be with you at Jasper
----- See you at Minaki!
"TONY" MESSNER.

CKCK Awards
Musical Scholarships
$575 in prizes were awarded to winners of the annual scholarship audition series, held recently by CKCK, Regina. Audrey Johnston of Regina was the grand prize winner, receiving a $200 musical scholarship, while five other musicians received awards of $75 each. They were: Elinor Chisholm, pianist; Joan Gabriel, pianist; Helen Hajnik, mezzo-soprano; Marion Northrop, violinist; and Irene Schmidt, violinist.

The audition series was organized by CKCK to promote and encourage local talent. A total of 17 artists were heard on 16 broadcasts, while the six winners were chosen to appear on the final broadcast.

False Alarm
"Come out with your hands up!" were the words a Winnipeg woman heard when someone lifted the receiver as she phoned her local drug store. Hanging up immediately, she called the police. A cruiser and several policemen, despatched to the address given by the anonymous caller, entered the building only to find everything in order. The druggist explained that his radio had been turned on when the woman called and he was listening to a "cops-and-robbers" drama.

CAHA Commissioner
Foster Hewitt, Toronto sportscaster, has been reappointed radio commissioner of the Canadian Amateur Hockey Association. Assistant commissioner, to be elected in western Canada, remains to be chosen.

The CAHA has approved a resolution which will permit stations broadcasting games of a hockey team throughout the season, broadcast playoff games without charge.

Horror Shows Harmless Psychiatrist Says
None of the 14,000 children examined by the New York Board of Education's Bureau of Guidance had any problems connected with radio, according to Dr. S. H. Peppard, psychiatry acting director of the bureau. He spoke last month to the Bureau, which supplies the required excitements and adventure for children but believed that it has not influenced children in the wrong manner.

The doctor also described the types of people who complain about radio. First, there is the "lunatic fringe" which disapp

Broadcast Representatives Limited
LINDSAY BLDG. WINNIPEG, MAN.

Western Canada Representatives for
Imperial Radio Productions

Welcome to the West
C. A. B.
We'll be glad to see you in Vancouver too
RADIO JOINS SEARCH FOR TCA PLANE

Res. MacIntyre (right) chief editor of CKNW, New Westminster, is seen in the flying control room at Western Command, Vancouver, during the search for the TCA plane which disappeared when an engine failed during a flight from Sea Island to Victoria. Ahlum Stewart, second in command of WAC, pointing out the radar search area. Debris of the search were picked up during a 15-minute broadcast. At the same time all Hams, of CKNW technical staff, was up with one of the search planes doing a story on recorder.

List Aid From Hams

A force and TCA officials asked amateur radio operators to assist them.

During the search, a voice was picked up on up-country telephone lines, saying, "Hello. Vancouver, this is the missing TCA plane."

Technicians were unable to explain the origin of the message, which was repeated several times. Later, authorities asked any amateurs who discussed the mystery over the air to report the fact, so that their conversations might be checked against the message heard on the phone lines.

An RCAF spokesman commented that it was known that amateur radio operators were of the highest integrity, and that none would deliberately hold a conversation which would give rise to rumors.

Station List

A complete list of broadcasting stations in Canada is available from the Radio Division, Department of Transport, Ottawa, for a small charge. As of April 28, the list shows a total of 114 broadcasting stations and 33 short-wave broadcasters operating in the country. There are 103 standard broadcast and 8 short-wave stations, privately owned, while 10 operate 11 broadcast and short-wave transmitters. Supplementary lists are issued by the Department of Transport, showing stations, deletions, changes, power, frequency, ownership and other vital data.

Corbett Bureau Uses US Radio

Thirty-nine spot announcements teg aired on five US stations adjacent to the Manitoba border, appealing that pioneer's helps for fishing and vacation. Sponsored by the Manitoba Government Tourist and Publicity Bureau and announced by regular CBC commentators, the appeal was used over a wider area if the present campaign is successful.

Hams Aid RCAF

Sixty or 70 radio hams in the Montreal area have voluntarily organized to assist fliers of RCAF Auxiliary Squadrons 401 and 438 flying within 100 miles of Montreal. The Air Force amateur radio system which was organized last month, will undoubtedly save many lives and aircraft by keeping vigil at their receivers and transmitters, according to Sir Arthur Harris, RCAF Director, who recently visited Montreal and delivered the inaugural speech.

CGE Receives TV Program

The first known television program received in Canada was witnessed last month at the General Electric Company's offices on Chatham Street West, Windsor, when an experimental program from the Detroit News station, WWJ, was broadcast. A frequency converter was used to couple the 50-cycle TV receiver to Windsor's 25-cycle power supply. The three short subjects which comprised the program were clearly seen and heard.

Dear Mr. Timebuyer:

The radio industry gets together again in convention assembled...and there are a lot of trite things I could say here, about fellowship, and unity, and exchange of ideas, and whatnot.

They're all TRUE, too; conventions are swell inventions...and my lip's hanging down a mile because this is the one I'll miss.

In the accustomed fashion, I'd like to salute fellow-bROADCASTERS; our co-workers, the reps; the boys and girls of the agencies, and all of you whose stake in radio, stemming from what branch it may, brings you together at Jasper Park.

Yours very truly,

Stew Chapman

CSO-GD

STATION MANAGER

AN ALL-CANADA STATION

REPORT TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

Greetings to the Canadian Association of Broadcasters on the occasion of their annual convention at Jasper Park.

Elliott-Haynes Limited

Sun Life Building
MONTREAL

515 Broadview Ave.
TORONTO

(Continuous Radio Audience Measurements Since 1941)
A strong stand against the use of racial jokes on the air has been taken by "Variety". Under the heading, "Stop Racial Jokes On the Air", radio entertainers and writers are taken to task.

"We're ryhming our good wishes—

May each and every one of you

We wish—

Good luck — CJAD!

SCHROTER BROTHERS
announce that

Station CJIB
VERNON, B.C.

serving eighteen thousand radio homes in the wealthy OKANAGAN VALLEY

will open

August 1st

1000 Watts 940 Kes.

National Representatives:
Horace N. Stovin & Co.

Montreal Toronto Winnipeg
CAB Meet To Have Own FM Station

Eight equipment manufacturers
and an unnamed number of transcrip-
tion concerns are co-operating
during the CAB Convention in Jas-
per next week in what is believed
to be Canada's first non-satellite
FM broadcasting station. A Mar-
comi transmitter will operate in
Jasper Park Lodge, and, accord-
ing to Harry Dawson, "bungalows
and rooms occupied by the private
broadcasters will be equipped with
FM receivers."

Dawson points out that aside
from giving 14 hours daily enter-
tainment for the four days start-
ing June 8, the FM station will
provide quick liaison with dele-
gates.

Contributions towards program-
ing this experiment in FM will be
made by all transcription com-
panies, and the following manu-
facturers are contributing the
transmitter, and other sending
and receiving equipment: Canadian
Marconi Company Ltd., Federal
Electrical Manufacturing Company
Ltd., Northern Electric Company
Ltd., RCA Victor Company Ltd.,
Canadian General Electric Com-
pany Ltd., Presto Recording Cor-
poration, Collins Radio Equipment,
Rogers Majestic Ltd.

Co-ordinator of the project is
Vic George, Whitehall Broadcast-
ing Ltd., Montreal.

---

FOR SALE RESULTS
INCLUDE CJOC IN
YOUR APPROPRIATION

CJOC
Lethbridge, Alberta
Now 5000 Watts

---

BROADCASTING...

Everything for your
Broadcasting Station...

Consult Northern Electric
for all your requirements
from microphone to antenna.

Northern Electric
Company Limited
25 BRANCHES ACROSS CANADA

---

A NATIONAL ELECTRICAL SERVICE.
To sell itself to the listening public, FM needs more than technical excellence...it must add to its higher quality that elusive element known as Showmanship. To FM, the STANDARD LIBRARY offers both Quality and Showmanship...Quality assured by the highest technical* standards of recording, and Showmanship which enhances outstanding "names" with inspired production. This combination has won for the Standard Library its unqualified leadership in the AM field, serving more stations than any other service, and now doing the same outstanding job for FM broadcasters.

*Guaranteed to meet all present and future requirements for FM.
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<td>[A. J. Messener in Winnipeg] All-Canada</td>
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Exclusive Canadian Representative

PRESTO RECORDING EQUIPMENT

The unquestioned quality supremacy of Presto equipment is responsible for its use by Canadian Broadcasting Corporation, the major American networks and all the bigger independent stations and recording studios throughout the continent. In Canada, we are the sole representatives of this famous equipment.

WALTER P. DOWNS LIMITED

MONTREAL

624 DOMINION SQUARE BUILDING

High Fidelity Recordings

In this beautiful studio produced the recorded transcriptions for over fifty of the larger Canadian radio advertisers as well as all the Advertising Agencies with offices in Montreal.

Fully equipped with a Nord- chord, Steinway Grand Piano, Electric Organ and Leslie bratone, this studio is headquarters for most first class transcribed radio shows in Canada.

Advertisers Recordings Limited also operates a direct service, subscribed to by the larger Advertising Agencies, which enables them to listen in the privacy of their own office to programs originating anywhere.

Operating through Advertising Agencies Exclusively

ADVERTISERS RECORDINGS CO.

624 DOMINION SQUARE BUILDING, MONTREAL
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**ONTARIO**

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### NEW BRUNSWICK
- Fredericton: CKNB, All-Canada, Weed & Co., Adam Young, World.
- Sackville: CBA, CBC, World.

### PRINCE EDWARD ISLAND

### NOVA SCOTIA
- Windsor: CFAB, J. L. Alexander, Adam Young, A. M. Bishop, World.

---

**Never A Dull Moment!**

MEETING PLACE FOR THE INDUSTRY AND ITS SPONSORS

$3.00 A YEAR

$5.00 FOR 2 YEARS

CANADIAN BROADCASTER

371 Bay Street - Toronto 1
Most Powerful Signal

**Calgary's**

**Most Popular Station**

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**Representatives**

All Canada Radio Facilities

5000 Watts

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* Average Field Intensity measurement, in millivolts per meter, at seven representative locations, May 1947.
* Average rating, Elliott-Haynes' Surveys...March nighttime, April daytime, 1947.
Congratulations To Our Mr. Diespecker

COLUMBUS AWARD
A First Award in the Local Station Classification at the Eleventh American Exhibition of Education by Radio, given to Dick Diespecker and CJOR for "The March of Progress" drama series—broadcast as a public service by CJOR in 1946.

BEAVER AWARD
Dick Diespecker won the Canadian Broadcaster's 1946 Beaver Award for Program Production.

"VARIETY" Honorable Mention
No Canadian station won a Variety Showmanagement Award this year, but CJOR and Dick Diespecker rated a noteworthy Honorable Mention. Variety said: "CJOR Vancouver really blew the lid off last April for inauguration of new 5 kw transmitter. Station's production manager, Dick Diespecker, a man of considerable talents."

Dick Diespecker's high honors bring distinction to himself and to CJOR. They reflect too upon the capable and experienced staff of producers, musicians, announcers, writers and technicians employed by CJOR—for without whose presence and co-operation these awards could never have been won.

In British Columbia

**CJOR**

is

The "Production-Minded" Station

500 K.C. 5,000 Watts

Rep.: H. N. STOVIN & CO.

ADAM J. YOUNG JR. INC.

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**STATIONS OF THE CBC NETWORKS**

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**Quebec—Canada's LARGEST province—produces Field Crops to the value of $134 millions and manufactures products—from chemicals and metals to mineral waters and sugar—totaling $2,829 millions. Its population is now $4.7 millions, and has DOUBLED within 40 years. Tell YOUR story to Quebec's prosperous Money-11 by Radio—you can do it effectively and economically through these radio stations.**

---

**Jean Baptiste says**

JOS. A. HARDY & CO. L’ÉD.

1405, PEEL ST. 39, ST. JOHN ST. 80, RICHMOND ST. WEST
MONTREAL QUEBEC TORONTO

Tel: Harbour 2515 Tel: 3-6093 Tel: A60482

For Information, Rates, etc., telephone, wire or write to:
## NATIONAL SALES REPRESENTATIVES

### CANADA

<table>
<thead>
<tr>
<th>City</th>
<th>Address</th>
<th>City</th>
<th>Address</th>
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<tbody>
<tr>
<td>Toronto</td>
<td>100 Adelaide St. W.</td>
<td>Toronto</td>
<td>1405 Peel Street</td>
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<tr>
<td>Montreal</td>
<td>Drummond Building</td>
<td>Montreal</td>
<td>P.O. Box 341 Upper Town</td>
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<tr>
<td>Winnipeg</td>
<td>Victoria Building</td>
<td>Winnipeg</td>
<td>University Tower Building</td>
</tr>
<tr>
<td>Calgary</td>
<td>Dominion Square Building</td>
<td>Calgary</td>
<td>Jack Slatter</td>
</tr>
<tr>
<td>Vancouver</td>
<td>Southam Building</td>
<td>Vancouver</td>
<td>Dominion Square Building</td>
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<td>A. J. Messner</td>
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<td></td>
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<td>Wilf Dippie</td>
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<td></td>
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<td></td>
<td>William Wright</td>
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<td></td>
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<td>Walter A. Dales</td>
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### UNITED STATES

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<th>City</th>
<th>Address</th>
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<tr>
<td>New York</td>
<td>220 Fifth Ave.</td>
<td>Chicago</td>
<td>20 E. Jackson Blvd.</td>
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<td>Detroit</td>
<td>716 Transportation Blvd.</td>
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<td>Hollywood</td>
<td>Taft Blvd.</td>
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<td>San Francisco</td>
<td>661 Market</td>
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<td></td>
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<td>Chicago</td>
<td>360 N. Michigan Ave.</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>Widener Bldg.</td>
<td>Pittsburgh</td>
<td>Hotel Keystone</td>
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<td></td>
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<td>New York</td>
<td>266 Madison Ave.</td>
</tr>
<tr>
<td>Chicago</td>
<td>35 E. Wacker Dr.</td>
<td>Chicago</td>
<td>684 S. Lafayette Pk. Place</td>
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<tr>
<td>Los Angeles</td>
<td>68 Post St.</td>
<td>San Francisco</td>
<td>68 Post St.</td>
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<td></td>
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<td>New York</td>
<td>350 Madison Ave.</td>
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<tr>
<td>Chicago</td>
<td>203 N. Wabash Ave.</td>
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<td>68 Post Street</td>
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<tr>
<td>San Francisco</td>
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<td>San Francisco</td>
<td>1085 Monadnock Bldg.</td>
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<td>Atlanta: Healey Bldg.</td>
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<td>New York</td>
<td>11 W. 42nd St.</td>
</tr>
<tr>
<td>Chicago</td>
<td>55 E. Washington St.</td>
<td>Chicago</td>
<td>448 S. Hill St.</td>
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<tr>
<td>Los Angeles</td>
<td>448 S. Hill St.</td>
<td>San Francisco</td>
<td>Mills Building</td>
</tr>
</tbody>
</table>

### THE PEAKS REFLECT WARMTH FROM A SETTING SUN. THE SUNWAPTA RIVER TURNS GOLD AND SILVER IN THE TWILIGHT. IT'S A WELCOME COSE WARMER THAN ANY WE CAN SEND.

**The peaks reflect warmth from a setting sun. The Sunwapta River turns gold and silver in the twilight. It's a welcome core warmer than any we can send. It's a spot you should see while in Jasper.**

---

Sunwapta Valley and River—Harry Rowed

SUNWAPTA BROADCASTING COMPANY

CFRN

5,000 WATTS—EDMONTON-DOMINION NETWORK
RADIO STATION C.H.V.C.

ONE THOUSAND WATTS

NIAGARA FALLS

May 21st, 1947.

Directors and Members of the
Canadian Association of Broadcasters,
Jasper, Alberta.

Gentlemen:
I know you will forgive a first-year member's inability
to attend the deliberations of the 1947 general meeting.
We hope that old Doc RCA will have delivered a healthy,
bouncing baby boy here in the Falls by the time you
foregather, and we CHVC folks will be as busy as any
proud parents with a twenty-four hour feeding schedule.
Our regrets are most sincere, for we have a very direct
interest in attending this year's meeting. Briefly, we
want to extend to you in our most enthusiastic manner,
a pressing invitation to hold the 1948 annual convention
in Niagara Falls.

Our attractions as a tourist and convention center are of
world-wide prominence. In a practical sense we have
every facility here to accommodate a convention of the
least to the greatest magnitude. Our famous General
Brock Hotel is adding two stories this year.

There are so many reasons why Niagara Falls is the con-
vention capital of North America. Everywhere here you
will be treading on historic ground. The beautiful
Niagara Parks, maintained by the Ontario government,
are unrivalled. Need I refer to the splendour of the
cataract itself?

Every manner of entertainment awaits you in Niagara
Falls, or in adjacent Buffalo. An over-night pullman
will put you in New York. Toronto is two hours away.
Make it Niagara Falls for 1948, gentlemen, and let us
at CHVC introduce you to the broadcasters' paradise,
no fooling!

Yours very sincerely,

RADIO STATION CHVC

B. H. Bedford.
A list of Advertising Agencies Enfranchised by the Canadian Association of Broadcasters, together with their addresses and radio officers

<table>
<thead>
<tr>
<th>Address</th>
<th>Name</th>
<th>City</th>
<th>Province</th>
</tr>
</thead>
<tbody>
<tr>
<td>371 Bay St., Toronto</td>
<td>Ardell Advertising Agency Ltd.</td>
<td>Toronto</td>
<td>Ontario</td>
</tr>
<tr>
<td>37 James St., S. Hamilton</td>
<td>Associated Broadcasting Co.</td>
<td>Toronto</td>
<td>Ontario</td>
</tr>
<tr>
<td>199 Bay St., Toronto</td>
<td>Atherton &amp; Curier Inc.</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>100 Adelaide St. W. Toronto</td>
<td>Baker Advertising Agency Ltd.</td>
<td>Toronto</td>
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<tr>
<td>522 University Ave., Toronto</td>
<td>Cockfield, Brown &amp; Co. Ltd.</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>Canada Cement Bond, Montreal</td>
<td>Dancer-Fitzgerald-Sample (Canada) Ltd.</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>Metropolitan Bond, Toronto</td>
<td>D'Arcy Advertising Agency</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>Elec Railway Chambers, Winnipeg</td>
<td>Ellis Advertising Co.</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>Royal Bank Bond, Vancouver</td>
<td>Erwin Wasey of Canada Ltd.</td>
<td>Toronto</td>
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<tr>
<td>Sun Life Bond, Montreal</td>
<td>Peres Advertising Service</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>4 Albert St., Toronto</td>
<td>Frontena Broadcasting Agency</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>James Fisher Co. Ltd.</td>
<td>Harry E. Foster Agencies Ltd.</td>
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<td>41 St. Catherine W., Montreal</td>
<td>General Broadcasting Co.</td>
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<td>200 Bay St., Toronto</td>
<td>Stewart-Lovick &amp; MacPherson Ltd.</td>
<td>Toronto</td>
<td>Ontario</td>
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<td>Don Bennett Productions</td>
<td>Grant Advertising of Canada Ltd.</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>Dominion Bond, Montreal</td>
<td>F. H. Hayhurst Co. Ltd.</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>Dominion Bond, Montreal</td>
<td>L. J. Heagerty Associates</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>301 Agency Bond, Edmonton</td>
<td>Publicite J. E. Huot</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>Leader Bond, Regina</td>
<td>Hutchins Advertising Co. of Canada Ltd.</td>
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<tr>
<td>103 Church St., Toronto</td>
<td>Imperial Publishing Co.</td>
<td>Toronto</td>
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<tr>
<td>38 King St. W., Toronto</td>
<td>Russell T. Kelley Ltd.</td>
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<tr>
<td>447 Main St., Hamilton</td>
<td>Kenyon &amp; Echard</td>
<td>Toronto</td>
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<td>86 Adelaide St., E. Toronto</td>
<td>Locke Johnson &amp; Co. Ltd.</td>
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<td>90 King St., W. Toronto</td>
<td>MacLaren Advertising Co. Ltd.</td>
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<td>345 Bay St., Toronto</td>
<td>Mason's United Advertising Agency Ltd.</td>
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<td>37 Bay St., T. Hamilton</td>
<td>McGuire Advertising Ltd.</td>
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<td>525 Bay St., Toronto</td>
<td>Metropolitan Broadcasting Co.</td>
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<td>14 McCaul St., Toronto</td>
<td>McConnell Eastman &amp; Co. Ltd.</td>
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<tr>
<td>21 Dundas Square, Toronto</td>
<td>McKim Advertising Ltd.</td>
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<td>254 Bay St., Toronto</td>
<td>E. W. Reynolds &amp; Co. Ltd.</td>
<td>Toronto</td>
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<td>Ronalds Advertising Agency Ltd.</td>
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<td>Ruthrauff &amp; Ryan Inc.</td>
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<td>119 West Pender St., Vancouver</td>
<td>R. C. Smith &amp; Son Ltd.</td>
<td>Toronto</td>
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<td>612 Harrington St., Halifax</td>
<td>Spitzer &amp; Mills Ltd.</td>
<td>Toronto</td>
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<td>311 Bay St., Toronto</td>
<td>Harold F. Stanfield Ltd.</td>
<td>Toronto</td>
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<td>Stewart-Lovick &amp; MacPherson Ltd.</td>
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<td>Grant Advertising of Canada Ltd.</td>
<td>Toronto</td>
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<td>L. J. Heagerty Associates</td>
<td>Toronto</td>
<td>Ontario</td>
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<tr>
<td>302 Veteran Block, Regina</td>
<td>Publicite J. E. Huot</td>
<td>Toronto</td>
<td>Ontario</td>
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<td>294 Portage Ave, Winnipeg</td>
<td>F. H. Hayhurst Co. Ltd.</td>
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<td>1561 Mountain St., Montreal</td>
<td>University Tower Bond, Montreal</td>
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<td>Tandy Advertising Agency Ltd.</td>
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<td>J. Walter Thompson Co. Ltd.</td>
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<td>Vickars &amp; Benson Ltd.</td>
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<td>217 Bay St., Toronto</td>
<td>Wallace Advertising Ltd.</td>
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U.S. Recognized Agencies Have Automatic CAB Recognition in Canada

Mason's United Advertising Agency Ltd.  14 McCaul St., Toronto
McGuire Advertising Ltd.  21 Dundas Square, Toronto
Metropolitan Broadcasting Co.  254 Bay St., Toronto
McConnell Eastman & Co. Ltd.  68 King St., E. Toronto
McKim Advertising Ltd.  330 Bay St., Toronto
E. W. Reynolds & Co. Ltd.  80 Richmond St., W., (H.O. New York)
Ronalds Advertising Agency Ltd.  80 King St., W., Toronto
Ruthrauff & Ryan Inc.  19 Richmond St., W., Toronto
R. C. Smith & Son Ltd.  19 Richmond St., W., Toronto
Spitzer & Mills Ltd.  311 Bay St., Toronto
Harold F. Stanfield Ltd.  675 West Hastings St., Vancouver
Stewart-Lovick & MacPherson Ltd.  137 Wellington W., Toronto
Grant Advertising of Canada Ltd.  103 Church St., Toronto
F. H. Hayhurst Co. Ltd.  137 Wellington W., Toronto
L. J. Heagerty Associates  19 Melinda St, Toronto
Publicite J. E. Huot  353 St. Nicolas St., Montreal
Hutchins Advertising Co. of Canada Ltd.  1244 Dufferin St., Toronto
Imperial Publishing Co.  73 Adelaide St., Toronto
Russell T. Kelley Ltd.  447 Main St., Hamilton
Kenyon & Echard  86 Adelaide St., E. Toronto
Locke Johnson & Co. Ltd.  1244 Dufferin St., Toronto
MacLaren Advertising Co. Ltd.  73 Adelaide St., Toronto
SUN Life Bond, Montreal  447 Main St., Hamilton
SUN Life Bond, Montreal  86 Adelaide St., E. Toronto
Dominion Bond, Montreal  372 Bay St., Toronto
Dominion Bond, Montreal  100 Adelaide St. W., Toronto
Electric Railway Chambers, Winnipeg  217 Bay St., Toronto
Electric Railway Chambers, Winnipeg  100 Adelaide St. W., Toronto
Electric Railway Chambers, Winnipeg  217 Bay St., Toronto
Electric Railway Chambers, Winnipeg  217 Bay St., Toronto
Electric Railway Chambers, Winnipeg  100 Adelaide St. W., Toronto
Electric Railway Chambers, Winnipeg  217 Bay St., Toronto
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Electric Railway Chambers, Winnipeg  217 Bay St., Toronto
Electric Railway Chambers, Winnipeg  217 Bay St., Toronto
Electric Railway Chambers, Winnipeg  217 Bay St., Toronto
Electric Railway Chambers, Winnipeg  217 Bay St., Toronto

A Truly FARM Service

in N.E. Saskatchewan and N.W. Manitoba

ARTHUR OSBORNE, B.S.A. (Man.)
CJGX Director of Farm Services, every week produces 19 1/2 hours of high-rating rural-appeal programs, including "Personalities in Agriculture", "Songs of the Range", "Your Livestock", "The Enquiring Farm Reporter", "CJGX Junior Farmer", "Baby Beef Club", "Science and Seed", and countless other rural features, which combine to make CJGX the dominant Farm and Community Station of the West.

CJGX FARM SERVICE UNIT carries CJGX microphones and recording equipment to Fairs, Field-days, and every event of public interest in its far-flung rural area. Here is how CJGX maintains personal contact with listeners and local advertisers in every nook and cranny of the richest farming district in Western Canada.

These Rural Appeal Programs Attract Listeners to Your Sales Messages in a $100,000,000 Farm Market

CJGX YORKTON
Western Canada's Farm Station

Representatives:
Horace N. Stovin & Co., Toronto, Montreal, Winnipeg
Adam J. Young Jr. Inc., in U.S.A.
CFCY
Charlottetown offers the greatest retail sales market in the Maritimes within its BBM primary area.

- ANNUAL RETAIL SALES TOTAL $118,521,000

- 150 LOCAL ACCOUNTS through our primary area provide local acceptance for national advertisers.

... and the Gaspe Coast with the Largest BBM Circulation of Any Private Station East of Montreal

DOMINION NETWORK
630 KILOCYCLES
5000 WATTS

ISLAND RADIO BROADCASTING COMPANY LIMITED
Reps.: CANADA—All-Canada Radio Facilities.
GREAT BRITAIN—Fremantle Overseas Radio, Ltd.
on CFRB each advertising dollar buys

2,795 potential radio homes after 7:00 p.m.
3,475 potential radio homes between 6 and 7 p.m.
5,195 potential radio homes at other times.

On CFRB you reach more listeners per dollar than any other Toronto station. That’s why CFRB’s advertisers keep on using the station year after year.

Ask them why they stay! Perhaps they won’t quote figures or facts ... but they’ll give you the real answer. They stay because they get results! They stay because they reach more radio homes, more prospects for their product ... selling an audience that’s been growing for twenty years!

REPRESENTATIVES:

UNITED STATES
Adam J. Young Jr., Incorporated
CANADA
All-Canada Radio Facilities Ltd.

CFRB
TORONTO

Looking forward to the next twenty years!