

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 14

25c a Copy — \$3.00 a Year — \$5.00 for Two Years

July 19th, 1947

NEWS in BRIEF

Dates for the Western Association of Broadcasters' annual meeting have been set for September 2nd and 3rd at Minaki Lodge. WAB President Bert Cairns has expressed the hope that by holding this year's western meeting in Ontario, the Association will attract many radio agency men to the meeting. It is also planned to hold a western regional meeting of the Canadian Association of Broadcasters at the same time and place.

CPL, London, is promoting its Sunday Night All-Request program, from 11.45 to 1 a.m., Sunday, by printing request coupons in the *London Free Press*. Readers of the paper fill in the name of their request and sign the form, sending it to the station.

Following the recent resignation of Narcisse Thivierge, CHRC, Quebec City, has announced the following appointments: General Manager, Henri LePage; Commercial Manager, Aurele Pelletier; Program Director, Magella Alain; Secretary-Treasurer, Leon De-

Wackfield Brown & Co., Toronto are handling spot announcements for the Canadian National Exhibition, Toronto, on Canadian and American stations. The Exhibition is being held August 22 to September 6.

WEEF, Granby, P.Q., previously operating on 1200 kcs., has been assigned to 1450 kcs. permanently.

Director Chevigny, author of "Ka, Too, Are Synaesthetic," on page 5 of this issue, appeared on this week's "We, the People" broadcast. As his blindness is of recent origin, he has not learned to read Braille and hesitated over inability to memorize the inter-views. The problem was solved by having him wear earphones with his secretary prompting him through a special microphone set up off stage.

WVCL, Truro, N.S., under the management of J. A. Manning, has joined the Canadian Association of Broadcasters. The new station, assigned to 1400 kcs. with 250 watts, is expected to be on the air in August.

The Board of Governors of the Canadian Broadcasting Corporation will hold its next meeting in Calgary, Alta., on September 8, and 10. It is understood that the Board will meet in private and that the Committee's recommendation for European meetings will be discussed.



—Photo by W. D. Crampton

An average of 20,000 victims of Toronto's Sabbath turn out Sunday evenings to hear Peoples' Credit Jewellers' Community Sing-Song broadcast from Sunnyside Park over CFRB, Toronto, CHML, Hamilton, and CKCO, Ottawa, Sunday evenings, 8.30 to 9.00. Art Hallman's orchestra is the feature attraction, with Vancouver's Terry Dale as singing charmer, CFRB's Michael FitzGerald as announcer and All Best-all, a newcomer to Toronto from Calgary, as emcee. Production is by Maurice Rapkin with MacLaren Advertising Agency in charge.

NOW YOU SEE IT—NOW YOU DON'T Howe Admits Radio Act Outmoded!

Considerable influence may have been brought to bear in the radio committee's flat turn-down of the proposed independent regulatory board by that part of an unsigned brief presented on Department of Transport stationery which read as follows:

"The Canadian Association of Broadcasters' brief represents the Radio Act to be out of date, having been originally devised as a Mariners' aid, intended to govern ship communications. This is entirely ridiculous. The Radio Act was passed in 1938 subsequent to the Cairo Conference. It repealed the original Radio Telegraph Act of 1912, whose provisions did include the control of ship radio communications..."

This statement was read to the Radio Committee on Thursday, June 26, 1947.

Twelve days later, on July 8, 1947, Hansard quotes the following discussion on the floor of the House between the Right Honourable C. D. Howe, Minister of Reconstruction, and Donald M. Fleming (P.C., Toronto-Eglinton).

(It is worthy of note that Mr. Howe, as Minister of Transport, later as Minister of Munitions and Supply, and currently as Minister of Reconstruction, has been the Minister responsible for radio for many years).

"Mr. Howe: I have been over the ground before in the Radio Committee in other years, and in the House. First, the Radio Act; the honorable member speaks about 1938. The Radio Act is about as old as Confederation.

"Mr. Fleming: The Radio Act was passed in 1938.

"Mr. Howe: Amendments to the Radio Act.

"Mr. Fleming: The present act is the Radio Act 1938.

"Mr. Howe: The Radio Act was passed in 1902. If my honorable friend will go back into the records of the Department

of Marine, one of the predecessors of the Department of Transport, he will find the Radio Act very much as it is today...

"Mr. Fleming: If the Minister will permit me; if he will look up the statutes of 1938, he will find that it is not very much different..."

"Mr. Howe: If my honorable friend will read the act of 1902, he will find that it is not very much different..."

It was contended by the Canadian Association of Broadcasters, both in their brief to the Parliamentary Committee and in the series of advertisements run by its member stations across Canada that radio legislation is outmoded.

STICKS AND STONES

Indiscriminate use of the word "Communism" in relation to people who disagree with our political thinking is dangerous and in no way helpful to the cause of freedom unless such charges are supported by definite evidence.

Such unsubstantiated charges were laid by Norman Jaques, Social Credit member for Wetaskiwin, in the House of Commons, July 13.

Men named by Jaques as being Communists were commentators Elmore Philpott and Matthew Halton, whom he charged with doing "their level best to wean away the loyalty of the Canadian people." Richard Stanton Lambert, of the CBC, he alleged "Always supported lifting the ban on the Communist party". Raymond Arthur Davies to whom, he stated, the CBC refers as "Canadian Correspondent in the Soviet Union and CBC Correspondent", is prominent in Communist activities in Canada as "popular leader of the Young Communist League."

Having laid these charges, it is incumbent on Mr. Jaques to back them up with evidence. If they are false, it is to be assumed that the men in question will hasten to deny them publicly.

JUST LOOK AT THESE SHOWS...

- ★ BOSTON BLACKIE ★ GREATEST OF THESE ★ GREEN HORNET
- ★ HAUNTING HOUR ★ PHILO VANCE ★ PLAYHOUSE OF FAVORITES
- ★ FAMOUS PLAYERS ★ WAYNE KING ★ HOUSE IN THE COUNTRY
- ★ SINGING WEATHERMAN ★ KORN KOBBLERS ★ MURDER AT MIDNIGHT
- ★ MOVIE TOWN THEATRE ★ MUSICAL THERMOMETER
- ★ BARRY WOOD ★ CALLING ALL GIRLS ★ EASY ACES
- ★ FRANK PARKER ★ HAPPY THE HUMBUG ★ KENNY BAKER
- ★ MAGIC CHRISTMAS WINDOW ★ MAN WITH THE STORY
- ★ PARENTS' MAGAZINE ON THE AIR ★ REFLECTIONS ★ SUPERMAN
- ★ THREE SUNS AND A STARLET ★ WIFE SAVER ★ TIME TO SING
- ★ HOLLYWOOD OPEN HOUSE ★ LIGHTNIN' JIM ★ WEIRD CIRCLE
- ★ BARBERSHOP HARMONIES ★ COME AND GET IT ★ CATHEDRAL HOUR
- ★ DANGER, DEATH AT WORK ★ DESTINY TRAILS ★ MANHUNT
- ★ NAME YOU WILL REMEMBER ★ LONE RANGER ★ BETTY AND BOB
- ★ MODERN ROMANCES ★ PLEASURE PARADE ★ SONGS OF GOOD CHEER
- ★ STAND BY FOR ADVENTURE ★ THROUGH THE SPORTS GLASS ★ TIME OUT
- ★ VAN DAMME QUINTET ★ FACT OR FANTASY ★ FIVE MINUTE MYSTERIES
- ★ IN HIS STEPS ★ SHADOW ★ BLACKSTONE

... the best in packaged entertainment offered by the top Canadian distributor.

Through All-Canada you have access to the finest talent and production... shows suitable for every time, every purpose... at reasonable cost.

Write or phone the All-Canada Program Man today for brochures, audition programs, availabilities and prices.

ALL-CANADA PROGRAM DIVISION

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



ACCENTUATE
the **NEGATIVE**
by R. O. L.

Few writers, possessed of pride of craft, would permit a manuscript to be committed to paper, a print, in the same condition as goes regularly on the air.

This is a broad statement which will probably burn the ears of many accomplished radio writers, but in my view it is more a charge against radio and advertising as a whole than the writing craft, because radio places more stress on the delivery of its words than on its choice of them.

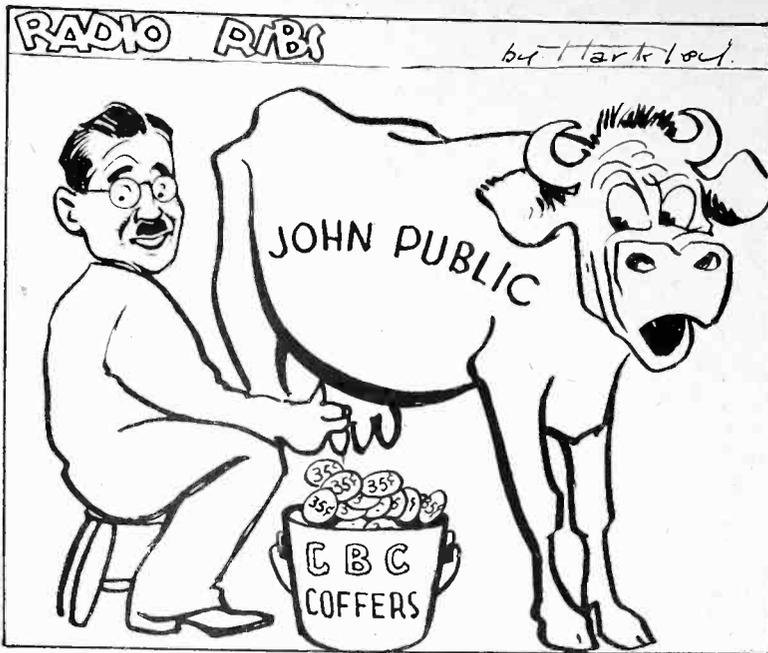
This charge is not aimed so much at writers of dramas as it is at the run-of-the-mill hacking that goes into every spot announcement and every recorded program. Across the country, millions of these words must be written and spoken every day, and all too often

would appear that they are thrown together by whoever happens to be handy, relying on the ability of the announcer or narrator to make the best of them, when the mike is open. Yet is it not a fact that no "speaker" can ever rise above the quality of the words he is called upon to deliver? Obviously the spot-light of publicity falls on the speaker of the words, because it is he or she who fills in its rays, but recognition and encouragement of writers is needed, if the words that are spoken are to earn continued attention, whether it is listeners for a program or "results" for a plug.

There are many cases of men, both agencies and radio stations who have marked ability along writing lines. Yet in too many cases, these skilled craftsmen, who write well because they love to write, are using every device they know to get transferred to other activities, to which they are less suited and less inclined, in which they will make more money.

May I suggest that what the writing department needs — in agencies and radio stations — is more room at the top?

In the course of a year, more than a hundred young men come to this office to get advice on how they may "get into radio." A limited number of these — and I admit that the number is limited—



MILKING TIME!

show definite signs of commercial writing ability, which could be brought out, given proper training and supervision. But where?

Many of today's top newspaper writers had their first taste of ink as copy boys. When they showed the right inclination, they started doing minor assignments, and thence up the ladder. They did not emerge as writers of deathless prose and immortal sonnets. Neither, though, did they labor under the delusion, all too common in radio and its adjunctive activities, that the way to write copy is to bang the be-Jackson out of it, a hundred and fifty a minute, and then pretty it up with an overdose of superlatives.

Radio, it will be said, does not call for polished writing. For success it requires a spontaneous effect which will give it a conversational tone. Agreed. The best example of a man who was able to carry this spontaneity to the microphone was the late President Roosevelt. Will anyone suggest that his "Fireside Talks" were not written and rewritten until they reached the listeners with that natural quality literally polished into them?

It might pay to study carefully the phrasing of a spot announcement, especially if it happens to be in dialogue. See if the words used could possibly emerge from a real life character similar to the one who is speaking. If they do, then they are well-written.

My comparison of radio writing with newspaper writing should not be taken to literally. The technique is quite different. But both have one thing in common. They are supposed to be good.

NO MEDDLING

Control of Canadian radio came under discussion at a recent Timmins, Ont., municipal council meeting. J. P. Bartleman moved a resolution condemning the Canadian Association of Broadcasters' campaign for revision of radio control laws. The motion brought forth the remark from Leo Del Villano that "Councils are formed to run the town—we should not meddle into private fights." Remaining councillors insisted putting the resolution to a vote. It was defeated.



FOR THESE ARTISTS

- Abbott, Laurence
- Barry, Pat
- Bochner, Lloyd
- Bond, Roxana
- Braden, Bernard
- Chadwick, Marjorie
- Cowan, Bernard
- Davies, Joy
- Dennis, Laddie
- Gerow, Russ
- Kelly, Barbara
- Lockerbie, Beth
- Milsom, Howard
- Nelson, Dick
- O'Hearn, Mona
- Owens, Loy
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Wood, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

WANTED
A GOOD MAN

For program director duties in Eastern Station. Bilingual, experienced, able to take over administration periodically. If you're aiming for the top start here. Write, in French, to Box 3065, Canadian Broadcaster, 371 Bay St., Toronto.

Leadership!

TRANS-CANADA NETWORK

CKY

WINNIPEG
15000 WATTS

DOMINION NETWORK

CKX

BRANDON
1000 WATTS

Exclusive Sales Representative
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL

- YESTERDAY
- TODAY
- TOMORROW



Our Guest Speaker is:

HENRY J. LeMOIGNE

Manager, Radio Station CKLN
Nelson, B.C.

"You don't have to spend a terrific sum of money in radio advertising in order to make it pay off—so long as you are consistent.

"We at CKLN would like to tell you a story of consistency. It's a story about John Thom, Manager of Jonella Dry Cleaners in Nelson.

"Shortly after CKLN commenced broadcasting in 1939, a new cleaning establishment was opened. John was sold at that time on a year's contract for a daily spot. Since then he has used that spot consistently year after year to build up what is now not only the largest dry cleaning plant in Nelson but also one of the largest in the entire Kootenay area.

"This daily spot on CKLN has been the backbone of Jonella Cleaners advertising. They give excellent service and fine quality workmanship, and they have told their story every day to the people of Nelson and district through CKLN.

"We're proud to have an old timer like Jonella Cleaners on our station and we're proud too of the job we have done in helping to bring a new business to the top."

HENRY J. LeMOIGNE

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

for these Live Radio Stations

- | | | |
|-----------------|-----------------|-----------------------|
| CJCH Halifax | CHOV Pembroke | CKX Brandon |
| CHSJ Saint John | *CHML Hamilton | CFAR Flin Flon |
| KCCW Moncton | CFOS Owen Sound | CJNB North Battleford |
| CJEM Edmundston | CFOR Orillia | CJGX Yorkton |
| CJBR Rimouski | CJBC Toronto | CKLN Nelson |
| CKVL Verdun | *CFPL London | CFPR Prince Rupert |
| CKSF Cornwall | CKLW Windsor | CJIB Vernon |
| CFJM Brockville | CKY Winnipeg | CJOR Vancouver |
| CJBQ Belleville | CJRL Kenora | ZBM Bermuda |

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

GLASS-BLOWER TELEVISED



The peculiar object on the right hand side of the picture is nothing to do with the man on the left who is wielding the strange apparatus. The blunt nosed object is one of the British Broadcasting Corporation's television cameras, and it is faithfully recording the activities of C. A. Hendley, a blower of scientific glassware.

Hendley can and does blow some thousands of different glass objects, ranging from a large piece of apparatus with an overall length of ten feet used for the distillation of petroleum, down to tiny tubes for precise

scientific experiments. What looks like a string of outside beads on the left of the picture is in reality the first stage of a tube used for the analysis of gas; the hammer shaped article below are parts of stop cocks while the piece of glass he is shaping is a trap tube for use in the laboratory.

ADMEN SEE HUCKSTERS

Sneak previews of the movie version of the admen's shocker "The Hucksters" have brought 2 comment cards according to MGM.

Eleven liked the picture, six wrote "fair," six would have a part of it.

GALLUP EYES RADIO RESEARCH

Canadian Office Hints Interest In Program Content

The Gallup Poll organization aims to invade the radio research field in the United States, according to a story in Variety, date-lined Hollywood, July 8.

Gallup's Canadian headquarters admitted no knowledge of the move, said they would not be entering the radio field in Canada, but implied interest in working on qualitative analyses of program content with which they appear to have been flirting already on an experimental basis.

Gallup is under contract in Canada to a string of newspapers for which he conducts regular opinion polls, and the organization's entry into the broad field of radio research seems improbable, at the moment at any rate.

Corroborating the Canadian office's interest in delving into program content is the statement in Variety's story which says: "... the 'live or die' method of rating will be superseded (in the U.S.) by a table of figures to show how effective a program is against its cost,

instead of listenership. There was some talk", the story continues, "that Gallup would come out with a radar device for his reports (not ratings), but there's still a lot of work to be done, and experiments failed to measure up."

Gallup will issue his report which will be based on telephone, personal interview and the "Televote Machine", once a month and make it available to sponsors, networks and agencies, Variety continues, adding: "four times a year he will issue an audit on the popularity of stars as against the program acceptance, to test their individual appeal". Operations are expected to begin next month.

The "Televote Machine" is a device given to listeners. They hold it while listening to a program, and adjust it to register their likes and dislikes as frequently as they wish. The machines are connected electrically, and the average opinion is charted, in the form of a line or graph, which curves according to the listener's reactions.

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

R. G. LEWIS & COMPANY, LTD., 371 Bay Street, Toronto 1, Canada

Editor: RICHARD G. LEWIS
Production Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
Editorial Assistant: T. J. HOLUB
Photography: AL GRAY

Correspondents
Montreal Walter Dales
Ottawa James Allard
Winnipeg Dave Adams
Vancouver Robert Francis

CCAB

Vol. 6, No. 14

\$3.00 a Year — \$5.00 for Two Years

July 19th, 1947

You Just Can't Win

The degree of seriousness with which the Parliamentary Committee on Radio Broadcasting considered the preparation of its Report to the House of Commons is indicated by the following incident related in the House by E. G. Hansell, Social Credit member or McLeod, Alta.

Mr. Hansell, who in private life is a clergyman, on the day on which the Committee, on which he sat, turned down the proposal for the establishment of an independent body to regulate radio, had been so tied up that he missed his lunch.

Finding that the independent board proposal was at the bottom of the agenda, Mr. Hansell, who has frequently expressed himself as favoring the establishment of such a body, is quoted as saying: "Well, Mr. Chairman, I think I can snatch five minutes to go and get a sandwich and a cup of coffee", to which the Chairman replied: "Yes, I think you can".

Mr. Hansell told the House, who were greatly amused by his story, that he rushed down, had his sandwich and coffee, and, on his return a few minutes later, found that half the members of the committee had left and the others were preparing to go.

Chairman Ralph Maybank told him: "We have the whole thing fixed up". In reply to the astonished member's question about the independent board, the chairman said: "Oh they sat on it; they quashed it completely; they would not have anything to do with it."

Mr. Hansell explained to the House that what he was trying to convey was how carefully the Committee "weighed the evidence that was presented for an independent board."

Recital of these facts, as reported by the press, is sufficient to give credence to the popular belief that the committee is nothing but a mockery, which takes its instructions from the Cabinet as to the recommendations it tables; it indicates the complete futility of attempting to get a democratic disposition of the radio problem so long as the Government, that is to say the Cabinet, does not feel disposed to relax its order-in-council control over radio broadcasting.

By the time this paper reaches its readers, the Liberal majority in the House will no doubt have once again shouted down the protesting voices of the Progressive Conservative and Social Credit members, and another battle will have been lost, not just by radio, but by private business.

It has frequently been said, and rightly, that it would be most unfortunate if the radio question were turned into a political football. No one can deny the truth of this statement. However by its every act in the treatment of the question, the Liberal Government has made it just that.

With this unfortunate fact to face, is it not time that the radio industry quit its policy of political fence sitting, and came out in voluble support of the party or parties which appear prepared to give its case at least a fair trial.

Richard G. Lewis.

Editor.

YOU, TOO, ARE SYNAESTHETIC

By HECTOR CHEVIGNY
Blind NBC Script Writer

Radio has been praised and blamed for much. I'd like to praise it for one accomplishment, for which, I'm sure, no one in radio has dreamed of claiming credit. It has answered one of science's oldest questions, "In just what way do the blind sense the world around them?"

It's disconcerting to learn that what we've always thought of as difficult or mysterious we do practically every day as a matter of thoughtless habit. Hearing that we daily do the equivalent of tight-rope walking or swallowing swords would be a case in point. However, every time we derive dramatic satisfaction from a radio play we duplicate the mental process of a blind individual.

Philosophers and psychologists have speculated on the apparently superacute perceptions of some blind individuals, since Diderot first wrote on the question in 1747. Explanations for the supposed "sixth sense" of the blind have ranged from that of the noted churchman who asserted positively that the blind receive a special divine grace which permits them to perceive as much as anyone else, to the scientist who hazarded the theory that, in the skin, there are little vestigial nerve endings which, in the blind, develop into little "eyes."

Synaesthesia is the name of the mental process denoting the tendency of all sense impressions to coalesce into visual imagery. If, on pressing your thumb along a keen knife blade you have a sensation of "seeing" the edge, you are synaesthetic. Similarly, all sounds, all auditory impressions, coalesce into visual terms.

People whose voices I have heard during the day, impressions of scenes through which I have passed, as transmitted by sound and smell are recalled in my dreams not as sounds, touches or smells, but as formed, recognizable visual dream images.

PLEADS FOR PROGRAM

The following letter, reprinted from the "MONTREAL STAR" for June 19, speaks for itself.

"Sir,—Have you enjoyed and been helped by the little program, "Light at Eventide", that has been on the air each night at nine forty-five? Are we to lose it? I am a shut-in. It has come to mean so much to me. I pray God may open the way for us still to have its comfort and blessing. If everyone who likes it would write to CJAD station, it might help. Please write at once.

"One who needs light at eventide.

E. P."

When, about 20 years ago, we radio script writers were trying to write radio drama, we felt keenly the lack of setting and backdrop, and tried to compensate for it by the device of the narrator, who practically pointed out the position of each actor in every scene. It was felt that the audience would never be able to follow, or at least would never have an adequate picture, if this weren't done. Gradually, in radio, we learned how little description is necessary.

Today the well-written radio play seldom needs a narrator after its beginning. Scene follows scene, with only music to indicate transitions or time-lapses, and with only the sketchiest sounds, such as running automobiles, c l i n k i n g glasses or distant foghorns, to indicate time, place and social atmosphere. And when the "voice stereotypes" are well chosen — when, in short, the casting is expertly done to convey characterization, the illusion of reality is so complete that anything more would be a definite intrusion.

For you, as you listen to the radio play, the synaesthetic imagery called up by the sounds and the voices is entirely valid. Similarly, to the blind individual, the sound and voices he hears form concepts which, for him, are entirely valid.

Our Guest Speaker is:

HENRY J. LeMOIGNE

Manager, Radio Station CKLN
Nelson, B.C.



"You don't have to spend a terrific sum of money in radio advertising in order to make it pay off—so long as you are consistent.

"We at CKLN would like to tell you a story of consistency. It's a story about John Thom, Manager of Jonella Dry Cleaners in Nelson.

"Shortly after CKLN commenced broadcasting in 1939, a new cleaning establishment was opened. John was sold at that time on a year's contract for a daily spot. Since then he has used that spot consistently year after year to build up what is now not only the largest dry cleaning plant in Nelson but also one of the largest in the entire Kootenay area.

"This daily spot on CKLN has been the backbone of Jonella Cleaners advertising. They give excellent service and fine quality workmanship, and they have told their story every day to the people of Nelson and district through CKLN.

"We're proud to have an old timer like Jonella Cleaners on our station and we're proud too of the job we have done in helping to bring a new business to the top."

HENRY J. LeMOIGNE

HORACE N. STOVIN & COMPANY

Radio Station Representatives

for these Live Radio Stations

- | | | |
|-----------------|-----------------|-----------------------|
| CJCH Halifax | CHOV Pembroke | CKX Brandon |
| CHSJ Saint John | *CHML Hamilton | CFAR Flin Flon |
| CKCW Moncton | CFOS Owen Sound | CJNB North Battleford |
| CJEM Edmundston | CFOR Orillia | CJGX Yorkton |
| CJBR Rimouski | CJBC Toronto | CKLN Nelson |
| CKVL Verdun | *CFPL London | CFPR Prince Rupert |
| CKSF Cornwall | CKLW Windsor | CJIB Vernon |
| CFJM Brockville | CKY Winnipeg | CJOR Vancouver |
| CJBQ Belleville | CJRL Kenora | ZBM Bermuda |

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

GLASS-BLOWER TELEVISED



The peculiar object on the right hand side of the picture is nothing to do with the man on the left who is wielding the strange apparatus. The blunt nosed object is one of the British Broadcasting Corporation's television cameras, and it is faithfully recording the activities of C. A. Hendley, a blower of scientific glassware.

Hendley can and does blow some thousands of different glass objects, ranging from a large piece of apparatus with an overall length of ten feet used for the distillation of petroleum, down to tiny tubes for precise

scientific experiments. What looks like a string of outside beads on the left of the picture is in reality the first stage of a tube used for the analysis of gas; the hammer shaped articles below are parts of stop cocks, while the piece of glass he is shaping is a trap tube for use in the laboratory.

ADMEN SEE HUCKSTERS

Sneak previews of the movie version of the admen's shocker "The Hucksters" have brought 23 comment cards according to MGM.

Eleven liked the picture, six wrote "fair," six would have no part of it.

GALLUP EYES RADIO RESEARCH

Canadian Office Hints Interest In Program Content

The Gallup Poll organization aims to invade the radio research field in the United States, according to a story in Variety, date-lined Hollywood, July 8.

Gallup's Canadian headquarters admitted no knowledge of the move, said they would not be entering the radio field in Canada, but implied interest in working on qualitative analyses of program content with which they appear to have been flirting already on an experimental basis.

Gallup is under contract in Canada to a string of newspapers for which he conducts regular opinion polls, and the organization's entry into the broad field of radio research seems improbable, at the moment at any rate.

Corroborating the Canadian office's interest in delving into program content is the statement in Variety's story which says: "... the 'live or die' method of rating will be superseded (in the U.S.) by a table of figures to show how effective a program is against its cost,

instead of listenership. There was some talk", the story continues, "that Gallup would come out with a radar device for his reports (not ratings), but there's still a lot of work to be done, and experiments failed to measure up."

Gallup will issue his report which will be based on telephone, personal interview and the "Televote Machine", once a month and make it available to sponsors, networks and agencies, Variety continues, adding "four times a year he will issue an audit on the popularity of stars as against the program's acceptance, to test their individual appeal". Operations are expected to begin next month.

The "Televote Machine" is a device given to listeners. They hold it while listening to a program, and adjust it to register their likes and dislikes as frequently as they wish. These machines are connected electrically, and the average opinion is charted, in the form of a line or graph, which curves according to the listener's reactions.

RADIO GETS YOUR MESSAGE HOME

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

R. G. LEWIS & COMPANY, LTD., 371 Bay Street, Toronto 1, Canada

Editor: RICHARD G. LEWIS
Production Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
Editorial Assistant: T. J. HOLUB
Photography: AL GRAY

Correspondents
Montreal Walter Dales
Ottawa James Allard
Winnipeg Dave Adams
Vancouver Robert Francis

CCAB

Vol. 6, No. 14

\$3.00 a Year — \$5.00 for Two Years

July 19th, 1947

You Just Can't Win

The degree of seriousness with which the Parliamentary Committee on Radio Broadcasting considered the preparation of its Report to the House of Commons is indicated by the following incident related in the House by E. G. Hansell, Social Credit member for McLeod, Alta.

Mr. Hansell, who in private life is a clergyman, on the day on which the Committee, on which he sat, turned down the proposal for the establishment of an independent body to regulate radio, had been so tied up that he missed his lunch.

Finding that the independent board proposal was at the bottom of the agenda, Mr. Hansell, who has frequently expressed himself as favoring the establishment of such a body, is quoted as saying: "Well, Mr. Chairman, I think I can snatch five minutes to go and get a sandwich and a cup of coffee", to which the Chairman replied: "Yes, I think you can".

Mr. Hansell told the House, who were greatly amused by his story, that he rushed down, had his sandwich and coffee, and, on his return a few minutes later, found that half the members of the committee had left and the others were preparing to go.

Chairman Ralph Maybank told him: "We have the whole thing fixed up". In reply to the astonished member's question about the independent board, the chairman said: "Oh they sat on it; they squashed it completely; they would not have anything to do with it."

Mr. Hansell explained to the House that what he was trying to convey was how carefully the Committee "weighed the evidence that was presented for an independent board."

Recital of these facts, as reported by the press, is sufficient to give credence to the popular belief that the committee is nothing but a mockery, which takes its instructions from the Cabinet as to the recommendations it tables; it indicates the complete futility of attempting to get a democratic disposition of the radio problem so long as the Government, that is to say the Cabinet, does not feel disposed to relax its order-in-council control over radio broadcasting.

By the time this paper reaches its readers, the Liberal majority in the House will no doubt have once again shouted down the protesting voices of the Progressive Conservative and Social Credit members, and another battle will have been lost, not just by radio, but by private business.

It has frequently been said, and rightly, that it would be most unfortunate if the radio question were turned into a political football. No one can deny the truth of this statement. However, by its every act in the treatment of the question, the Liberal Government has made it just that.

With this unfortunate fact to face, is it not time that the radio industry quit its policy of political fence sitting, and came out in voluble support of the party or parties which appear prepared to give its case at least a fair trial.

Richard G. Lewis.

Editor.

YOU, TOO, ARE SYNAESTHETIC

By HECTOR CHEVIGNY
Blind NBC Script Writer

Radio has been praised and blamed for much. I'd like to praise it for one accomplishment, for which, I'm sure, no one in radio has dreamed of claiming credit. It has answered one of science's oldest questions, "In just what way do the blind sense the world around them?"

It's disconcerting to learn that what we've always thought of as difficult or mysterious we do practically every day as a matter of thoughtless habit. Hearing that we daily do the equivalent of tight-rope walking or swallowing swords would be a case in point. However, every time we derive dramatic satisfaction from a radio play we duplicate the mental process of a blind individual.

Philosophers and psychologists have speculated on the apparently superacute perceptions of some blind individuals, since Diderot first wrote on the question in 1747. Explanations for the supposed "sixth sense" of the blind have ranged from that of the noted churchman who asserted positively that the blind receive a special divine grace which permits them to perceive as much as anyone else, to the scientist who hazarded the theory that, in the skin, there are little vestigial nerve endings which, in the blind, develop into little "eyes."

Synaesthesia is the name of the mental process denoting the tendency of all sense impressions to coalesce into visual imagery. If, on pressing your thumb along a keen knife blade you have a sensation of "seeing" the edge, you are synaesthetic. Similarly, all sounds, all auditory impressions, coalesce into visual terms.

People whose voices I have heard during the day, impressions of scenes through which I have passed, as transmitted by sound and smell are recalled in my dreams not as sounds, touches or smells, but as formed, recognizable visual dream images.

PLEADS FOR PROGRAM

The following letter, reprinted from the "MONTREAL STAR" for June 19, speaks for itself.

"Sir,—Have you enjoyed and been helped by the little program, "Light at Eventide", that has been on the air each night at nine forty-five? Are we to lose it? I am a shut-in. It has come to mean so much to me. I pray God may open the way for us still to have its comfort and blessing. If everyone who likes it would write to CJAD station, it might help. Please write at once.

"One who needs light at eventide.

E. P."

When, about 20 years ago, we radio script writers were trying to write radio drama, we felt keenly the lack of setting and backdrop, and tried to compensate for it by the device of the narrator, who practically pointed out the position of each actor in every scene. It was felt that the audience would never be able to follow, or at least would never have an adequate picture, if this weren't done. Gradually, in radio, we learned how little description is necessary.

Today the well-written radio play seldom needs a narrator after its beginning. Scene follows scene, with only music to indicate transitions or time-lapses, and with only the sketchiest sounds, such as running automobiles, c l i n k i n g glasses or distant foghorns, to indicate time, place and social atmosphere. And when the "voice stereotypes" are well chosen — when, in short, the casting is expertly done to convey characterization, the illusion of reality is so complete that anything more would be a definite intrusion.

For you, as you listen to the radio play, the synaesthetic imagery called up by the sounds and the voices is entirely valid. Similarly, to the blind individual, the sound and voices he hears form concepts which, for him, are entirely valid.



**First In The Field
AND
First In The News**

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

**News With
Largest
Commercial
Sponsorship**

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

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

**HEAD OFFICE:
231 St. James Street
MONTREAL**

Oppose Regulatory Board Now

Committee Proposes Extended License Term But Tighter Scrutiny

Broadcasters experienced mild but pleasant surprise at several of the recommendations of the Radio Committee tabled in the House of Commons Tuesday, July 8.

While the plea for an independent regulatory body to replace the Regulations Department of the CBC was definitely denied, it is felt that the phrasing of the denial in the committee's report left the door open for future appeals. Also three recommendations were made which were along the lines of what was sought in the CAB brief. These were: CBC board meetings to be held in public when dealing with regulations and licenses; raising of the 5 kw. power ceiling under certain circumstances; and extension of the licensing period of the stations from one to three years, with, however, closer scrutiny by the CBC of applicants' merits before renewals are granted. The committee also recommended a modification of the present multiple-ownership regulation.

On the other side of the ledger, the committee recommended that the Department of Transport consider increasing license fees now paid to that department by broadcasters; it urged the CBC governors to give consideration to "measures and recommendations" encouraging the use of Canadian talent instead of recordings. It also proposed that the Radio Committee be made a standing committee to sit annually, and examine the operation of the CBC.

Hardest to take was the open threat expressed in the report,

by the recommendation that the CBC and the Department of Transport should take into consideration the refusal of some stations to supply information required in "promise of performance" questionnaires when considering license renewals.

The committee also recommended that newspapers be treated the same as other applicants for broadcasting licenses.

Give CBC Collection Costs

In an interim report, tabled Friday, July 4, the committee recommended that the CBC be given full revenue from the \$2.50 annual license fee. The CBC, which told the committee it needed more revenue to carry on its existing services, now pays collection and administration costs and nets about \$2.15 a license. (The estimated gain to the CBC is an annual revenue of around \$550,000).

Refuse New Body

Referring to the CAB and CDNA requests for a new body independent from the CBC to license and regulate radio in Canada, the report stated: "your committee has given very careful consideration to the proposals for a separate regulating board, and has also received numerous arguments from other bodies, such as trade unions, agricultural organizations, co-operative societies, and the like, in opposition to those proposals, to which also the committee has given careful consideration. . . ."

"The committee recalls that it stated in its report to Parliament last year that the functions of the two types of radio service are different; one, the

private stations, being designed to serve community interests, and the other, the Canadian Broadcasting Corporation, designed to serve the whole of Canada by chain broadcasting and that these two types of radio service should be complementary to each other. The area of competition is small and your committee believes that private stations are not in danger from Canadian Broadcasting Corporation regulation.

"... your committee is not prepared at the present time to suggest any fundamental change in radio regulation. The national broadcasting system is still in the transitional and development stage, and the principles underlying its institution have the same force today as when the decision to establish it was made. Notwithstanding arguments advanced, we do not feel justified under all the circumstances in recommending fundamental change now."

Board Meetings in Public

Presenting its recommendation that the CBC board of governors hold public sessions "when hearing representation on matters of licenses or regulations, the brief continued to outline that: "among other advantages, the procedure should make more clear to the public and to private stations the respective functions of the board of governors and the management of the CBC. Such procedure would necessarily involve the publishing of CBC recommendations to the licensing authority on licensing matters.

"Your committee also believes that after hearing such representations, the board of governors should give statements of its decisions and the reasons for them."

Would Up Broadcasters' Licenses

The committee advocated to the Licensing Authority (Dept. of Transport) that "consideration be given to a revision of the fees presently being charged", because "private broadcasters may not be paying large enough fee for the part a monopoly in broadcasting which is granted to them.

"From a revenue point of view", read the brief, "the private stations would seem to be in a not unhappy condition. On the whole, your committee is impressed with the fact that radio broadcasting is in mo-

cases a quite lucrative form of private business. Some stations may not have made a profit, but in the main, the private stations have substantial surpluses."

Extend License Term

The committee viewed sympathetically the old plaint of the private stations that their licenses are only granted for periods of one year. "Your committee believes that there is much to be said in favor of a longer license period," the report said, "and believes it would be better to grant licenses for say three years".

A rider was put on this concession by the statement that it should be understood that the committee is not recommending, in case a greater security of tenure is given, that such longer license period would in any way prevent the revocation of a license for use.

Renewal of licenses should be made, said the report, only after the Transport Department and the CBC have examined most carefully, and certainly more carefully than hitherto, the manner in which the licensed broadcaster has been serving the public over the air channel which had been granted him to use."

Threats of Suspension

The report supported the action of the CBC board of governors in warning some independent stations that their refusal to supply information required in "promise of performance" questionnaires would be taken into consideration when renewal of licenses is being discussed.

"Your committee", the report added, "is of the opinion that, considering the activities of private stations in carrying out their duties as trustees of radio frequencies, particular attention should be paid to the amount of broadcasting devoted to community activities; to talks and discussions of public affairs; to provision for the expression of different viewpoints, to the use of local talent; and to the abuses of over-commercialism.

"Your committee is of the opinion that many local stations could and could do more than they are doing to foster the development and maintenance of Canadian talent.

"Your committee believes there has been an increasing

tendency for private stations to rely too greatly on imported recordings and transcriptions. It believes that the board of governors should give more consideration than it has been giving to measures and recommendations encouraging the use of Canadian talent by private stations."

Newspaper and Multiple Ownership

In saying that newspapers should be treated as other applicants for broadcasting licenses, the committee said it was not in favor of any "absolute prohibition of the ownership by one person of more than one broadcasting station.

"The committee is appreciative of the desire to prevent a too great concentration of control of radio broadcasting into the hands of one or of a few people", the report continued. "Nevertheless, the committee would not advise going so far as to prohibit what is called multiple-ownership.

"It recommends that when applications for radio licenses are made, that if there are satisfactory applicants who are not already licensees, a preference should be given to such applicants over the applicant who is already the owner of one or more other licenses."

Encourage Experimentation

The committee supported the view of the CBC that public monies should not be spent on experimental television work here pending further developments in other countries.

"Your committee favors every opportunity being given to private experiments provided always that the interests of the listening and 'viewing' public are carefully kept in mind", said the report.

"People should not be allowed to obtain television or any broadcasting rights merely with a view to holding them against the time when it may become profitable to put them to use", it added.

Report Not Unanimous

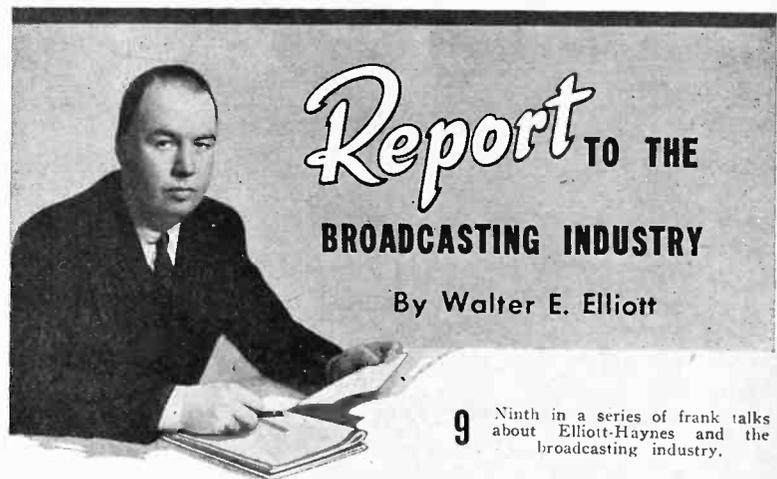
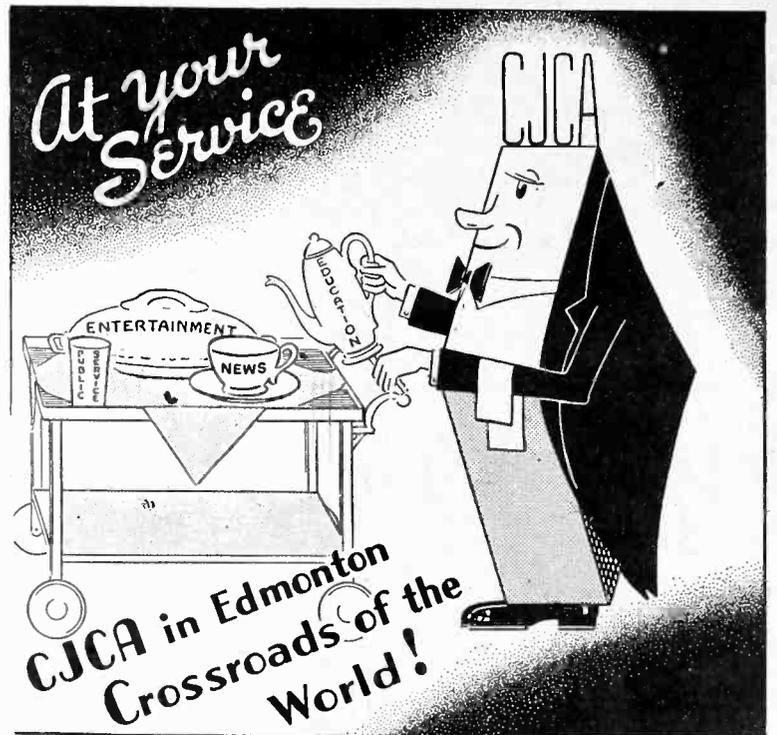
When the final report was tabled in the House of Commons last week, Donald Fleming (P.C., Toronto-Eglinton) rose on a question of privilege and said that he wanted to state that the report was not unanimous. It was a majority report and no Progressive-Conservative member of the committee had voted for it. Thomas Reid (L., New Westminster) said he had not voted for it either.

High Cost Of TV

One of the reasons why broadcasting television programs is more costly than airing AM programs was pointed out by Paul Mowrey, TV director of ABC, at a recent television meeting in Washington.

To produce AM programs, the basic requirements are a staff of four: an engineer, a producer, a director, and a sound effects man.

The identical program produced for television would require 34: a producer, director, floor manager, six camera men, five audio engineers, sound effects man, art director, scenic director, six stage hands, control room supervisor, switcher, shader, technical director, maintenance engineer, lighting director, two telecine directors, animation director and two film camera men.



9 Ninth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

The Sets-In-Use Index

THE Sets-In-Use Index represents that percentage of the radio homes of a given area whose sets are tuned to any and all radio programs at a given time.

Thus, in an area wherein there are 10,000 radio homes, if the Sets-In-Use Index at a particular interval is 31.5, it can be presumed that, within the limits of statistical variation, 3,150 of these 10,000 radio homes have their sets on.



Elliott-Haynes Limited

(Continuous Radio Audience Measurements Since 1940)

Sun Life Building MONTREAL

515 Broadview Ave. TORONTO

CBC MAY LOSE 540 KCS

The Canadian Broadcasting Corporation, which is currently taking over frequencies occupied by CFCN, Calgary; CKY, Winnipeg; and CFRB, Toronto; may itself be forced to give up the 540 kcs. channel occupied by CBK, Watrous, Saskatchewan.

This possibility loomed at last week's meeting of the International Telecommunications Conference at Atlantic City when delegates agreed to widen the broadcast band to include 540 kcs. for broadcast purposes. England, India and France proposed widening the band to include 530 kcs., while France suggested that 520 kcs. be used only at interior locations. The U.S. delegates believed that the use of 530 kcs. may interfere with the International Distress Frequency of 500 kcs. It was finally agreed that European countries and India would use 530 kcs. while France would also be permitted to employ 520 kcs. where it would cause no interference.

Use of the 540 kcs. channel may be discussed at the North American Regional Engineering meeting to be held in Havana in November, while a definite ruling will be reached early

in 1948. The agreement in force, covering CBK's operation, provides that "when, as and if a substitute broadcast channel acceptable to the Canadian Government is made available for this station, Canada agrees to discontinue the use of 540 kcs. for this purpose." Proposals have been presented to use 540 kcs. for a group of low-powered stations.

Cowboy Contest Winner Aired on Moncton Station

Vic Dovine, of Moncton, recently won \$50 on an amateur contest for western-type singers, conducted by CKCW, Moncton. Backed by a four-piece instrumental group, Dovine is now featured on a daily sustaining program of his own on the station. The group, known as "Vic Dovine and His Rhythm Boys," also makes personal appearances in the Moncton area.

CKCW, Moncton's "Westmoreland Singers," a 15-girl choral group directed by Margaret Crosby, Moncton contralto and music teacher, are now sponsored by the King-Wood Lumber Sales. The contract is for 13 weeks with renewal option.

Mobile Telephone Is Here

The Bell Telephone Company has announced mobile telephone service is now available in Montreal and Toronto. To date, only business firms, such as newspapers, radio stations and a manufacturing firm, have made application for the service.

Minimum charge for two-way service is \$7 monthly, permitting subscribers to make 20 three-minute local calls, with additional calls at 30 cents each. A despatching and signalling service is available at lower rates. The despatching service provides two-way communication between one or more designated vehicles and one office, all operated by the same subscriber, but does not permit calls to other numbers. The signalling service gives one-way communication between an office and one or more vehicles operated by the subscriber. This will be used by firms to convey instructions to drivers who are not required to respond.

Mobile telephone service within Montreal or Toronto is considered as local service, while calls to outlying areas beyond the city exchanges and long distance bookings increase the charges.

Radio Referee

Art Henderson, CHAB, Moose Jaw's sports and special events announcer, recently received a long distance call from Colgate, Saskatchewan, for a ruling on a problem which had arisen during the town's sports day ball tournament. An argument arose when one of the team captains strongly disagreed with a decision of the umpire. No settlement could be reached and the play was held up. Henderson's decision was taken as final and the game continued.

Radio Want Ads

After only ten announcements had been aired on CFRN, Edmonton, last month, the sponsors, National Employment Service, cancelled the remainder of the schedule. The announcements were appeals for female farm workers to assist in British Columbia's berry crop fields and canneries. More than the required number of workers responded to the appeals on Alberta stations, 445 of them being hired.

Station Serves Swappers and Airmen

Two new programs have recently been inaugurated on CJBQ, Belleville. The station has a half-hour "Operation Air Force" each Friday night, directed at personnel of the Trenton Air Force station. Aired at 8.30 p.m., the program is composed of musical selections requested by the airmen, interspersed with news of the RCAF Depot.

The Goodyear Rubber Co.'s "Goodyear Radio Market," a half-hour Monday and Thursday evening presentation, originally designed for rural listeners' advertising of articles they wish to buy swap or sell, has been extended to include urban listeners. Plans are being made to lengthen the program to one hour because of the increased number of requests for this form of advertising.

Sunspots Lengthen FM Range

Sunspot activity is the reason given by the U.S. Bureau of Standards for the unusually long range FM reception which has been reported from various parts of Canada and the United States.

One of these reports has it the U.S. FM broadcast stations have been heard as far away as Australia. The Bureau explains that the eruptions of the sun cause heavy ionization of the upper reaches of the earth's atmosphere, causing FM signals, which ordinarily would penetrate through the ionosphere into outer space, to be confined to the earth. The sun's outbursts occur in regular 11-year cycles. The current one, it is claimed, will continue until November, decreasing until it reaches minimum activity in 1954. The maximum activity was recorded on May 25, 1947.

Eagle Eye

Now functioning on its new assigned power of 5 kws, CJCH Halifax, has been placed on the dial just 40 kcs. from its Halifax competitor, CHNS, frequencies being 920 and 960.

Bob Bowman, of CJCH, and a recent visitor at the Broadcaster office, says that the advantage of this arrangement is that each station is enabled to keep an eye on the other.

CKCH
250 W. 1240 K. C.

THE FRENCH VOICE OF THE OTTAWA VALLEY

211.246

FRENCH PEOPLE IN CKCH COVERAGE AREA

TORONTO 4 ALBERT ST. MONTREAL DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD. HOWARD N. WILSON

UNITED STATES.

COOPERATING WITH "LE DROIT"

Stretch YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

Covers THE RICH FRUIT BELT of BRITISH COLUMBIA

CBC BASIC ★ 1000 WATTS

CKOW

KELOWNA ★ Okanagan BROADCASTERS LTD.



"More Hope THAN CHARITY"
by Elda Hope

Different people enjoy different programs for different reasons. The average man seems to insist on newscasts with sporting events thrown in for good measure. His wife, if in the matron class, may enjoy symphonic orchestra or, as he says, "the better music." If he belongs to a younger set, her song suit may be soap operas — quantities of them. Maybe her daughter thrills to jive and perhaps listens like crazy for Sinatra. Her brother, slightly older, dismisses her whole idea as nonsense, eagerly awaiting any good murder or adventure story.

That takes care of that family and of a good many shows as well. Another family may enjoy shows of a quite different type. There is no sure way of telling just who may be listening or what the reaction may be. Personally, a show which I have become quite attached to is "Manoir Gisele." What's all about? In short, it offers extraordinary entertainment by artists who are very skilled.

The versatile Gisele La Fleche is primarily a vocalist with a terrific range and a very rich voice. Her accompaniments are by an orchestra conducted by Geoffrey Addington. The combination means success. On top of that, Gisele features a guest artist. On at least two occasions her guests have been the "Deep River Boys." They can sing for me any time. Announcers to date have been John and Elwood Glover who carry a gay repartee with the star. All this is cleverly put together and produced by Jackie. Give a listen to Trans-Canada Thursday nights and see if your taste in entertainment agrees with mine.

Discussing talent reminds me of the very definite boost given to Canadian artists on Danforth Radio's "Radio Show" each noon on CJBC. This quarter-hour features Don Gordon at the organ and piano with an announcer interviewing some guest artist. This program is entertaining and certainly commendable to my thinking. It strikes me that Gordon is the artist at the eighty-eight and the show succeeds in publicizing such brilliant talent.

Compositions don't just happen and arrangements are not accidents either. One of Percy Faith's scores, broadcast on "Contented Ear," has long remained in my memory as one of the very best. It was his special arrangement of "Beyond the Blue Horizon." The other day I heard that number played by Frank Black on International Harvester's "Harvest of Stars." Canadians should feel very proud of this young conductor, Percy Faith, whose arrangements are definitely in the top class.

I wouldn't go out on a limb and say that Don Haskett is the very

best male vocalist on our air today, but I will say CFRB's "Don Haskett Sings" is very entertaining and pleasing to the ear. An organ and a piano are his accompaniment and they all contribute to a thoroughly enjoyable Sunday evening by your radio.

'Bye now,
ELDA.

Joins US Station

W. L. (Len) Smith has resigned as Toronto national sales representative for CHML, Hamilton, to assume direction of sales for KGIL, Sherman Oaks, San Fernando Valley, California. He leaves Toronto on July 19. Before joining the Ken Soble organization, Len spent 2½ years on the sales staff of CKEY, Toronto.

Radio Fire Alarm

A dance planned for the evening of July 4, to wind up the annual sports day of Sturgis, Saskatchewan, was cancelled when the town's power plant exploded, starting a fire which burned the entire plant and equipment. The CJGX mobile unit in Sturgis covering the sports events, phoned the station in Yorkton when the fire broke out and volunteer fire brigades of Stenen and Preeceville, near Sturgis, heading broadcast appeals, arrived in the town in time to prevent the flames from spreading to other buildings.

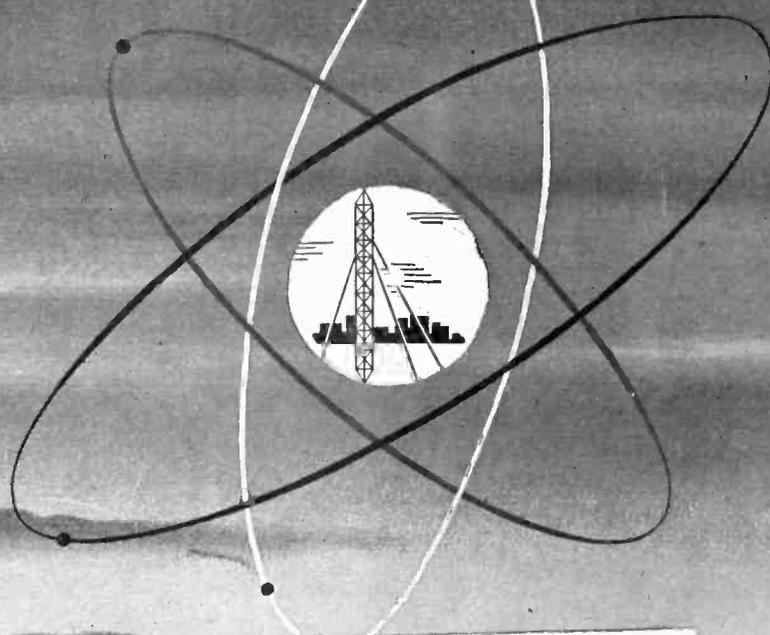


CJAD
MONTREAL

COVERS THE QUEBEC ENGLISH MARKET

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

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.

CKNB CAMPBELLTON N.B.

July 19, 1947

Dear Mr. Timebuyer:

A fellow can be a world-traveler and have a lot of fun. He can expend his energies, a little here and a little there, and do a lot of good.

Or a fellow can be the stay-at-home type, concentrating all his efforts on the people around him; doing the same amount of good, bringing the same amount of pleasure to his neighbours, but expending all his energies among fewer people, and thus giving MORE to EACH.

Our copy of the BBM Study No. 2, Area Audience Report, confirms to us the service that we are giving to the folks in our own back-yard. We're very happy about it.

Yours very truly,

Stan Chapman

CSC/GD

STATION MANAGER

AN ALL-CANADA STATION

TRADE WINDS

Edited by Art Benson

Ken Marsden at CFRB, Toronto, tells us that Campbell Soups is piping in "Club 15" featuring Bob Crosby from Columbia. The 15-minute 5 a week series starts July 21, and is placed through the Ward Wheelock Agency, New York.

Cockfield Brown's Toronto office reports that Nestle's Milk Products (Nescafe) has a series of spots and flashes going throughout the summer over 29 coast-to-coast stations.

CJOB, Winnipeg, tells us that the Vick Chemical Company is starting a daily newscast campaign in September.

Vickers & Benson's Toronto office reports that Grove Laboratories is starting an extensive spot campaign in October going to a number of coast-to-coast stations advertising cold tablets. Same agency reveals that Blue Coal is returning "The Shadow" over a group of Ontario stations last week of September.

The commercial department at CKSB, St. Boniface, say that Robin Hood Flour Mills has contracted for a three-month series of newscasts while Swift Canadian is taking spots for three months.

Come To The Fair

A \$900 local package which multiplied the net receipts of the Danforth (Toronto) Lions Club annual fair by five is reported by Toronto's dawn-to-dusk station, CHUM.

For the three days preceding the fair, and the three days of the fair, CHUM's FM mobile unit did six daily interviews with 60 merchants in the community shopping area, bringing to the microphone the merchant himself, members of his staff, and customers who happened to be in the store at the time. Interviews took the line of promoting the area as a shopping district.

This fair has been an annual event for a good many years, but this is the first time radio has been used so CHUM management feels the project was responsible for the large increase.

Consumer Survey

Consumers show a considerable lack of understanding of the structure and functions of the distribution system, but they have definite attitudes toward marketing institutions and practices, according to a recent survey conducted by the Committee on Consumer Relations, New York.

Buying by brands and as a result of experience are considered satisfactory buying aids, the survey reveals, but there is some difference of opinion as to whether the consumer gains more in purchasing a private or distributor's brand or a nationally advertised brand.

Copies of the survey are obtainable for \$10 from Committee Headquarters, 420 Lexington Avenue, New York 17.

Station Promotion

Radio stations in the United States allocate one-third of their selling expenses to advertising, promotion and publicity according to the NAB.

The study, conducted jointly by the Research Department and Sales Managers' Subcommittee on Promotion reveal that the stations' total selling expense is 10.6% of net revenue. Salaries, wages and commissions account for 5.8%; advertising, promotion and publicity 3.6%; and other selling expense, 1.2%.

A breakdown of the various data indicates:

1. In general, radio stations tend to spend about one-third of their advertising appropriations in efforts to bring themselves to the attention of time buyers. The remaining two-thirds is spent in attracting and holding their audience.

2. The practice of spending a large proportion of advertising funds on time-buyer promotion is relatively more common in large stations than in regional or local stations.

3. Small stations are relatively more inclined to spend large portions of their advertising money on audience promotion than are the regional large stations.

4. There seems to be no significant or consistent trend from 1945 to 1946 in the allocations of advertising funds. Slight increases in certain classes of stations are offset equally small decreases in others.

5. Although the number of no-network and part-time stations reporting was small, they seemed to be little effect on these two factors on the above trends. What effect there seems to be in the direction of increasing the proportion of advertising appropriation on efforts to promote the stations' time-buyers.

CHNO Opening

CHNO, Sudbury, new bilingual 1 kw station on 1440 kcs., was officially opened on June 24. Its inaugural broadcast at 8 p.m. was made from the ballroom of the Nickel Range Hotel, conducted by Senator J. R. Hurtubise, CHNO president. The major address was delivered by Senator Gustave Casse, of Windsor. J. L. Gauthier, M.P. for Nipissing, and W. Mason, president of CKSO, Sudbury, also spoke.

CHNO has been RCA-equipped throughout. The transmitter is located on the Burwash Road, near CKSO's transmitter site.

CHNO, under the management of A. J. "Alex" Robinson, is represented nationally by James L. Alexander.

PRODUCTION-MINDED

Whether it's a half-hour drama or a fifteen-second spot announcement, you'll find it getting the "right" treatment at CJOR—the production-minded station in Vancouver. An experienced, capable staff is ready to give your message the treatment you want for it, each and every time it is broadcast.

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

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

*** CJOR**
VANCOUVER B.C.
CBC-DOMINION NETWORK

Manitoba Round-Up by Dave Adams

Four thousand members and all growing . . . broadcasts totaling well over 400. That's the record of CJOB's "1340 Club," a daily jazz program specially designed to catch the ear of Winnipeg's teenage sect. This popular program is headed by Ed Farey. According to the club members send approximately 75 letters to him each day. He asks and receives suggestions and criticisms in these letters. Each day the club features a contest in which a question is asked about popular music or musicians. The club was recently polled on its preference in the male and female vocal field. The kids voted Perry Como as their favorite male singer, with Frank Sinatra close behind. Leah Shore took honors in the female class.

To keep up interest in the club, popular discs and theatre passes are given out on each program. Despite this apparent success, Ed is far from satisfied. He'd like to have special theatre nights for the club. "Then our membership passes would be of some use to us," he says. He also encourages requests from club members for personal appearances in Winnipeg of the town princes of Jazzland. He airs the requests, and hopes that the promoters take heed.

When St. Boniface unveiled a memorial to its former citizens who died in World War II, the ceremony was broadcast over the local station CKSB. Announcers gave a description over the air in both French and English. Speakers included Mayor George C. Levan, of St. Boniface, Hon. C. Charles Smith, minister of Labour, who spoke on behalf of the province of Manitoba, Judge L. P. Roy for the citizens of St. Boniface, Mayor A. M. Pratt, president of the Norwood-St. Boniface branch of the Canadian Legion, and a representative of veterans of both wars.

CKSB is filling a large gap in the community life of St. Boniface. It proved that when it got behind the scenes sponsored by the St. Boniface Recreational Association to enlarge playground facilities enlarged in Provencher Park, and to employ competent instructors supervise their use. CKSB threw its full resources open for three weeks during the drive. Its part of the campaign to raise money took on a new twist. Special programs were put on the air each day featuring children of various ages. The youngsters put on plays, pointing up the dangers of juvenile delinquency, and how it could be avoided at the community, and also gave speeches asking the support of parents. In other words, the station's campaign was directed at the parents through their children. It paid off handsomely. The drive was oversubscribed, and the new equipment is now in use in the

When the recreational association held a monster sports day, it kept its name to the fore. The station donated a trophy

Announcers Note

Lieutenant Philip Mountbatten, who will be in the news continuously due to his engagement to Princess Elizabeth, is getting his rank kicked around. He is a Lieutenant in the British Navy. This is neither pronounced Lieutenant (Army) nor Lieutenant (US Services). The correct pronunciation of a Naval Lieutenant is L'tenant.

The word for "intended", whether male or female, is pronounced fee-ahnss-ay. (Submitted respectfully and without charge.)

which is to be competed for annually.

CKRC is scheduling ear-catching programs these days to keep up listener interest during the summer. Two of these are "Drama for Today," and "Hollywood Open House." The drama show, broadcast each Tuesday and Thursday morning, is sponsored by the Dalglish Chemical Company. Running for 15 minutes, it features plays based on LIBERTY MAGAZINE short stories.

"Hollywood Open House" is carried for half an hour every Friday night. Featured on the variety show are top Hollywood personalities. Jim Ameche is Emcee. Sponsor is Leonard-McLaughlin Motors Ltd.

When the "Burns Chuckwagon" program hit town on its western tour, the half-hour broadcast was carried by CKRC. The "Chuckwagon" gang put on a full two-hour show in the Civic Auditorium before a packed house.

The Radio Broadcasters' Club here has been bitten badly by the golf bug. Members hie themselves off to the links at every opportunity, and tournaments are run off on an assembly line basis. A recent winner was Norm Lucas, of the CBC.

Stork Notes: Doug Moon, of CKY's technical staff has stepped into the proud father role. Latest addition to the Moon family is Valerie Irene.

Two members of the local radio fraternity have forsaken their single status. Now attached to the "I Do" club are Jack Coupar, CKRC newsman, and Gordon Thompson, of CKY's technical staff.

WINDING IT UP: Poor health has forced Claude Snider to leave his post of equipment supervisor at CKX. Claude expects to locate himself in British Columbia. . . . CKX's chief announcer, Ron Deacon, has foresaken broadcasting to become a travelling salesman. . . . Cliff Gardiner has joined the Brandon station's announcing staff. . . . Latest CKRC acquisition is Ken Ellis, who has taken up announcing duties. . . . Dick Schouten, librarian, and Ralph Haywood, engineer, have also joined CKRC.

We'll Get You

BOOKS

Plane Tickets

GIRLS*

Service is the keynote of business, and, at the Broadcaster office, we sure like to be useful.

Our employment and book departments . . . whatever you need . . . being of use to you is our pleasure . . .

hell, we'll even smile at you like you were a subscriber.

*For the Filing Department

Circulation Department

\$3.00 a year—\$5.00 for 2 years

CANADIAN BROADCASTER

371 Bay Street

Toronto 1

ANOTHER PLUS SERVICE



CKWX-TRA, published monthly, is designed to win follow-through for our clients at point-of-sale by keeping retailers and wholesalers informed about CKWX advt. campaigns. CKWX-TRA is another plus service—

The ALL-CANADA man will be glad to tell you more about CKWX-TRA and all the other bonus services incorporated in PROMOTION YARDSTICK.



Vancouver's CKWX DIAL 980 5000 WATTS

The VOICE OF MUTUAL in Vancouver
An "ALL-CANADA" Station



SHIRLÈY LERNAR JUDSON JOHNSON RODNEY CONEYBEARE

OPPORTUNITY KNOCKS

— A Review —

If John Adaskin's "Opportunity Knocks" maintains the standard set in the initial broadcast (July 2), Dominion Network listeners are in for an entertaining series (Wednesdays, 8.30 p.m. E.D.T.), and unfound talent is going to emerge from the woodwork, and be given an opportunity on the network. Johnny is to be congratulated on the novel presentation of an old idea, though I hope he will develop a little more basso in his profundo as the series runs, and the CBC is to be commended for beating the sponsors to the punch by carrying it on the network for an initial 13-weeks run. The first program was definitely listenable, and — all too rare in major network shows—it performs a function of usefulness which is not limited to those who get paid to appear on it.

In this country, which we are frequently informed is devoid of talent, Johnny was able to dig up one Bernard Johnson, 26-year-old veteran of the army, who is looking for a job, but took time out to do a rendition of "Figaro" (with "The Dusty Road" as an encore) in truly professional network style. 10-year-old Patsy Parr not only demonstrated her perfect pitch by naming every note and combination of notes played on the piano by Lou Snider, as well as playing a difficult Viennese Waltz. She also played a composition of her own (she did it when she was 8) called "The Brownies' Welcome". Quiz programs got a just going-over by Rodney Coneybeare, a comedian of many voices, who distinguished himself for these ear-drums by being funny without trotting out a single one of the well-worn gags without which no "orthodox" comedian seems to be able to speak for three minutes on end. Watch this kid. He writes his own stuff. The program was opened with a popular number by Shirley Lerner, which must have

appealed to the large number listeners who just live to mo "Across the Alley from the Alamo", which quite candidly don't.

Talent appearing on this program gets paid union rate. Each week listeners select performer for a \$50 prize. the close of the 13-weeks run the grand prize winner of entire series wins a contract the network for his or her own show.

An added feature is the appearance on each program an amateur announcer whose talents are assessed by announcers Lorne Greene, Herb M. Byng Whitteker and Alan M. Fee. The one tallying the highest score in the series gets substantial cash prize, best regular ACRA rates.—R. G.

5th Season For Safety Club

The Crone Safety Club of Air, one of the oldest public service radio shows on the west coast has completed its fifth incarnation over CKWX, Vancouver and begins its annual tour of playgrounds.

Sponsored by the Crone Safety Age Company, and aimed at entertainment and education in the public safety of school age youngsters the show has been going since February, 1942.

Sergeant Jack Dunn, veteran of the city police traffic department is the organizer of the club, has seen thousands of children participate in its activities.

Through the winter from September to June, the club meets at the CKWX Playhouse for Saturday broadcasts, with Dunn, producer Ken Hughes and Announcer V. Garrett.

During the summer the club tours city playgrounds, in place of the weekly broadcasts children are instructed on the proper use of traffic control and safety measures.

The final broadcast in June was carried from the auditorium of a school with the best safety record. The Crone Safety Club Cup for the school's Safety Patrol each member receives a certificate from the Police Benevolent Association.

Pacific Prattle

by ROBERT FRANCIS

Susan Fletcher, Vancouver actress, returned from Hollywood and has a piece on the Dominion network from CJOR on Monday nights. Its a review of show business doings, plus a discussion of movies opening locally.

John Fisher, Canada's national story teller, put down his grips at CKOV, Kelowna, for a few days recently while he collected some data on the Okanagan industry with its \$25 million fruit and vegetable industry.

Dick Diespecker, whose drama series have been a feature of CJOR for some years now, has a new one under his belt for the fall. So far he's been typing with his back to the wall, but he allows that it's something new in the radio drama field.

Dog days are always right on schedule in the radio industry, first thing after the longest day of the year. All that surplus daylight around the end of June entices people to see what they've been doing through the winter, and it more than some of them can stand, all at once.

So the trend is to relax and let the momentum carry you through until the first snowfall, or alternatively until somebody spawns a original idea.

Nearest to getting into that category since we last reported was a remark over CJOR in a voice which sounded like Vince Dugan's. "This," he informed the world, "is CJOR, Vancouver, one of the independent stations saving Canadian radio."

The four Vancouver stations and New Westminster are forming a cooperative committee to handle negotiations at the Pacific National Exhibition this fall. Avoiding the pitfalls of dog-in-the-manger competition, the five are planning a schedule that will cover the fair some station almost every hour of the day and give steady listeners to any one station an idea of what goes on.

Manager Tiny Elphicke and Engineer Jack Gordon took a whirl at showing the non-technical blokes at CKWX what made their new 5000 watt transmitter do what it does. The two ran a series of conducted tours of the Lulu Island plant for the studio staff, forging them first with lunch on the house.

Hub Hur Helps, moderator of "Town Meeting in Canada" which takes Saturday night over the air is getting set to greet George Benny, of America's "Town Meeting of the Air." Their July meeting at Vancouver is scheduled as part of International Democracy Week.

In the sixth year, J. W. B. Howe, managing director of Kelowna, awarded school scholarships of \$75 apiece to three Kelowna students, Robert Wallace of Armstrong, Alexa Grace Brown, of Kelowna, and Beveridge Cumming, of Penticton.

The Dominion heard an interesting approach to its history and people in a broadcast of "Between Two Furious Oceans," a poem from a recently published collection by Dick Diespecker, of CJOR. With the author singing, Vancouver actors took main speaking roles and Jack directed the orchestra.

P. Crotty, the man who won a fortune as the person who could get you a hotel room, left his job as national sales manager of CKWX to go into business for himself.

Air True Flood Story

CJGX, Yorkton, this month cooperated with the Town Council of Dauphin, Manitoba, in a campaign to arrest exaggerated rumors of damage caused by recent heavy rain.

The rain had covered thousands of acres of crop land and destroyed the town's water supply system, but rumors of greater havoc tended to turn trade away from the Dauphin area when the town's facilities were actually capable of handling it.

The CJGX mobile unit, equipped with portable recorders, was one of the first automobiles to enter the town. Jack Shortreed, of the Yorkton Station, interviewed William Bullmore, Dauphin's mayor; William Cruise, Reeve of the Rural Municipality of Dauphin; and other community leaders, who spoke of conditions.

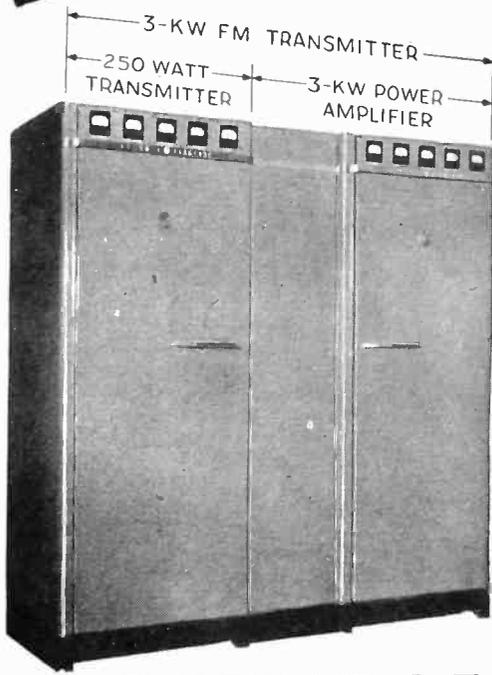
CJGX broadcast daily bulletins during the emergency, urging resi-

dents to sterilize water; warnings as to the advance of the flood; and surveys of roads in the district. The broadcasts also appealed to nearby towns for equipment and material with which to stem the flood.

REACH THIS RICH MARKET through **CKNW** NEW WESTMINSTER, B.C.

\$11¼ MILLIONS in EGGS - POULTRY - CHICKS produced annually WITHIN 15 MILES of OUR TOWER

WILL YOUR FM STATION BE EXPANDABLE?



SAVE MONEY REACH MORE LISTENERS

by block-building with

GENERAL ELECTRIC BROADCAST EQUIPMENT

- FM and AM Transmitters
- Consolettes
- Antennas
- Television Equipment
- Audio Equipment
- Wire and Cable
- Recorders
- Tubes
- Test Equipment

Look ahead when you buy your FM broadcast transmitters. Plan your station so you can expand from watts to kilowatts at minimum expense and small space requirements.

Start with the 250 watt General Electric FM transmitter and have a reliable, top-performing driver for the power amplifier you will add later to obtain more solid coverage—more listeners. Well over a hundred of these transmitters now in use have proven their dependability.

Dependable operation of all your station equipment results from your choice of General Electric—the first and greatest name in Electronics.

47-RT-6

CANADIAN GENERAL ELECTRIC CO LTD
HEAD OFFICE - TORONTO



Caution and compromise were the keynotes of the Parliamentary Radio Committee's 1947 report. This very fact represents a substantial gain in the position of the independent broadcasters, for it indicates death of the day when the radio committee could, and did, dismiss independent station representations along with the "also-heards."

The independent stations failed to obtain the impartial licensing and regulatory body for which they had asked the Committee. Nevertheless, this request was turned down in the most carefully-phrased legal wording: "In the result, your Committee is not prepared at the present time to suggest any fundamental change in radio regulation. The national broadcasting system is still in the transitional and development stage and the principles underlying its institution have the same force today as when the decision to establish it was made. Notwithstanding arguments advanced we do not feel justified under all the circumstances in recommending a fundamental change now."

The wording is extremely cautious, and certainly leaves the door wide open, as witness the phrases: "at the present time," and "... do not feel justified ... now."

Other recommendations of the Radio Committee represent substantial gains for the independent broadcasters, although some of these are of a nature that may cause a little suspicion as to their real intent. Still other recommendations will have the effect of making the ultimate goal of the indies — a completely impartial regulatory body — a little more difficult of achievement.

The Committee recommended, for instance, public hearings of CBC's Board of Governors when matters of licenses and regulations are being heard. This is, to a very large extent, a public advantage and a long step forward for the independents. It may be, of course, that this move is designed to be a "sop" to the independent group, prevent further action on their part for a regulatory body. It will also make difficult certain aspects of the struggle for such a body, removing the ammunition hitherto provided by secret meetings and decisions.

Move certain to be favored by majority if not all of the independents is recommendation that "... the CBC give consideration to the raising of the 5 kilowatt ceiling for private stations particularly where some future potential coverage by Canadian stations might be affected."

Hearty approval is bound to come from the industry of the recommendation that the license period should be three years instead of the present one. The Radio Committee's only proviso in this case: "... renewals ... after such a period ... upon the character of the service given by the licensee

... before a license is renewed the Department of Transport and CBC should examine most carefully and certainly more carefully than hitherto, the manner in which the licensed broadcaster has been serving the public over the air channel ... such longer license period would in no way prevent the revocation of a license for cause." Few will find any point of disagreement there. But power to cancel (and without compensation) remains.

The Committee's report indicated that experimental license for TV and other new phases of broadcasting should be granted to independents; and that FM licenses should be granted to "qualified applicants."

Position of independent broadcasters also improved slightly regard to "performance" form. Though recommending continuation of these, the report said "Your committee fully understands that circumstances vary in different areas and for different stations and believes that the variations should be taken into account by the Board of Governors."

Though admitting at one point that "The Canadian Daily Newspapers Association, (comprising 110 members, 39 of whom own radio stations), supported the Canadian Association of Broadcasters in its advocacy of a board such as described," the Committee regretted the submission of a case for impartial regulatory body pretty well as a CAB recommendation, and dealt with it on that basis.

With the Committee's report published a statement showing "surplus" figures of groups of stations. No individual figures were given. One of the most consistent arguments used against any suggestion of any nature made by independent radio has always been that stations made large profits. These statements were always difficult to disprove; the published statements will permit such retaliation for the first time. Figures given show substantially less than estimates made from time to time when the matter was under discussion, in print and in private.

The Committee recommended that the "licensing authority" (as specified) consider revising upward independent station license fees. This move comes to most operators as no surprise.

The Committee also said "we do not think newspapers should be treated in any different manner than other applicants for radio broadcasting licenses." This probably has more in it than appears on the surface. It is noted that CDNA representations carried a tremendous amount of weight. The power of the being what it still is, the carefully divorced the turn-on regulatory body from CDNA representations. It may be the hope of recommending no discrimination against newspapers in granting radio licenses will drive in the old wedge between radio newspapers; prevent any agreement. One private MP, is not in agreement with the majority of the Committee, of the turndown of the regulatory

SERVING Agencies — Stations

and

Advertisers

William Wright

Representing

CKAC Montreal
CKSB St. Boniface

CKCO Ottawa
CKCR Kitchener



Hayes

Distortion and Noise Meter

An improved instrument for measuring distortion and noise level of lines and amplifiers

ELECTRONIC ASSOCIATES LTD.

2498 YONGE ST.

TORONTO

...d this reporter that such a body would never come until the press woke up to the fact that freedom of expression cannot continue half-free, half-free; that so long as radio remained chained, encroachments upon the press will slowly grow. Some sections of the press are already aware of this; others are sleeping; some still live in the past. Extremely surprising is the sentence "Nevertheless, the Committee would not advise going so far as to prohibit what is called multiple ownership." This is a complete and totally unexpected reversal of all previous stands on the issue. Long-range effect of this recommendation is difficult indeed to foresee; it is difficult even to see the reasons that led up to the recommendation being made. Certainly no public representations to that end were made before the committee.

However, the Committee's report does not change fundamentals in any way. It attempts to improve present practice, but that is as far as it goes.

The report itself will put various authorities in a nice spot (using the word in its correct or technical sense). The report may or may not be concurred in by Parliament. No previous radio committee report has been concurred in since 1932; and they are not, therefore, according to constitutional authorities, any authority or standing at all. In spite of that, recommendations made in 1932 were accepted and enforced by various authorities concerned. The precedent now confronts us in relation to three year licensing of power freeze, and other important points.

Two factors do not show at all in the report. One: the biggest gain made by the independent broadcasters; two, what is probably the real reason for rejection of their request for an independent regulatory board.

The biggest gain made this year by the independents was the widespread interest in radio aroused amongst press, public, and Parliament. There is a larger body of informed and interested opinion than ever before.

It was obvious that some members of the Committee still had the "not-for-profit" fear in the back of their minds. The figures given by the report should have dispelled this; but obviously a "whispering campaign" of years ago, and no secret in Ottawa, still leaves its effect. The argument that because stations made money, they shouldn't get any attention to any request they make, is curious one. Yet it is the fundamental argument usually advanced by two or three newspaper editors (whose papers are profitable and vigorous supporters of private enterprise) and by others who have a curious idea about radio; not always originating in only independent radio. In line with this was a peculiar argument that a new regulatory body would permit United States chains to gain control of Canadian radio. As far as the connection is, one committee member told this rather flatly and clearly, the reason he was voting against an independent regulatory body was that the request formed merely a front plot to traffic in licenses,

with the ultimate goal for selling these out to a large United States concern. He did not say where, or from whom, he had obtained this "information."

Committee Chairman Ralph Maybank tabled the final report at seven o'clock the night of Tuesday, July 8. He did not move concurrence. Immediately the report was tabled, one member of the Committee (D. M. Fleming, Progressive-Conservative, Toronto-Eglinton) said: "I should like to say that this is a majority report. No Progressive-Conservative member of the Committee voted for it." He was at once followed by Tom Reid, (Liberal, New Westminster) who said simply "I did not vote for it."

Later the same evening, estimates of the Department of Transport were under consideration. This permitted some discussion of radio, participated in, amongst others, by Mr. Fleming, Mr. E. G. Hansell (Social Credit, McLeod) and Reconstruction Minister C. D. Howe. This discussion indicated that should concurrence of the radio committee report be moved, the debate will be hot, in spite of the lateness of the day. If Parliament is to approve the recommendation (previously made by the Committee) that CBC get the full \$2.50 license fee, this will also open up debate. It seems certain at this moment that the recommendation will be approved; but the whole proceedings of the Committee will be rehashed by Parliament in the process.

Sounding Board

Sir: Has Canadian talent so low an estimate of its own value, that it wants to be protected by a tariff wall on recorded programs, and stand-in orchestras, paid to do nothing, while Canadian stations carry a few American programs?

This seems to me to be the tenor of the requests made to the Parliamentary Committee by the Editor of the radio fan-magazine "RADIO WORLD."

It is inconceivable to me that anyone engaged in any branch of the entertainment field could see anything but the degradation of the talent it is designed to protect, if such a plan were put into execution.

Admittedly top-ranking American talent gains great audience acceptance in Canada than less skilled Canadian offerings. But does this mean that people are to be deprived of the pleasure they gain listening to the Metropolitan Opera, Tommy Dorsey or Orson Welles because this "top" entertainment originates in the States.

It would be better, I think, to concentrate on developing our own talent to the point where our own people want to hear it, than to put into effect a "protection" scheme which would only serve to rob an artistically-starved Canadian public of the entertainment of its choice.

—Joyce Tedman

DOLLAR DAY
at **CKCK**!

5000 WATTS
OF NEW POWER

BOOST the VALUE
OF YOUR
ADVERTISING DOLLAR!

Buy
CKCK REGINA
SASK.
5000 WATTS 620 KC



AN OLD HAND —at roping listeners

When Lionel's Cowboy and Western groups give out with their ballads and ranch music, daily, there's an enthusiastic audience tuned into CKCW continuously. CKCW's BAR NONE RANCH PROGRAMS offer the best in live Western talent and personal appearances add to the popularity of the shows.

Local sponsors know that the audience is ready-made for this type of broadcast and clamor for spot time. BAR NONE shows can do a sales job for you, too. See H.N. for details.

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

Radio Church Services

First in a Series of Articles on Church Broadcasting by the Rector of St. Stephen's Church, Toronto,
Whose Services Are Heard Regularly Over CFRB

By **CANON J. E. WARD**
(Condensed from "Canadian Churchman")

Increasingly the Church is being drawn into the radio field. Her ministers are being asked to do various studio duties and the Services of the Church itself are finding their way onto the air. This worship by radio is of two kinds—the broadcasting of Services from the Church

with a congregation worshipping at the same time, and of Services from a studio with only the broadcasting choir and minister present. Let us consider the first of these,—

At the outset of the broadcasting of Sunday worship we must face the fact that our Services were never intended to be broadcast. They are too long for the time allowed. They con-

tain a considerable amount of matter which will not go over the air acceptably. Often they are too narrowly circumscribed by denominational interests.

In any broadcast, by far the largest area of influence is among those who are from the radio congregation. Even on the smallest station the listening audience will be many times greater than the church attendance. In a broadcast service, one would appeal at the outset for a recognition of broadcasting considerations as having first place. This should be both in the arrangement of the service and in the matter of its message. The greatest time allowed is usually an hour. The hour should contain a completely rounded broadcast. It should end on a note of completion, with no feeling in the minds of the listeners that they have been cut off before their time. It should be a balanced hour, with a fair division of time between music and speech.

The Flying Minutes

In this question of time consideration we must clearly realize that every minute is valuable and that the inclusion or exclusion of a verse in a hymn or two or three verses of scripture may make or mar a gracefully finished service at the end of the hour. It may mean, for example, that the Benediction is broadcast or lost to a great body of listeners who are waiting for it.

It is not often possible for an ordinary service to be properly timed as any studio broadcast is timed, minute by minute, through the hour. It is wise, however, to know how the end of the service is coming out. It is helpful to time back from the end, through the closing hymn, Benediction, prayers, etc., say from the end of the sermon on and any necessary adjustment should be made by curtailment before these last closing minutes come. Nothing gives a worse impression than hearing a minister speed up through prayers and a benediction in order to avoid being cut off.

The Communion Service

The Communion Service is not suitable for broadcasting and, for the most part, opinion is against its use in this way. There is something to be said for an occasional broadcast of the Communion Service for folk-

who have loved the service and are now house-bound, but the nature of the service is such that it jars the mind of it coming out, mixed up, say with advertising matter in a city restaurant, or indeed under many home conditions. Also, there are very few priests who can celebrate Holy Communion with a right approach while they have to consider a nearby microphone and the time element demanded of a broadcast program.

However, in taking her place along with other denominations in a series of broadcasts, it is not always possible to avoid dates that fall on the first Sunday in a month or on some other Communion Sunday.

Attitudes

Whatever is done, let us study the people we are trying to reach. A radio audience is always a complete cross section of the general public. We can develop in it one of two attitudes of mind. Either it is going to be a public that is listening in or a small group who is quite satisfied with themselves in their own little coterie of worship or it will be a vast throng made up of individuals or little groups in some thousands of households who are made to feel that they have part in the worship and belong within the circle of its scope. Obviously it should be our desire to make them feel this way; they will not feel it unless we pay attention to certain necessary considerations of the broadcasting element in the midst.

Religious Program

Religious groups applying for air time at CJCA, Edmonton, are divided into two categories: Catholic and non-Catholic.

The station provides 30 minutes free each Sunday for Catholic broadcasts and 70 minutes for various protestant churches. Other religious broadcasts permitted are ones which can be described as strictly non-denominational.

In this third group, the Edmonton station has set aside, also, the 9 to 9.30 a.m. period Sunday for the "Christian Faith" broadcasts, and has also arranged with the Edmonton General Ministers Association for daily broadcasts (Monday through Friday 4.15 p.m.) entitled "Daily Devotion." Both these series are non-denominational, and urge listeners to attend their own churches.

Jean Baptiste says:-

Mining in Quebec Province goes back as far as 1667, when Colbert, Minister to Louis XIV, requested the Sieur de la Potardiere to make a study of the iron ores of Baie St. Paul and the valley of St. Maurice.

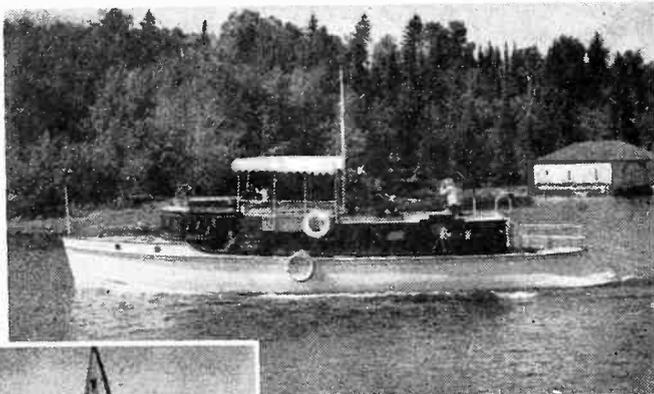
Quebec Market No. 2, and the French-Speaking Radio Stations which cover it, also repay study to any time-buyer. Any of our three offices will gladly give you full information on coverage and market data.

CHRC Quebec 5000 Watts	CHNC New Carlisle 5000 Watts	CHLN Trois Rivières 1000 Watts	CHLT Sherbrooke 1000 Watts	CKRS Jonquière 250 Watts
-------------------------------------	---	---	---	---------------------------------------

For Information, Rates, etc., telephone, wire or write to:

JOS. A. HARDY & CO. LTD.

1405, PEEL ST. MONTREAL Tel. HARbour 2515	39, ST. JOHN ST. QUEBEC Tel. 3-6693	80, RICHMOND ST. WEST TORONTO Tel. ADelaide 8482
---	---	--



A SUMMER SCHEDULE
to boost
SUMMER SALES!
How about it?

A vast summer audience of well-to-do listeners, in holiday mood, awaits you here. Cut out that seasonal dip in the sales chart for this territory. Write the Horace N. Stovin man in Toronto, Montreal, or Winnipeg. In the U.S. it's Ad.m J. Young, Jr., Inc.

CJRL

KENORA ONT.

DOMINION NETWORK

Shades of MOUNT ROYAL

By WALTER DALES

The activities of the special committee on radio broadcasting, of course, the subject of all coffee counter debates hereabouts. In one such debate I heard an interesting statement: "There is absolutely no such thing as a sustaining program on independent stations." The argument was that because private stations have no source of revenue except advertising, such monies actually sponsor all the programs on the station. The counter-argument, of course, is that the station is not spending the advertisers' money but rather the station's own profit. Nevertheless, any such profit so long as it ceases to be a profit, and it comes from the same pocket any-

any event, the Montreal independents are presenting a higher-than-average type of sustaining programs these days. CJAD must be spending plenty of dough in their nightly dramatic series, and make good use of the time for station promotion. CRF must be spending fairly heavy money on live talent spots in the morning and CKAC continues to give advertisers just as keen attention as they give to the more profitable commercial periods.

Most station operators here are thinking closely the performance of James C. Petrillo before the Labor Sub-Committee of the House of Representatives. Perhaps this time next year, stations will no longer be able to use either recordings or transcriptions on the basis. It is unlikely that the National Labor Relations Board of M. will sign contracts at a rate of advertising near the same rate as obtained. And if the anti-trust laws leave any loopholes which would allow the unions to go into the recording business themselves, the next step can be expected. Next year is likely to be a hectic one for advertising departments on all independent stations who lean heavily on recorded material.

In addition to the long list of books which paint unpleasant pictures of moral advertising men, one of the latest is "The Side of the Angels," written by Robert McLaughlin, published by Knopf. Clark Gable is the newest "huckster" character. It's a well-written story, which adds considerable weight to the growing mass of public opinion against advertising in general, particularly the men and women who handle advertising as a profession.

Nothing can happen in the Dominion Square Building, stamping ground of Montreal ad men. The other night an overheated boiler in the main lobby caught fire and poured smoke through the building. All main entrances had been locked up for the week-end and firemen had to enter the building through the upper storey windows. Damage was estimated between two and three grand.

The Coward Show

Although the "character of the same name" considers himself best suited to selling luxury cars, any time now we're liable to have Noel Coward coming to us on open end transcriptions, through the courtesy of Slingsby's Auto Wash.

The 47-year-old one-time song and dance man, who has invaded every phase of show-business except radio, including stage and screen acting, play-writing and composing, directing and producing has finally succumbed, because a 26-year-old English producer named Harry Allen Towers has been able to offer him an undisclosed but large sum — larger by far than the performing fees paid by the BBC.

Programs, recorded open-end style for local sponsorship, will consist of songs Coward has written during the past 25 years, and will be aimed at the middle-agers who, Coward hopes, "will enjoy them . . . even remember them."

Canadian Sales Agent is John Adaskin, Toronto.

Invent Static-Free AM Radio

Two invalid brothers from Baltimore, who have been repairing radios for a living, say they have perfected a receiving set which eliminates the biggest bug of modern broadcasting—static.

C. Baker Story and Robert L. Story developed the receiver in their repair shop, with Baker doing most of the "inventing."

"We regard this as the most important development in radio science since 1925," Baker Story told Associated Press.

If their set can do all the brothers claim, it might conceivably revolutionize the radio markets.

Their receiver is for amplitude modulation broadcasts, the prevailing type at present. If

RIDIN' THE RANGE



Announcer Dave Hill, of CJOR, Vancouver, who is on tour of the prairies during July with Burns "CHUCKWAGON", acts as announcer and master of ceremonies for the show, which stops at Calgary, Moose Jaw, Regina, Winnipeg, Brandon, Yorkton, Saskatoon, Prince Albert and Edmonton. The "CHUCKWAGON" opened its tour with a one-night stand at Chilliwack, near Vancouver, before heading for the prairies.

practicable, it would match the principal advantage of the developing frequency modulation system — absence of static — while retaining long-range reception.

The Storys claim their set can be produced for less than those now on the market.

TV IS HERE

There are 50,000 TV receiving operators in the United States, according to latest estimates, with 32,000 in the New York area.

Two to three thousand are in taverns and bars where customers watch sports events while they imbibe.

MARCONI ENGINEERING CONSULTING SERVICE

Whether you are thinking of establishing an FM or AM broadcasting station, or extending your present radio facilities, the services of experienced Marconi engineers are available to assist you. These services include:

- 1. Spectrum Search**
the investigation, field work and study of existing frequencies to devise 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

CKCR KITCHENER

PROMOTION

As a Supplementary Station of the Dominion Network your program gets a bigger break on CKCR.

Ask to see our promotion presentation on "The Whistler".

CKCR

"Smack in the middle of Ontario's Richest Market"

— See —
WILLIAM WRIGHT
MONTREAL
Empire Life Bldg.
R.A. 7240

TORONTO
Victory Bldg.
AD. 8481

CKCR CKCR CKC

HOW THEY STAND

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

DAYTIME			EVENING		
English			English		
Ma Perkins	15.1	-1.8	Lux Radio Theatre	31.5	-4.0
Big Sister	15.1	-1.5	Fibber McGee & Molly	28.2	-4.5
Lucy Linton	14.1	-1.7	Alec Templeton	25.0	new
Road of Life	14.0	-2.1	Ozzie & Harriet	24.5	-2.6
Pepper Young	13.8	-1.6	Fred Allen	24.5	-2.4
Life Can Be Beautiful	13.5	-1.6	Corliss Archer	17.0	-1.8
Laura Limited	12.5	-1.7	Alb. of Familiar Music	15.6	-2.6
Right To Happiness	9.4	-1.4	Big Town	15.5	-1.0
			Take It or Leave It	15.5	-1.0
			Bob Hope	15.4	-4.5
French			French		
Rue Principale	26.7	-.8	Un Homme et Son Peche	36.2	-9.2
Jeunesse Doree	26.4	-1.8	Radio Carabins	27.9	-9.4
Tante Lucie	19.6	-1.3	Cafe Concert	27.4	-.9
Quelles Nouvelles	19.3	-1.6	Metropole	27.4	-9.6
Le Quart d'heure	17.1	+1.7	Qui Suis-je?	25.0	-.5
Grande Soeur	16.3	+2.0	La Mine d'Or	24.5	+1.0
Courrier Confidences	13.1	+.8	La Butte Aux Moineaux	23.9	-4.4
Madeleine et Pierre	11.1	-1.0	Ceux qu'on aime	22.2	-2.3
The Platter Corner	7.4	-.9	Nazaire et Barnabe	21.2	-6.9
			On chant dans mon quartier	18.4	-.3

Marconi Memorial

A memorial to Guglielmo Marconi was unveiled and dedicated this week on Signal Hill, near St. John's, Nfld., by the Canadian Marconi Company. The site of the nine-foot monument is where Marconi received the first trans-Atlantic wireless signal, flashed from Poldhu, England, on December 12, 1901.

Sir Gordon MacDonald, K.C.-M.G., Governor, officially accepted the cairn from the Marconi Company.

Dedication services, which include the voice of S. M. Finlayson, Marconi's general manager, who spoke of Marconi's pioneering spirit, were recorded by the CBC.

ARE YOU READING THE BROADCASTER OVER OUR SHOULDER?

ACCORDING to 1946 BBM figures, CFCY now offers advertisers a night audience of 87,560 radio homes in the 3 Maritime provinces and the Gaspé Peninsula —the largest audience of any private station east of Montreal —nearly twice that of any other station in the same area.

CFCY
CHARLOTTETOWN

The MARITIME
Must STATION

ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. IN THE U.S.A.

Dilworth To IBS



Ira Dilworth, whose move from CBR, Vancouver, to supervisor of the CBC's International Service in Montreal was announced in Toronto, has long been a leader in cultural activities in the west, particularly in B.C.

He joined the CBC in 1938 after a teaching career at Victoria High School and the University of B.C. Previously he had studied at McGill and Harvard.

Widely known as a musician, he led the Vancouver Bach choir from 1934 to 1940 and is an authority on modern and classical art and poetry. Last year he was made head of the Vancouver Community Arts Council, an organization designed to bring together the city's various cultural groups.

During Mr. Dilworth's nine years at CBR, 1,700 young musicians have been auditioned at the station. The development of potential Canadian talent has been one of his keenest interests.



OUR FEATHERED FRIENDS

Fred Cannon informs us that his favorite Broadcaster editorials are Grey Harkley's cartoons.

SAFETY FIRST

Parliament's treatment of the Radio Committee's report leads us to reflect that the best insurance against error is doing nothing.

OFF THE RECORD

If the CBC board decides to reverse its policy of conducting its meetings in secret, will no longer be possible to say of its conclaves that "no action was taken and word spoken in order complete secrecy might be maintained."

FREE OFFERING

The Radio Committee's recommendation that the "multiple-ownership ban" be lifted leads one to wonder whether the best way to gain a commission is to refrain from requesting it.

ALIBI WANTED

With the CBC's income about to be increased \$600,000 a year in the form of the license fee collection, how will it justify its continued invasion of the broadcasting field?

STRICTLY FILLER

No one has yet blamed Breakfast Broadcasters for jockeying those flying d

PROFIT AND LOSS

The efficiency of government operation of business is demonstrated by Dr. Frigon's mission to the House Committee that CBC bought 1,000 match books to promote and thereby secured \$100,000 worth of business for the station at a cost of only \$20,000.

PERPETUAL COMMOTION

We like the quiet optimism of Jacques Thivierge's statement that CHEF has moved "permanent" frequency to 1450 kcs.

Heads French Net

Marcel Ouimet, formerly CBC's director of talks and public affairs, has been appointed director of the CBC French-language network. He will locate in Montreal. Ouimet, former CBC overseas war correspondent, succeeds Jean-Marie Beaudet, who becomes CBC's regional director in Vancouver.

L'ÉCHO FRANÇAIS DE MONTRÉAL

CHLP

Covers PARTICULARLY THE MONTREAL FRENCH MARKET

Representatives:
Toronto: James L. Alexander
U.S.A.: Joseph Hershey
McGillivra Inc.

BRITISH COLUMBIA - A MAJOR CANADIAN MARKET

**BRITISH COLUMBIANS ARE
RADIO CONSCIOUS!**

Fact No. 11:

The Dominion of ours now has a population of over 12,000,000, an increase, since 1941, of 7.3 per cent. Canada's great Pacific Coast Province is miles ahead of the Canadian average. We are proud to report that our increase is 23 per cent—by far the nation's highest*.

What is more important, these welcome newcomers are arriving well-equipped to hear your sales message. Our radio ownership rating is over 84 per cent—again the nation's highest.

* Quebec next with 9.6:
Ontario third with 8.7

*You're not selling
Canada
unless you cover
British Columbia
by RADIO*



SPONSORED BY THESE INDEPENDENT STATIONS OF BRITISH COLUMBIA
Chilliwack • Kamloops • Kelowna • Nelson • New Westminster
CHWK CFJC CKOV CKLN CKNW
Prince George • Trail • Vancouver • Victoria
CKPG CJAT CJOR CKMO CKWX CJVI

On CFRB you can reach

**MORE LISTENERS
PER DOLLAR**

than on any other Toronto station

2,795 potential radio homes after 7 p.m.

3,475 potential radio homes between 6-7 p.m.

5,195 potential radio homes at other times

Yes, on CFRB your advertising dollar buys a dollar's worth of listeners and more!

Ask the advertisers who use this station . . . who keep on using it year after year. Ask them *why!*

Here's the answer! They stay with CFRB because they can reach an audience that's been growing in size and loyalty for twenty years . . . that will continue to grow for the *next* twenty years. They keep on advertising over CFRB because, and only because, they get *results!*

CFRB

REPRESENTATIVES

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

TORONTO

Looking forward to the next twenty years!