



Stone Flibotte, Montreal



Audrey Farnell, Amherst, N. S.



Marie-José Forgues, Montreal

ners of York Knitting Mills scholarships for the 1945—6 season, pictured above, were awarded their cheques, respectively \$1,000, \$500 and \$250 on the final program of the "Singing Stars of Tomorrow" series Sunday April 26. This was the concluding broadcast in the third year of the series.

CANADIAN BROADCASTER

TWICE A MONTH

No. 9

\$2.00 a Year — \$5.00 for Three Years

MAY 4, 1946

EARLY EXPROPRIATION SEEN OF CKY AND CKX

Refusal to Transfer License to Saskatchewan Government Sets Precedent

the Ottawa cloaks its activities in additional silence, the executives of stations CKY Winnipeg and CKX Brandon seem likely and in the near future. In any rate be said that such a very much under contention and it is being assumed if the government turns the matter to its CBC, CKY will get a boost to 50 kilowatts one of the three new high transmitters the CBC is now have purchased.

a special dispatch to the WINNIPEG FREE PRESS, dated April 22, the Canadian Press Correspondent in London said:

The Dominion Government is expected to announce shortly a general policy making the Canadian Broadcasting Corporation the sole national agency for radio broadcasting. This does not mean closing private stations out of business. But it does mean refusal to issue licences in the future to provincial government stations.

The announcement will be coming in connection with the establishment of a CBC station in Manitoba. Suitable arrangements have been made with the Manitoba provincial government to yield the broadcasting field in that province to the federal government. This may mean the taking over of the provincial government

PRESS CHARGES CBC BIAS IN CONFERENCE NEWS

Dunton Says CBC News Supplied By News Service

Charges by delegates that CBC reports of the Dominion-Provincial conference were utterly misleading, are believed to have had much to do with the decision to hold future sessions in public.

According to Warren Baldwin station in Winnipeg by the CBC.

"A forecast of the policy was the recent refusal of a permit to transfer the radio license of CHAB in Moose Jaw to the Saskatchewan provincial government which sought to buy that private station.

"Information concerning the announcement of refusing licences to provincial government stations comes from thoroughly reliable sources in Ottawa in close touch with government top levels. According to the Free Press informants the government decision will be announced as a policy rather than an act of parliament, but it is said the government has legal advice that such a policy is based upon sound constitutional grounds, that Ottawa possesses sole power to issue radio broadcasting licences, and to whom they shall be granted is wholly a matter of cabinet discretion."

in the Toronto GLOBE AND MAIL, one western premier said that "subsidized" broadcasts were not only violating the secrecy of the secret sessions, but were giving an altogether distorted picture of the conference proceedings.

The CBC broadcasts, it was alleged during a debate in the conference, had given the people of Canada the impression that during the January session the provincial premiers had refused to make any concessions, and had spent the time bargaining for the maximum amount that could be got from the Dominion.

The motion to go into open session, proposed by Premier Drew of Ontario, received the unanimous support of the Provinces.

Replying to the article in question A. Davidson Dunton chairman of the CBC Board, issued a statement in which he said that any news of the Conference in CBC news broadcasts had been from Canadian Press and British United Press dispatches, and had been edited "under the usual CBC rules regarding objectivity and fairness."

"Any commentaries," the statement continued, or interpretative summaries broadcast have been by journalists of national standing and have been information gathered by themselves as journalists and dealt with according to their own judgment and interpretation. The CBC has high confidence in the ability and integrity of these journalists and they are men who have a wide confidence among the public.

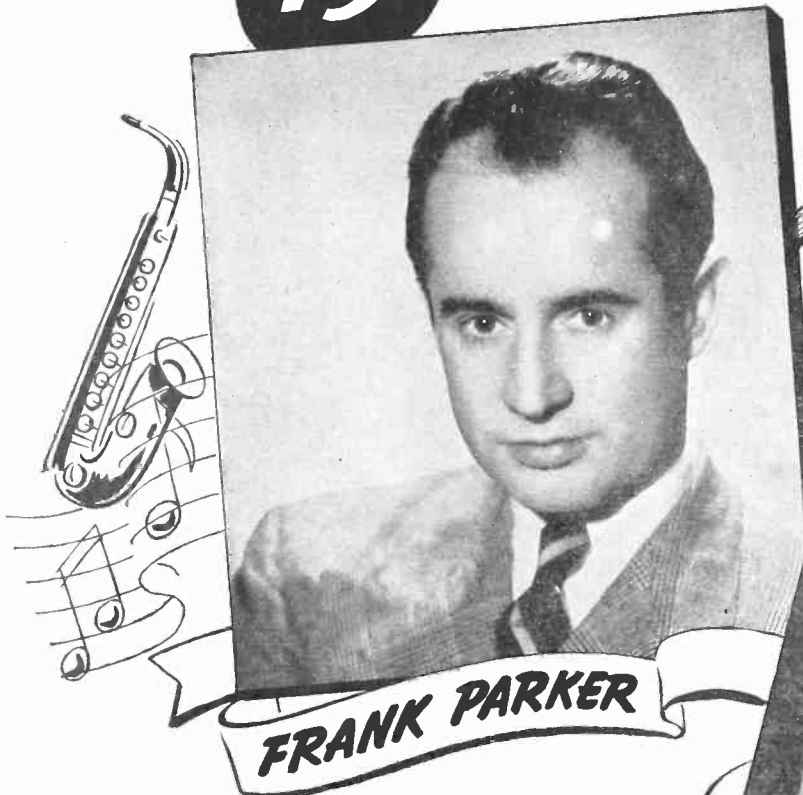
"Apart from the sources available to the public, the CBC has had no information regarding proceedings of the Conference. It has not accepted and has not been asked to accept any suggestions from the Federal Government regarding broadcast material related to the Conference. In carrying out its trust to the public, it could not accept influence from any government."

"All material broadcast related to the Conference has been planned and handled under the independent responsibility and effort of the Corporation to present the fairest and most useful information to the public on a matter of great concern to all Canadians."

THE Frank Parker SHOW

15 minutes of sheer musical delight!

- ★ INSPIRED SINGING
- ★ ENCHANTING MUSIC
- ★ A SUPERB ACHIEVEMENT



★ The great romantic singer who has starred with Jack Benny, Burns and Allen; star of The American Album of Familiar Music, and many famous shows.

★ **Orchestra Direction**
Under the hand of Paul Baron — favorite among lovers of popular music — at his top form.

★ **Master of Ceremonies**
Andre Baruch — radio's celebrated Master of Ceremonies — has never been more delightful.



★ Popular female vocalist on Hit Parade, Lower Basin Street, the Ford Program, etc.

PRODUCED BY PARAGON RADIO PRODUCTIONS, INC., NEW YORK, N.Y.

DISTRIBUTED BY

ALL-CANADA PROGRAM DIVISION



MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

Light Delinquency

"*Superman*" is now tackling the problem of juvenile delinquency with his weekly broadcasts for the Kellogg Company.

Program is aired over the Mutual network in the US, and is heard in Canada by transcription on seven stations.

In line with a new policy decided by sponsor and agency, scripts for the five-a-week series are now experimentally spotlighting problems of juvenile delinquency and presenting them in an exciting and active way.

Believing that radio is one of the most important mediums in education, Kellogg is responsible for the program which believes that youthful listeners are most strongly affected by the sag of good brotherhood now portrayed in the "*Superman*" series. Problems of all kinds will be aired "openly and honestly" so as to put forward a constructive viewpoint as forcefully as possible.

Spot Performance

The "Standing Room Only" performance had to be taken down at Cornwall's Capitol Theatre recently.

It happened as a result of one performance aired by CKSF at 6 o'clock on Friday evening, drawing attention to a special children's performance at the Capitol on Saturday night.

At the appointed hour there were 50 youngsters milling around the theatre trying to buy tickets. But the Capitol seats only 1200, something had to be done, and fast. A solution was found by putting the same show at the Palace, the Cornwall house under the management, half an hour

Missing Persons Dept.

Through the "missing persons" department of CJCA Edmonton, a man in Ontario recently traced a man in Alberta whose whereabouts had not been known for over 30 years.

By close co-operation with the police, the RCMP and the city police department, calls from the police wishing to locate someone wanted speedily by CJCA, and a most surprising success.



Portrait of a man who told his sponsor his 250 watts would give him all the coverage he needed.

Film Company Appoints Radio Director

Famous Players Canadian Corporation has appointed Victor Grove to the new position of Radio Director, to co-ordinate the radio activities of the theatres on its circuit, and to act as a clearing house for new program ideas.

Vic Grove has been in radio since 1934 when he was an actor on CKCL Toronto. He enlisted in 1943 and later became associate producer of the Canadian army's radio show with Douglass Montgomery and Bob Farnon. After returning to civilian life he joined CHML, Hamilton as program director.

Radio Identification

A 73-year old man committed suicide in Lethbridge recently by throwing himself in front of a train. The old fellow had carefully destroyed any clue to his identity, and the police were baffled. Finally they turned for assistance to station CJOC in Lethbridge.

The story was broadcast on the regular noon news program. The old man's family were listening in Scandia, Alberta. Recognizing his description, they hurried in to Lethbridge and identified the body.

Hors de Combat

Bob Simpson, radio director of Young & Rubicam, will be laying his plans for the return of "Canadian Cavalcade" next fall in horizontal position as from May 12.

Bob is going into the Toronto General Hospital for about three months from that date while they do a bone graft job on his back, to repair an old football injury of some 15 years standing.

SUNWAPT A BULLETIN

THURSDAY AT EIGHT—IT'S "EDUCATION AND YOUR CHILD"

Education has taken to Radio in Edmonton . . . and CFRN has taken education to its heart! Educational problems are discussed by a special committee of educationalists comprised of members of the Edmonton School Board, officials and teachers of Edmonton schools.

It's a program of interest to every parent.

For Information of Public Interest

IN EDMONTON — IT'S



Thanks Everybody!



Our thanks to all you good people—station managers, agency men and competitors—who have congratulated us on the outstanding quality of the NEW SWIFT'S CLEANSER Singing Spot announcements

Duophonic Transcriptions

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

CHML
↓
860 900 930
HAMILTON

HORACE N. STOVIN

announces with pleasure
the addition
to the list of
represented stations

of

CJBQ BELLEVILLE

250 watts on 1230 kilocycles

on the air June 1

Reaching 24,500 Radio Homes

and

ZBM BERMUDA

250 watts on 1240 kilocycles

on the air May 12

Reaching 10,000 Radio Homes



Full information and market data
available from any of our offices



HORACE N. STOVIN

& COMPANY

Radio Station Representatives

for these Live Independent Stations

CJCH Halifax	*CHML Hamilton	CKY Winnipeg
CHSJ Saint John	CFOS Owen Sound	CKXX Brandon
CKCW Moncton	CFOR Orillia	CFAR Flin Flin
CJEM Edmundston	*CFPL London	CJGX Yorkton
CJBR Rimouski	CKLW Windsor	CKLN Nelson
CJBQ Belleville		CFPR Prince Rupert
CKSF Cornwall	*Represented by us	CJOR Vancouver
CHOV Pembroke	In Montreal only.	ZBM Bermuda

MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

4-DAY AGENDA FOR CAB MEET

Canadian Editor for Annual Dinner

A lengthy "tentative agenda" for the four-day meeting of the Canadian Association of Broadcasters, to be held in Quebec City, May 27 — 30, includes twenty-seven items of business, eighteen of which will be conducted in closed meetings.

The morning of the first day (Monday) is an open meeting during which guests and press will be permitted to hear the chairman's address of welcome, motions appointing a convention secretary and officers, introduction of members and associate members, legal counsel's annual report, the report of the Joint Committee on Commercial Continuities, report of Public Relations Committee, and "announcements."

After lunch, the meeting will be turned over to the President of the Bureau of Broadcast Measurement for an open session from 2.30 — 4.00, and then the doors will be closed for a private session on BBM until 5.00.

Tuesday, if present plans are carried through, guests and press will be excluded all day while members hear the report of their chief engineer, the report of the Resolutions Committee and election of directors, and a report of the Radio Bureau. It is planned to open this meeting to Bureau subscribers only.

The same afternoon the sessions will continue in camera, and the agenda, as at present laid out, includes the disposition of business arising from the previous annual

meeting, the reading of the Financial Report and a discussion of membership fees, Trust Fund report, Election of Trustee (Members' Representative), recommendation of Board of Directors on position of CAB General Manager, approval of change in constitution and by-laws to permit the election of program producers to associate membership.

Tuesday evening is the date for the annual dinner, at which the guest speaker will be H. Norman Moore, editorial director of McLean Hunter Publishing Co. Entertainment by Mart Kneary's orchestra. The dinner is open to guests and press.

Wednesday morning the conference will continue, privately, with an address by Joseph Sedgwick, C., on Performing Right Fees, a report of the Program Committee, discussion on public service activities, a report of the Committee on Standardization of Rate Structures and a review of the Parliamentary Committee on Broadcasting.

Wednesday afternoon is given over to the Golf Tournaments reported on another page.

Thursday morning from 9.30 — 11 there is to be a closed meeting for the disposition of unfinished business and general business, and the commendations resulting from the board meeting.

Finally at 11, there is to be an open meeting during which standing committees will be appointed.

U.S. Public Favor Commercials

Sixty per cent of the radio listeners in or near Peoria, Illinois, are not annoyed by any announcements they hear on the radio. This figure emerges from a survey conducted by Dr. Forest Whan, of the University of Wichita, Kansas.

Asked regarding public service programs, including news broadcasts, "do you object to commercial announcements at the beginning of the program, in the middle of the program, at the end of the program?" the 1830 families questioned gave their answers as follows:

A maximum of 7.8 per cent objected to commercialization on public service type programs.

About 90 per cent stated that they either had no objection to commercial announcements on public service programs, or objected to only one or two out of three announcements on such programs.

Two thirds had no objection to commercials at the start of the program; two thirds objected to middle commercials; and three quarters of those asked had no objection to closing commercials on public service programs.

CBC Exports Schoolcasts

International school broadcasts are being prepared for five European countries by the CBC International Service.

Based on material assembled by Canadian teachers for school broadcasts over the CBC French Network, the programs are being translated and adapted to the languages of the countries to which they are being sent — France, Luxembourg, Greece, Poland and Czechoslovakia. The programs are being recorded by the International Service, shipped overseas to be broadcast over the domestic radio stations of these five countries.

Five series are being drawn up under these headings: "Great Medical Discoveries," "Scientific Ventures in Science," "Scientific Work," "Social Geography" and "The Science of Plants."

In all, some 520 programs in various languages have been prepared. There have also been enquiries from several other countries interested in similar programs. Arrangements in connection with broadcasts and their preparation are being handled through the United Nations Educational, Scientific and Cultural Organization (UNESCO) in London, England.

CANADIAN BROADCASTER

TWICE A MONTH

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

Editor: RICHARD G. LEWIS
Production Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY

Correspondents

Ottawa - James Allard
Vancouver - Robert Francis
Montreal - Walter Dales

Published by

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

VOLUME 5, NUMBER 9

\$2.00 a Year — \$5.00 for Three Years

MAY 4, 1946

The Time Has Come— The Walrus Said

Selecting a new president of the Canadian Association of Broadcasters is not going to solve all the problems that beset private radio. It is a long shot. Not even if they persuade Moses to rise from the dead and lead them out of bondage.

What private radio in Canada needs beyond all else is to show a united front. Then, and then only, will a strong association of management be able to work effectively, because it is only with this united front that, whoever he may be, the association's leader will be in a position to follow a policy other than that of taking a firm stand on all sides of every problem that confronts him.

The past five years have witnessed a fantastic onward surge of the nationalized radio in Canada. Somehow or other, though, the selection of the steps being taken never seems to permeate the consciousness of those who are most concerned until they become accomplished facts.

For example, right now the government is bestowing new licenses left and right, and yet no one seems to be wondering whether this policy is inspired by a hope of depreciating the value of the private stations against the day when they take them over. Or are they planning, as this paper has suggested before, to trade these AM frequencies later on for nice new licenses?

Clearly it must be apparent that the day is fast approaching when the CBC will be able to tell the basic private stations of those coveted networks that their contracts will not be renewed on expiry, because the chain of fifty kilowatt stations with which the Mackenzie King Broadcasting System is slowly straddling the country will by then be able to provide all necessary outlets for the networks, which it has graciously permitted the private stations to build up for it.

Naturally the CBC will turn up its refined nose in horror at this situation. "But you said you wanted a network", it will apologize, and you gave you, not one, but two networks. Besides, look at all the useful programs we let you carry."

Which, of course, the reply is "Bilge!" They didn't give anyone anything. They simply dangled the network plum before the private operators, and thus beguiled them into providing, without outlay, the capital, in the form of station facilities, without which they could never have built up their powerful and monopolistic network business.

And now the time draws near when this capital is going to be reaped before it can earn real dividends.

Current rumor has it that the two stations of the Manitoba Television System are about to be expropriated by the Dominion government. If this becomes fact, as seems more than likely, stations CKY, Winnipeg, and CKX, Brandon, will become government property on the strength of the precedent established by Ottawa's refusal to consent to transfer of the CHAB, Moose Jaw, license to the government of Saskatchewan. Whether it goes through or not, the CBC will presumably be putting one of their new 50 Kw. transmitters into Winnipeg, or they have already notified CKY that they must surrender their 990 kilowatt frequency. It is pretty obvious that, though crocodile tears may patter on the slopes of Parliament Hill, the new CBC outlet in Winnipeg will be another step towards a completely CBC owned network.

Supplanting a locally operated station with a necessarily "imperial" network programming, the CBC would be treating the good people of Winnipeg with disdain if it ill befits it to show any of its listeners.

In the meantime, this same "No Provincial Licenses" policy will quickly remove the threat to the monopoly which loomed up last year in the shape of M. Duplessis' proposed Quebec Network. "Milles pardons M. le Premier. We did it in Manitoba and Saskatchewan, and we just can't shower special privileges on Quebec."

Bilge is such an expressive word.

At your off-the-record meetings at the CAB Convention, gentlemen, the appointment of a president is not the prime matter of business. The CAB membership needs to fight. It needs to fight for its life.

Editor

"DEIRDRE of the Sorrows"

A Review of the Reviews

by CHARLES RAINSFORTH

On Saturday, April 20th, the CBC, over its Trans-Canada Network, presented "Deirdre of the Sorrows", the first full-length opera to be written and produced in Canada. The work was commissioned especially for radio by the CBC and they chose John Coulter as librettist and Healey Willan as composer.

In this world premiere of the work the conductor was Ettore Mazzoleni, chorus-master Albert Whitehead, and the program was produced by Ernest Morgan. Leading roles were sung by Frances James, William Morton and Lionel Daunais, supported by Olive Blakely, George Lambert, Ernest Berry, John Harcourt, Frederick Morris, and John Reid, with Frank Willis as narrator and John Fisher as commentator. Frank Herbert was the announcer.

The story of "Deirdre" is the oft told tale of the foundling brought up by the Druid priests, and of the fate of the men who defy the Druid curse by loving her.

John H. Yocom in "Saturday Night" says that the lines in which Coulter tells the story are simple and direct. "It is a poem full of color and contrast, heroic actions and deeply moving emotions. He has caught the wider—for operatic purposes—epic implications of the tale, while still keeping great intensity at the supreme moments." Thomas Archer in the "Montreal Gazette" says: "The text is full of Irishisms and tends to contain rather too much narrative and repetition of names, but it is sufficiently well made and full enough of imagery to give Dr. Willan his chance."

The music probably comes in for as near to "rave notices" as any modern opera can ever gain from the critics.

Archer of the "Gazette" lauds 'Deirdre' as "Dr. Willan's best work to date. This is the music of a great craftsman," he says, "It is full of a fine lyricism. Dr. Willan is a melodist of unquestioned gifts. The druidical music, the love music, the final chorus, these are examples of composition which could probably challenge anything that has been written for the lyric theatre since Richard Strauss' 'Frau ohne Schatten'. The orchestration is masterly and picturesque if a little superabundant. The technique is romantic and the Wagnerian harmonic diction seems to suffice the composer."

McStay in "Variety" says: "Healey Willan's music, while it may suggest the structures of the

Bach "Passions" also has overtones reminiscent of Wagnerian treatment of heroic legend, in music-drama form. But Willan has completed a noteworthy job that tops the many works he has already written. He neither changed nor embellished the Coulter libretto, but he certainly heightened the meaning."

Yocom points out that Dr. Willan's music not only characterizes the actors, their thoughts and actions, but it shows the development of those characters and the plot in which they are enmeshed. Text and music are so completely fused that no matter what one thinks of opera he can find no artificiality here."

Ettore Mazzoleni comes in for praise from Archer: "Never once were the instrumentalists allowed to overwhelm the vocalists. Mr. Mazzoleni conducted with meticulous attention to detail."

Mazzoleni's job was termed "magnificent" by Yocom.

The critics have general praise for the vocalists taking part. Yocom says that Miss Frances James' work struck an effective balance of the musical and the dramatic.

The general impression of the critics in regards to the singers is summed up in McStay's "they are all top-ranking Canadian artists and gave splendid performances."

The Canadian reviewers Archer and Yocom, both compliment the CBC for the "technical feat and for the considerable outlay in time and money which must have been devoted to this all-Canadian effort." That this is true is agreed by McStay but he adds: "The 'Deirdre' production was a noble adventure on the CBC's part, made possible only by a government subsidized set-up where the cash-box has no lock. It was the penultimate in the CBC's vaunted aim at culture for Canadians, but opera appeal is limited. Splendid as was this three and one quarter hour music-drama, it would be interesting to know how many—or how few—Canadian typical listeners sat it out without twirling the dial."

As a radio opera, performed with the maximum of rehearsal time and care, "Deirdre of the Sorrows" has won the critics' acclaim as a work of art. Only public response can answer the question as to its appeal to Mr. and Mrs. Average Listener.

CHNC

FOUR LETTERS which echo far, wide and deep into French centres of Eastern Quebec and the Maritime Provinces.

July 1946 will mark a new date in our 12½-year history. 5,000 power-full watts, from then on, will pound your sales messages into thousands of additional French homes, which will welcome this addition to their listening pleasure

A glance at the map will tell you more than a long story, provided you bear these two facts in mind.

(a) French-speaking people are scattered all over the Maritimes.

New Brunswick	163,934
Nova Scotia	63,260
P. E. I.	14,799

(b) CHNC is the only French station, blanketing these 250,000 French-speaking Maritimers.

A more complete coverage of the Maritimes, plus adequate coverage of the Gaspé Peninsula and Matapedia Valley (160,000 French-speaking people) are the reasons behind our project, and we are making sure that it will spell success.

This move will pay immediate dividends to our sponsors. Between you and us, Mr. Client the advantage will be on your side. Don't miss them! A bientot!

Broadcasting Station

CHNC

New Carlisle, Que.

610 kcs.

1,000 watts now

5,000 watts after July

Pacific Drattle by Robt. Francis

News and special events boss Sam Ross, of CKWX Vancouver, was with a party from the Victoria Press Gallery which went north to Prince George on a week's looksee at the Pacific Great Eastern Railway.

At CKMO Vancouver, Leo Nicholson, Keed Chapman and Bob Willett are holding skull sessions over the possibility of broadcasting hockey and baseball on the same night. CKMO baseball broadcasts start April 30, and if Canucks keep winning there could be a hockey tilt that evening too. Of course Boston Olympics could resolve the whole problem by winning the series before that day.

CKMO manager Johnny Hunt arrived back from an Eastern Canada trip in time to get everything in shape for the opening of the station's new kilowatt transmitter May 1.

On a recent broadcast of his "Stardust Review" movie program, Al Reusch of CKMO interviewed a couple of hundredweight of Fiji Island muscle, name of Adi Moorthi, a native of Suva. After being chosen the most perfectly developed Fiji Islander, and seeing a Johnny Weismuller Tarzan picture, Adi decided to learn English, and then made his way to Canada. Hollywood is the next objective.

Wallie Peters, musical director for CJOR Vancouver, has been engaged to direct an orchestra of city musicians for a new Canadian motion picture being produced in Vancouver.

CJOR manager George Chandler will drive east about May 1 for an Eastern jaunt touching at Ottawa, Toronto, Montreal, Chicago and New York. He will attend the annual Dominion Network meeting, and the C.A.B. convention in Quebec City.

Velva Hayden, for several years a control operator at CJOR, is now in charge of studio traffic.

Fair exchange still seems to be a good bargain. Some time back CJOR salesman George Jefferies left to become sales manager at CKPR Fort William. Within the month his old outfit had lured continuity writer Betty Copely to Vancouver.

Local stations are starting to lay plans for special events for Vancouver's Diamond Jubilee celebrations during the first two weeks of July.

CKMO's newest female mike personality, June Hanson, formerly of CHWK Chilliwack, is fast winning friends and influencing people, if fan mail is any criterion.

Don't confuse her with Gladys Hansen, latest addition to the fast growing CKNW New Westminster staff. She'll take over some of the continuity editing grief from Dot Tupper.

Ferdy Baglo and Bon Fox are holding furtive conferences these days preparing for the first edition of a CKNW staff newspaper.

CKNW donated a half hour each evening last week to a "Salute to Local Artists" series of programs. Listeners with artistic talents took part in the programs.

Allan Macnab is getting con-



The sympathy of all branches of Canadian advertising goes out to Mrs. Margaret Brown Campbell, whose husband, William R. Campbell, general manager of MARKETING passed away at seven o'clock last Tuesday morning.

Mr. Campbell, who was 50, joined MARKETING in June 1944, having previously been associated with the Automotive Transport Association as Public Relations Counsel, MOTOR MAGAZINE, MACLEAN PUBLISHING COMPANY and the GLOBE AND MAIL.

Mrs. Campbell, who has been associated with MARKETING for many years, lost her husband the day following her father's funeral.

The funeral time has been set for Thursday, May 2, at 3:00 p.m. from the A. W. Miles Funeral Chapel, 30 St. Clair Avenue, West Toronto.

gratulations on his appointment as CKNW production manager. Warren Johnstone, "Breakfast Time" announcer, is the father of a baby boy. The Chase Medicine Company, after carrying daily flashes over CKNW for a year, have renewed through Ardiel Advertising Agency, Ltd., of Oakville, Ont. One year's spot announcements will run Monday through Saturday. Bonus Foods, through Volney Irons, Vancouver, have renewed for 52 further announcements with CKNW.

Ken Foote of CFJC Kamloops was a visitor at CBR.

CJOR took the front page of their last station news bulletin to prove that a small number of spot announcements can bring a large number of replies. For ten days Billy Browne carried spot announcements of a contest, sponsored by a local furniture concern. The ten spots brought 8,874 letters.

Production manager Laurie Irving at CKWX has had his office fixed so he can get away from it all. He had his office rebushed, with sound proof walls to keep out the clatter. But he left room enough for a window to enable him to keep an eye on his boys and girls in the outer office.

CBC regional engineer Arthur Ellis is home from confabs in the east, and CBC publicity man Pat Keatley is back from Hollywood.

CBC STAGES FRENCH DRAMA CONTEST

Clix of the CBC French Net-ork's first "Concours Littéraire," on contest for writers of each language radio plays, came th announcement of the winners in month.

The awards were made during special ceremony broadcast from e Heritage auditorium in Mont-al. Many CBC bigwigs were on nd at the event, including board airman A. Davidson Dunton, irecto general M. Augustin Frig-ard members Rene Morin and ien Pouliot, and Jean Beau-ector of the French Net-ork.

Winners of the contest, selected om 2 finalists whose plays have en broadcast on successive Sun-ys, ere as follows:

Historical Sections 1st prize, \$200 Mme Claire Gervais-Roy of ree rivers, Quebec, for her play *La Chef de Bronze*. 2nd prize, \$150, Major Pierre Brunet, auth-or of *Le Drame du Fort Saint-al*. 3rd prize, (\$100), Miss yrt Gauthier, who wrote the ay *Autour D'Un Edit*.

Fiction Sections 1st prize, (\$2-), *"Contrebandier,"* by Guy uffe; 2nd prize (\$150) to *in line Nature* by Conrad Lar-ard prize (\$100) to *"D'Un use"* by Philippe Beauregard.

The contest was under the superv- of Mgr. Olivier Maurault, eto of the University of Mon- until his departure for South

America, when Maurice Hébert took over.

During the broadcast ceremonies, scenes from each of the six winning plays were enacted. Among the speeches made during the evening was one by Dr. Frigon, in which he paid tribute to the outpouring of French Canadian talent which the contest had produced.

350 manuscripts were submitted by some 150 authors, at least sixty of them of top-notch quality. Dr. Frigon announced that the six prize-winning playwrights were being invited to present two sketches apiece to be broadcast on Sunday evenings between July and October. These would follow the series of 12 broadcasts of plays entered for the contest which did not quite come up to the winning entries.

Pinning 'Em Down

From the Windsor Star

Modern invention has all but eradicated one of our worst political pests. The microphone and the amplifier have pinned down the oratorical peregrinationists whose antics were spectacular but rather less than edifying.

Every adult can remember the political speakers who used to prance and roar about the platform. They could not function in less than a thousand square feet of floor space. They could not be pinned down. They roamed about the rostrum, gesticulating and shouting. It was an acrobatic performance more often than not designed to distract attention from the weakness of their arguments.

With loudspeaker systems in general use, orators must stay put. Audiences today have become accustomed to hearing clearly what is said from the platform, and they are not willing to strain their ears, in a hall of any size, to catch the words of a speaker depending solely on lung power. The campaigner who strays from the microphone loses his hearers almost immediately.

The invention of amplification has raised the tone of political oratory, even if it has robbed it of some of its entertainment value.

Pacific Quiz Kid



Annabelle Rea, 10-year old daughter of William Rea Jr., who owns and manages radio station CKNW in New Westminster, is the new Pacific Coast "Quiz Kid." Annabelle, entirely on her own, originated the program "Who Sings" — title and all.

"Who Sings" is a quiz program which is bringing in well over 300 letters a day, with a total of well over 26,000 letters since the program started late in 1945.

Set Production Soars

Indicative of the return of peace-time production to Canada are the figures issued by the Dominion Bureau of Statistics, on the sale of radio receiving sets in Canada.

The figure for the month of January, 1946 is given as 31,659 units as compared with the twelve month total of 44,343 units for 1945.

SHOW BUSINESS

by Geo. A. Taggart

The George Taggart Organization

... came into being in 1943 because there was a genuine need for the services such an organization could provide.

PROOF OF this is the fact that today a substantial and ever-growing list of "satisfied customers" are using our services.

WHAT ARE our Services?

Briefly, we provide a meeting place for the buyer of fine talent and the talent itself. We protect you as to quality and suitability of talent for your every entertainment need. We help you to merchandise... to train... to educate... to entertain... by means of radio, stage and film presentations.

OUR organization maintains a permanent staff of trained experts with an aggregate of fifty-one years' experience in the entertainment and advertising fields at an average age of thirty-three.

THE GEORGE Taggart Organization has been successful because it has successfully filled a need.

NO BUSINESS or organization can offer a better reason for success than that.

165 Yonge St. Toronto
ADelaide 8784.

Gets UN Dubs

For methods of recording are in used to transcribe every word oke at the UN Security Council eeting in New York. A plan is ing worked out to make dupli-tes of the transcriptions available at radio stations in the US, ind educational stations.

The recordings are being made in dis, wire, film and tape. Purpose of supplying transcriptions to tered stations, according to Christopher Cross, radio liaison an E UN, is to implement direct ot ews coverage, and to bring e full story of the UN efforts or lating peace before the Ameri-n people.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

AND WHAT beautiful attention we're getting! The ONLY Canadian station on the Pacific Coast with 5,000 watts power able to accept spot advertising— Why not join us at our present low rates and that super 600 Kc. frequency? With our new power we cover not only greater Vancouver, Canada's 3rd market, but Victoria too!

CJOR, VANCOUVER

Represented by

HORACE N. STOVIN

MONTREAL

& COMPANY
TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Look to

RCA VICTOR

for the Best in

RADIO TRANSCRIPTIONS



RCA Victor

 TRANSCRIPTION STUDIOS

TORONTO • Royal York Hotel • AD 3091 • MONTREAL • Lacasse St. WE 3671



SPONSORS



HAVE YOU HEARD

"ONE MAN'S DESTINY"

The dynamic 15 min Radio Show about People in the News who are making News.



Presented by  United Press



Ask your local radio station for details

BRITISH UNITED PRESS

231 St. James St. MONTREAL

MART KENNEY HITS THE ROAD

When the new Northern Electric Show, with Mart Kenney and His Western Gentlemen opened April 8th in London, Ontario, it marked the first stop on a transcontinental tour which will include thirteen Canadian cities. The opening show also marked the culmination of many months of intensive planning, in order that the broadcast would continue on its appointed time every Monday evening for thirteen weeks.

The broadcast itself, a summer replacement for the N. E. program series just concluded was a comparatively simple arrangement, but when Northern Electric dealers across Canada asked that the program be presented to visual audiences in each city as well, they threw a monkey wrench into the machinery in a very literal way. Only two dates were certain when this request was made — the show would open in London, Ontario, on Monday, April 8th, and would close in Hamilton on Dominion Day, July 1st, to fit in with that city's Centennial celebration. Oh yes, and the sponsor had also offered the unit as the CAB annual dinner attraction in Quebec City, May 28th.

The midnight oil flowed copiously as the boys in the Toronto Office of the Harry E. Foster Agency poured over maps of Canada. If only Regina was in the Province of Quebec, and Ottawa was the capital of Alberta; if Halifax was situated in the wheatfields of Manitoba and Toronto was on the shore of the mighty Pacific! All very well to move them around on the map, but the permanency of these centres seemed thoroughly established and some other type of juggling was needed if they were to fit into a workable schedule. Yes, a hall was available in Vancouver for such and such a date, but how were you going to get to Ottawa for the following week, and then west again to Calgary for the week after that? Perhaps you'd fly, and perhaps you wouldn't, for there are nearly thirty people in the party,



Londoners Crowd in to the Kenney Program

including engineers and technical men, producers, singers, musicians, stage hands — to say nothing of several tons of equipment.

If only the circus wasn't in the Auditorium in Ottawa on April the "nth," and why do the students have to be writing examinations at Dalhousie University on May the "whatth."

The telegraph and telephone wires hummed with messages from Northern Electric dealers, in response to requests like this — "Is Trianon Ballroom, Regina, available June 'something-or-other' wire reply." And so it went but, gradually, the pieces of the huge jigsaw puzzle were fitting into a pattern that promised success.

There are many angles to a tour of this kind. While the radio department scanned railway schedules, working feverishly on a suitable itinerary, a dozen others were arranging programs, choosing music, setting up sound and P. A. systems, compact and portable; building stage drops and designing curtains and a myriad of other details were

being carefully checked to insure a smooth workable routine for thirteen weeks of travelling.

In all the cities where the Northern Electric Show will originate there will be additional entertainment before or after every broadcast, with dancing in many of the places where space is available.

University of the Air


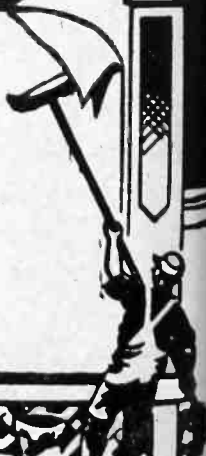
Antigonish, N. S., has its own "University of the Air," broadcast through the local radio station CJFX. It is a school in everything but examinations, offering courses in Science, Poetry Appreciation, Economics, Public Health, and Home Economics. The radio classes are conducted by experts in each field, and the radio student body is spread through the Maritime and Newfoundland. The "University of the Air" has grown from small beginnings, with one weekly broadcast in 1944. Next year it is hoped to expand the "curriculum" to cover a wider range of subjects than the present five programs a week.

CHNS BULLETIN BOARD

"The Voice of Halifax"
is
THE CHOICE IN HALIFAX
for
NATIONAL ADVERTISERS
WIDEST COVERAGE IN THE MARITIMES

5000 WATTS SOON
CHNS, HALIFAX, N. S.
ASK THE "ALL-CANADA MAN"

960 ON YOUR RADIO

CHAT Waits for July

Buy Alberta and get Saskatchewan free!" is the slogan of Medi-Chat (Alberta's) first radio on CHAT.

When the studio building is well advanced, and CHAT's voice is expected to be heard on 1270 kilocycles in July. Three studios are included in the 4800 square feet of space to be occupied by the station.

CHAT is owned and operated by March Broadcasting Co. Ltd. under the management of (Bob) Buss, former commercial manager of CKCK, Regina. Buss has been appointed national representative.

Music Government

Programs on some Australian radio stations are selected by a group of people whose musical taste is to be limited to "hideous, revolting, diabolical, appalling, horrible noises and defiant rowdiness." Such is the charge in a report issued by Australian Parliamentary Committee on Broadcasting.

Referring to a recent broadcast from an Australian commercial station in which murder and robbery were said to have been committed by the author, the report states what it terms the practice

Civvy Street

Recent visitor at the BROADCASTER office was Gord McClain, who started in radio at CKCL, Toronto, (then in the Prince George Hotel) way back in 1924, put in seven years managing station CFCA, of blessed memory, then back to CKCL, until he enlisted in the RCCS in January 1940.

He was overseas four years, for the last year of which he was transferred from "Signals" into the Canadian Army Film Unit, where he was production supervisor on such ventures as the weekly "Canadian Army News Reel" and various theatrical shorts.

Gord has now located back in Toronto, where he is setting up as a freelance writer-producer.

Plays Horror Shows

of defending "objectionable portrayals of moral degeneracy" on the grounds that they are "art".

If the government is prepared to punish severely the purveyors of adulterated food, says the Committee, it should be ready to deal with equal or greater severity with those willing to profit by undermining the Christian moral code by which the community lives. Plays or sketches which excite sympathy for offences and offenders against the moral law, it believes, should be avoided.

CBC COMPETITION UNFAIR

"There is something basically wrong with a set-up which forces the Canadian taxpayer to bear two-thirds of the cost of an advertising medium which is in direct competition with other advertising media that must pay their own way", says the EDMONTON BULLETIN.

Referring to a speech by CBC Chairman A. Davidson Dunton emphasizing the expense of maintaining the national networks, the editorial interprets his remarks as a hint that an effort may be made shortly to increase the license fee.

"Mr. Dunton," says the BULLETIN, "does not choose a very happy moment either to justify radio license fees or to lay the groundwork for an increase. For the people of Canada have become very conscious that there is a serious anomaly in the radio organization of this country."

"Last year," the editorial continues, "the people of Canada paid out some \$3,700,000 on radio license fees. With that money the CBC produced 9,500 commercial programs which directly competed with free enterprise advertising. Meanwhile the CBC maintained control of private stations with which it is in competition, even to the point of withholding commercial licenses from stations of which it did not approve."

"Before CBC license fees are in-

creased or even justified at their present level," the newspaper concludes, "some fundamental changes in the structure should be made."

Hamilton Youth Forum

Topics including health, jobs, delinquency, sex, crime and punishment are thrashed out on "YOUTH DISCUSSES" over CBC's Dominion network each week.

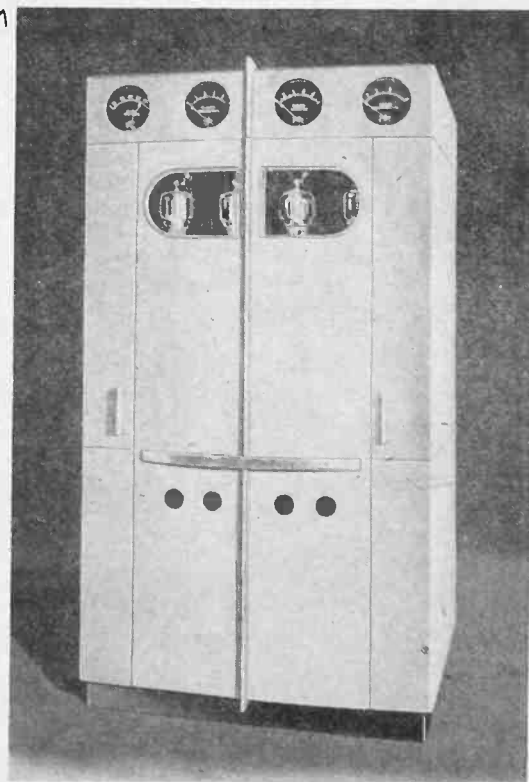
The program originates in Hamilton, where it was aired locally by station CHML before becoming a network show. Organized by the Hamilton Central Collegiate Hi-Y Club and the Hamilton YMCA, the forums feature groups of high school students discussing some of the problems confronting young people all over Canada today.

EVERYTHING for your broad- casting station

FROM MICROPHONE TO ANTENNA

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

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



A NATIONAL ELECTRICAL SERVICE

24 BRANCHES ACROSS CANADA

BROADCASTERS

Going to higher power?

Going to F.M.?

- *A.M. Briefs prepared.
- *F.M. Briefs prepared.
- *Sites selected.
- *Advice on Equipment
- *Proof of Performance Measurements.

Contact:

ELECTRONIC ASSOCIATES

LIMITED

2498 Yonge Street
Toronto 12

Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.

YOUTH REIGNS AT CFNB



Youth takes over at CFNB, Fredericton, N. B., every Saturday morning. For half an hour each week pupils from one of Fredericton's primary schools take over the operation of the station's studio and control room facilities, and put on their own program.

The "CFNB JUNIOR RADIO GUILD" is presided over by a student master-of-ceremonies. Each program is divided into two separate segments, which may take any of the following forms: quiz, musical, dramatic, educational, comedy,

recitations and so forth. A different announcer handles each half of the program, and each one is introduced to the listeners by the emcee.

The aim of this weekly series, as stated by CFNB, is "to create in our youngsters, a greater understanding of radio, and a greater appreciation of the art of self expression, to encourage the development of latent talent, and generally to add to their education through application."

Every student who participates in the broadcasts receives a brown and yellow cloth badge inscribed "Member CFNB Junior Radio Guild 1946" and the word "Announcer," "Producer," "Engineer" etc. The pride with which these badges are worn on sweaters affords promotion for both station and program.

Visitors' Book

Recent visitors at the "BROADCASTER" office include Charlie Shearer former radio censor, who dropped in to tell us about his new commercial venture and Doug Smith, the Calgary boy who is making good in a big way as Imperial Oil Hockey broadcaster out of Montreal.

CBC Policy Creeping

The federal government "is determined to make a closed corporation of the national broadcasting facilities of Canada," said Alberta Telephones Minister W. A. Fallow in Edmonton recently. He expressed this view when the CBC board of governors again refused to grant a public commercial licence to CKUA, Edmonton, operated by the department, and rejected its application to build a 50,000 watt station at Red Deer, Alberta.

The CBC's action, Fallow said, was further evidence of "the planned system of creeping parliamentarism being forced on the provinces with the definite purpose of curbing the right of free speech and free thinking."

Reconstruction Minister C. D. Howe, he added, had advised the board of governors was refusing frequencies which could be used by high powered stations on the CBC network, refusing CKUA's application, the board had considered the Edmonton area was already adequately served by commercial stations.

Round the Clock Audiences

The People's Palace in London, England is now the home of the BBC Symphony Orchestra, a musical haven for the people of the district.

The theatre was built originally for the inhabitants of the East End who could not afford to go to regular theatres. Now broadcasts go on around the clock and all but a very few of these broadcasts there is an invited audience consisting of groups from schools, hospitals and clubs, who come to their desire to go.

Observers are surprised at the rapt interest shown by this group as they listen to the orchestra, and are pleased to note the knowledge, both technical and historical shown by them. School nurses, school children and young men and girls meet, all drawn together by the love of good music.

DEFINITE ADVANTAGES OF SPOT BROADCASTING ARE

Flexibility

Station Selection

Time Selection

Adaptability

Sellability

ASK US . . .



Covers
THE RICH
FRUIT BELT
of
BRITISH COLUMBIA
CBC BASIC ★ 1000 WATTS

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.



ormal steps required to up his year's Parliamentary o Committee have been com- d. he motion to set up such a committee was duly made he appropriate Minister (Dr. Mann, National Revenue) passed by the House. Not out somewhat more discussion usually follows such a pure ality. Mr. Speaker read the n, apped from the last word his customary "Adopte car- b) was interrupted in mid- of T. L. "Tommy" Church s.-Ca. Toronto). Mr. Church d register a protest that ommittee sat too often in , at its recommendations igned by Parliament. Not id r. McCann in a brief re- He could recall no secret sit- atal, and most of the com- s' recommendations had im- plemented. E. G. Hansell al-Cedit, MacLeod) and d times a member of the ittle in question, rose to say out this should not be a l, at a standing committee. idwell, C.C.F. leader, led around in his seat, said g and vigorously. Mr. H. continued: "Such a com- should be empowered to in- at not only the CBC (under r's reference, committee ly deals only with the net- of all Government com- r. Speaker hastily slip- ching phrase; the he been set in motion.

Rush, veteran and dis- Controller of Radio in ment of Transport, was y nored in Ottawa early il. Controller Rush received ional Institute of the Civil e Canada medal for "out- g contribution in science nistration". The medal on the fact that Mr. s "individual responsible garing and planning the of carrying into practical the work of scientists es- y in the field of radio moni- of enemy signals and mes- he full report in this tion indicated the tremen- d variable part now played ion warfare. It also re- the Mr. Rush and his asso- h in Transport and al research, had played a art in the development of ng direction finders, naval shor wave monitors, the ap- on radar to peacetime rav. Noted too, was the at Mr. Rush and his cos- ill been responsible for ng and operating equipment n the Commonwealth Air- g plan; handled assign- of frequencies required by me forces and co-ordina- frequency allocations with ited States and Britain.

r Rush was charged, during ar, with co-ordination of h eliminate radio inter- in service aircraft, naval ag army vehicles. He o responsible for extension oast radio-telephone net- n St. Lawrence region ured in control of con- vents.

Rad. Controller joined the rve in 1912 as chief in-

spector of government wireless; has held his present post since 1936. Well-founded Ottawa gossip has it that he will very shortly retire. Whenever he does, Mr. Rush will be able to look back with satisfaction upon a distinguished career of unquestioned service to his country; and will take with him the best wishes of the radio industry in addition to all others.

Same Ottawa story has it that upon Controller Rush's retirement, post will be assumed for at least probationary period by his present assistant, Mr. G. C. W. Browne.

Possibly the hardest reconversion job of the works in public circles is that of Prices and Trade Board. Admittedly fighting a "rearguard" action, the Board is up against ever-increasing pressures.

With the war itself over, everyone now seems to be in favor of price control—for everyone else.

TRADE WINDS

F. H. Hayhurst Co. Ltd., report that Bromo Seltzer of Canada started "Forever Ernest" over CFRB, Toronto, April 29 as summer replacement for "Vox Pop". The new series star Jackie Coogan and is heard Mondays at 8.00 p.m. (E). Same agency says that American Safety Razor is piping in "The Falcon" to CKEY, Toronto, from the Mutual advertising Gem razors and blades.

Cockfield Brown's Toronto office says that Campbell Soups are piping from Columbia "Meet Corliss Archer" as replacement for "Request Performance". The new show started last Sunday and goes to CFRB, Toronto, and 28 stations of the Dominion network.

According to the commercial department at CKAC, Montreal, a year's spot campaign is under way for Armitage Tires. A 5 month spot series has started for Benjamin Moore Paints. A similar campaign is also going for Duval Automobile Dealers.

Thornton Purkis' Toronto office says the Salada Tea's fall radio plans include "The Frank Parker Show" to go to 9 Maritime stations.

400,000 Watts

One of the most powerful transmitters in the world will shortly go into operation in Mexico City. Station XEW will increase its power from 100 to 400 kilowatts. The new transmitter will be capable of an output of 600 kilowatts, and XEW will eventually go on the air with that power.

Within the next year the super-power station, owned and operated by Mexican radio pioneer Don Emilio Azcarraga, will move into a new 12-story building with six or seven studio-theatres with seating capacities ranging from 500 to 1,500. XEW is key station of the NBC affiliated network in Mexico.

Designed especially for use with the RCA VICTOR ET-444-A FM TRANSMITTER

RCA Victor
TWO BAY MODEL.
TURNSTILE ANTENNA
(TYPE RCA TE-538-A)

Quick Facts

- High gain
- Outstanding performance
- Completely pre-fabricated
- Shipped knocked down
- Easy to assemble
- Easy to erect
- Strongly made of duralumin
- 120 pounds weight
- Low cost installation
- De-icer, at little extra cost, for cold weather

ALSO AVAILABLE... Type RCA TE-538-B
A Four Bay Model where higher gain is required.

For further information, write to Engineering Products Sales Dept., RCA Victor Company, Limited, Montreal, Que.

RCA Victor  

RCA VICTOR COMPANY LIMITED
HALIFAX MONTREAL OTTAWA TORONTO
WINNIPEG CALGARY VANCOUVER

EVERYBODY WANTS TO GET INTO THE ACT

by RAY MUNRO

Complete
RECORDING
FACILITIES

for your
WESTERN
BROADCASTS

- Air Checks
- Delayeds
- Actualities



WRITE OR WIRE
Les Garside
INLAND
BROADCASTING
& RECORDING
SERVICE

171 McDERMOT AV. WINNIPEG

Radio people are driving me mad. Everybody wants to get into the act.

"Take it this way" . . . "no, that way" . . . "watch my double chin" . . . "Munro, get the hellingone out of here with that camera" . . . "please take one that makes me look pretty" . . . "remember, Ray, this is the side I photograph best on."

I wanted to be radio's photographer. Now they tell me I am. And I'm gla-a-ad.

But . . .

"Try it this way" . . . "now how about that angle" . . . "say, I've got a good idea for a picture" . . . "no profile shots, my nose is too big" . . . "now do something nice for me."

"Rush, rush, rush! You've got three minutes to get that picture" . . . "hey, don't touch that mike and watch where you step" . . . "how much longer do I have to wait for my pictures?" . . . "You mean the ones I took last night?" . . . "how d'you like these?" . . . "well, they're o.k. but I don't think you've got the real ME" . . . "how about a group shot — the whole thirty of us?"

Gag shots . . . hammy shots . . . corn . . . portraits . . . baby pictures . . . "One of your wife?" Sure, why not? Be glad to" . . . "how



Photo by Canada Pictures

Raycroft Pictures has been appointed official photographers of Toronto Radio—by Ray Munro. Raycroft Pictures is Ray Munro. You've seen his pictures in this and other publications. In the following article he proves that he chose the right road when he decided to be a news cameraman for a living, and not a writer.

much? Oh, \$3.50" . . . "you mean \$3.50 for ONE?" . . . "Yeah, \$3.50 for ONE" . . . "Oh, I see . . . well . . ."

But you do meet such interesting people and most of them know so much about photography and publicity that it is strange they don't get more stuff in the papers. Of course, nearly all of them want to show me how to take pictures.

There's that radio advertising exec., Ad. Jective, who just loves to help. "Look, Ray", he says confidently, "I've taken some pictures in my time. Now why don't you shoot this from down on the floor. No, wait a minute, maybe from up near the ceiling."

Radio actor, Stan Kloser likes to think up his own picture ideas though he has a hard time conveying them. I make a suggestion. No, he demurs. He doesn't think it's just right for him — too gaggy. So I ask for his idea. Well, he really doesn't know. He saw something the other day in a magazine. That's the sort of thing he'd like.

Ever try photographing anything as vague as that? He finally decided something meditative would do. That was just dandy. Meditation photographs like a million bucks. Lots of contrast, almost as good as vagueness. Editors just love that sort of art. And invariably Kloser wants one arty shot through the strings of a harp. Ho hum!

There's announcer R. E. Fined, so loaded with dignity, who thinks this picture taking is a waste of time and money. That fine pianist Lucifer McRyder is easy to work with. So is his song-writing partner, Sean O'Bay, who doesn't want any profiles though, and is always asking people to be nice to him.

A swell guy to work with is that

genial announcer Toseven Pounds, who doesn't care what of a picture you take as long as you don't include his double

Originality is the secret of publicity pictures. If they're stiff, ed, dull, you couldn't get them the Oshkosh Gazette. If you sparkle with the unusual you get them into the hard-to-get dailies — as is being done today for two radio programs.

Yes, I'm going mad, but I meet some swell people. Like band leader on that Colonial Arcade show. He'll do anything any time. Appreciative too. I turn prints in, if he likes them he says so.

That does something to my Not like Ad. agent Stu Perlman who tosses them into his in-basket and says "Thanks" handedly. I look blank and fur for words. "Well . . . ah . . . mean . . . aren't you going to a squint at them?" . . . "Oh after a while."

I sweat my brains out to get him something different, and doesn't even look at them. somebody comes bubbling "Munro, those shots you took Stu Perlman are great! He's seen anything like that in a time. Stu thinks they're swell

Guys that really get me down the hurry-hurry characters like R. Phone, a producer. When a picture of someone else. "Come on Ray, were waiting a dress. You've already been up.' But when he's going to the picture, it's: "Hold every boys. Take a break. Go Ray. Want some help moving chairs? Say, Joe, give Ray with those lights, will you? operation, s'wonderful!

People like that nice girl I know are swell to work. They admit frankly they know anything about picture publicity, and put themselves

(Continued on next page)

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

PUT YOUR SALES MESSAGE IN EVERY RURAL AND URBAN HOME in SOUTHERN ALBERTA

CJO
Lethbridge, Alberta
GOING TO 5000 WATT

Continued from previous page)

...r ends. She wanted a series pictures, I said "O. K. Get your things suit and don't ask questions." I take her down to the ch... photographed her with... all legs flying. Some of the... weren't flattering but she... "That's the way I look, that's... wall look. I don't care about... wrinkles as long as they're... gh wrinkles. Only won't you... ase y and make me look pretty... just fine?"

...nd days I run into too many... ple like the dramatic actor who... ts... -record -photographically... exactions during a torrid love... Of course he knows just... ch picture should be taken... na business suit against that... ll wh one foot on a chair, arm... ing on his knee and his chin... pe in his hand; pensive, in a... ulse; sort of way.

...ths have seen too many... vies and want a series of charac... pires. They know what they... nt, but not what the publishers... at. First, a sort of Alan Ladd... ect. Then a tough charac... in, like Bogart. Boyish like... n Hanson. During these ses... ns somebody always sticks their... id... ound a corner and whispers... h "Sa-a-ay", which ruins our... eed... composure, which after all... for the best. Or is it?

...Arrangements for studio space... d pips usually go wrong. I had... assignment to do a glamor shot... a burse. I got to the studio... d somebody said "Do it in... ere... pointing to a studio nicely... ed... p with chairs, podium and... truments in order.

...I pushed half a dozen chairs... ck... oved the podium and was... uto... inch the microphone over... ny... voice screeched. "What in... e... ?*æ&*æ are you doing?"... ad... rged into a studio in which... she was due to go on in a... w... nutes.

...Rebating hastily, I gathered the... urse — remember this was to... a glamor shot—and was directed... to... other studio. As soon as we... terd, I knew somebody had been... ead... f us. "Sniff, sniff", went

the girls.

"Cossacks", I announced.

It turned out a foreign choir had just vacated the place. Incidentally, the picture turned out pretty good.

There are times when I want to crown radio people with my \$400 Speed Graphic (plug), but there are compensations and laughs. On a network show which has a new-feature format, the Irish interviewer was supposed to slug a guest radio emcee over the noggin with a prop club which had been split and reassembled with Scotch tape. What we didn't know was that some practical joker in the orchestra had substituted a real club for the phoney.

The guest emcee went out like a light and I got one of the finest action pictures I've ever taken; but the emcee has always resented my pride in that shot.

Sometimes I have trouble with editors too, especially when a print promised for 9 a.m. doesn't arrive until 10. All the time it's rush, rush, rush! "O. K. Munro, make your damn pictures and get out of here. We've got work to do."

What do they think I'm doing? Having fun at \$3.50 a shot and hiking \$500 worth of equipment around (They just lifted the ceiling). Waiting for people who are late for appointments. Of course, everybody wants their pictures next morning. So I have to work all night. And if he tells me he doesn't want them till noon and I take his word for it, I catch what-for because I didn't lay them in front of him at 9 a.m.

Everybody wants to get into the act. It's crazy, but I love it.

Guest Performance

Jean Beaudet, CBC supervisor of music, is going to Prague to conduct a Czech symphony orchestra during the Prague Music Festival.

On the invitation of the Czech government, he will conduct the orchestra on May 13 in a concert including a number of Canadian compositions.

More Power to your Elbow!

CJBR, Rimouski, is now operating with 5000 watts in the daytime. Early in the summer, our new directional antenna will permit us to raise our night-time power to 5000 watts also.

SO FAR WE ARE MAKING NO ANNOUNCEMENT OF RATE INCREASES

According to "Standards of Good Engineering Practice, Concerning Standard Broadcast Stations", a coverage area is accepted as primary within the 0.1 to 0.5 mv/m contours.

Noise level being extremely low in towns of the Lower St. Lawrence territory, we may justly consider as primary CJBR's coverage area contained within the 0.1 mv/m contour.

This means, according to our consulting engineer, that the increase in power will give us an imposing increase in area.

We're From Missouri

A thorough coverage and economic survey is now under way to determine just how much extra coverage our step-up will afford. This proof of performance will be the prime factor in deciding whether or not new listeners will justify new rates. In the meantime, we are making no announcement of rate increases.

If, finally, an increase is decided upon:

(1) Present rates will apply to all contracts actually existing, or signed before a limit date, to be decided upon only after the survey is completed.

(2) Should an increase be decided upon, reasonable notice will be given before it becomes effective.

CKCR
KITCHENER STATION
A Wright
The Community Voice of the
Kitchener—Waterloo Market
CKCR
Kitchener
SEE
WILLIAM WRIGHT
Victory Bldg.
AD. 8481

"The Key to the Lower St. Lawrence"
5000 Watts—900 Kcs.
CVA
CJBR
RIMOUSKI

RCA Appointment



R. F. Chinnick has been appointed sales manager for the RCA Victor Company Ltd., assisting K. G. Chisholm, Toronto district sales engineer. During the war he was commissioned in the R.C.C.S. and served as Technical Maintenance Officer for the Northwest Territories and Yukon Radio System. Since his discharge he has been studying a special course on high frequency wave guides.

CAB To Stage Golf Tourney

Conclusive evidence that even the greatest of men must relax comes from the announcement that in the midst of the CAB convention to be held in Quebec City plans are being made to hold the First Annual(?) Open and Closed Golf Tournament, with details in the hands of a committee under the chairmanship of Phil Lalonde, CKAC, Montreal.

Outside of the personal triumph angle, incentive is added by trophies and an attractive list of prizes.

The tournament which will be divided into two events, will be played at the Royal Quebec Golf Club.

The first tournament is open to accredited members of the CAB. Two trophies, underwritten by the Association, will be awarded in this: *CAB Trophy* for the low gross and the *Directors Cup* for the low net. These trophies will be retained by the winners for one year or until the next annual meeting of the Association.

The second tournament will be for registered non-member guests of the CAB, and as the same

people may not be attending next year, prizes will be given that can be retained.

Entries are being mailed to all those eligible and a quick response is hoped for.

As this is the first CAB tourney, organization, trophy and prize arrangements will remain under the jurisdiction of the CAB committee. They seem to have covered every exigency but the nineteenth hole.

Women In Office

Talks by two women prominent in the public life of Australia and South Africa wound up the CBC series "*Women In Office*," heard over the Trans-Canada network.

Dame Enid Lyons, member of the Commonwealth parliament of Australia, spoke on "*The Role of Women in the Post-war World*."

Her active interest in Australian affairs has not been at the expense of her family. She entered politics in 1943, some years after the death of her husband, J. A. Lyons, a former prime minister of Australia. Dame Enid has six daughters and five sons.

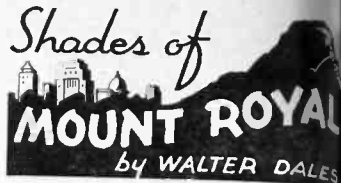
Final speaker in the series was Bertha Solomon, M. P., and advocate of the Supreme Court of South Africa. She was elected to parliament in 1938 as a United Party candidate from the Transvaal.

Light, Heat and Cook

The day is coming when radio will cook your food, heat your homes and provide you with powerful portable lights, Gerald Redmond, manager of station CHNS, Halifax, told members of the Progressive Club at a recent luncheon.

By the use of radio waves bread and cake will be cooked in 30 seconds, meat will be roasted at the dinner table in 2½ minutes, and it will be possible to dehydrate and can foods so quickly that none of the original flavor will be lost, he prophesied. He did not say what would happen if you got your hand or your arm in the path of these potent radio waves.

Fixed lights will no longer be needed in the home, added Redmond. People will carry small phosphorus lamps, which when bombarded by radio rays from all corners of the room will give light wherever it is needed at the moment.



Here in Hochelaga to be connected with Lewis and the Canadian Broadcaster is to live generously. Scarcely had this column appeared when anonymous 'phone calls and threatening mail poured in. Most were signed with orthodox black hand or skull-and-crossbones. One dozen were signed in blood, indicating a few readers outside the radio field. One flew in through an open window in the beak of a sinister-looking carrier pigeon with a patch on its left eye.

Radio Station CKAC, alert to publicity possibilities, is busy preparing a salute to CKSB, St. Boniface, for its opening. There will be a radio handshake from Eastern Canada's pioneer French Station to Western Canada's ditto. Ideals was also prompted by sentimental reasons, as Louis Leprohon, CKSB managing director, was for many years with CKAC in Montreal.

Lucienne Delval, leaving CJAM to complete plans for her wedding to Terrence O'Dell, station's chief announcer.

Christopher Ellis, who retired from newscasting at a high point in his popularity several years ago, has been lured back by the *Personna Blade* bankroll and will be on a Monday to Friday newscast at 6:15 p.m., from CFCF. Ellis, one of Montreal's most efficient interview men, has been starring in CBC dramatic work; but his distinctive voice makes him a natural for news commentating. The trade will watch his ratings with interest.

Allan Cauley, formerly with CKSF, Cornwall now night-shifting at CJAD, Montreal.

Announcers at CFCF, after being the time by Tavanne's umpteen years or more, are showing excellent versatility in switching to Bulova, who signed up recently for 52 weeks. Same station has sold Xavier Cugat's Sunday night transcribed performance *Frieden Calculating Machines*.

Jack Kelly, Toronto, has arrived in Montreal to take on copy-writing duties for CJAD. Michael Kane, formerly with CBC, a free lance, has joined the station as announcer.

Michel Normandin, of Canadian Advertising Agency, is lunching these days. Normandin, proverbially a Slitkin & Slotnick steak eater of no mean ability, apparently subscribing to Government Food Conservation publicity handled by his agency.

Bill Taylor, until recently with Cockfield Brown, here, and previously with Radio Representatives, Toronto, has been taken over at CKSF, Cornwall, as an announcer.

WE'RE NOT BRAGGING

but . . .

In the first survey made in Winnipeg (Month of April) since a third station (CJOB) came on the air, are some interesting figures:

6.30 to 9.30 EVENING PERIOD:

When CJOB bucks the biggest network shows with a schedule of programs tailored to fit local listening preferences.

AVERAGE		
	Program Rating:	% of Listeners:
Station A. 15,000 Watts	15.4	36.6
Station B. 1,000 Watts	11.0	26.0
CJOB, 250 Watts	12.1	27.5

Compare Listeners!

Compare Availabilities!

Compare Costs!

Then see Radio Representatives Limited about the "Best Buy" in Winnipeg.



"Working for Winnipeg"

SYDNEY S BROWN

PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue
Toronto
Oxford 1244

Independence the Essence of Good Radio

London Times Wants BBC Re-shaped

The first condition of good broadcasting is independence" says an editorial in the conservative *London Times* in discussing the future of the BBC. "This is the decisive justification for maintaining the divorce between British broadcasting and commercial moves."

The BBC's charter is up for review at the end of this year. Major changes in its policies are visible in view of this though most observers consider it unlikely that they will occur.

"Preservation of the monopoly," says the *TIMES*, "must be accompanied by renewed assurance of freedom from political or bureaucratic interference and independence of merely mechanical interpretation of what are taken to be the public taste and predilections."

"The outstanding feature of the BBC before the war," continues the *Times*, "was the willingness of its directors to accept the responsibility in both the standard of programming and the level of discussion and understanding of public affairs." Now the danger was a round-dilution of programs which had been permitted since the war.

"The weakness of the BBC in its present phase," adds the *TIMES*,

"lies in the effort to do too many things to satisfy too many requirements which are necessarily better served by other means."

"The BBC has not the funds," it concludes, "nor is it entitled, simply to cater to every demand that arises for entertainment or instruction. It is to cater for the willing citizen, providing the best and the most ambitious in artistic achievements within its range, provided always that it is the best of its kind, and at the same time furnishing listeners with a full, accurate and intelligible picture, popularly presented, of the world of affairs and ideas in which they live and vote."

The *TIMES* editorial has brought forth a proposal from P. P. Eckersley that a parliamentary committee be appointed to investigate the whole BBC operation. Eckersley claims that "of those who take an intelligent interest in the subject, about 5 per cent favor the abolition of the BBC and the substitution of the commercial system, and about 50 per cent appear to think it would be desirable to copy the scheme in operation notably in Canada and Australia, where state and commercial broadcasting systems work together."

Pedalling for Light

Pedalling 100 kilometres on a night club floor in Paris might not seem to have a very direct connection with a BBC broadcast. But it was this energetic action by a French night club proprietor that enabled a BBC relay of dance music to come through from Paris without a hitch.

The trouble was caused by the frequent cutting off of the electricity supply in the French Capital. In order to forestall any such interruptions while the dance music was being fed through to London, the night club owner hit on the idea of using his bicycle as an emergency generator. So he set it up on metal rollers to which he connected several light bulbs. By pedalling away for all he was worth he managed to produce just enough light to see by—and at the same time worked himself into tip-top shape. One night however he raced over the equivalent of 100 kilometers at such a pace that all he could do was to collapse into bed. Radiodiffusion Francaise meanwhile came across with a small portable generator, with the help of which the BBC engineer just managed to get enough power to send the program through.



June Whitley

*Versatile Young Actress
can be reached
through*

**RADIO
ARTISTS
REGISTRY**

**WA. 1191
TORONTO**



THE WEIRD CIRCLE

... NBC RECORDED MASTERPIECES OF GRIPPING MYSTERIES AND WEIRD ADVENTURE

From Honoré de Balzac . . . Victor Hugo . . . Alexander Dumas . . . Edgar Allan Poe . . . and many others come these unforgettable masterpieces. From the ultra-modern studios of NBC . . . identified with great NBC Network shows . . . come skillful radio adaptations of the works of these master storytellers dramatized by a cast that includes the finest talent in radio. 26 half-hour, chill-filled programs that will get high attention for all types of advertisers from all types of listeners, big returns . . . as they have for many name-you-know sponsors.

Available in Canada through ALL-CANADA RADIO FACILITIES, LTD., Victory Building, Toronto.

NBC



Radio-Recording Division

America's Number 1 Source of Recorded Programs

RCA Building, Radio City, New York, Chicago, Washington, Hollywood, San Francisco

A Service of
Radio Corporation
of America

INTRODUCING...



"LIONEL The LOBSTER" From CKCW

A right smart lad is "Lionel" and you'll be seeing a lot of him as he pops in to keep you "hep" on what's cookin' at CKCW... the Maritimes' "Eager Beaver".

Lionel will have all the dope on the new 5 kw. job that's just about set to go on the air.

Watch for Lionel... You'll like him.

We don't sell Time .. We Sell Results



The Hub of the Maritimes

Representatives HORACE N. STOVIN Toronto and Montreal

Yesterday's SINGING STARS OF TOMORROW

Each year for three seasons, the last just concluded, forty-four young Canadian girls, all under twenty-five years of age, chosen from the length and breadth of Canada for their ability as singers, have been heard on the coast to coast network program "Singing Stars of Tomorrow," sponsored by York Knitting Mills Ltd.

Each season scholarships of \$1,000, \$500 and \$250 have been awarded to the three chosen as first second and third by a board of judges who assess the voices over their own radios from their own homes.

York Knitting Mills Ltd, who received this paper's 1944 Beaver Award for their contribution to radio as sponsors of this Dominion-wide project, have thus far restricted entry to girls, feeling that the admission of young men would be unfair on those whose entry would be prevented by the fact that they were in the services. It is to be hoped that now that the war is over, it will be expanded to cover this omission.

The winner of the first series, Claire Gagnier from Quebec, used her scholarship to continue her studies in New York, and has appeared as soloist with the Toronto Symphony and Toronto Promenade Symphony Orchestras, as well as singing with a touring company of the Met

Pierette Alarie, first-year semi-finalist, went to the "Metropolitan Opera Audition Series of the Air." This endeavor won her a scholarship which terminated with her making her debut with the Met itself.

After placing second the first year, and improving to first in 1945, Evelyn Gould from Toronto continued her studies in New York,

commuting to Toronto each week by plane to star on "Music for Canadians."

Jane Harkness who won a scholarship in both the first and second series has also continued her studies in New York, while Joan Ryan of Ottawa, one of the second year winners, is still touring the Pacific entertaining the forces with the British entertainment unit, EN-SA.

This year's winners, Simone Flibotte, of Montreal, Audrey Farnell from Amherst, N. S., and Marie José Forgues, also of Montreal, left Massey Hall last Sunday, to carry on the "Singing Stars" tradition established by winners of previous years.

Radio Dinner Dance

Six commentators were on hand to broadcast descriptions of the third annual "Dinner-Dance-Gala" of French Canadian radio at the Windsor Hotel, Montreal, April 27.

Organized by "RADIOMONDE," the festivities included the crowning of Nicole Germain as Miss Radio 1946 of French Canada, and the presentations of the Trophée Radiomonde and the Médaille D'Or, — all of these awards going to the radio personalities designated by votes of the readers of RADIOMONDE. Presentation of the LaFleche Trophies and Bronze Plaques was also made.

Sixteen French Canadian stations carried broadcasts of the proceedings. Describing events for the ten CBC French Network stations were Miville Couture, Raymond Laplante and Jean-Paul Nolet. For the six private stations, the commentators heard from were Jean Lalonde, Bruno Cyr and Mario Verdon.



"More H... THAN CHA... Elda H..."

Have you ever stopped to stock of our own Canadian or are you among those for nothing can be good unless hall-marked "Made in USA"

With this thought in mind been twisting the dials these few days, and here are a Canadian stars I've come up

Frances James, the soprano popular both as a concert radio artist, having toured tire Dominion several times, well as having made numerous appearances before American ences. Her program "James Recital" can be heard ly on the Dominion network her art songs should be a to any ear. Piano accompaniments are by Louis Crerar. James' appearance in the role on the premiere of "The Sorrows" was a stupendous achievement.

One Sunday night recently turned on my radio set and immediately remarked "That's tin MacLean". Having not mote from local programs a while, it rather boosted me to think I could name an artist his first couple of notes. It occurred to me that it must much more wonderful to an artist commanding recognition. Broadcast on for a half-hour each Sunday "Quentin MacLean", organizing in Shea's Theatre, is, in timation, in a class by himself a dennite stand-out.

Then I listened to "Art Presents", a network feature man needs no introduction was the featured vocalist Mart Kenny's band for years. Now he is venturing own band with songs by Dey and himself. To me he seemed only average although was keen on the Hallman movement of Brahm's 'Lullaby' think Art Hallman has one smoothest voices on the air and might well be called a vet-voiced vocalist.

"Latin-American Serenades" completed my listening at this This program is a Dominion work feature with music Miguel's orchestra and solo Alys Robi. That gal positive triges me with the amount she puts in her numbers. She plays trumpet in this certainly adds much sparkle musical ability. If I were to a top number on this show, 'Chinese Rhumba'.

Another listenable variety is "Canadian Party". This ated from different points Canada and is broadcast by wave to troops abroad. recent show from Toronto, frey Waddington's band, tured together with a male and a song writer from vices. I have no adverse to make about Waddington's I felt the show was stolen short dramatic skit entitled "mercantilitis". It was a job at radio commercials particularly well played by nard Braden who was su by Barbara Kelly and Alan. They are all stars and do an all-star performance. Rae and Elwood Glover were er Master of Ceremonies.

TAKE ADVANTAGE OF OUR LISTENABILITY



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

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

net Too Strong

C and CBS hold a concen- of power and a preferred n there are not in the interest listing public, declared resident Mark Woods at the nance hearings in Washing- ently.

are 48 high-powered and nannestations in the US, he out of which 21 are owned ffiliated to NBC, and 18 to Thre of them are indepen- our e ABC stations; and e Mutual network outlets. uation resulted in the fact ere ere large sections of ntry not reached by ABC al, while programs of the wo ebs could often be ver number of stations.

ny union," said Woods, hannel station does not he purpose for which its was wanted if it limits its o a mere duplication as one or 1 stations serving the ondy area with the same is.

er industry will have to early needed changes," he "or the commission will em out by regulation."

AC president also ex- his belief that many rural we deprived of adequate verage by the 50-kilowatt n, and he suggested that er being be lifted.

Personalities

ollic formerly with CK- ngn has been added to our staff at CKWS, n Kirkpatrick is the grand director at CKGB, replacing Bob Hart who ed at the new Sarnia Don. Baker from Toron- new radio has joined here department at CK- ally Crouter is the new r at HEX, Peterborough year in the army includ- ars with the Army Show. Robison new to radio has ed the announce staff at Montreal. Des Kearney with CJFX, Antigonish, Ymouth has joined the staff at CKSF, Cornwall. ley has left the Cornwall or the announce staff of Montreal. Bill Taylor form- adic Representatives and Bown has joined the staff at CKSF, Cornwall. shen chief announcer at s taken over the publicity the Lethbridge station. ff changes include: Cam ving production to com- mander's post; George witing from announce tion manager. Lorne new radio being added es department.

Easter Bonnet



Abbie Lane, women's commen- tator at station CJCH, Halifax, re- turned recently from the conference of Women Directors of the National Association of Broadcasters in New York, the proud possessor of a new Easter bonnet, one of the prizes presented at the Easter Bon- net Breakfast held in the Hotel Commodore by the Millinery Fashion Bureau and tendered to the visiting radio women.

Mrs. Lane, who attended the con- ference at the invitation of Alma Kitchell, WJZ's star woman commen- tator, president of the Women Directors, was the only Canadian radio performer present. Miss Elizabeth Long, director of Wom- en's Events with the CBC, was the only other Canadian attending.

Quid Pro Quo

Appearance of an Ellery Queen mystery serial in the MONCTON (N. B.) TIMES afforded an oppor- tunity for some co-operative radio- press promotion.

Station CKCW Moncton, which carries the *Ellery Queen* radio programs, arranged to run a display advertisement alongside the story in the paper three days a week, while CKCW broad- cast spot announcements on the same days calling attention to the serial appearing in the newspaper.



"DOMINION" OUTLET FOR SOUTH-WESTERN ONTARIO

CHATHAM *Serving*

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

JOHN BEARDALL
Mgr.-Owner

Radio Dancing Class

The BBC DANCING CLUB, on the air since 1941, recently passed its 150th performance. The Club features Victor Silvester and his Ballroom Orchestra, whose precise rhythms have been used in most English dancing schools for the past two decades.

Silvester's broadcast lessons have taken dance steps into many a home where they were unknown.

There was a time when his pro- grams were a bit of a headache both to Silvester and to the BBC. They were anxious about the pauses he made to allow listeners to write down the steps — which the Ger- mans might have used to break in with propaganda messages. This was avoided by keeping some sound coming from the loudspeakers all the time — sometimes by repeating the instructions, sometimes music, or some other device.

C J A V

Voice of the
Alberni Valley

●

CJAV, on 1240 KC serves the rich industrial north- ern half of Vancouver Island, tapping an area of ever increasing popula- tion and development, in timber, fishing, canning and mining.

●

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

●

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

KELLOGG'S
Superman—Monday through Friday

Selects

630 Kc. CKRC WINNIPEG DOMINION NETWORK

- and Here's Why!

CKRC supplies active program promotion and merchandising

Representatives
CANADA: ALL-CANADA RADIO FACILITIES
U.S.A.: WEED & Co.



GOING
TO
1000
WATTS
ON NEW
FREQUENCY
OF
1150
Kilocycles

Represented by
JAMES L. ALEXANDER
Toronto

Sales Change



A recent reorganization of the sales department of CHUM Toronto has placed Gerry Purcell and Bill Slade in charge of all business for national accounts... Both are recent Army dischargees, Gerry having seen service with the Dufferin-Haldimand Rifles and the Edmonton Fusiliers, and Bill with the Stormont Dundas and Glen-garry Highlanders

SPARKLING
THAT'S
DOROTHY DEANE

CANADA'S
TOP GIRL VOCALIST
For Vivacity . . . For Sure Fire
Audience Appeal . . . for Sparkle
on the air in both song and
speech . . . it's Dorothy Deane
every time!
Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

How They Stand

The following appeared in the current Elliott-Haynes Report 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:		
George's Wife	22.9	+1.0	Fibber McGee & Molly	41.0	
Happy Gang	21.8	- .1	Lux Radio Theatre	38.0	
Big Sister	19.4	-2.5	Charlie McCarthy	35.0	
Lucy Linton	16.8	-1.2	Kraft Music Hall	28.0	
Stars to Be	16.6	new	Album of Familiar Music	27.0	
Ma Perkins	16.4	- .5	Ozzie & Harriet	25.0	
Pepper Young	15.5	-2.0	N. H. L. Hockey	22.0	
Road of Life	15.3	-1.2	Green Hornet	19.0	
Claire Wallace	15.1	- .2	Bob Hope	18.0	
Woman of America	12.9	-2.0	John and Judy	15.0	
French:			French:		
Quelles Nouvelles	31.3	- .2	Un Homme et son Pêché	40.0	
Jeunesse Dorée	31.2	same	En chantant dans la vivoire	35.0	
Métairie Rancourt	26.7	+1.2	Tourbillion de la gaieté	35.0	
Grande Soeur	26.3	+1.7	Ralliement du Rire	35.0	
Rue Principale	26.1	- .9	Nazaire et Barnabé	34.0	
Joyeux Troubadours	25.8	same	Métropole	33.0	
Quart d'heure	20.8	+ .4	Théâtre de chez nous	31.0	
Tante Lucie	20.8	-2.6	Mine d'Or	31.0	
Histoires d'Amour	19.0	+2.1	Cafe Concert	31.0	
Vie de Famille	18.8	+1.0	Course au Trésor	30.0	

YOUNG ADMAN PRODS FREE ENTERPRISE

Young men in advertising and selling have a new responsibility, now that they are out of uniform, to stand behind their seniors in their efforts toward the continued development of an unselfish form of free business, John Whitehead told a meeting of the Young Men's Advertising and Sales Club in Toronto last week.

Whitehead, whose short address followed his election to the presidency of the club, told members

that youth in business has responsibilities. "First," he said, "we must stand behind our seniors as they tackle the task of making to all walks of society that selfish form of free business make possible a greater measure of prosperity and happiness than other type of economy. Secondly, we must prepare ourselves again for the day when the torch of leadership will be thrown to us."

"In uniform," he said, "our generation assumed a great responsibility, but I think that former service members of the club will agree that enough responsibility is enough. Now, back in civilian life, reinforced by those who have served and even greater responsibilities, one we must carry through with our own initiative and without the tender caress of the corporation to guide us."

Other officers appointed at the 9-year old club were: Robert Whitehead, vice-president; Richard E. Whitehead, secretary; Kenneth Charters, treasurer. The following were directors: Bill Alguire, George G. Gagneau, Bill Edwards, Frank G. Gagneau and Herb Lytle.

"TOPS" IN MANITOBA

CKY

WINNIPEG 15,000 WATTS

Manitoba's most powerful station! Trans-Canada network. Use CKY to tell your story to thousands of eager listeners in the West.

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

DOMINION NET WORK
1000 WATTS
CKX
BRANDON

FOR DOMINION NETWORK USE
Popular CKX BRANDON, 1000 Watts

CFPA

"Serving The Lakehead"

PUBLIC SERVICE IS MORE THAN A SLOGAN AT CFPA, AND IT PAYS OFF TO THE ADVERTISER.

ASK N.B.S.

Port Arthur - Fort William

CJCH

"The Friendly Voice of Halifax"

Representatives: HORACE N. STOVIN & CO., CANADIAN
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

CKWX JUNIOR RADIO THEATRE



Camera caught Reo Thompson who announces the show with the help of one of the youngsters in the middle of a rehearsal.

Nothing new has been added to the CKWX Vancouver schedule for children, with the start of Junior Radio Theatre from 7:30 to 8:30 p.m. on schoolday evenings. The broadcast features a cast of children's favorites which have usually been heard on CKWX, including "Superman," "Terry and the Pirates," "Captain Midnight" and "M. in Scarlet."

Reo Thompson, one of the top flight announcers, is known widely for his work and has developed child programs in Calgary and Edmonton. Before joining the air through his "Junior Saturday Evening Swing," Reo organized

the youth group which won a national award for promotion and sales of war savings stamps in Edmonton.

A feature of "Junior Radio Theatre" is that it develops junior announcers. With co-operation of the school board, two young people come to the station each day from city public schools. They are told how a station operates, what goes on in the various departments, and get some announcing pointers from Reo before they go on the air to help him with the program.

If a child shows particular talent and interest, Reo arranges for him to visit the station for further instruction in announcing.

LOT FM ONE TO A CUSTOMER

Every effort will be made to counteract monopolistic tendencies in the broadcasting field, says the Federal Communications Commission.

Assurance was given in reply to a recommendation by the Senate Business Committee that a limited number of FM channels be made for returning veterans and well established as well as enterprise feasible for privately financed newcomers."

The FCC in a special report said it had not reserved any channels for licensing; but it had provision for allotting "one customer." Since the 850 FM channels now pending were only 550 different applications, this policy would have the effect of making more room for men.

As a result of the cautious "following" said the report, there are today practically no frequencies have been made, and the large supply of low power Community station men has hardly been drawn

tee's suggestion that consideration be given to an applicant's plans for future expansion, the FCC said that provision had been made for such expansion.

COMMERCIAL RADIO FOR AFRICA

Commercial broadcasting may be introduced into South Africa soon. The way for such a move is being paved by Major René Caprara, director-general of the South African Broadcasting Corporation, who has been visiting Australia and New Zealand to observe the broadcasting systems in those countries. He is also expected to come to Canada and the United States.

"Until now we have had a purely national system" said Major Caprara in Australia recently. "However, we feel that it is time for us to adopt commercial broadcasting."

Describing the broadcasting set-up in South Africa, he said that, as in Australia, great distances are the main problem. Short wave stations are used for internal relays between the three principal centres of Cape Town, Johannesburg and Durban.

Radio license fees in South Africa cost a minimum of 35/- (about \$7.50) for anyone within 100 miles of a transmitter; 25/- (about \$5.50) for people between

100 and 250 miles from the nearest transmitter; and 20/- (about \$4.50) for anyone outside a 250-mile radius. A similar zoning system governs the licensing system in Australia, with fees ranging between \$4.50 and \$3.00.

Major Caprara thinks that the \$7.50 fee in South Africa is too small. There are 375,000 radio license holders of a total white population of 2,000,000. Transmissions are in English and Afrikaans. Efforts to reach the native population have so far been unsuccessful because in most cases they cannot afford to buy receivers. A possible solution for this is the introduction of "wired wireless" over the telephone lines, with which the SABC has been experimenting.

The Corporation has its own program magazine and maintains a 50-piece orchestra in Johannesburg. In Cape Town and Durban it pays fees for the use of municipal orchestras.

Another KEY Promotion! Commanding painted bulletins such as this are only part of the continuous promotional campaign that provides a ready-made audience for your show on KEY.

Representatives: NATIONAL BROADCAST SALES, MONTREAL • DONALD COOKE, NEW YORK - CHICAGO

Yep - We made it!

TOP STATION IN THE MORNING★

SHARE OF AUDIENCE

APRIL	CHUM	Station A 5,000 Watts	Station B 10,000 Watts	Station C 50,000 Watts	Station D 5,000 Watts	Station E U.S.A.
9.00 A.M. to 12.00 NOON	20.5	20.3	18.2	18.6	14.2	7.4

CHUM

THE FRIENDLY STATION TORONTO

★ACCORDING TO OFFICIAL SURVEYS CONDUCTED
IN THE TORONTO AREA DURING APRIL.
MON. THRU FRI. — 9.00 A.M. TO 12.00 NOON



LEWIS' LONGSHOTS

Since learning that the
and Sales Club of Toronto
will be holding its
of officers' meeting
radio is attending the
Convention in Quebec
we are offering
against our election
seat on the Board for
we have been nom
Oh well, it made an
Lewisite anyhow.

LADDER O' FAME

Now that Gord Sinclair
come up with his
score in the Press vs.
Spelling Bee, the
Roving Reporter will
to devote his whole
mastering the art of
nunciation.

TECHNOLOGICAL INEXACTITUDE

"WOMB Goes to N
—: "Broadcasting"

LOST AND FOUND

Les Garside reports
during the week of
Station CJGX, York
solely responsible for
and returning the fol
Spare wheels and the
Women's gold watch
Horses
Sows

What, no British bri

PUB RELATIONS

And now it is under
Ontario Liquor intere
planning buying pub
the name of the W
provide them with a
uance of the public
need to continue
liquor business.
—: Thanks, Jim

HUSH HUSH!

The large number of
meetings listed on the
tive agenda for the
Meeting makes us
hadn't used the gas
about—"no word
and no action taken
that complete secre
be maintained."

PRO BONO PUBLICO

The CBC's announce
that they are about
broadcast on "The
Times of British Col
Friendly Sea Monster
dy", indicates the de
which our nation
broadcasting service
in their efforts to dig
talent.

DEFINITION DEPARTMENT

According to Webster
vention is a "forma
nized, or statutory
or assembly of men
or ecclesiastical pur

Adam Young
**IS THE LARGEST
 REPRESENTATIVE
 OF CANADIAN STATIONS
 IN AMERICA**

Coverage of Canada is a process the Adam Young organization lends itself to completely... conscientiously.

Operating with ten hard-hitting sales representatives, Adam Young tackles your sales problem swiftly, efficiently, unmistakably living up to the reputation as the largest representative for Canadian stations in the United States.

If you're after statistics, Adam Young offers you the most compact, up-to-the-minute fact and figure department available on Canada.

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RADIO STATION REPRESENTATIVE

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

PRINTING

BRITISH COLUMBIA

- IOE Vancouver
- CLN Nelson

ONTARIO

- ON Orillia
- OS Owen Sound
- RE Toronto
- MI Hamilton
- PO Pembroke
- JM Brockville
- IRL Kenora
- KFI Fort Frances
- CLV Windsor

PRAIRIES

- AF Flin Flon
- IGX Yorkton
- KX Brandon
- KY Winnipeg

QUEBEC

- HLN Three Rivers
- HRQ Quebec
- PAE Montreal
- IBR Rimouski
- CAE Montreal

MARITIMES

- AS St. John
- EM Edmundston
- IFX Antigonish

8 OF THE FIRST 10 TOP SHOWS are heard over **CFRB**

INDEPENDENT surveys prove CFRB broadcasts a larger number of popular evening programmes, than any other Toronto station.

in



20 top-rated shows are heard over CFRB

CFRB 10,000 watts 80%	STATION X 50,000 watts 12%	STATION Y 5,000 watts 4%	STATION Z 1,000 watts 4%
(BROADCAST ORIGIN OF FIRST 25 EVENING PROGRAMMES)			

and



14 top-rated shows are heard over CFRB

CFRB 10,000 watts 56%	STATION X 50,000 watts 44%	STATION Y 5,000 watts —	STATION Z 1,000 watts —
(BROADCAST ORIGIN OF FIRST 25 EVENING PROGRAMMES)			

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It can be reached most effectively through CFRB . . .
this station delivers the largest share of the radio audience . . .
more of the people who listen and BUY!

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