



ictured above at left: Over 80,000 milk bottle caps were sent in to CFGP Grande Prairie during a recent contest. The lad ending in the most bottle caps won a bicycle. This was the result. At right: from left to right; Frank Willis, narrator; George Taggart, producer; and Samuel Hersenhoren, musical director, talk over the new All-Canada syndicated transcribed show "Reflections."

# CANADIAN BROADCASTER

TWICE A MONTH

5, No. 15

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

August 3rd, 1946

## LOVE OFFERS CFCN OWNERSHIP TO LISTENERS

### CFCN Owner Proposes Alternative To CBC Frequency Grab

Gordon Love, owner of CFCN Calgary, startled Canadian broadcasting when he offered to sell his kw station on 1010 kc to listeners Alberta, provided CFCN would remain on 1010 kc and be permitted increase power to 50 kw. He offered to give Canadian listeners their first locally-owned high-power station as a solution to the CBC wavelength seizure before the Parliamentary Committee on Radio Broadcasting at Ottawa last Thurs-

After reviewing the public service history of CFCN in supplying southern Alberta with local news programs, Love and his legal counsel, M. M. Porter, told the Parliamentary Committee they had approval of municipal and agricultural organizations of the province in presenting their offer to CFCN to the listeners of the

By moving to 1060 kc, which had been offered CFCN to allow C to build a 50 kw Alberta station on 1010 kc, CFCN would lose much of its audience, which would come to depend on the station for local Alberta coverage. CBC station with national programs would not supply southern Alberta

listeners local programs and local news. By selling CFCN to the listeners, continued local programming for the larger Alberta audience was assured, Love pointed out.

Gordon Love confirmed earlier testimony of Harry Sedgwick, CFRB Toronto, that not till last year did CFCN learn it was to have its frequency taken over by CBC and not till April 1946, was date of June 1947 given for the change-over. In 1941 Love had been assured CFCN would retain the 1010 kc clear channel if it agreed to take it at that time, the Committee was told. Moving to 1060 kc, in addition to losing audience, would cost about \$125,000, he stated.

Official correspondence to CFCN, CFRB and CKY Winnipeg, with regard to seizure of frequencies for the CBC, and correspondence between CBC and government departments on the subject, was requested to be produced before the Parliamentary Committee by Donald Fleming (PC, Toronto-Eglinton). It was also intimated that Reconstruction Minister Howe might be called on to explain why he approve CBC recommendations for seizure of these three clear channel frequencies from independent stations.

### HANSELL DEPLORES CBC GROWTH

Pointing to the dangers of the loss of freedom of expression in the growth of the CBC, E. G. Hansell, (Social Credit member of Parliament for McLeod, Alberta) told his constituents the background of the present Parliamentary Committee on Radio Broadcasting in his latest "Report from Parliament Hill" broadcast.

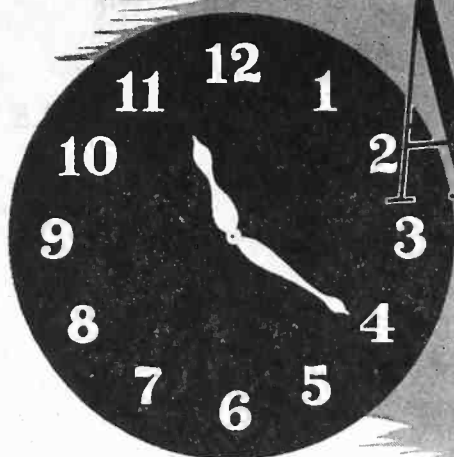
"The thing which concerns me most in the matter of radio broadcasting," Hansell stated "is the danger which I see in the establishing of a huge government-owned monopoly in radio, which, when once established, will be well-nigh impossible to break. This danger is the more alarming when one realizes that this monopoly could be one of propaganda and of such a nature as to mean that the thinking of the nation would be moulded by a few men who would have power to choose and say just what, or what not, the people of Canada should hear, learn and know."

He showed that this tendency to "thought-control" is not for the

future, but is here today, explaining that the CBC network talks and programs expressing public opinion first originate with the CBC Talks Department, and that no body of people outside or apart from the CBC Talks Department have any right to arrange a series of talks on a national network.

He compared development of the CBC to a hypothetical government-owned "Daily Newspaper Corporation" which would have control over all privately-owned newspapers, regulate and control all national advertising, editorials and the subscribers of other papers. He felt that there would be public protest on such a development.

Tracing the history of Canadian broadcasting, Hansell showed how over the years the CBC had taken over more regulations, a little at a time. "If what has happened in this respect over a number of years," Hansell said "had been done all at once, the country, I am sure, would have been very seriously alarmed and public opinion would never have permitted this to happen."



# Around the clock... Across Canada!

**L**ISTENERS will enjoy your program at the ideal time—no matter where in Canada your market is located. That's possible because around the clock across Canada, All-Canada has the right program that will fit into the right time-slot for the right listening group. Make your choice from our large package program library—and you'll have at your fingertips the world's top talent, tailored to sell, built by the finest producers. Our programs are ready made to save you time, trouble, and money. Ask the All-Canada Program Man.

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**FRANK PARKER**—78 episodes, 15 minutes. Familiar melodies by familiar voices, featuring Frank Parker, Kay Lorraine, Paul Baron's orchestra, and announcer Andre Baruch.

**EYE WITNESS STORIES**—26 episodes, 15 minutes. A dramatic chronicle of World War II, graphically re-enacting battle highlights and experiences of each ally.

**SINCERELY — KENNY BAKER** — 130 episodes, 15 minutes. A stellar supporting cast backs the melodious Kenny Baker in one of the year's finest music and variety shows.

**STAND BY FOR ADVENTURE**—78 episodes, 15 minutes. Exciting, mysterious situations, well-told for everybody's enjoyment. An NBC winner.

**PARENTS' MAGAZINE** — 52 episodes, 15 minutes. A thriving family program presenting the problems and solutions of everyday life.

**MERCER McLEOD**—52 episodes, 15 minutes. A master story-teller spins fascinating yarns, his versatile voice dramatically interpreting many and varied character roles.

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**WEIRD CIRCLE**—63 episodes, 30 minutes. Mystery . . . intriguing rather than blood-curdling. A network calibre show, with top radio talent, produced by NBC.

**COME AND GET IT**—156 episodes, 15 minutes. A novel food quiz. Kitchell and Maddox officiating. Amusing and deliciously interesting.

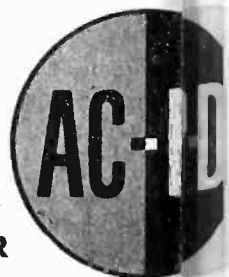
**EASY ACES**—156 episodes, 15 minutes. One of radio's most familiar and best loved comedy teams, available now for local sponsorship.

Welcome to W.A.B. delegates!

# ALL-CANADA PROGRAM DIVISION

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

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# ACCENTUATE THE NEGATIVE

Guest-written by Chuck Rainsforth

welcome visitor to the Broad- office last week was Joe as, holidaying from Holly- and New York and glowing success as a writer with the "Young Show" (no relation.) was able to give us the low- on the goings-on of some of Canadians seeking fame and ne in the land of opportu- and Hucksterish salaries.

ing a modest gent, Joe was of news about his namesake It would seem that Alan's "Margie" has met with high oval from the heads of 20th ury Fox. So much so that have moved its scheduled of release, December, ahead rly October; and the opening anned for Radio City Music in New York. Alan is slated art work on another pic at the address early in the fall. Just ow that you don't take all talents with you to Holly-

Alan neither drove a car, ated when he hit the bright . They taught him to skate "Margie", so well, that when as called on to do a comic e couldn't get it to work. e they wanted him to make morning trips to the movie e he found it necessary to to drive. Very well too, Joe

er's airshow hits the airways , over NBC this time starting umber 20 and heard in nto at 8.30 on Fridays. When ow the show went last year said that the best indication at was the fact that Bristol- are sponsoring the show a this year.

ong other Canadians in wood whom Joe lists in his ook are Gabrielle and Jules n, former radio artists here. teaches in a dramatic school ollywood and has taken time o play the lead in the legit ien Boy" in Los Angeles. e that success he has been of l the lead in a Broadway pro- on.

rielle, Jules wife, has been r bits in both the movies and in Hollywood.

ck Conway, popular ex-Cana- radio man, can't shake Can- completely from his heels. He w breaking the ground for a FM station in Ontario, Cali- a, where he lives. Jack is go- to manage the station and awhile is building up quite a station as an after-dinner eker around the movie metro-

his way back to Canada, Joe t a short while in New York



"Of course we're flattered, my dear Hampstead, but think what this is going to do to our social proclivities."

and while there ran into Billy McClintock, ex-CBC sound effects man, who left here about a year ago to join ABC. Joe tells us that Billy is now one of the top men in his craft with ABC, and is doing some of their leading shows, among them "Lights Out". What's more he is getting air credits for his work. Billy lives in the same block of flats as Tod Russell, another Canadian who has been emceeing Mutual's "Double or Nothing", their top-rated show.

Now for Joe himself. He looks healthy and happy, and sports a beautiful coat of tan. Not black just a mellow brown. He claims that people in Hollywood spend a great deal of time keeping fit, but that he doesn't need to do anything beyond writing for the show which takes up six days a week. He says the only way he has distinguished himself in radio is by not reading "The Hucksters" and the only reason he hasn't done that is because he hasn't yet finished "Swiss Family Robinson."

Writing a comedy show is a difficult thing, he says. It consists largely of trying to convince half a dozen other people that something is funny when you aren't sure yourself.

Our conclusion is that it must be a hard life to live amongst the Hollywood lovelies in that bright sunshine, and be forced to accept the folding stuff that Americans pay. It must keep a guy pale and unhappy.

But where did that coat of tan and healthy glow come from?

Oh well, it doesn't rain here very often.

## Matinee Idols

CHSJ's "Morning Jamboree" brought in 1807 letters in one week, in response to an invitation to write for a picture of the hill-billy group featured for the past eight months on the Saint John station.

The program is currently doing a personal appearance tour throughout the station's listening area.

## SUNWAPT A BULLETIN

MONDAY, AUGUST 5  
AT 10.00 A.M. IT'S  
"OPENING MEETING  
OF THE W.A.B."

From the Great Lakes to the Pacific Coast station operators of Western Canadian stations will be gathered at the Harrison Hot Springs Hotel for the 12th Annual meeting of Canada's oldest Broadcasting Association.

From all parts of Canada and the United States visitors will join the Westerners and participate in the various discussions.

To the visitors, CFRN extends best wishes for a grand time with Western Hospitality as the unflinching guarantee.

To the Station Operators CFRN expresses the wish that this year's meetings will yield new ideas and resolutions aimed at further enhancing the art of Canadian broadcasting.

WABingly Yours



# Ne Plus Ultra



You find the "ne plus ultra" of transcription recording when you entrust your program—speech, music or sports—to DOMINION for reproduction.

DOMINION duophonic transcriptions duplicate with fidelity the complete tonal range.

Next time SPECIFY.

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4 ALBERT ST. TORONTO

Now

**5000 WATTS**

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Hamilton

### MAMMOTH CONTROL SET-UP



Largest single program set-up ever attempted in Canada was that installed in Vancouver's Stanley Park last month for the big Diamond Jubilee Show which marked the city's 60th birthday.

Top flight CBC technician Jimmy Gilmore was named control operator on the show. He was photographed here as he "followed" baritone John Charles Thomas across the massive, 520 ft. stage, singing a verse at each of nine mikes on the way across. At the same time Gilmore brings in the orchestra directed by Lucio Agostini, a mixed chorus, narrator, and recorded sound!

Biggest challenge of the installation was to achieve broadcast quality in the great outdoor amphitheatre for audiences used to hearing name stars Thomas and Eddie Cantor over the radio. Northern Electric and Dominion Sound supplied facilities sufficient to equip six modern movie theatres and CBC brought to the west coast some of the "Royal Visit" equipment, including mixing and distribution amplifiers, and portable master control units. CBC Vancouver supplied "cocktail bar" type sound effects unit and miscellaneous equipment. Fourteen tons of shielded cable, supplied by the RCAF, were cut up in two to five hundred-foot lengths and drawn into place by jeep. From the control booth here, separate cables ran beneath the audience to stage centre 200 feet away, fanning out to 15 microphones and six speakers. Gilmore and Wing Cmdr. Ken Cameron of the RCAF used walkie talkies to install the mikes because they were beyond voice range from control tower. Technical committee of the Jubilee Show was headed by CBC regional engineer Arthur Ellis, formerly of Montreal, who arranged for Gilmore's services to

be loaned for several weeks. Twenty-nine year old Jimmy Gilmore was CBC's choice to handle the San Francisco Conference last year.

With an audience of 70,000 packing Timber Bowl night for two weeks, the Jubilee Show went off technically with the slickest studio broadcast. It is believed that the only comparable engineering job on this continent is the Lewisohn Concert series in New York.

#### Sells Free Swim

Parents of 54 out of a swimming class of 92 ten-year old boys have heard announcements over the radio in Hamilton, urging them to encourage their youngsters to learn to swim, according to a letter received by CKOC sports announcer Roy Cook, from the Hamilton municipal Pool, which is offering free swimming lessons to boys and girls as part of a Community Welfare drive.

The letter expressed the appreciation of the honorary coach Jimmy Thompson, on behalf of himself and "hundreds of parents."

## CHWK

Chilliwack, B.C.

"The Voice of the Fraser Valley"

Extends

BEST WISHES

to

DELEGATES and GUESTS

at the

1946 WAB CONVENTION

At Harrison Hot Springs

### Our Guest-Speakers Are:

**W. D. NEIL**  
GEN. MAN. OF COMMUNICATIONS  
Canadian Pacific Railways

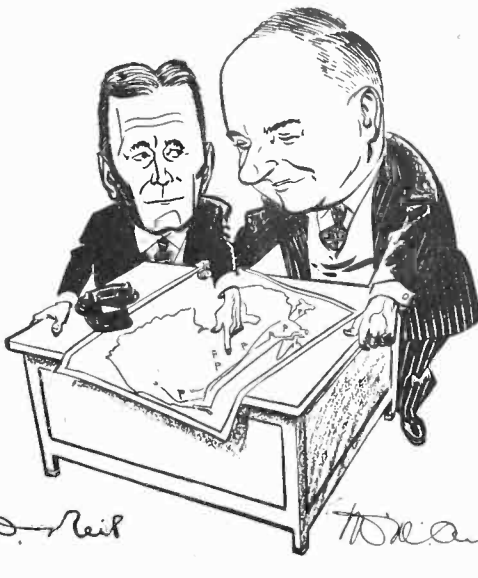
**W. M. ARMSTRONG**  
GENERAL MANAGER Canadian National Telegraph



"Development of Radio Broadcasting in Canada has proved an incentive to new ideas and a spirit of co-operation once thought impossible.

"To bring Canadian listeners more than 6,700 network plus numerous individual station programs each month, the Communications Departments of Canada's two great railway systems co-operate in providing trouble-free daily hook-ups of more than 15,000 miles of high quality matched landlines for two networks, plus more than 5,000 miles of telegraph monitor circuits.

"Out of this co-operative interest in Radio has grown our amazing micro-wave, or Frequency Modulation, transmission service which will shortly provide greatly improved telegraph and telephone service between Toronto and Montreal."



*W.D. Neil*

*W.M. Armstrong*

GEN. MAN. OF COMMUNICATIONS  
Canadian Pacific Railways

GENERAL MANAGER  
Canadian National Telegraph

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*Radio Station Representatives*

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CHSJ Saint John	*CHML Hamilton	CFAR Flin Flon
CKCW Moncton	CFOS Owen Sound	CJGX Yorkton
CJEM Edmundston	CFOR Orillia	CKLN Nelson
CJBR Rimouski	*CFPL London	CFPR Prince Rupert
CKSF Cornwall	CKLW Windsor	CJOR Vancouver
CJBQ Belleville	CKY Kenora	ZBM Bermuda
	CJRL Winnipeg	

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**RADIO GETS YOUR MESSAGE HOME**

# CANADIAN BROADCASTER

TWICE A MONTH

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Production Manager: ARTHUR C. BENSON  
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Editorial Dept.: CHUCK RAINSFORTH

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5, No. 15

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

August 3rd, 1946

## Big Enough

You have to be big enough to succeed in private business.

You have to be big enough to fight your way through a flock of plaster your target, and then get your aircraft and crew back to the base. Even more, you have to be big enough to face a war, or other kind of struggle, with an objective that is years away. Often you have to make sacrifices today, sacrifices in terms of both profit and effort, if you are going to gain your objective years beyond a forlorn horizon.

You have to be big enough to work and save for years, in order to provide a silver-plated university education for your family and a white headstone for your own bones. You have to be big enough to put your fingers to the marrow, because you do not feel big enough to shoulder the responsibility of employees and the responsibility of their responsibilities. And when the staff grows, you have to be big enough to acknowledge that they have as great a stake in your business as you have in yourself, because all of you are giving it all you have.

You have to be big enough to see that the good of your own individual business operation is wrapped completely in the good of the industry of which it is a part. You have to be big enough to spend time and effort in British Columbia, fighting for the weal of your colleagues in the Maritimes. You have to be big enough to associate—not to disassociate.

You have to be big enough to join forces with your closest and keenest competitor, and do battle, for him, against that which would destroy him and not you. You have to be big enough simply because you believe in an ideal.

You have to be big enough to admit that a situation which is fundamentally wrong, even though it may benefit you for a moment, is still wrong. You have to be big enough to acknowledge that you are a contributor to that wrong thing, if you turn it to your own advantage, even for a moment.

You have to be big enough to face criticism born of following your own convictions. You have to be big enough to separate constructive advice from comment from envy; helpful praise from empty flattery. You have to be big enough to be at least as vocal in your commendation of those who serve you well, as you are in your condemnation when they fail you.

You have to be big enough to sacrifice uncertain gain, for the certainty of those who depend on your leadership and judgment.

You have to be big enough to be a citizen of this great country, by looking big enough to look at it through the long range part of your binoculars. You have to be big enough not to lower your eyes to the close part of your glasses, thus shutting out the wider and farther view. You have to be big enough to see the green pastures over the horizon without coveting their cool verdure.

You have to be big enough to predicate everything you do in the operation of your affairs on terms of usefulness to the people you serve.

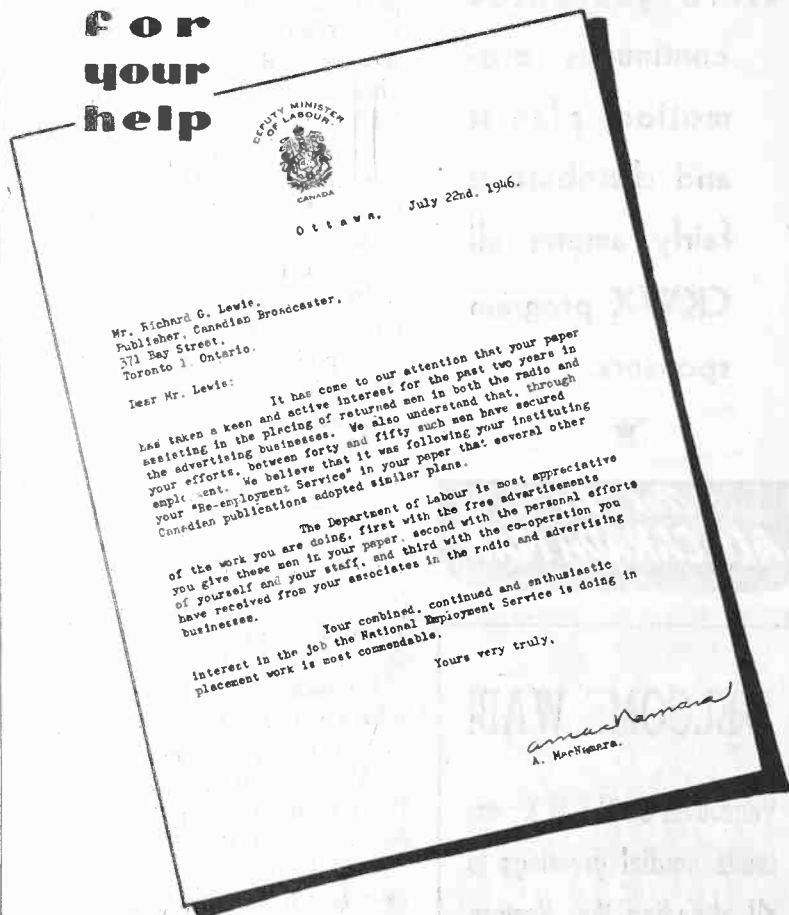
You have to be big enough to let profit come of its own accord, as a direct result of your usefulness.

You have to be big enough to succeed in private business.

*Richard G. Lewis*

Editor

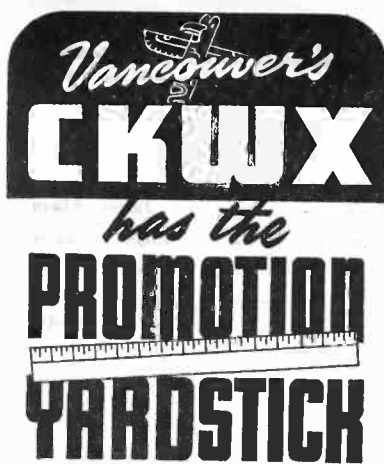
Thanks  
For  
your  
help



We'd like to hand on the appreciation expressed in the above letter from Mr. A. MacNamara, C.M.G., Deputy Minister of Labor, in connection with the Canadian Broadcaster Re-employment Service for returning men.

Credit for any success with which the plan may have met, belongs rightfully to those members of the radio and allied industries who have found openings on their staffs for these men.

Neither would we omit mention of the co-operation of Hal Williams, of Dominion Broadcasting Company, Toronto, who has for over a year now been supplying transcriptions, without charge, to enable out-of-Toronto station managers to hear audition records of aspiring announcers.



...To guarantee continuous promotion, plan it and distribute it fairly among all CKWX program sponsors.



Ask the ALL-CANADA MAN

WELCOME WAB!

Vancouver's CKWX extends cordial greetings to all attending the Western Association of Broadcasters convention at Harrison Hot Springs.

The welcome mat is out for you at CKWX. Drop in and see us.

"Tiny" Elphicke



SEDGWICK BEFORE HOUSE COMMITTEE

The most keenly debated point raised in his brief to the Special Committee on Radio Broadcasting in Ottawa July 18 by Harry Sedgwick, who appeared to protest the appropriation of the cleared channel frequency occupied by station CFRB, of which Sedgwick is president was the question as to whether or not CFRB had received adequate warning of the proposed change.

In his prepared presentation, Mr. Sedgwick stated that his station's frequency was moved by the Department of Transport in March 1941 from 690 kcs to its present spot on the dial, 860 kcs, at a time when "nearly every station in North America changed its frequency consequent upon the implementing of the North American Radio Broadcasting Agreements (generally referred to as the Havana Agreement)."

"We presumed that during good conduct that would be our permanent position on the dial," he stated, "and that we would be permitted, nay forced, to occupy the channel up to the minimum requirements of 50,000 watts. There was no hint to us in 1941," he continued, "that the frequency was being reserved for the CBC, or that the frequency was being assigned to us either temporarily or conditionally."

He then read the committee a telegram received by CFRB from "Radio Transport," under date of February 4, 1941, advising that the station's frequency would be 860 Kcs, and that "the change-over will take place at 3.00 a.m. eastern standard time March 29th next."

Not until 1945, he pointed out, was anything said or any notation made on the license to indicate that its allocation was only provisional.

Questioning Mr. Sedgwick following delivery of the brief, Rev. E. G. Hansell (Socred, MacLeod) said: "Under the present arrangement, the CBC, which wants your wave-length, applies to the issuing authority, the Department of Transport, which, on the CBC's recommendation, grants that license without hearing your brief?"

"That is true," said Mr. Sedgwick. "We appear before the Board of Governors of the CBC, but not before the Transport Department officials."

This inspired Mr. Hansell's comment: "By reason of the fact that the department has already ruled on this question, this committee is put in the position—if it wants to recommend acceptance of the CFRB case—of having to ask

the government to reverse their decision. This ruling too," he continued, "was made in full knowledge of the fact that this committee would be set up and would study this very question."

Mr. Hansell went on to say that while "legally they could do this without the committee at all," the moral aspect lay in the fact that "the committee was going to be set up to review this very subject,"

Mr. Sedgwick pointed out that the records showed that the CBC request had been granted in April 1945, and that he had not been asked to appear before the CBC board until November 1945, "after it had all been decided."

He continued to say that had he known in 1941, when he was allotted the 860 kcs frequency, that he might be removed from it, he wouldn't have "warmed it up for someone else."

M. J. Coldwell, CCF leader, said he was disturbed and surprised that no warning was given Mr. Sedgwick that he would eventually lose his channel to the CBC. "It was supposed to have been made in 1941," he stated.

"No notification was ever sent me," Mr. Sedgwick insisted.

"Is it asserted by the CBC that there was any other notice to CFRB other than a few words on their license?" J. T. Hackett (PC—Stanstead) wanted to know.

Reply to this question was made by G. C. W. Browne, radio head of the Transport Department, who said: "The station was notified by the endorsement on its license in 1941. He said that this stated that the license was granted subject to the radio regulations. A similar regulation was made in 1942, 1943, 1944 and 1945.

"Was there any further notification?" Mr. Hackett asked.

"The next notification was the endorsement on the license for 1945-6 resulting from a recommendation from the Board of Governors of the CBC. It said 860, being a clear channel, was reserved for the national system but that provisional use was allowed CFRB."

"It wasn't considered that the 1941 notice was adequate?" Mr. Hackett asked.

"I don't think that was the reason," Mr. Browne replied. "The change was due to the new recommendation of the Board."

Mr. Coldwell felt that when

Mr. Sedgwick saw the endorsement on the 1941-2 license he would have looked up the act. "It was the first time it had been mentioned," he said. "It should have given you some sort of warning."

Mr. Sedgwick explained that they assumed that every license in Canada was subject to those regulations. There had always been provisions on the license which said:

"But this endorsement in 1941 was different," the CCF leader insisted. "If you look it up, it says the frequency does not confer a monopoly on you. Wouldn't it occur to you that they were drawing your attention . . . that they were warning you that you might lose your channel? I am positive that from time to time in the committee it was pointed out that Class 1A channels, such as your own, are ultimately reserved for the CBC."

Mr. Sedgwick recalled that he had been informed by the Transport Department in 1941 that by the frequency allocation at Washington, pursuant to the Havana Agreement, CFRB would hold the 860 frequency.

"There has never been an indication that I was warned of the frequency for somebody else," he said. "All countries in the Havana Agreement were agreed to reserve the frequencies as they were held. If we hadn't held 860, we wouldn't have got it. Further, in all our requests to the government to allow us to increase our power from 10,000 to 50,000 watts, there has never been hinted that we would some day lose it."

"If you had thought that the 1941 endorsement was a warning, A. L. Smith (PC—Calgary West) wanted to know, is it not obvious that you would immediately have sought another channel?"

"I think so," Mr. Sedgwick replied. "I know that once we were informed we didn't lose any time looking for one."

Mr. Sedgwick also said, in answer to a question, that it was theoretically possible, and that stations recognized it as such, that any private station could be taken over by the CBC.

Mr. Ralph Maybank (Liberal, West Vancouver Centre), committee chairman, expressed his own personal view that CFRB should have been given some warning at those times when you (CFB) applied for an increase in power.

Asked if he thought the

ould be better served if CBC  
 ck over his frequency, Mr. Sedg-  
 ck replied that he did not think  
 would be as well served. Asked  
 Mr. Hackett if "under the  
 wowed policies of the CBC there  
 any chance for the survival of a  
 vate station as an effective com-  
 ator or rival of the CBC," Mr.  
 Sedgwick replied: "That's a diffi-  
 cult question to answer. We don't  
 know how far their policies will  
 take us. For instance, within the  
 month their policy has taken a  
 completely new departure. They are  
 going into the spot broadcasting  
 business which has always been a  
 private field. In the past, they have  
 said they never intended to do  
 that."

Mr. Sedgwick also pointed out  
 among the things said in the  
 many days of government radio  
 "the fact that the CBC would  
 go into the commercial  
 business. Now they are not only  
 in the commercial business, they  
 are going into spot broadcasting."  
 In reply to a question from Mr.  
 Hackett he said that spot broad-  
 casting is a profitable business. "It  
 is to be," he said. "We can't  
 use the money on network programs.  
 We use those to draw audiences."

**Public Service**

In a comparison of programs on  
 CFRB, and CJBC, Toronto, was  
 presented to the House Committee on  
 Radio by Harry Sedgwick as part  
 of his brief. The reason for the  
 comparison was that CJBC is the  
 station on which would annex CFRB's  
 frequency unless the CBC's exprop-  
 riation plan is blocked by Ottawa.  
 The week used for purposes of  
 comparison was the week of June  
 2 to July 6.

In religious broadcasts, CFRB  
 broadcast 3 hours and 25 minutes  
 (Varieties), 2 church services, organ  
 music, choir singing, hymns, daily  
 "Victorious Living."

In the same field CJBC presented  
 1 hour recordings, 1 program of  
 religious music.

Sustaining public service broad-  
 casts on CFRB, not including spot  
 announcements, amounted to 5  
 hours, Columbia symphony orche-  
 stral, out-door programs—fishing,  
 boating, etc., "Report from Parlia-  
 ment Hill," gardening, "Ontario  
 Holiday," Better Business Bureau,  
 Book Review, "Hi-Varieties."

For CJBC it was 2 hours and 15  
 minutes—"Operation Crossroads,"  
 "Canadian Yarns," talk on Tokyo  
 Radio and High School News.

For sustaining news and news

commentaries, CFRB used 6 hours  
 and CJBC 4 hours and 48 minutes.

American network commercials  
 accounted for 11 hours and 45  
 minutes of CFRB's time and 9  
 hours and 30 minutes of CJBC.

Canadian commercials used 31  
 hours and 20 minutes on CFRB and  
 30 minutes on CJBC.

CJBC used 34 hours of American  
 sustaining programs to fill out its  
 schedules while CFRB used 27 hours  
 and 40 minutes, CFRB used 47  
 hours and 50 minutes of recorded  
 programs against CJBC's 46 hours  
 and 5 minutes.

CFRB was on the air 127 hours  
 and 5 minutes of the week, and  
 CJBC 117 hours and 36 minutes.

**CJBC Shows Less Listenership**

Mr. Sedgwick went on to point  
 out what public reception these two  
 Toronto stations have in the  
 Toronto area.

"According to the Elliott Haynes  
 research organization's survey of  
 listener habits for June 1946," he  
 said, "in the daytime areas (9 a.m.  
 to 6 p.m.) CFRB is listened to by  
 19.9 per cent of all the radio sets  
 tuned in in the Toronto area, as  
 against 7.7 per cent listening to  
 CJBC. In the evening survey period,  
 he pointed out that 27.9 per cent of  
 sets in use are tuned to CFRB, while  
 CJBC rates 7.3 per cent. A recent  
 test of signal strength, measured  
 by an RCA field strength meter on  
 June 26, 1946, at ten scattered  
 points in the city, disclosed that  
 the signal strength of CJBC was  
 over 2½ times that of CFRB.

**CBC Approached Columbia**

CJBC's lack of audience in the  
 Toronto area is not due to any  
 lack of signal strength, he pointed  
 out later, but must only be due to  
 their program policies.

"What the CBC want from us,"  
 he continued, "is the programs on  
 which we have in large part built  
 our audience."

He went on to explain how "not  
 very long ago the CBC made over-  
 tures to the Columbia Broadcasting  
 System suggesting that they cancel  
 their contract arrangement with  
 station CFRB and contract instead  
 with CBC. Such a move would be  
 disastrous to us," he said.

"The loss of this Columbia con-  
 tract to us would be an extremely  
 serious business," he continued, and,  
 in addition, would place an undue  
 concentration of US network pro-  
 grams in the hands of the CBC.

Mr. Sedgwick stated that the  
 frequency of 860 on a power of  
 50,000 watts will not reach one  
 additional listener not already  
 reached by station CBL, with the  
 same power, on a wave length to  
 740 kcs.

"It would be difficult for us to  
 complain," he said, "if the CBC  
 said they needed the wave-length  
 of 860 kcs in order to provide a  
 service to listeners in some of the  
 more distant parts of Canada where  
 there is very little radio service,  
 and according to the charts, pub-  
 lished by the CBC, there are large  
 areas of Canada where they have no  
 radio penetration at all. "But," he  
 insisted, "it is hard to figure out  
 just why the CBC, already occupy-  
 ing one of the most desirable wave-  
 lengths on the spectrum . . . should  
 require another 50,000 watt sta-  
 tion to duplicate their service when  
 they are apparently unable, out of  
 their present resources, to even fill  
 a substantial portion of the national  
 network headed by CBL with other  
 than programs of gramophone  
 records.

At the close of his presentation,  
 committee chairman Ralph Maybank  
 expressed the committee's thanks  
 to Mr. Sedgwick, and he sat down  
 to an ovation of applause.

**SHOW BUSINESS**  
*by Geo. A. Taggart*

**Gone Fishing!**

*R. A. E. T.*

165 Yonge St. Toronto  
 A. Delaide 8784.

**ESSENTIAL TO MANITOBA'S LISTENING AUDIENCE**

**CKY WINNIPEG 15000 WATTS**

**CKY WINNIPEG 15000 WATTS**

**CKY WINNIPEG 15000 WATTS**

**TRANS CANADA NETWORK**

**More Power!  
 Greater Popularity!  
 Better Programs!**

**DOMINION NETWORK  
 CKX BRANDON 1000 WATTS**

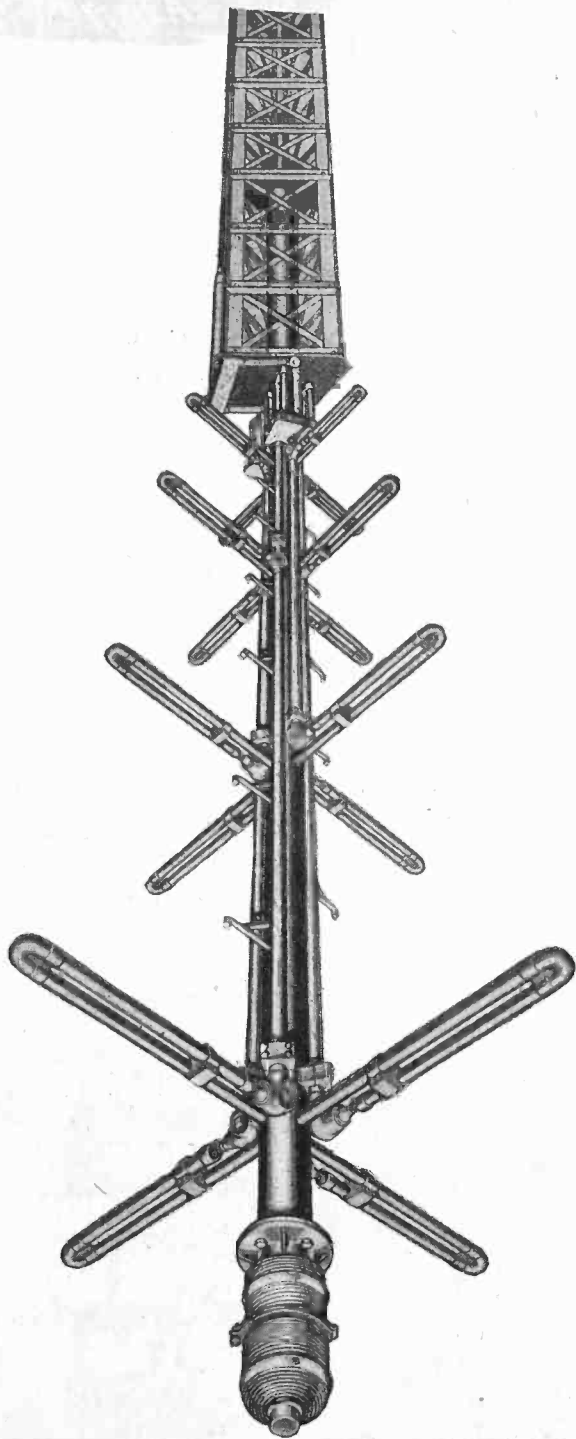
**EXCLUSIVE SALES REP.:  
 HORACE N. STOVIN  
 TORONTO WINNIPEG MONTREAL**

6

# MARCONI



## from the ground up build with **MARCONI** FM Equipment



Not only can you count on Marconi to supply everything your FM station needs, from microphone to antenna . . . but our engineers can help you with your station planning even to the smallest detail and deliver a unit installation which meets the requirements of your particular site and coverage.

### MARCONI FM ANTENNA

Engineered to distribute the power from your transmitter to maximum advantage within the bounds of your station coverage contour. Carefully designed support towers are available either guyed or self-supporting, for installation on high building or open field.

### THE MARCONI STUDIO CONSOLE

The AB-11 Studio Console is a complete studio input speech system for both AM and FM use which will accommodate four microphones, two transcription turntables and six remote lines. It is ideally suited for the small stations requiring an inexpensive arrangement for one, two or three studios and is equally desirable for the larger station requiring complete and compact equipment for each of its several studios.

**FREQUENCY RESPONSE** — Flat within plus or minus 1 db from 30 to 15,000 cycles.

**DISTORTION** — Root sum square of all harmonics up to 24Kcs within the range of 30-10,000 cycles does not exceed 1% of the fundamental.

**NOISE AND HUM** — At least 65 db below signal level.

**INPUT IMPEDANCES** — Microphones 30, 50, 200 and 250 ohms. Transcription turntables—10,000 ohms.

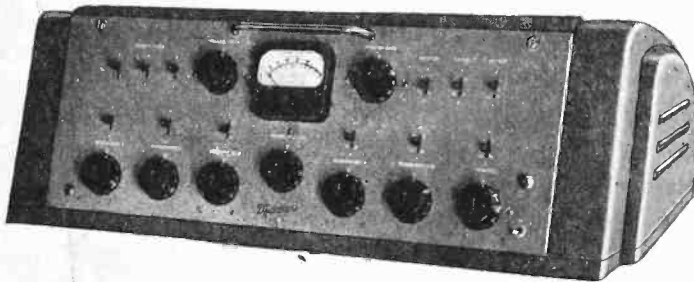
**OUTPUT IMPEDANCES** — Programme amplifier—two 500 ohms output lines.

**MONITORING AMPLIFIER** — 500 ohms for 3 separate outlets.

**GAIN** — 100 db.

**POWER OUTPUT**—Monitoring amplifier 8 watts.

STUDIO CONSOLE TYPE AB-11



## CANADIAN MARCONI COMPANY

Established 1903

Marconi Building Montreal  
VANCOUVER WINNIPEG TORONTO HALIFAX ST. JOHN'S, Nfld.

**MARCONI** - *The Greatest Name in Radio*

Prentuskoka, Mar

Dear R.G.:—No doubt you have noted my change in address and I observe it. Sounds rather odd doesn't it? At any rate, it's all good for Summer holiday away from the noisy city life.

Maybe I should break down and tell you right now that there's a radio set here and no electricity. Consequently, listening to programs is a minus quantity and chatter in that department practically at a stand still.

Under conditions similar to these, but about five years ago I opened our cabin window in the morning to hear a lovely voice giving forth with a clarity that filtered through the air from next door. At first I wondered if Jean Dickenson could be my neighbor, however it turned out to be Edythe Wood doing her vocalizing.

Listeners to CHOV Pe are now getting the broadcast that got a few years ago, for her talents are being aired over the Station. Not only is she a great vocalist but she has that something in her voice that makes her story-telling programs originally designed for children appealing to all ages. She has two versatile daughters, Shirley and Elaine, (who must still be in the teens) who also grace CHOV with both their vocal and instrumental talents. My contention is that the Wood family should go far in the field of radio.

That turned out to be a tangent on radio considering I supposed to be away from it for awhile. But you have to admit there's something about it that gets you. Even lying on a hospital bed in Private Patient Pavilion doesn't stop Bob Simsen Young & Rubicam from holding auditions in his room. So much for radio too.

Although I'm in the land of moonlight, romance and add that dip quietly in the water, don't expect me to become a national talent. That just won't happen. What reminds me, have you heard "Twilight Serenade" that Paul Scherman's string orchestra and George Murray a vocalist? It is broadcast Friday night and would be a half hour of your time well spent. The string music is really beautiful and George Murray can sing for me. Make a point of hearing the show.

I'd invite you to pay us a visit—that is, if I knew how to get there. Which I don't. Being that you have a left handed invitation, your best bet is to check with Leo Snider who drove us up. Maybe he could describe the route. At least he can catch fish when he's here. I know because I helped eat breakfast. To make a long story short, I'd like to see you even though we may talk about it for a length. And just while you're about it, if Pauline Renoir ever invites you to her summer home, I would suggest you accept.

My regards to Art, Grey and of course the readers.

Lo



# WAB CONVENTION

## Agenda

### HARRISON HOT SPRINGS

#### August 5 and 6, 1946



WAB directors, elected last August in Calgary, left to right: (CFAC); Dick Rice, president, (CFRN); Tiny Elphicke (CKWX); Lloyd Moffat, (CKBI).

#### FRIDAY, AUGUST 5th

SESSION: (Open

9:45 a.m. Registration

1. Opening of Meeting

Secretary

of new members

visitors

report

Minutes of 1945 Meeting

of Committees

from various organizations:—

Station Relations, C.B.C.

Quebec, British Broadcasting

Association

Quebec Assoc. of Broad-

casters

report

discussion led by H. N.

on the Bureau of Broad-

Measurement.

MENT

SESSION: (Open

discussion led by Les Garside,

regarding formation of

All Markets Committee."

able discussion conducted by

Walker, Manager Dominion

Work, and H. J. Boyle, Pro-

Director Trans-Canada Net-

concerning basis of

rule with respect to suit-

ability of programs released via

works.

Discussion led by Bert Cairns, Calgary, on content of transcribed spot announcements.

4:00 p.m.

ADJOURNMENT

6:00 p.m.

W. A. B. Annual "Get-Together" party.

7:00 p.m.

ANNUAL DINNER — for members and visitors. Guest speaker, Mr. D. Leo Dolan, Chief of Canadian Travel Bureau, Department of Trade and Commerce, Ottawa.

#### TUESDAY, AUGUST 6th

MORNING SESSION:

'Closed meeting for member stations and their accredited representatives, and recognized Press services

10:00 a.m.

A report from C. A. B. Officials.

Reports of Committees

Election of Officers

Talk and discussion led by J. Slatter, Chairman of C. A. B. Music Committee.

12:30 noon:

ADJOURNMENT

AFTERNOON SESSION: (Open

Meeting)

2:00 p.m.

F. M. Engineering

Unfinished Business

4:00 p.m.

ADJOURNMENT—end of sessions.

**WE'RE**  
*"Tout oreilles"*  
**IN QUEBEC...**

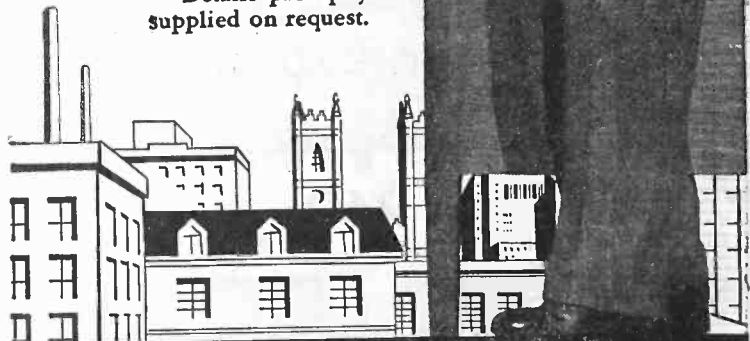
**What's Your Message ?**

*"That's right, we're 'all ears' ... Quebecers like to get the facts. Take me for instance (Lionel Hébert, businessman in a large city). The purchases I make—cigars, shaving equipment, beer, and so on—must be the best or I'm not satisfied with the transaction. Listening to station CKAC is killing two birds with one stone ... I hear informative, reliable advertising—about products that interest me—and typically French programmes!"*

**\$800,000,000** annual spending makes up a keen market ... and that's French Canada. They're open to new ideas, eager for them, in fact. And you'll reach them through their favourite medium—radio—on their favourite station—CKAC.

Give your product the benefit of CKAC's dominance in the family market, and take advantage of the tremendous market of Quebec!

Details promptly supplied on request.



**CKAC** La Presse, MONTREAL  
 Affiliated with CBS

REPRESENTATIVES: Canada: C. W. Wright, Victory Building, Toronto, Ontario.  
 United States: Adam J. Young, Jr., Inc.

**We don't like to brag, but,**

According to latest BBM report, CKAC covers 75 out of every 100 homes in the Province of Quebec.

Also, the average ratings for 1945 show CKAC carried 8 of the first 12 shows.\*

Average rating for sponsored evening programmes on CKAC was 20.8.\*

\*Elliott-Haynes

**WAB DELEGATES WELCOME!**

**CJAT**



... on the ether and their  
of the ether and their  
to give the listeners a  
shows them how wrong  
in what he terms their  
of a trust." But if his  
to set them on the  
ath, then he has missed  
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at "community service"  
coin the phrase) is not  
y. Rather it is an open  
wider listener acceptance  
water advertising revenue.  
e agree that the station  
who took a thousand  
om his community to  
he hospital fund is ren-  
"service" to his home  
we could wish that Mr.  
had alternated his illus-  
abuse with the opposite.  
ould not only have de-  
rrier picture of radio to  
at whom he aims his  
he would also have pre-  
r stronger case for his  
use.

**Wanted**  
t we were glad to see  
to light of print is the  
f radio writing, and it  
in understatement to say  
ann sees room for im-  
in this field. What does  
to have occurred to him,  
this: Some radio com-  
e offensive. Granted,  
not condemn all radio  
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with this, because com-  
e part of radio, part of  
of radio which he him-  
es.  
mann did not say this,  
re he would agree, that  
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gain greater public ap-  
ommercials need not  
be of the deplorable  
country by keeping fit  
Headache Powder."  
they all throw non-  
way such tag-lines as  
physician when pains  
ommercials can be in-  
ve, amusing, inspiring.  
are. Illustrations of how  
e done would have en-  
his "how not to's."

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# The People's Choice

## 4 to 1

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

**SYDNEY BROWN**

**PRODUCTION - IDEAS - SCRIPTS**

54 Iona Avenue  
 Toronto  
 Oxford 1244

# BLUEPRINT FOR BROADCAST

A Review of and an Answer to  
Charles A. Siepmann's "Radio's Second Chance"\*



If he's not  
**At Home On The Range**  
phone  
**BARRY WOOD**  
thru  
**Radio  
Artists  
Telephone  
Exchange**  
**WA. 1191**  
TORONTO

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In 1937 he went to the States at the invitation of the Rockefeller Foundation to investigate and report on educational broadcasts at state universities. He lectured at Harvard; he wrote articles on the social implications of radio; he was advisor to the Office of War Information's Oriental Broadcasting Section; he was a consultant for the FCC; he has studied in detail the current problems of the radio industry. In "Radio's Second Chance," Siepmann presents facts about the failings of commercial broadcasting. These facts occupy most of the book, and the reader is relieved when, on page 254, the diagnosis ends and a twenty-two page prescription for recovery ends the work. This should not be interpreted as a condemnation in any sense. The only thing is the book's title suggests that it is going to explain just how radio's second chance can be taken, whereas actually, with the exception of the last chapter, it discusses how it has missed its first.

Siepmann attacks his project with commendable ardor and courage, comparable to the enthusiasm with which he has apparently espoused American citizenship.

### Four Choices

From the outset Siepmann accepts the American system of broadcasting. He says: "Today, with twenty-five years of radio experience behind us, it is interesting to ask ourselves whether, if at the start we had possessed the knowledge we now have of our own system as well as those of other countries, and if there had been a public referendum,

we should have chosen it." He lists the four alternatives: (a) our own (U.S. style) system of strictly controlled radio (as in pre-war Germany and Italy); (b) a system adopted by Great Britain; (c) a monopoly public service system; and (d) as in Canada, a combined government-controlled and commercially sponsored system.

He expresses the view that, if the present system is still preferable to the others, it should be retained.

Siepmann submits that the system of the sponsors and the government, coupled with the weak "controlling" body, the Communications Commission, resulted in the public's dissatisfaction with the present format on the subject.

### Accent on Evil

Almost the entire book accentuates, with many instances, the abuse of the radio medium. Towards the end of the book (page 210), he writes a seven line apology for the "evil" words. He says: "... a condemnation of radio is intended. It has sides, a magnificent record are many men and women in the industry who do not support the policies propounded by its leaders. We should not let that we speak in their defense, as we have repeatedly insisted, is sound."

Unfortunately, I think Siepmann leaves it at that, pity that he has not continued the story of station WMFC at Minneapolis, showing how its live sustainers run only 35 minutes a week with an equally fine management of the station at Hartford, Ill., where the actual sustaining time is 12 hours.

Mr. Siepmann's wrath is into fury by the crash of the certain, perhaps even rest American broadcasters and clients. With a simplicity



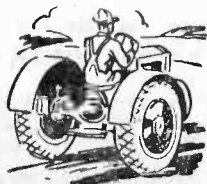
IN THE CENTRE OF  
GOOD LISTENING

# C J G X YORKTON

WESTERN CANADA'S FARM STATION

Serves A \$100,000,000.00 Market in North Eastern Saskatchewan and North Western Manitoba.

A  
DOMINION  
NETWORK  
OUTLET



Representatives:  
Horace N. Stovin & Co.  
Toronto  
Montreal Winnipeg

**CJCH**

**"Your Good Neighbor Station"**

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

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**Wanted**  
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 pmann did not say this, sure he would agree, that lligently-written commer- d gain greater public ap- Commercials need not be of the deplorable ar country by keeping fit *Headache Powder.*" lo they all throw non- away such tag-lines as a physician when pains Commercials can be in- ve, amusing, inspiring. are. Illustrations of how be done would have en- his "how not to's."

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Siepmann attacks his project with commendable ardor and courage, comparable to the enthusiasm with which he has apparently espoused American citizenship.

### Four Choices

From the outset Siepmann accepts the American system of broadcasting. He says: "Today, with twenty-five years of radio experience behind us, it is interesting to ask ourselves whether, if at the start we had possessed the knowledge we now have of our own system as well as those of other countries, and if there had been a public referendum,

we should have chosen... He lists the four alternatives: (a) our own (U.S. style) system of strictly government-controlled radio (as in war Germany and Italy); (b) the system adopted by Great Britain (monopoly public service); (c) as in Canada, a combined system of government-controlled and commercially sponsored stations.

He expresses the view that, if the system is still preferable to the present one, Siepmann submits that of the sponsors and the government, coupled with the weak "controlling" body, the Communications Commission, resulted in the public's satisfaction on the subject.

### Accent on Evil

Almost the entire book accentuates, with many instances, the abuse of the medium. Towards the end of the book (page 210), he writes a seven line apology for his words. He says: "... a condemnation of radio is intended. It has, besides, a magnificent record. There are many men and women in the industry who do not support the policies propounded by their leaders. We should let them speak in their own defense. The system, as we have repeatedly insisted, is sound."

Unfortunately, I think Siepmann leaves it at that. It is a pity that he has not covered the story of station WMFG-H in Minneapolis, showing how its 35000 sustainers run only 35 minutes a week with an equally famous management of the station at Hartford, Ill., where the total sustaining time is 12 hours.

Mr. Siepmann's wrath is kindled into fury by the crassness of our own system as well as certain, perhaps even more crass, American broadcasters and their clients. With a simplicity

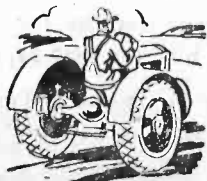


# C J G X YORKTON

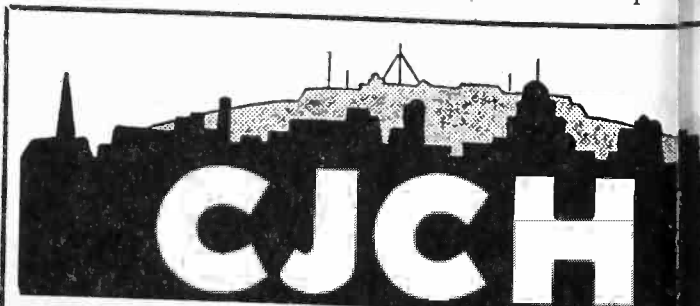
WESTERN CANADA'S FARM STATION

Serves A \$100,000,000.00 Market in North Eastern Saskatchewan and North Western Manitoba.

A  
DOMINION  
NETWORK  
OUTLET



Representatives:  
Horace N. Stovin & Co.  
Toronto  
Montreal Winnipeg



"Your Good Neighbor Station"

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

on the ether and their of the ether and their to give the listeners a shows them how wrong in what he terms their of a trust." But if his s to set them on the ath, then he has missed r.  
of American stations— adian ones too—have at "community service" coin the phrase) is not ty. Rather it is an open wider listener acceptance eater advertising revenue. at agree that the station who took a thousand from his community to the hospital fund is ren- "service" to his home we could wish that Mr. had alternated his illu- abuse with the opposite. would not only have det- ruer picture of radio to , at whom he aims his he would also have pre- far stronger case for his cause.

**Wanted**  
int we were glad to see into light of print is the of radio writing, and it an understatement to say mann sees room for im- in this field. What does t to have occurred to him, s this: Some radio com- are offensive. Granted. not condemn all radio ls. Even Mr. Siepmann e with this, because com- are part of radio, part of a of radio which he him- ses.

pmann did not say this, sure he would agree, that elligent-written commer- d gain greater public ap- Commercials need not be of the deplorable ur country by keeping fit *Headache Powder.*" io they all throw non- away such tag-lines as a physician when pains Commercials can be in- ve, amusing, inspiring. are. Illustrations of how be done would have en- his "how not to's."

**Tighter Control**

By pointing up the weakness of the FCC, the author implies that a tightening is needed. Speaking of the FCC, he says: "Its present chairman has written and spoken about advertising and other current abuses in radio, and has implicitly served notice on the industry that the Commission may take some action unless a housecleaning takes place." Mr. Siepmann might well examine the results of tighter government control as exercised by the CBC on commercial radio in Canada.

But supposing the radio industry could be frightened by Mr. Siepmann's nightmares of bad community station operation into producing local programs and making them available, with established audiences, to national advertisers. Would not the result to the people who listen be just as good, and would there not be far greater chances of preserving the commercial system of broadcasting which he himself deems desirable?

**Plan for the Future**

One day Charles Siepmann should expand his last chapter into a second book. Respectfully I submit a title "Blueprint for Broadcasting."

In an all too short chapter, his tenth and last, he advocates ideas that are as familiar to this type-writer as they are to those who will read this review.

He says, first: "Press and radio are still playing rivals. There is not only room for both, but the two are complementary. More people would turn to their papers if they could learn more from them about what dates to keep with their radios each day. Many people hear something over the air, and turn to their newspapers to confirm or supplement it."

He advocates a listener's journal on the grounds that "Responsible press criticism of radio programs can . . . raise the standards of public appreciation and stimulate the free and unfettered development of what some, at any rate, believe to be a new art form of singular promise."

He elaborates upon ideas which

might be embodied into such a journal, and I would enjoin anyone interested in getting radio into print to study them, as I have done, with considerable diligence.

Listeners' councils get good attention in this chapter, and the idea, as expounded by Mr. Siepmann, in effect challenges commercial radio to turn over the helm to the listener in very truth.

To single out one more gleam of hope from the Siepmann crystal, I'd like to mention "production centre for public service programs."

Here is at least one respect in which Canadian private radio has jumped the gun. This paper has contained frequent articles on "Report from Parliament Hill" operated by the private stations through their Radio Bureau in Ottawa. Once (issue of Sept. 1944), in an editorial called "Wanted More Parliament Hills," we were presumptuous enough to advocate expansion of the project, so that more and more regular programs might be co-operatively produced through this same operation.

Siepmann sums up his idea in this paragraph:

"It is most desirable that the centre be quickly self-supporting. An initial grant-in-aid from one of the Foundations might be sought. Salaries and production costs not

being high, a quick return is likely on the sale of transcriptions. A modest annual subscription from member stations in the public service field would provide a steady revenue. With the centre organized on a non-profit basis, the budget could probably be easily balanced."

Mr. Siepmann describes his valuable book as "first tracings of a blueprint that others can improve and elaborate." We'd like to see the finished blueprint—by Siepmann.

\* "Radio's Second Chance" by Charles A. Siepmann; McClelland Stewart Ltd., Toronto.

**Holiday Hints**

CFOR Orillia, shortly to join the Dominion Network, is featuring three new summer programs, designed for the tourist listener. These are the daily "Breakfast Parade" a studio presentation of live talent, with time signals, weather reports, songs and chatter, and holiday suggestions.

"Tourist Guide" tells visitors what to see, where to go, interesting historical facts and gives info. on the best hunting and fishing.

Later in the day "The Tourist Speaks," presents a half hour of personal interviews with visitors.



**The People's Choice  
4 to 1**

That's what the agencyman found when he surveyed 7.45-8.00 a.m. on CKCW. And, that's why he bought that time on Mondays, Wednesdays and Fridays for a client. This leaves Tuesdays, Thursdays and Saturdays for some lucky advertiser. Lionel's advice is to get it while it's hot.

P.S. There are some good "spot" times, too!

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

SYDNEY S BROWN

PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue  
Toronto  
Oxford 1244

FROM ONE B.C. HOLIDAY PARADISE  
TO ANOTHER

**CKOV**  
*Voice of the Okanagan*

welcomes

**WAB**  
**Delegates**

to their Convention  
at  
**HARRISON HOT SPRINGS**

A Stovin  
*Opportunity Memo*  
to all Time-Buyers

It is now possible for any sponsor to add:—

**CFOR Orillia**

to their Dominion Network program

as from

**August 1st, 1946**

at station time plus \$2.50 loop charge

For availabilities—Call Stovin

**HORACE N. STOVIN**  
& COMPANY  
RADIO STATION REPRESENTATIVES

TORONTO      MONTREAL      WINNIPEG



**Pacific Prattle**

by ROBERT FRANCIS

The radio fraternity on the coast are priming their guns and getting set to let everybody else have it at the WAB convention, Aug. 5 and 6 at Harrison Hot Springs. The lake's right outside the window, or if you can't take that the pool is down one flight of stairs.

CJOR Vancouver gave Viscount Alexander the full treatment, covering his party as he opened the Caledonian games, and again as he addressed the local Canadian Club.

Jack Kemp formerly with CKRC Winnipeg, has joined the production department of CKMO.

Violinist Milton Blackstone of Toronto, an original member of the Hart House Quartet, was a visitor at CBR studios here.

Joe Midmore, who announced for CKWX before joining the air force, has returned as continuity editor. With the radio branch of the R.C.A.F., Joe was the voice on a number of trans-Atlantic broadcasts.

CKMO people are knocking themselves out in their spare time with extra-curricular writing. Joy Scott has a historical piece under way, and Bernice Burday ground out a race track saga.

A long narrative poem, "Elizabeth," by CJOR's Dick Diespecker, goes to the publisher this month after two years labor.

Bill Cruickshank, formerly of CBR and CJOR Vancouver, has joined CJAT Trail.

Vic Fergie of CKMO found himself with an extra week's holiday on hand when he won the station's monthly award for outstanding work. Fergie alternates between announcing and supervising the station's commercial transcriptions.

CJOR news bulletin this week features the station's tailor-made show idea, in which CJOR staffers write and produce special shows for local sponsors.

Sparks Halstead at CKWX is trying to get his 5000 watt transmitter up and operating. But he finds it's just like building a house, no materials and nobody to put them together when you do get them. Outside of that everything is jake. Hopes to go on the air with the new power early in the fall.

When George Dewey comes back from that vacation he'll take over the chief announcer's chair at CKMO.

That husky voice you hear is the same gal, night receptionist Gene Holoway at CKMO, who lost her tonsils in her last bout.

Farm editor Tom Leach of CBR has gone off to spend his holiday looking at a farm. Last word had him near Summerland, in the apple country.

Leach's predecessor, Fergus Mutrie, was back here briefly after a rapid trip to Britain. He's letting the boys shake the hand that shook the hand of farmer George VI at the royal farm. That's going right to the top for your dope.

Announcer Ruddy Hartman and

copy editor Vicki Stof...  
CJVI Victoria took ne...  
vows.

Tom O'Neill, previously CFBP and CKUA has one golden west and joins CJ announcer. And static m... Ches. Chestnut has disappea... a private fishing haun... up... couver Island.

Manager Eric Ayley of Trail is a little shy o... month with secy Lori B... and chief announcer... on holiday and more ont... breathing on his neck... rac is at the coast, wile... out on the western plans... like Wild Bill Hickoc...

Bob Wielert has a fam... at CKMO called "A... Club" from 6.30 to 4... morning. Pinned down... he can't imagine who'be...

Incidentally CKMO is... onto some additional... but promoter Phil B... he still gets the copy... elbows touching.

A survey at CKMO... following incidental... on the musical situati... director Al Reusch... sax and clarinet. Ar... Erskine bangs the ba... has a go at vocals. As... editor Bill Griffiths... dancer. Salesmen Jack... Gordy Carpenter play... and sing in an old t... respectively. Jack Cu... Pacific Patrol program... man Continuity girls... and Bernice Burday... piano and program... Hay (assisted by an... carry it) plays the tu... can you forget Eric L... slide trombone. It's a... all in one building, b... informant would not... if any, were allowed...

**Joins CFBE**



Free-lance... FitzGerald... Toronto... a staff about... placing y... He start...

with CKTB St. Cathar... after being discharge... army. He was former... nouncing staff of Nor... and the CBC in Ottaa... to Toronto as a free-l... such has been heard... munity Sing Song, "C... Show," "Headliners" and... of Victor." He takes ver... 'Top of the Morning... August 5th.

**CFPA**

"Serving The Lake..."

Doing an Economic... Local Job... National Advertis...

ASK N. B. S... FACTS AND FEEL...

Port Arthur - For Will...



# CBC TO ERECT FM STATIONS

Latest word in the development of FM broadcasting in Canada is the announcement by the CBC that it is going to instal an FM station on the top of the Canadian Bank of Commerce building in Toronto.

The station, with call-letters VE9EV, is intended to further FM research and encourage the buying of FM receiving sets. It will possibly broadcast for a certain period of time without any listeners at all.

Although the area of FM reception is very small due to the waves operating on line of sight principle, it is believed that VE9EV will be heard within a radius of 35 miles, due to the height of the antenna.

CBC officials in Vancouver expect to have a 250 watt FM transmitter in operation on the coast by October, though so far as is known there are no FM receivers in this area at the moment.

The equipment is en route to the coast now, and will be installed in the CBC studios in Hotel Vancouver.

The transmitter will be the first permanent unit on the west coast, though a portable unit was used

recently by CKMO to broadcast from a moving auto during a Jubilee parade. CBR officials believe their move will stimulate interest in FM broadcasting and help promote further desire among the public for information about FM receivers.

The CBC FM transmitter in Vancouver will broadcast the same programs as CBR and be utilized as an alternative to the regular station equipment. It is predicted that the transmitter should reach Greater Vancouver and its environs, and possibly as far as Vancouver Island.

### Exhibit Model

At the Ontario Industrial Exhibition taking place in the Cornwall Armories during "Old Home Week," Aug. 3 to 10, CKSF will have a display booth showing the equipment used at their station.

The display will include latest types of consoles, turntables and portable recording apparatus. Models of the transmitter house and tower will also be shown as well as pictures of the staff and studios and artists.

### Adman Author

Based on the radio serial "Secret Service Scouts," which ran for three years on twenty-six stations from coast to coast, is the book "The Flour Bag Mystery" by Don Copeland veteran radio man who recently left Dominion Broadcasting Co. to start his own agency, Broadcast Advertising and Sales.

It is a book of mystery and adventure for teen age and older boys and girls. It is published by the Oxford University Press and will be issued in the fall.

### Joins Alexander

Kemile Genest has joined J. L. Alexander, national representative, and is located in the Montreal office.

## CALLING ALL ICHTHYOPHAGISTS



When a 750 pound sturgeon was landed at the New Westminster docks recently, CKNW was on the spot to broadcast what looks like a personal interview with the deceased. That's Sheila Hassell and Stan Moncrieff on either side of the 200 year old fugitive from the caviar bowl.

### Belleville Opening

CJBQ, Belleville's transmitter will be on the air August 6. Formal opening of the station takes place August 15.



"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

FOR SALES RESULTS  
INCLUDE CJOE IN  
YOUR APPROPRIATION

CJOE  
Lethbridge, Alberta  
GOING TO 5000 WATTS

## Re-Employment Service FOR SERVICE MEN

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business.

File CB 48 RCAF veteran, 24, married, anxious to get into radio via announcing and production. Has just graduated from the Academy of Radio Arts getting honors in announcing, production, writing, acting sound effects and speech. Training enables him to accept various assignments in radio program work. Free to take position with live progressive station anywhere in Canada. Apply Box CB 48, Canadian Broadcaster, 371 Bay St., Toronto.

YOU CAN LEAD A *Horse* TO WATER  
BUT YOU COULDN'T DRAG...

*Tony Messner*



AWAY FROM THE  
W. A. B. CONVENTION

CJOB

Winnipeg

CKCR  
KITCHENER

A *Wright* STATION

LOOKING FOR LISTENERS?  
The most consistently listened - to station in Kitchener - Waterloo - Galt - Guelph - Preston - Listowel - Elmira and other communities.

see  
WILLIAM WRIGHT  
Victory Bldg.  
AD. 8481

Best wishes to all attending  
the Western Broadcasters  
Convention at Harrison Hot  
Springs Hotel



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

## THE SHOW DOES GO ON



—Canada Pictures  
Bob Simpson, radio supervisor of Young and Rubicam Ltd., in hospital with an old back injury dating back to his rugby days, okays a script for Canadian Cavalcade, scheduled to return to CBC's Trans-Canada network September 16. Frosia Gregory, the girl in the picture, will sing on several programs. The gentlemen with the bedside manners are (left) G. M. (Gerry) Brown, recently appointed manager of the Toronto office of Y. & R., and Clif. Stewart, producer.

### Hamilton Centennial

Now that the excitement and confusion have died down it is possible to report on radio's part in the Hamilton Centennial which took place July 1 to 7.

Both CKOC and CHML covered the main points of the week working together to give complete and comprehensive coverage of this great spectacle. The stations setup a PA system at the main points in downtown Hamilton, working on an agreed schedule, giving information on traffic, passing parade points, etc.

Broadcasts covered the official opening by the Governor-General, the 4½ mile parade, the Beauty Contest to choose "Miss Canada," the wedding of Harry Conover and the famous cover-girl Candy Jones, the Sports Day, the Regatta, the Horse Show and a variety of other special events that featured the celebration.

### Small Markets Group

Election of officers of a Small Markets Committee of the CAB is anticipated following discussion of the need of a SMC at the Western Association of Broadcasters convention next week. With 60 per cent of Canadian stations serving markets with populations under 25,000, need of a Small Markets group is felt, according to Les Garside, CJGX manager. This class of station has problems distinct from those confronted by stations in large markets. These problems are not of sufficient general interest to concern the CAB in its normal operation. The SMC will represent the Small Markets stations and amplify or represent the views of these stations in the CAB.

### Frequency Change

CFAR, Flin Flon, has moved frequency from 1230 to 590 kcs.

As Reliable as ...



24 HOURS A DAY... YEAR IN... YEAR OUT



VANCOUVER'S 'Original' STATION

ENTERTAINS 1410 Dialers with  
"easy-on-the-ear" listening

SEE ELLIOTT-HAYNES FOR JUNE

A sample of listeners appreciation shows 4:30-5:30 p.m. at lowest rates on Pacific Coast with a TOP audience.

Congratulations to WAB on 12th Annual Meeting

See

**RADIO REPRESENTATIVES LTD.**

TORONTO

MONTREAL

**CKAC**  
MONTREAL

A *Bright* STATION

French Speaking Canadians  
Tune **CKAC** Montreal  
Quebec's Most Popular  
Radio Station

See  
**WILLIAM WRIGHT**  
Victory Bldg.

AD. 8481

# Technicolumn by G. R. MOUNCE & E. W. LEAVER

question and answer column conducted by two radio engineers who invite readers to submit their questions. The editor reserves the right to print any letters omitted, or to refrain from printing them. Personal replies will be sent if a stamped self-addressed envelope is enclosed. Anonymous letters are not acceptable for publication or for reply. Address: "Technicolumn," Canadian Broadcaster, 371 Bay St., Toronto.

Transport assigns a frequency to each station, plus five cycles each side of this frequency. In other words, CKNX, broadcasting on 920 kilocycles, is assigned 915 to 925.

Since the audio signal is carried in the side bands, this allows for top audio frequency of 5,000 cycles. However, regulations say that all broadcast audio equipment must have good response up to 10,000 cycles. What happens to the missing 10,000 cycles? If stations are transmitting these, are they breaking the regulations?

Scott Reid  
Chief Engineer CKNX.

In reference to the above letter, paragraph 1, the Department of Transport assigns a center frequency to each station but does not specifically allocate a channel as a minus 5 kilocycles from this frequency.

It is true that carrier frequencies are assigned at 10 kilocycle intervals throughout the broadcast band, but due to the regulations governing adjacent channel interference, stations serving the same area will be spaced a sufficient number of channels apart to minimize side-band interference. The reason the Department of Transport requirements call for a frequency response of at least 10 kilocycles is that it is desirable to maintain a high standard of quality.

Continuing the discussion of reproducing equipment, the last column dealt with the two types of pick-ups, namely, velocity actuated and amplitude actuated. A short discussion on recording methods would seem now to be in order.

In the standard commercial type of phonograph recording, the response characteristics of the system as a whole are designed to be constant amplitude from the lowest frequency considered to approximately 250 cycles. Above this frequency, the system is constant velocity, which means that the amplitude response is compressed 6 db per octave. In order to explain the above statement consider a signal of constant amplitude being fed to the recording system and consider the frequency of this source variable. In the frequency range from say 50-250 cycles, the response of the recording stylus to the input signal will be the same in terms of actual displacement of the needle from the mean position. As the frequency of the input signal is increased above 250 cycles, the response of the recording stylus ceases to be constant in amplitude and the mean displacement falls off inversely proportional to the frequency of the input signal. The actual displacement of stylus from the mean position will be at 500 cycles only half the displacement at 250 cycles, and similarly the displacement at 1000 cycles will be only half the displacement at 500 cycles.

The main reason for cutting re-

cordings this way is that as the frequency of the recorded material is increased, the steepness of the groove wiggles would also increase if the amplitude characteristics of the recording system were kept linear. Thus it would become increasingly harder for the reproducing stylus to follow the groove wiggles in the high frequency end of the audio spectrum. By making the recordings constant velocity, the steepness of the groove wiggles is kept constant for a given amplitude of recording signal.

In reproducing equipment, the overall characteristics must be designed with the characteristic of the recordings in mind. For proper balanced reproduction using a velocity actuated pick-up in order to get proper base response, the gain of the amplifier following the pick-up must increase at the rate of 6 db. per octave below 250 cycles, that is, the gain must double at 125 cycles and quadruple at 62½ cycles. If an amplitude actuated pick-up is used, the amplitude characteristic of the amplifier following the pick-up must have a rise in gain of 6 db. per octave above 250 cycles. For proper high frequency response using an amplitude actuated pick-up, the gain of the amplifier at 8000 cycles should be approximately 30 db. greater than that at 250 cycles.

The above comments apply only if the pick-up used is pure amplitude actuated or pure velocity actuated. Many commercial pick-ups, especially of the crystal type, have a response characteristic lying somewhere between the two types. To properly compensate for such a pick-up, its response characteristic must be known and the amplifier which it feeds designed with the end in view of flattening out the overall response characteristic.

## CBC Plans Montreal Radio Centre

Plans for a \$2,500,000 radio centre in Outremont, Montreal, were revealed before the Parliamentary Committee on Radio Broadcasting last Friday by CBC general manager Dr. Augustin Frigon. Parliamentary approval of the plans were necessary, he said. Plans were revealed as Dr. Frigon explained why CBC had turned down, earlier this year, the offer of a property by the city of Montreal on which the CBC had agreed in 1939 to build a radio centre.

**ASK YOUR Agency**


about  
**Adaskin Service**

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- MAJOR PRODUCTIONS
- COMMERCIALS
- SINGING SPOTS
- PROGRAM IDEAS

Ask Our Representative To Call

**JOHN ADASKIN PRODUCTIONS**  
67 YONGE ST. TORONTO



# OUR MR. PARKER is YOUR ace in the hole!



In case you're wondering, Ralph Parker has a genius for dealer support. He maintains a close personal contact with the merchants of Fort William and Port Arthur that is a plus value to advertisers in dealer co-operation.

This merchandising support added to Elliott-Haynes survey\* makes CFPA your best bet for reaching the wealthy lakehead market. (\*only 2.6% of sets tuned to outside stations during entire week of test.)

Phone or write NBS for further information or market data.

## CFPA Port Arthur

*Representing*

CKWS Kingston, Ont.	CHEX Peterborough, Ont.
CKGB Timmins, Ont.	CJKL Kirkland Lake, Ont.
CFCH North Bay, Ont.	CKTB St. Catharines, Ont.
CJAD Montreal, Que.	CFPA Port Arthur, Ont.
CKRN Rouyn, Que.	CKVD Val d'Or, Que.
CHAD Amos, Que.	CHGB Ste. Anne de la Pocatiere
CKEY* Toronto, Ont.	CHOK Sarnia, Ont.

\*MONTREAL ONLY



## NATIONAL BROADCAST SALES

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University Tower Bldg., MONTREAL, HA. 3051

# BOOKS

The Canadian Broadcaster Book Dept. can supply you with the books you need.

Simply send title and name of author.

Books mailed post free if cheque enclosed with order.

## Current

### BOOKS ABOUT RADIO

#### "RADIO'S

#### SECOND CHANCE"

by Chas. A. Siepmann

(A constructive attack on stations, sponsors and agencies)

**\$3.00**

#### "RADIO

#### ADVERTISING

#### FOR RETAILERS"

by Professor C. H. Saudage (Harvard University)

**\$5.00**

#### "THE

#### HUCKSTERS"

by Frederic Wakeman

Light fiction on radio and women. Amusing if you like your pornography straight.

**\$3.00**

Send us the title. We'll do the rest.

Book Dept.  
Canadian Broadcaster  
371 Bay St.  
Toronto 1

## TRADE WINDS

by Art Benson

G. H. Barbour Co. Ltd., Saint John (Tea & Coffee) has contracted for "The Wife Saver" with Allen Prescott beginning over 9 Maritime stations in September. The 3 a week 15 minute transcription (All-Canada) is scheduled for 26 weeks. The same show goes to 7 western stations between CKRC, Winnipeg and CJVI, Victoria in October. Weston's biscuits is the sponsor and J. J. Gibbons' Winnipeg office handles the account.

Marvins Biscuits, Moncton is resuming "Playhouse of Favorites" (All-Canada) early this fall over 8 Maritime stations. Harold F. Stanfield (Saint John) is the agency.

The Toronto Globe & Mail started an extensive spot announcement campaign this week over a number of Ontario stations. This initial campaign has been contracted for 4 months and is being handled by the Toronto office of Harry E. Foster Agencies Ltd.

McKims Toronto office reports that International Varnish is taking a series of spot announcements over a wide list of stations coast to coast advertising In-var-co DDT.

F. H. Hayhurst's Toronto office tells us that Bromo-Seltzer replaced "Forever Ernest" with

"Inner Sanctum" July 29 piped in from Columbia to CFRB, Toronto.

MacLaren's Toronto office says that The Canadian Beauty Craft Company has taken a 15 minute portion on "Make Believe Ballroom" 3 times a week over CKEY Toronto. The program advertises Chic Cold Wave Permanents and is scheduled for one year.

Gordon Keevil at Hayhurst's Toronto office tells us that Canadian Cannery Ltd., have contracted for a series of 15 minute participating programs on CKNW, New Westminster and CJAD, Montreal. The campaign advertises Aylmer Soups and starts early in September through May 1947. Same sponsor is also taking a spot campaign to 24 stations coast to coast, beginning in September.

J. J. Gibbons' Toronto office reports that Champ Laboratories Ltd is resuming "Champ Scrap Book" for 39 weeks beginning second week in September over 9 stations between CKWX, Vancouver and CKCO, Ottawa. Same agency says that Drug Trading Co. Ltd. (I.D.A. Drug Stores) has contracted for a series of 5 minute spot programs "Midget Quiz" starting October 19 over 18 Ontario and Western stations.

Young & Rubicam have bought the former Prices Board program, "George's Wife" Mondays, Wednesdays and Fridays for 39 weeks starting September 9 over Trans-Canada. Sponsor is Whitehall Pharmacal.

*How'd'ya Like To Reach 'Em*

## OUT ON THE FARM

as well as in Calgary ?

WITH the strongest signal of any Canadian radio station west of Winnipeg, CFCN has been the welcome "VOICE OF THE PRAIRIES" for 24 years to over a million western Canadians, 86% of whom reside in the richest and most populous agricultural areas of Alberta, Saskatchewan and British Columbia.

If you have a message for this 86% of the radio homes in CFCN's coverage area (which are outside the city of Calgary) the basic and only advertising medium to reach them all is

ASK  
RADIO  
REPS  
L T D

10,000  
WATTS

**CFCN** CALGARY

## MOVIE BOUND



Armed with definite promise of work from two English movie producers, Emerick Pressburger and Michael Powell, Cy Strange, CFRB announcer, is heading for England and a career in movies and the theatre.

Cy has been with CFRB for three years but his original love was the theatre, and he hopes to leave in August to try and break into his chosen field.

## Airborne For We

The fishing town of Meaford, Ont. 20 miles from Owen Sound is to have its own radio station but only for a few days.

Station CFOS Owen Sound in co-operation with the Meaford Reunion Committee, will set up temporary studios for the week of "Welcome Home" celebration beginning August 3.

CFOS's full program schedule will be carried on from Meaford during the week. Press News and in conjunction with the station, to install a news printer in their temporary quarters. Many special live shows featuring Meaford and dis-

## Hamateur Program

CKSF Cornwall, has a new "Talent Discovery" program broadcast from the stage of the Capitol Theatre. After the second broadcast 2341 letters were received.

## SPARKLING

THAT'S

## DOROTHY DEANE

CANADA'S TOP GIRL VOCALIST

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

Management  
GEORGE TAGGART  
ORGANIZATION  
A Delaide 8784



**ALLARD**

Parliamentary Radio Committee and CFRB's case on July 18 and The Toronto independent was presented by Mr. Harry Sedgwick, Consulting Engineer B de F Bayly, and its legal counsel, Mr. Sedgwick. CFRB's brief outlined present position of that company—showing that it was connected with any other, in radio business or out of it, but owned entirely by its twelve hundred stockholders. The statement outlined CFRB's pension for employees; claimed that station's salary levels were at comparable to CBC's; pointed out the local talent CFRB develops and gave instances of the community service it performs. The CFRB brief argued that in going over 860 kc's to establish a 50 kw job in Toronto, the CBC was making a dangerous bet for itself. Presentation said the present network 50kw outlet in Toronto, covers 94 percent of Ontario, and any further expansion in that area can be only a matter of time.

Consulting Engineer Bayly told the committee that the frequency spectrum in North America is now cluttered up that it is almost impossible to find holes in the spectrum. Of the four alternative agencies offered CFRB, he said one was "nicely available for purpose" and that was in the frequency band of the dial.

Mr. Harry Sedgwick produced a report from the Department of Transport in 1941, telling him that CFRB would operate on 860, and stressed the phrasing "pursuant to the final allocation made in Washington under provisions of the Havana agreement."

Dr. McCann (minister through whom CBC reports) took issue in the direction which the word "pursuant" pointed. He said: "Do you understand that to mean it was allocated to you? It meant that it was allocated to Canada."

The CFRB presentation pointed out that no indication had been given until recently—on licenses elsewhere—that CBC would be taking over its wavelength. Accuracy of this statement was admitted by Department of Transport officials present. Mr. Sedgwick pointed out that CFRB had several times asked for power increase to 50 kw, and while such applications were never granted, mention was made at the time of CBC's taking over the wave-

length.

Dr. McCann said it had been a matter of policy that CBC would ultimately take over all clear channels allotted Canada by the North American agreement, even though such channels might temporarily be given to independents.

CFRB's brief emphasized the station's pioneer record, pointing out that it had gone into business when radio was considered a poor risk. Said Mr. Sedgwick: "People told us we were crazy to throw away our money like that." Then, he said, there was no talk at all of wavelengths being community property. The brief argued that the government had gone into radio only after its potentialities for commercial profit had been demonstrated. Radio, said the presentation, was pioneered and developed by the independents, usually at a loss—and now finds itself the target for critical sneers and jibes from those who risked not a dollar nor a moment.

The CFRB presentation (reported further on page 6 of this issue) gave a detailed statement of the station's financial position, showing that in some years it had taken severe losses.

Mr. Sedgwick emphasized he would have "little to say" if the wavelength expropriation were for erection of a high-powered outlet in some area not now served. His objection, he said, was to forcing out a pioneer station that had developed the wavelength for establishment of a second high-power outlet in the primary market of Canada. He said also that CBC officials had tried to get CFRB's contract with Columbia away from it, and had conducted conversations along those lines with CBS officials in New York.

Mr. Wilfred LaCroix (Liberal Quebec-Montmorency) asked: "Has the Labor-Progressive or Conservative party obtained a fifteen minute period for propaganda over the CBC network?" From Dr. J. J. McCann came the reply: "As a qualifying national political party" under the CBC white paper on political and controversial broadcasting, the Labor-Progressive party has been granted one period in the current series of national political network broadcasts in agreement with other national political parties."

Mr. Norman Jaques, Social for Moose Jaw, wanted to know if the licenses of CKY and CKX had been cancelled or relinquished, if so, when, and if not, the present status of these stations.

Mr. Norman Jaques, Social member for Wetaskiwin Alberta, speaking in the House July 17 said "... I take it that the peo-

ple of Canada, the grownups, the adults like the people of any other country, want to be amused, entertained by the radio. They do not need to be educated, they do not need to be instructed, and of those who say they do I would ask: Who is to do the teaching? Who is to do the instructing? I believe that the film board and the Canadian Broadcasting Corporation have for years been the means of spreading communism, and that it is very largely owing to their propaganda that we have the situation that we undoubtedly have in Canada at this time."

The same speaker a little later: "The Social Crediters have thirteen members of this house, and for ten years they have conducted the government of the province of Alberta. Yet we get only the same amount of time as is allowed to the communists, the fifth column Labor Progressive party."

## 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.

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and  
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Most  
Successful  
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CARSON  
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and  
Staff of  
Saskatchewan's

Original  
Community  
Station

**CHAB**  
MOOSE JAW SASK.  
800 KC. 1000 WATTS



AN ALL CANADA STATION

## CHNS BULLETIN BOARD

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**CHNS**  
IS ON THE TOP

IN  
**COMMERCIAL BROADCASTING**  
NOW 1000 WATTS—SOON 5000 WATTS

ALL-CANADA MAN  
MONTREAL (Representative) TORONTO

960 ON YOUR RADIO

# C J A V

Voice of the  
Alberni Valley

CJAV, on 1240 KC serves the rich industrial northern half of Vancouver Island, tapping an area of ever increasing population and development, in timber, fishing, canning and mining.

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

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

# DISTANT FIELDS LOOK GREEN...With Emory

by Lawrence Thor

Founder of Peak Radio Productions  
and well-known Montreal announcer

I am a free-lance announcer. I wouldn't change jobs with anyone. But just the same, free-lancing is not quite all it is cracked up to be. This isn't to scare you. It is to warn you if your ambitions lie along Free-lance Road.

Free-lancing is precarious in the beginning and it is only a start towards something more stable. The money earned is not fabulous, and the uncertainty of your income has made ulcers an occupational heritage.

To begin with, in order to become a free-lance announcer, you almost have to have experience. You have to work at announcing

for many years. There is no substitute for this experience, and it is vitally necessary to the advertising agencies who use free-lance men. That is the most important requisite. Experience. Assuming you have this, the next step is to set yourself up in one of two places. Mind you, my subject is Canada, *not* the United States.

The two radio centres in Canada are Toronto and Montreal in that order. It is in these two cities that network and transcription programs are prepared. Free-lancing to any extent is possible only in these two centres.

Having arrived, the aspirant must contact all the agencies. Unless he has been fortunate enough to make contacts before he left his former headquarters, this takes a long time and is one of the most discouraging aspects of radio announcing. Where the market is good, the competition is keen. And since you are in competition with men already established, you will find it difficult to prove yourself.

No agency representative will hire a new man for a show when someone else has been doing the job adequately. So about the only breaks you will get are on programs that have not been going so well. And in some cases, even where this is happening, the agency representative will not admit, even to himself, that he has made a bad guess with his talent. So that makes him reluctant to a change, whether one is justified or not.

That's a big hurdle, but we'll

assume we have cleared it and that you land one show. Then another. With all, you're not making a living, temporarily. Your task is to prove you have staying power. You see, another thing a free-lance must have is at least a steady show, that carries over a year round. Otherwise the income acquired during the winter months is eaten up (literally) during the slow summer.

In order to do a show throughout the year, you must have staying power. You might say that it is just as necessary on a staff job, it is. But not in quite the same way. In free-lancing the competition is much keener, and the salary for that one show is high proportionately. So, if you are not always at your best, out you go. This may sound pretty drastic, but it is the way it works out that way in actual practice.

Now, in order to go along a line of reasoning that free-lancing is tough, we have to assume that the hurdle of staying power has been cleared, more or less. It is never so to any greater extent than more or less.

We come now to one of the greatest dangers and pitfalls of the entertainment business, which to us, means radio announcing. In order to be an entertainer, you must be of a temperament somewhat different from average. You've heard it before, but it still goes: "You don't have to be crazy but it helps."

The temperament that makes for a good entertainer also places a great strain on his normal business procedure and social activities. He has a hard time behaving himself. In his search for more work, he must meet clients. This meeting in many cases takes place over a friendly drink. In a highly nervous profession it is a pleasant and relaxing way of meeting your clients. But you have to learn to drink in moderation. And you have to learn to leave it alone when you are working on the air. Although liquor helps you in your business, it can boomerang pretty viciously. Liquor to the free-lance can be disastrous.

The free-lance announcer has more spare time on his hands than most people, and that spare time is an open invitation to drink. I don't think there are very many of us who have not, at some time or other, fallen into this trap. And there are not very many who have

(Continued on next page)

## 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

By actual survey—

# TORONTO'S MOST LISTENED-TO STATION

DIAL 580  
**CKEY**  
TORONTO

ting the Mail



na Drew Smith of the CAB  
e and W/C Fred Colborne, as-  
ant manager CJCJ Calgary, at  
k on reams of information  
h was gathered together by  
CAB for Colborne's presen-  
on before the Radio Com-  
mittee.

(continued from previous page)

at some time or other, lost  
or seriously undermined jobs  
use of it.

regret it the morning after,  
we try to offer our profound  
ologies to our clients, but that  
ot good enough. You cannot  
k in excess when you are in  
a highly competitive business.  
und that out not too long ago,  
I am sure the other free-lance  
will support me in this con-  
on.

have shown you a few of the  
rds of free-lancing. But, to get  
to the beginning. You may  
ember I said that free-lancing  
ly a start for something more  
le. We all know that nothing  
ains the same in this world,  
we never stand still. We  
er go forward or we lose  
and. You cannot be a free-  
e all your life. It is only a be-  
aing. When you plan to take  
p as your job, you must also  
pare to learn every phase of  
o advertising, so that you may  
in business for yourself. That  
it be the ultimate, the secure  
l. Anyone who has ever tried,  
ws how rough the road can be.

should like to warn all radio  
ouncers, just as I have warned  
e I have met, that free-lancing  
ot easy. Don't be fooled by the  
pace indications of easy money,  
ere time and the illusion that you  
your own boss. It just isn't  
e. Unless you are prepared for  
ervous life, and a good deal of  
tric convulsion, stay where you  
brother.

Joins Stovin

Wilf Clement, formerly of Dick-  
and Edington Ltd. has joined  
race N. Stovin & Co., radio  
s, to handle station promotion.



Stuart Griffiths and his P&I staff  
at CBC International must have  
had advance copies of the Cana-  
dian Broadcaster article, "Superla-  
tives aren't News." In one mail  
they provided me with enough  
material to fill a dozen columns,  
and every release was filled with  
fact. Only a mighty hard-boiled  
editor could toss into the "hell  
box" their current story of co-  
operation with United Nations  
Educational Scientific and Cul-  
tural Organization, through which  
CBC provides school children in  
France, Luxemburg, Greece, Pol-  
and and Czechoslovakia with  
1,253 quarter-hour transcribed  
broadcasts in their native tongues.  
Broadcast on foreign stations,  
these shows, based on educational  
series used here, help overcome  
the serious shortage of school  
teachers in Europe.

\* \* \* \*

Western Station Managers who  
wish to sell their market to east-  
ern advertising agencies might  
take a tip from CKRC, Winnipeg,  
and send their women commenta-  
tors down. Recently, Eve Hender-  
son, editor of women's features  
at CKRC, breezed into Montreal  
and visited all the agencies. She's  
convinced most time buyers that  
no matter what the product, from  
automobiles to men's suits, you  
can't sell them right unless you  
sell the women folks. And the  
way to do that is get your adver-  
tising on or near the women's  
features. The day after Eve left  
town I tucked my weather beaten  
brief case under my arm and went  
calling. Every time buyer I talked  
to reacted the same way. "What  
have you got in Women's Fea-  
tures?" they said. "After all,  
women do 85% of consumer buy-  
ing. Eve Henderson—you know,  
the 'Claire Wallace of the West'—  
was in here just the other day,  
and she told me etc etc." I began  
to wonder why station managers  
make so many sorties this way  
every year. If other women com-  
mentators can sell as well as Eve,  
they could do a better job while  
the manager stays home and im-  
proves his golf score.

\* \* \* \*

Some Montreal station may soon  
have a top-notch woman commen-  
tator. Mrs. Helen Quinn, after  
10 years with CKY, Winnipeg, is  
eyeing the eastern Market and  
will probably settle either in Mon-  
treal or Toronto. She is the fam-  
ous "Peggy" of the western show,  
"Peggy's Point of View." If  
Manitoba housewives know their  
radio, the station or agency which  
gets Peggy gets a sure thing.

**EVERYBODY'S LISTENING**  
to  
**RUSS TITUS**  
Canada's  
Favourite Male Singer  
Management  
GEORGE TAGGART  
ORGANIZATION  
Adelaide 8784

GREETINGS, W A B!

Knowing your sessions will be produc-  
tive of much good thinking and effort in  
the interests of the Broadcasting Industry  
of Canada, we are looking forward to  
being with you at Harrison Hot Springs  
Aug 5 & 6. Any business appoint-  
ments can be arranged at the first tee.

Horace

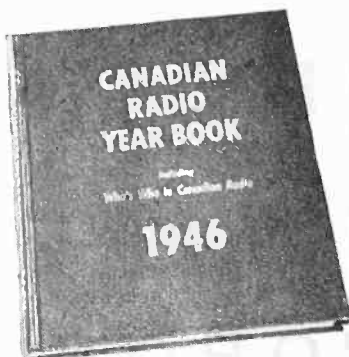
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Canada's First Complete Radio Directory

1600 biographies, hundreds of photos of people in Canadian Radio.

Complete up-to-date station and network information, with maps, market data.

Full information on agencies, station reps, production companies, transcription companies, script libraries, musicians' unions . . . and many other valuable features.



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CANADIAN RADIO YEARBOOK  
109 LAIRD DRIVE S., TORONTO 12

# ORIGINALITY

## AVAILABLE

## ON

- "WHAT DO YOU THINK"  
(FROM THE STEPS OF TORONTO'S CITY HALL)
- TUNE MIX
- WAKE UP AND SMILE

CHECK THESE DIFFERENT  
FEATURES BEFORE MAK-  
ING YOUR FALL PLANS.

●

# CHUM

## TORONTO

*Representatives*

U.S.A.  
WEED & CO.

TORONTO  
JAMES L. ALEXANDER



### HELP WANTED

Statistician wanted for advertising research office. Must be completely devoid of imagination.

\* \* \* \*

### CAVE FILIUM CANIS

Prime objective of the editor's current sojourn in B besides attending the W.A. Convention, is to gather material for this column.

\* \* \* \*

### OUR FAVORITE GAG

One means of opening closing meetings to the press, without spilling too many beans, is to pass a resolution that at these meetings action shall be taken and word spoken in order to complete secrecy be maintained.

\* \* \* \*

### COME ON LOCHINVAR

Action speaks louder than resolutions, and the habit of referring it to the next CAB meeting often results in showing

\* \* \* \*

### I Q TEST

Toronto housewife pronounce beef boycott

\* \* \* \*

Radio actors greatly respect

\* \* \* \*

### BRAZEN RULE

Harry Sedgwick's statement to the Radio Commission in his opinion the C.I. will not give his listener a better service if they appropriated his wave-length disregards the fact that government organization does serve—they rule.

\* \* \* \*

### STOP PRESS

"The Hucksters" has been banned at MacLaren Advertising Agency, and never knew Rosy could advertise

\* \* \* \*

### THE FIFTH FREEDOM

"The New York sponsors a certain soap opera extending invitations to today visitors to attend the show in the broadcasting studios. Admission is free and is worth every penny it."

—Saturday Night

\* \* \* \*

### ARSENIC AND OLD LAE

"The CBC might be described as a kindly matron rather than a tough policeman."

—Arthur S. ...

\* \* \* \*

### CONVENTION GREETING

B.-Ceeing you!





# NEWS-PLUS

For steady audience interest

**NEWS IS STILL TOPS**

**B.U.P. NEWS SERVICE**

offers stations

THE

**WORLD'S BEST COVERAGE**

OF THE

**WORLD'S GREATEST NEWS**

**PLUS**

These sponsor-tested, network calibre

**FEATURE PROGRAMS**

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

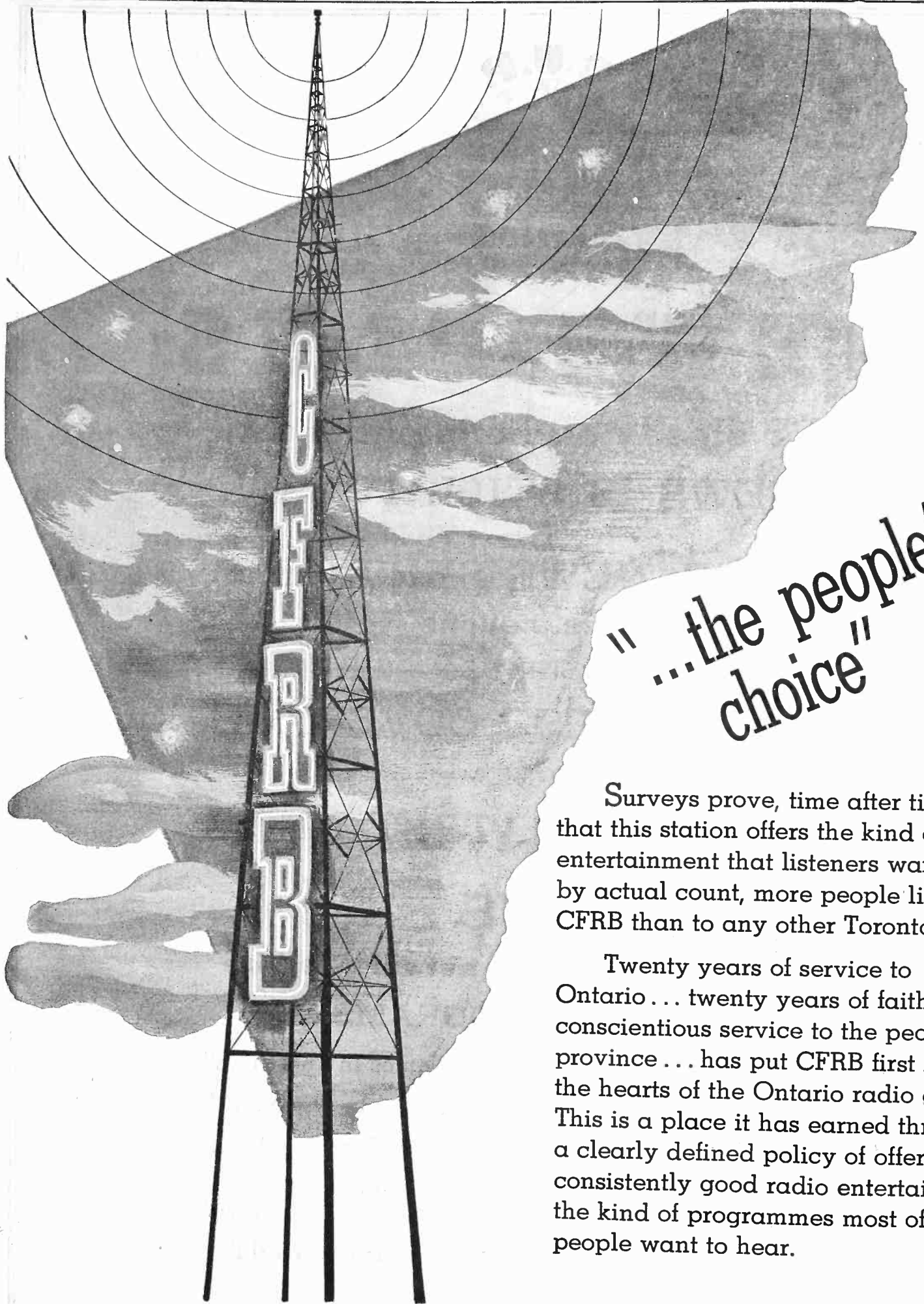
"Names In The News"  
 "Places In The News"  
 "Our Week In Ottawa"\*  
 "Highlights Of the  
 Week's News"\*  
 "Tomorrow's World"\*

*\*Sunday Features*

# BRITISH UNITED PRESS

231 ST. JAMES STREET

MONTREAL



"...the people's choice"

Surveys prove, time after time, that this station offers the kind of radio entertainment that listeners want... by actual count, more people listen to CFRB than to any other Toronto station.

Twenty years of service to Ontario... twenty years of faithful, conscientious service to the people of the province... has put CFRB first in the hearts of the Ontario radio audience. This is a place it has earned through a clearly defined policy of offering consistently good radio entertainment... the kind of programmes most of the people want to hear.

860 kc.

**CFRB**

Toronto

**First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!**