

tion in different spheres is pictured above. At left, Al Bestall CFAC's special events commentator, rides one of the chuck-wagons in the big race at the Calgary Stampede. Al is in the centre wagon. At right, Johnny Wayne, Frank Shuster and Georgia Dey blend voices in a preview of the "Wayne and Shuster Show" starting Sept. 12 over Trans-Canada for RCA Victor.

CANADIAN BROADCASTER

TWICE A MONTH

5, No. 17

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

September 7th, 1946

HOUSE VOTES \$2,000,000 FOR NATIONALIZED RADIO

An eleventh hour coup de grace enabled the government to grant the CBC borrowing powers up to \$2,000,000 to carry through its expansion program without risking a major dissent. One of the last bills of the 20th Parliament of Canada was to pass a measure which would permit the CBC to proceed with its expansion program, entailing the appropriation of three private stations' frequencies, and the establishment of high-power government stations in areas across Canada already well-served by government or privately-owned stations.

Following swiftly on the announcement in the House, Thursday last week, of the government's withdrawal of its proposed four-point amendment to the Canadian Broadcasting Act, including the \$2,000,000 loan clause, a "supplemental estimate" was introduced under which the loan could be granted without act of parliament.

Other points in the withdrawn amendment were to make the CBC chairman eligible for any CBC pension schemes; to give the general manager tenure of office; and for deposit to the credit of the Corporation gross fees collected from renewing and station licenses without deduction of collection costs.

Vigorous opposition was put up what was termed this "subterfuge" by Progressive Conservative and Social Credit members as well as one Liberal, Thomas Reid, New

Westminster, B. C., but after heated debates, totalling seven and a half hours in all, the measure was passed with only a vocal vote required.

Informed Ottawa sources express the opinion that the government let three of the four clauses of the amendment go by the board because they were afraid the amendment might not pass the Senate, and so satisfied themselves, for the time being, with the \$2,000,000 loan as a "supplemental estimate" which the Senate would have no opportunity of quashing. The license fee clause has already met with considerable opposition and may have been dropped for this reason.

The fight against the sudden move to rush through the \$2,000,000 "supplemental estimate" in place of the withdrawn amendment, which Progressive Conservative and Social Credit members charged would deal a death-blow to private radio stations in Canada, was precipitated by Douglas Ross. The Toronto St. Paul's Tory moved that the proposed loan of \$2,000,000 be reduced to \$1. He was immediately supported by E. G. Hansell (SC, Macleod), who warned that, while the CBC, with all its powers, might be in good hands now, it would not always remain in those hands. He then asked what manner of nationalized broadcasting system it would be if a CCF government elected to its board such of its sup-

porters as David Lewis, Frank Scott, Harold Winch, Angus MacInnis, Elmore Philpott and Agnes Macphail.

The disdain with which the criticism was received in the Liberal benches is typified by the Hon. J. J. McCann's thrust aimed at the Progressive Conservatives: "You might as well haul down your flag. You should drop the first part of your name because you are no longer progressive as far as radio is concerned."

Many radio men greeted jubilantly the announcement that the government had withdrawn its proposed amendment. Later, however, when they had taken time to

assimilate the whole story, they realized that far from capitulating the government had assured itself of acquiring the major item on its broadcasting system's want list, by the sudden transformation of an amendment into a Senate-proof "supplemental estimate."

Minor successes, such as the CBC's failure to gain the increase to license fees, by diverting the \$500,000 collection costs into its own coffers out of the tax-payers' pockets, were eclipsed when it was seen that the borrowing privilege extended by the House's approval of the estimate would enable the CBC to proceed with its expansion program.

PARLIAMENT SCORNS PRESS OPINION

A. L. Smith (Calgary West) speaking in the House during the debate on the Radio Committee Report referred to an analysis of editorials tabled during the committee meetings giving the following figures.

In the western provinces 18 editorials appeared in 15 papers. All of these were against the appropriation of frequencies by the CBC. In Ontario, 78 editorials appeared in 53 papers. 74 of these were against the plan and four in favor. In Quebec, there were 80 editorials in 43 papers, all of them against. The maritimes showed 9 editorials in 9 papers, 8 against and one in favor.

Summed up it shows that 185 editorials appeared in 120 papers with 180 against the "swipe" and 5 in favor of it.

"Of the five editorials supporting this legalized theft from these people," Mr. Smith said, "the MARMORA (ONTARIO) HERALD was one, the Owen Sound SUN TIMES was another, SATURDAY NIGHT was another, and that is edited by one of the governors of the CBC. Another was the TORONTO STAR, which has a hand-out of \$42,000 a year in time from this corporation. There was also the Glace Bay (Nova Scotia) 'GAZETTE'."

SMOOTH IS THE WORD FOR IT!

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Compo-Gimmick

Development of an original audience participation program is behind the appearance of a new sainer, "Surprise Party," on C.JOR Vancouver.

launched Aug. 1, the program has already gained audience support, according to the volume of requests to see the show. The first three shows had people standing outside the doors of C.JOR's Radio Theatre to watch the goings on.

"We've stolen a little bit from every well known audience show," says producer Dick Diespecker, "with a few twists of our own added."

Format of the program is loose, with quizzes, scavenger hunts, contests and all the usual stunts associated with audience participation programs.

A half hour broadcast is the staple of an hour and a quarter presentation, with the studio audience getting entertainment in the business of picking contestants for the air show. Staff of the program includes Dorwin Reid, Wally Peters, Dave Hill, Mortimer and Vic Waters. Benie Matthews handles the studio in.

C.JOR plans to keep Surprise Party in the winter sked.

Price—1 License Fee

BC wants us to tell Toronto people generally "through our famed news medium," without charge, of course, that all who are prepared to part with \$2.50 are invited to the 5th Annual Fall Golf Tournament, Friday Sept. 20, at the St. George's Golf and Country Club, Weston, with tee-off at 1.00 p.m. The following are prepared to accept your money: Ernie Bushnell, Martin Weir, George Young, Dick Gillingbull, Louis Snider and Wells Rhie.

It is understood that the entire "week" will be devoted to golf, dinner and prizes, collection administration costs presumably being absorbed out of a supplementary estimate.



"Under these circumstances, Hampstead, I find myself unable to say anything suitable for Harkley to use in his cartoon"

Condolences

The sympathy of the industry is extended to Clary Settell, Toronto sports commentator, on the death of his wife Lillian Louise, in Wellesley Hospital, Toronto, on August 21. Funeral services were held August 23.

Quebec Stars

Two French-Canadian singers, Jeanne Des Jardins, soprano, and Gerald Duranleau, tenor, currently featured on Carnation's "Quart d'heure de detente" on the French Network were guest soloists with the same sponsors "Contented Hour" originating in New York under the baton of Percy Faith.

Advertising Advtg.

Starting something new in agency advertising, Jackson & Company (U.S.A.) have bought a radio program of one minute spots over ABC advertising their own business. The spots feature client testimonials, and invite other advertisers to try the "Jackson unique technique."

To Make Movie

Brian Hodgkinson has emerged from recent hiding in a new role under a new name.

As this issue goes across the country, Brian Gilmore is on his way to Kirkland Lake to make a movie for Associated Screen News in the mining country.

Brian expects to be on location for two weeks and to return to Toronto radio for the opening of the season.

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 PRESIDENT
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"We have long told the jewellery trade the need of consistent advertising. We tell them best results cannot be expected from a thirteen week spot or program campaign — but that consistent week in — week out, month in — month out, year in — year out radio advertising will pyramid their sales volume. Look what it has done for Bulova!"



Robert E. Day

President
 Bulova Watch Co. Ltd.

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| 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

Air Investiture



Viscount Alexander, Governor General of Canada, speaks over CKLW at the investiture ceremonies in Jackson Park Windsor, when he presented decorations to Windsor and district men and women who served in the last war.

Set Sales

During the first six months of 1946 sales of Canadian produced radio sets reached 226,996 units with a total value of \$9,177,910, according to figures released by the Dominion Bureau of Statistics.

"Exercise North"

Special events chief Bill Herbert of the CBC is accompanying the Headquarters of the Canadian Armies Western Command in their "Exercise North."

The "exercise," which is an inspection of the Alaska Highway, will offer Herbert an opportunity to record interviews with people who live near the highway and to report on the condition of the road itself.

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CKNW

NEW WESTMINSTER, B.C.

Shades of MOUNT ROYAL

by WALTER DALE

Frank Williams will head Radio Productions replacing Larry Thor, who left for Los Angeles August 24. Williams is a former Vancouverite. Thor continues to hold shares in Peak and plus a USA Branch Office after extended vacation on doctor's orders. Larry his wife and their two youngsters will motor through Western Canada en route. California will be sunnier, on Larry's arrival. Ever announcers gratefully grabbed his assignments here are so busy see him go. That's something because Thor was the top commercial man in town.

Buttonholed Ivor Francis CFCF corridors to check the that he is also going to work for CBS, and possibly Broadway. He is going to New York. The rest is rumour based on the fact that CFCF offered him a job during waiting when he couldn't take it; all MRT record here, under CFCF Rittenhouse, might interest way. His wife, Jacqueline, in "Dubarry Was a Lady" now with the Rockettes at City Music Hall.

Sam Ross, CKWX, Vancouver has written two booklets: "Appraisal of Labor and Management" and "The Right to Rest." I heard the latter reprinted on CJAD's Books of All Years caught these paragraphs: "The freedoms should be freedom of press, freedom of radio casting and freedom of pictures. But that is not enough. There must be freedom to or not to listen; to read or read. There should be freedom of assembly. But there should be freedom as well as not to assemble. Individual should have the right to be a member of an organization or labor union. But he should have the right, as well, not to join a union and still secure fair employment. All these personal freedoms are linked as well as the freedoms and civil right tied with ownership of personal property. In other words, Ross said to maintain the time-honored saying that a man's home is his castle. These property rights must be protected against all comers, individuals or government." Copies of Sam's opus, for review purposes, are available from the Publishing Company Limited, 211 Crown Building, Vancouver.

Had a 'phone call from a fellow who had a 'phone call from me in Hollywood who says it is not definitely definite that Cross has signed with Philco, will reach 600 stations at \$30,000 per show.

G. A. Lavoie, CJBR, Rimouski is visiting Montreal hand around his old familiar haunts.

CKVL, Verdun, will be represented by H. N. Stovin & Co. Toronto.

Whoever has the chore of recording radio's good deeds to presentation to parliament the CBC has a powerful first hand in the story of radio's performance in the Polio scare. Here, where it hit hardest, all stations gathered, in co-operation with the Kiwanis Club, to fight the with broadcast knowledge.

CANADIAN BROADCASTER

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Winnipeg - - - - Erith Smith

5, No. 17

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

September 7th, 1946

The Condemned Man Ate a Hearty Breakfast

There is nothing very hopeful about a death cell, and it has been that parliament's recent act of subsidizing the CBC in its battle for commercial supremacy over its tax-paying competitors is the death of private radio. This school of thought seems to subscribe to the theory that private radio has been meted out a sentence from which there is no reprieve.

There is, on the other hand, another kind of "sentence", where the "penalty" is also the "reprieve", but which does not deprive the "Condemned" of all hope. In this case, reversal of the "sentence" lies in the victor's ability to correct what is wrong. This is the "sentence" handed to a patient by a physician, who says, in effect: "Because of certain conditions which exist in your anatomy, I regret to inform you that you have only five years to live."

Last week's "condemnation" falls in the medical rather than judicial category, because, while private radio has received a deadly blow, it still lives. And if the "patient" is stunned by that blow today, he will still recover if he uses common sense up to and including the present period. Of course he must then proceed to live and act in a way that will make sure that the condition does not recur.

The requisite to this recovery to complete and continued health is a correct diagnosis. Another is acting upon the diagnosis. Still a third is co-operation with the patient on the part of his family and friends, and the patient must suffer too if the treatment does not succeed.

As far as diagnosis of the radio malady is concerned, at first sight it might appear that the whole problem lies in the socialistic philosophy of the present government. This is both true and false. It is true that the Liberal Government of Canada, feverishly anxious to get the planks from the platform of its socialist competitor is using every expedient, as this paper has so often said, as the guinea-pig on which to perform its experiments in nationalisation, before it spreads its effects into wider fields. The fact that it has gone ahead with the big expansion of its plans for CBC expansion in the face of quite terrific opposition from the press indicates quite clearly that this is the case. Yet it is quite conceivable that had radio spent the years during which this expansion was coming to a head getting its story across to the people in a half-hearted way, the government would have decided that much as it wanted to proceed, the time was not auspicious. The last minute withdrawal of the amendment indicates that this was actually accomplished in part. But the substitution of the "supplemental estimate" is conclusive proof that it fell far short of complete achievement. So the diagnosis for the malady. The patient is suffering a serious deficiency of Vitamin I (for information).

The requisite number two, that of acting on the diagnosis, rests with the patient, and the degree of courage it can muster; courage to work as hard for the common cause without thought of advantage or gain to the individual; courage to take on its shoulders the mammoth task of getting its story to the public; courage to admit its own deficiencies in the field of "public relations"; courage to make up for these deficiencies with outside help from outside expert sources.

Finally, the family and friends, whose co-operation is essential for the recovery of any patient from any ill, must in this case realize, as advertisers, advertising agencies or even as plain John Citizens that it is their fight too; that expression of thought will not flow freely through the newspaper, the lecture platform or the radio, unless the government of any kind is permitted to stifle freedom of expression on the air, which it has now so very nearly accomplished.

After it should be remembered, could never have achieved all that it has done without using radio as a power for evil; the allies could not have won their near-defeat to victory without using radio as a power for good. The present government tactics in the field of broadcasting in Canada are formulated much too closely on those adopted by Hitler.

The condemned man will eat a far heartier breakfast if his spirits are cheered by hopes of reprieve. And in this case, reprieve rests with the condemned man.

Richard G. Lewis.

Editor

OTTAWA LETTER by Jim Allard

Radio Committee report was admittedly far from unanimous. That much is admitted even in the report itself: "The Committee having concluded its study of the draft report, it was resolved, on division, on motion of Mr. Beaudoin, that the report be adopted as amended and presented in the House."

"On division" is a Parliamentary phrase, sense of which is: "we're in the minority, so we know this thing will be carried, but we want it on the record that we're not in complete accord with it."

Further than that, some indication of division is indicated two or three times in the report itself. It is recorded that Mr. Coldwell moved as follows: "... we urge the Board of Governors to review the ownership and control of private community stations and to prevent the further acquisition or establishment of stations by the publishers of newspapers". This motion was defeated by the committee.

Also defeated in committee: A motion by E. G. Hansell, Social Credit member for MacLeod, Alberta, reading: (a) "The Committee in submitting this report wish to say that there was diversion of opinion in respect to its adoption and would point out that the report was not adopted unanimously." (b) "The Committee wishes to point out that rather than having a minority report submitted it would state that this report was not adopted unanimously". And this, by D. M. Fleming, Progressive-Conservative, Toronto: "We recommend further that the special privileges enjoyed by the Toronto Daily Star on Station CBL for news-casts be eliminated."

As finally adopted, and presented to the House, the Radio Committee's report gave (a) the independent stations the most concrete recognition they have ever received from any such committee; (b) CBC everything for which it had asked the committee, including wavelengths of CFRB and CFRC; (c) General Manager Frigon the right to his job until retirement age (sixty-five, Doctor Frigon is now fifty-eight) and until a further period thereafter under certain stated circumstances (d) Board Chairman Dave Dunton the right to participate in pension plan.

About independent stations, the Radio Committee report said: "Your committee's opinion might not coincide precisely with the opinions of the CAB's representatives as just set forth, but your committee feels that it would be less than fair if it did not record its view that private stations are giving good community service. Moreover, your committee feels that while in Canada there is a necessity for publicly owned and supported national system carrying on network broadcasting, and

that while the pattern of broadcasting which has developed under the Canadian Broadcasting Act is well suited to Canadian needs and conditions, there is nevertheless in the Canadian radio world, a place for and a definite need for private community stations supplementary to the national system. Private radio stations can serve particular needs of their community areas. They have and we believe they should have, good opportunity for service and for business."

And later this: "Many examples of good community service performed by private stations were given by representatives of the Canadian Association of Broadcasters. These examples were probably typical of the largest number of private radio stations, but naturally the private stations are not all of the same degree of excellence in this respect. Some are better than others. Your committee desires to record its opinion that the occupancy of radio frequencies confers no permanent right but that a license to broadcast is in the nature of a trust which ought to be discharged, in part, by making sure that a reasonable segment of every day's broadcast time will be used for the general benefit of listeners in the community. If too many hours are given over to money making broadcasts, such stations are not discharging their trust".

Then the committee's report quoted sections twenty four and 31A (d) (first from the Broadcasting Act, latter from regulations made under the 1938 Radio Act), added: "We recommend to CBC and to the Minister that they discharge the duties indicated in these quoted sections and we suggest that as a condition of the issuance or renewal of any license a station should be required to submit to the Board of Governors of CBC an undertaking that it would faithfully perform its duties as a trustee of a radio frequency, and would indicate the amount of time and what proportion of its revenue it is prepared to devote to local community events, the discussion of matters of local interest and the development of local talent and other public service broadcasts. . . ."

PRESSTIGE

Agencies and producers will be interested to learn of a special radio page now appearing Saturdays in the "Ottawa Citizen".

One interesting feature of the page is a list of "Radio Concerts for Next Week", listing selections to be played. There is also, besides regular program schedules for the week-end, a list of "Next Week's Highlights".

Claude C. Hammerston, radio editor of the "Citizen" invites agencies and producers to furnish him timely program information, with notes about artists. The page will carry two pictures each week.



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MP'S LAUD RADIO BUREAU

Members of different parties expressed strong appreciation of the private stations "Radio Bureau" and the co-operation of the Bureau manager, Jim Allard, during the radio debate last month.

Solon E. Low (Socred, Peace River) said: "I should also like to pay a tribute to the group of private stations which are performing a great service for this country and which are assisting the achievement of a standard of democracy evidenced by the reports that have been made to the people through the broadcasts known as *Reports From Parliament Hill*."

J. G. Diefenbaker (PC, Lake Centre) stated; "A great work has been done by private broadcasters. I think James Allard and those associated with him should be congratulated upon having given the opportunity to members in all parts of this country to broadcast the doings of parliament. These broadcasts have done much to increase the knowledge of the Canadian people as to what is taking place in Parliament."

W. A. Robinson (L., Simcoe East) said, "I would, however, like

to associate myself with some remarks which he (Diefenbaker) made, and those were the remarks in appreciation of Mr. Allard and his work in connection with our *"Reports From Parliament Hill"*. I think that has been appreciated by all hon. members, and I am very glad to mention it at this time."

Norman Jaques (Socred, Weta-skiwin) added: "I should like to acknowledge my thanks to the private stations for the privileges which they have accorded hon. members in their broadcasts over local stations. There, again, that was a privilege granted by private stations, not by the Canadian Broadcasting Corporation. As a member of the house I have never received any facilities whatsoever from the Canadian Broadcasting Corporation."

Horses! Horses!

A listener to Bill Browne's "Remember When" show, aired over CJOR Vancouver, recently submitted a clever replica of Lansdowne Park, local horse emporium, to illustrate his entry in the mystery tune of the week. The tune was "Horses" and his replica was passed along to Jack Short, turf expert for the station, to add to his collection of horsey items.

Record Contract

3,652 is a lot of programs, but this is the number just contracted for over CFJM, Brockville, by the Percival Furniture Co. of that City. The contract, which has been drawn for a period of ten years, calls for the 8.30 to 9 a.m. period of "Cockadoodle Review," six times a week, and 6 to 6.30 p.m. Sundays for an amateur show called "Talent Parade."

CFPA

"Serving The Lakehead"

You Can't Cover
The Lakehead From
"Outside"!

CFPA Can Do That
"Inside Job
Economically.

Port Arthur - Fort William

"quotes"

"The Broadcasting Act of 1936 is more than obsolete—it is actually dangerous to free press and to free enterprise. Without acting in Parliament should give consideration to a new act which neither the totalitarian implications or the unfairness of the present one."

—:Vancouver News "30"

"... the admirable principle of public radio is not strengthened, it is weakened, by the distribution system which stifles competition and retards the development of better broadcasting."

—:Winnipeg Free "30"

"At present the CBC controls broadcasting in Canada, and holds the whiphand over its competitors, the private broadcasting stations. . . . If this power is taken from the CBC and given to an impartial board the CBC would have to compete with the private stations on an equal footing, and it looks as though the CBC would be afraid that it would not be able to take the lead in such a contest."

—:Peterborough Evening "30"

"Is it suggested that the CBC newscasts are so important that a newspaper known for its support of one political party should be donated free time to press its views at the taxpayer's expense?"

—:Toronto Globe "30"

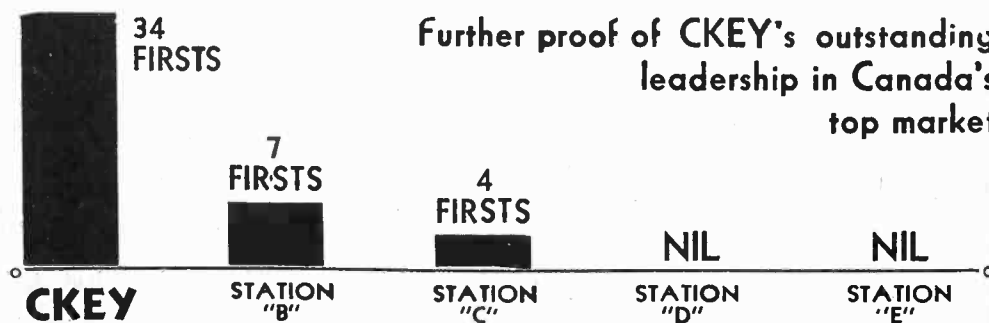
"CBC is set up as a god of control over its private competitors. An organization which essentially required to disseminate a democratic system is self-styled as Fascist and monopolistic at the grassroots."

—:Vancouver "30"

"By his abilities and unquestionable sincerity, Mr. Dunton is well qualified to receive fullest consideration for his views from Parliament. Parliament should remember that the CBC can hardly be considered a disinterested witness."

—:Winnipeg Free "30"

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OPENING DAY



From top to bottom; Dorothy Deane, 1945 Beaver songstress, pictured at the mike of CHOK, Sarnia, as one of the featured entertainers during their opening ceremonies. Centre; the new transmitter building of CKSO Sudbury, housing their 5,000 watt transmitter. The building contains a five-room apartment, bachelor quarters, a two car garage and a repair shop, control room, offices, tube storage room; transmitter room and a totally isolated transformer room. Inset, W. E. Mason, manager of CKSO, as he speaks over the Trans-Canada network when his transmitter went to 5,000 watts. Bottom; pictured during the opening ceremonies at CJBQ Belleville; left to right, Bill Stovin, manager; Horne McDougal, acting mayor of Belleville. and A. McLean Haig, licensee.

FM FOR TAXIS

Montreal taxi-cabs are to have FM sets as soon as final arrangements go through with the Department of Transport. The plan calls for a telephone hook-up that will enable the cabbie to call in to the dispatcher to find out his next call. Operators figure that the set-up would take two radio equipped cars do the work of three unequipped cars. The Department of Transport, by international agreement, hand out the frequencies for the sets and at the moment, police, ambulances,

fire stations, power and telephone companies, doctors and other essential public services have priorities. Value of the FM as regards clearness and reliability is shown by the fact that in one band, the 152 to 162 megacycle band it is oblivious to all forms of electric interference, within its range, and there is no fading in built up areas. The FM sets are in use in taxis in the U.S. and several Canadian companies are negotiating for installation rights.

March of Progress

Information and entertainment are the dual aims behind a new series of half hour dramas to be produced on CJOR Vancouver this fall and winter under the general title "The March of Progress."

Written and produced by Dick Diespecker, with music under direction of Wally Peters, the series will develop the history of the better known arts and professions.

Medicine, law, publishing, construction and education are subjects so far listed by Diespecker for treatment on the air. Subjects such as medicine will require two or three broadcasts, with public health, surgery, general practice and research covered in particular programs.

A cast of Vancouver actors will be used for the series, which is planned as a sustaining public service feature. The programs will not be heavy or overweighted with purely educational material. They will aim to inform listeners by means of entertainment.

Prominent members of the professions under treatment will be consulted and will be guests of CJOR during the performances. Professional societies and educational institutions under discussion will be circularized by the promotion department to ensure full listenership of those interested.

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by Geo. A. Taggart

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Popular CKX BRANDON. 1000 Watts

SUNWAPTA BULLETIN

SUNDAY AT 4.30...IT'S "SPEAKING OF SPORT"....

The fast-moving, wide-awake reportorial style of Gordon Williamson brings you up to the minute in CFRN's feature "SPEAKING OF SPORT" heard Sunday at 4.30. Interviews with great names... reviews of past events... and forecasts of those to come, present a complete picture of activities in the realm of sport. This ace sports analyst takes you behind the scenes in the nations leading diversions and reveals intimate details in the lives of great and near great... the "Has-beens" and the "Will-be's". Its the best in the sports round-up sphere... when Gordon Williamson turns the microphone into a microscope while SPEAKING OF SPORT... a CFRN feature brought to you by the EDMONTON TIRE CO. each Sunday at 4.30.

FOR ORIGATION IN EDMONTON...IT'S



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



AIR BOTH SIDES OF PICKET LINE

CHML Listeners Get Continuous Play-by-Play of Stelco Strike

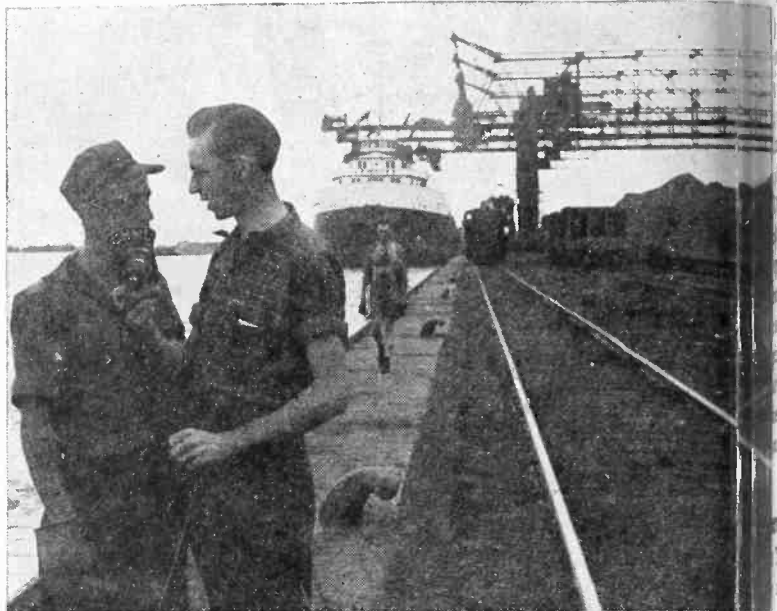
Through the long weeks of the steel strike, Hamilton listeners have been hearing both sides of the battle over their radios as both management and labour have aired their differences over CHML. With no sign of an immediate agreement in sight, it would appear likely that the Stelco-sponsored program handled by Ross MacRae, of Cockfield Brown & Co. Ltd., nightly from inside the Hamilton works, will continue for some time. On the other hand, labour uses CHML's facilities with three five minute talks daily to bring the public their side of the story too. The CHML news bureau has added strength to its ranks in an effort to keep up with the rapid pace of the strike as the scenes shift from one point to another, and a running commentary has been maintained on all major newscasts. The CHML switchboard has been flooded with calls as rumours of unfounded origin circulate, and special switchboard operators stand by to handle the calls.

Following the important broadcast of the special city council meeting, when it was decided to ask for police reinforcements, Hamilton radios blared well into the night. Newspaper reports the next day credited CHML with the flood of telephone calls which tied up the police switchboard. Over 600 irate citizens complained to local police about radios shattering the peace of night, as city fathers argued and stormed in heated debate.

The Hamilton City Council chamber was hot and humid and the temper of the crowd, both outside and in was even hotter as Controller Nora-Frances Henderson continued her one woman crusade to get provincial police assistance to put down what she termed "utter lawlessness in Hamilton."

But Miss Henderson was not just speaking to the 16 city councillors and the 100 or so spectators who jammed the small gallery of the council chamber, for CHML was carrying a complete broadcast of the session.

Due to scheduling difficulties, broadcast time was about two hours behind the actual debate. As a result the mob outside was hearing the first speakers in the council on the air while inside the chamber later speakers were holding the floor. As Controller Henderson's speech was heard over car radios outside, the Crowd's darling, Alderman Helen Anderson, was speaking inside. The crowd was vigorously booing the air speech of



Broadcasting both sides of the steel strike from outside and in, at the top, Ross MacRae, of Cockfield Brown & Co. Ltd., interviews a stelco brakeman on the dock inside the plant. Below, Johnny Heaton of CHML interviews with one of the picket captains outside of the plant.

the woman controller—while their darling, the woman alderman, was speaking inside. That was just one of the strange happenings that occurred during CHML's historic three-and-a-half hour broadcast of the hottest session in the Hamilton council's history.

CHML has been carrying and broadcasts for almost a year, lit has previously depended on day-to-day transcriptions, which were dictated and played back the next night. It was a last minute decision to have to having telephone lines in... (Continued on next page)

CJCH logo with tagline "Your Good Neighbor Station" and representatives: HORACE N. STOVIN & CO., CANADA; JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

(continued from previous page)

and a complete recording of the council meeting cut. Then, with council moving ahead of the broadcast by two hours, the entire session was carried.

The council was debating the need for provincial police assistance in the strike of more than 4,000 workers of the Steel Company of Canada, in Hamilton. It was also considering asking the Minister of Justice whether he wished Order in Council 2901 enforced in Hamilton. The first question—both of which were sponsored by Controller Anderson—was defeated 9 to 7 and the second passed 10 to 6. So great was the interest in the broadcast that CHML repeated it in entirety the following Sunday afternoon.

Information By Film

KEY Toronto is using industrial, creative and geographical moving pictures to keep its staff acquainted with the goings-on in the world. Once a week the announcers, members of production, sales, continuity and promotion departments gather to see the films presented by Toronto film units.

New Offices

Williott-Haynes Limited, market researchers, have closed their offices at 25 King Street West, Toronto, and have consolidated all their operations in their new building at Broadview Avenue, Toronto.

EVERYBODY'S LISTENING to RUSS TITUS

Canada's Favourite Male Singer
Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

TV Show Business

"Television Show Business," a handbook of TV programming and production, prepared by Judy Dupuy, and published by the General Electric Co. recently arrived on the market.

The handbook obtainable from General Electric at \$2.50 per copy, is based on the author's five years experience as a writer, engineer, news broadcaster, and producer of beauty and fashion trade shows on radio stations, newspapers and finally with the television station WRGB Schenectady.

The book is well illustrated, with pictures of various types of TV shows and the technique used in presenting them.

The material of the book covers a short history of TV broadcasting, and then reviews the various types of programs suited or otherwise, to the medium. The second half of the book looks at programming from the technical and production aspect.

The book is informative without getting too deeply into technical jargon.

Sponsor Aids UNRRA

When Robert Smallwood, US president of the Lipton Tea Company, decided to do something about world famine relief, he went to his firm's agency for ideas. Result of their talks was the special "Hunger Marches On" broadcast, aired over 142 stations of the CBS. The famine relief show went on in place of the final Lipton's "Inner Sanctum" series in June.

The program's appeal for greater food saving was climaxed by a request for contributions to the Emergency Food Collection, affiliated with UNRRA. Following the show, donations were swollen 1/4 to 1/2 beyond normal.

Transcriptions, commercial free, are now being delivered by the agency (Young & Rubicam), at no cost, to any station desiring them.

WE'RE

"Tout oreilles"

IN QUEBEC...

What's Your Message ?

"But certainly, we're 'tout oreilles' for news in this province! I'm Cleophas Garneau, what you call a prosperous farmer. You can't have prosperity, in farming or in business, unless you keep up-to-date! And that's one good reason why French Canada is a nation of radio listeners! I listen 'tout oreilles' to the advertising on CKAC... and when I buy insecticides, machinery, trucks, paint, and many other things, I ask for the brands advertised on CKAC, our own French-Canadian radio station!"



Yes, the farmer of Quebec is a shrewd type—as are all Quebecers. They spend annually over \$800,000,000—they're in the market for every type of merchandise—and they recognize value!

Address French-Canadians in their own language, on their own pioneer radio station, CKAC... and take advantage of this tremendous market! For family dominance, it's CKAC (since 1922)! Write for details, today!



CKAC La Presse, MONTREAL
Affiliated with CBS

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

CKSB
A *Bright* STATION
CKSB is a MUST Station to reach Manitoba's French market.
The only French station in Western Canada
See WILLIAM WRIGHT
Victory Bldg.
AD. 8481

HERE'S WHAT PRIVATE ENTERPRISE HAS DONE for Canada, and Canadian radio!

CKAC of Montreal, great and independent, pioneered in 1922—today produces a large proportion of Canada's top shows... sponsors exclusively Canadian talent and has introduced most of French Canada's celebrated stars... covers the most populated part of Quebec... enjoys an almost fabulous popularity. Your product, promoted over CKAC, will benefit apace!

"HE WHO CONTROLS THE RADIO..."

by King Whyte

Cockfield Brown Radio Executive who, as a captain in the Canadian Army, was loaned to the British as an Information Control Officer and war correspondent for Radio Luxembourg.



Pat Barry
can be reached
through
**Radio
Artists
Telephone
Exchange**
WA. 1191
TORONTO

On January 30th, 1933, a small group of armed men stomped into Broadcasting House on the outskirts of the city of Berlin, and in the name of the National Socialist Government took over control of German broadcasting. Adolph Hitler had come to power that same day, and from then until the German surrender to Field Marshal Montgomery on Luneburg Heath in May 1945, the German airwaves were under complete and absolute political control. Prior to this capture of the German broadcasting system, the Nazis had been rigorously excluded from its use. But, Herr Goebells knew that new regimes are particularly dependent on the use of radio for the acquisition and consolidation of power, and he meant to make every use of the medium at his disposal. As he coldly stated, "Propaganda in itself has no fundamental method. It has only one purpose—the conquest of the masses. Every means that serves this end is good." Italy, Japan and Spain agreed with this policy and the airwaves of the world pounded out the theme that re-

publics and democracies were decadent and that society must depend on the new totalitarian order for its security.

Germany installed in 1934 directional short wave transmitters which were far ahead of any other country's in technical design and clarity of reception. Broadcasts were followed up with offers of free books and pamphlets for listeners. For stations there were news services, radio equipment, actors and exchange professors. This barrage was in many ways successful, as evidenced by the fact that, in the South American republic of Guatemala, 90% of the programs broadcast in that country originated in Berlin, on short wave, and were picked up and rebroadcast on long wave by Guatemala transmitters. There was no spot on the face of the globe not covered by German propaganda delivered in the language of the country to which it was beamed. It was not until 1937 that Great Britain gave up the idea of talking to the world in the English language only. In that year a committee reported: "In the interests of the British prestige and influence in world affairs, we think that the appropriate use of languages other than English should be encouraged."

REICHS RUNDFUNK GESSELLSCHAFT (German Program Control Centre) This centre was at first located in Berlin but moved to Prague in the late stages of the war. The transmitters themselves, together with lines and associated equipment were operated by the REICHSPOST (German postal service).

As the war progressed, new services were added and others expanded. The European Service was carried by a number of long, medium and short wave transmitters ranging in power from a 100kw to 400kw. When the Germans occupied a country they quite naturally took over its broadcasting system and as a consequence the European Service was heard from the Ukraine to Luxembourg and Vienna. The Germans had no qualms about appropriating frequencies and practically nullified the Lucerne Plan of European frequency allocation.

Two stations of the European Service specialized in English and were located in Bremen and one in Paris. RADIO BREMEN, powered by 125 kw. and on a frequency of 1700 kc., remained in operation after the British destroyed Radio Calais in 1944. It was over this station that RADIO HAMBURG that William Joyce and Frank Emery operated. Although "Lord Haw Haw" was greatly ridiculed, he nevertheless did a lot of damage. On one of his broadcasts he told the people of a small English village to go to the church tower, that it had stopped at a certain time. He also told them not to worry about it because the next German air raid would probably demolish it anyway. Sure enough the clock had stopped the exact minute Joyce had quoted and the church was bombed out the next night. Any propagandist who can call his shots like that, is man to be contended with.

On the domestic front, the Germans, prior to September, 1939, broadcast 12 to 14 regional programs which were replaced at the outbreak of war by the "Reichsprogramm," a predominately light program designed for soldiers and workers. As an alternative for listeners, a more serious program was broadcast by Germany's largest station, the *Deutschlandsender*, from Berlin. This transmitter, operating on 191 kc. had a declared power of 200 kw. but evidence later showed that it operated most of the time on 500 kw. The power and frequency were such that a reasonably good service was provided all over Germany with the possible exception of the Upper Rhineland and some parts of Bavaria. In addition to these two services, regional programs, usually information talks, were broadcast for strictly limited periods. The *Reichsprogramm* was radiated by 23 transmitters in Germany ranging in power from 100 kw down to 1.4 kw.

All German programming was under one central control — the

The young British Intelligence officer who captured Joyce in a field near Hamburg was a friend of the writers, and after the incident became one of the most disliked men in the British army. It seems he got flustered and when Joyce made a move to produce his identification papers the English chap thought he was going for a gun. Drawing his own revolver he took a shot at Joyce but only succeeded in wounding him so that it was a long time before "Lord Haw Haw" could sit down to his meals. It was the poor marksmanship and the fact that he didn't finish the job which put the young Englishman in wrong with his fellow soldiers.

The Allies weren't the only ones



CKCH
250 W. 1240 K. C.

**THE FRENCH VOICE
OF THE OTTAWA VALLEY**

211.246
FRENCH PEOPLE
IN
CKCH COVERAGE AREA

TORONTO 4 ALBERT ST.
MONTREAL DOMINION Sq. Bldg.
RADIO REPRESENTATIVE LTD.
UNITED STATES. HOWARD N. WILSON

Stretch
YOUR PUBLICITY
BUDGET WHERE
A DOLLAR
REACHES
MORE
PEOPLE

COOPERATING WITH "LE DROIT"

no broadcast a special service for troops. The Germans had their **DRACHENMACHT PROGRAM** which originated in Berlin and was broadcast in occupied countries. A large number of stations were utilized for the transmission of messages between troops and relatives. Thus the unfortunate people of occupied countries not only had to undergo the rigors and indignities of being under the German heel, but had to listen for hour after hour to Hans broadcasting to his Frau. Within Germany itself various methods were used for program distribution. In certain towns wire lines were used for this purpose, and there were also distribution systems using telephone and power lines. These methods permitted broadcasting during air raids as the enemy bombers would not be guided by the station's frequency. In addition, higher fidelity of program transmission was obtained. The Germans also operated low power canon wave systems in large cities such as Berlin. Small transmitters using a power of from 5 to 100 watts were spaced out over a city and made transmissions during raids possible.

A very complete and excellent system existed in Germany. All stations were capable of connection to Berlin and a great many interconnecting lines existed. The lines were used not only for program transmission, but also as a means of controlling the accuracy of the synchronization of various groups of transmitters. Two broad-band cables reached from Berlin to Hamburg and from Berlin to Munich. A third cable was laid down between Munich and Vienna. Very few of the German stations were equipped with their own generating plant and all took their power from the regular distribution system.

Shortly after D Day, the British and Americans began laying plans for the control of information services in the areas of Germany which they would eventually occupy. The British formed four units known as Information Control Groups whose job it was to control all media by which public opinion is influenced. Let members one and four controlled radio control personnel and the original object was to operate **RADIO COLOGNE** and **RADIO HAMBURG**. Cologne was destroyed but occupational boundaries were changed to include this area in the American section. **RADIO HAMBURG** was taken almost intact and is still in operation by the British. In fact it was the only German station which was of any use at all in the British occupational area and fortunately covers most of the British Zone of Occupation. The main American operation is **RADIO STUTTGART**.

The fine transmitter and studios of *Radio Luxembourg* was

a joint operation of the United Nations and used broadcasting and executive personnel from all the Allied Nations with the exception of Russia. What the Russians intended to do with regard to radio broadcasting in their zone of occupation they kept strictly to themselves. *Radio Luxembourg* did broadcast in Russian, but it was Russian with a Bronx accent spoken by an American corporal. The Germans left Luxembourg in somewhat of a hurry in the face of the American advance and the transmitter was left intact although they did try to blow up the studios. The complete charge, however, failed to go off and only minor damage was done. Within a matter of hours the Luxembourg technicians had repaired any damaged equipment and the station was ready to go on the air as the "*Voice of the United Nations*."

Mobile broadcast units were used by both the British and Americans but mostly for the entertainment of troops and not for the control of information or use of Military Government. Mobile loudspeaker units did splendid service at the front lines and were responsible at times for the surrender of entire units. They were also particularly handy for use in displaced persons' camps and in concentration camps. The writer was on hand for the liberation of the Belsen concentration camp and the same order which sent for food and medical supplies asked for loudspeaker units.

British Army personnel were selected for information control more for their proficiency with the German language than their radio or press experience. As a consequence considerable training was necessary before the units were ready for the field. The writer was responsible for the radio end of the training and most of this was carried out through the co-operation of the British Broadcasting Corporation which maintains a school for its employees. All BBC staff attend this school prior to permanent employment, the object being to teach them the latest broadcast methods, to give specialized training in the various broadcasting fields, and to teach the policies and ramifications of the Corporation organization itself. A number of Canadians loaned to the British underwent this specialist training, among them "Mickey" McGuire of All Canada Radio Facilities Ltd., Montreal, who wound up operating the powerful Hamburg transmitter and was only recently released by the British.

The objects of information control were as follows and I quote from the British directive:

- (a) To facilitate the military operations of the occupying forces.
- (b) To assist Military Govern-

ment in the establishment and maintenance of law and order.

(c) To assist in the eradication of Nazism and militarism and prevent the dissemination of news, rumors, opinions or other matters likely to endanger the security of the occupying forces.

(d) To display to the German people the unity of purpose towards Germany existing among the United Nations.

Control was to be in three phases. First the total prohibition of German information services, second the provision of Allied services and Information Control Units, and lastly a transition from purely Allied services to those directed by Germans but still under Allied supervision. This control will last as long as the occupation of Germany.

Radio, and the spoken word, really proved themselves in the whirlwind of war. Possibly there is great truth in the statement of Goebells, the arch liar, who said "He who controls the radio controls the minds of his listeners."

10,000th Member

CKEY Toronto's "*Club 580*" featuring Joe Chrysdale, recently welcomed its 10,000th member in the person of Miss Joy Miller of Leaside. She was awarded a long list of prizes to commemorate the event.

Between the time of the announcement of the awards to the 10,000th member and the awarding of the prizes over 3,500 youngsters have joined the club.

THE T. EATON Co. LIMITED
(half hour daily)

Selects

CKRC

WINNIPEG

- and Here's Why!

**More coverage,
audience and sales at
less cost**

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

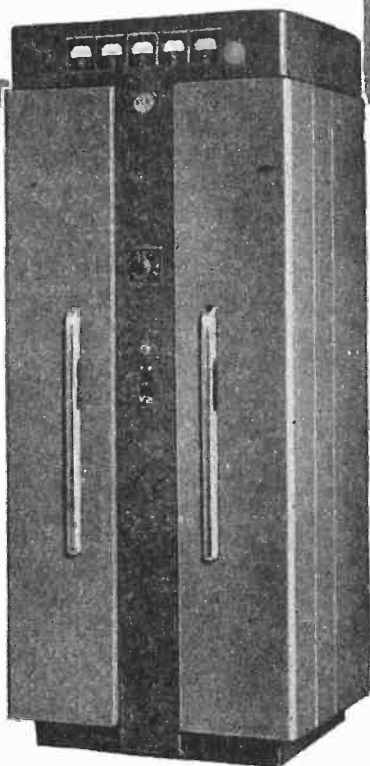
**FROM MICROPHONE
TO ANTENNA
IT'S RCA ALL THE WAY FOR
THE FINEST EQUIPMENT**

• Canadian operators of AM stations from coast-to-coast know the meaning of "RCA all the way." And they know that in RCA FM equipment they will find the same dependability and the same advanced design features that they have come to expect in all RCA equipment.

RCA Victor TE-444-A

**250 WATT
FM BROADCAST
TRANSMITTER**

The result of years of study and planning by RCA Victor's Engineering Products engineers, the TE - 444 - A simplifies the radio frequency circuit beyond anything heretofore attempted in any FM transmitter. Frequency multiplication stages have been reduced to a minimum and the frequency modulation is doubled only once — instead of many times as in previous transmitters.



FEATURES

- High Fidelity Performance
- Low Distortion
- Rack Panel Mounting
- Simplified RF Circuit
- Low Operating Costs
- Utmost Accessibility
- Smartly Styled Cabinet
- Meets Department of Transportation Specifications

RCA Victor TWO-BAY MODEL TURNSTILE ANTENNA
(Type RCA TE-538A)
Designed Especially for use with the RCA Victor TE-444-A FM Transmitter

- FEATURES**
- High Gain
 - Outstanding Performance
 - Completely pre-fabricated
 - Shipped Knocked down
 - Easy to Assemble
 - Easy to Erect
 - De-icer, at little extra cost, for cold weather
 - Strongly made of duralumin
 - 120 pounds weight
 - Low Cost Installation

For further information, write to Engineering Products Sales Dept.



RCA VICTOR COMPANY LIMITED

- HALIFAX MONTREAL OTTAWA TORONTO
WINNIPEG CALGARY VANCOUVER



Production and technical staffs at CKWX Vancouver have undergone some recent changes as the station prepares for its increase from one to five kilowatts, set now for October.

Former chief announcer Ken Hughes and Reo Thompson have been appointed day and night production supervisors, while Laurie Irving continues in top spot as program manager.

Joe Midmore, recently back from a hitch with the R.C.A.F., takes over as continuity editor while Ed Smith, former with CJVI Victoria has joined Midmore's writing staff.

Newly appointed chief engineer Jack Gordon, another air force veteran, is making some switches in his department as he waits for the power boost. Charlie Smith, former production manager and technical man at CJVI, has joined CKWX as assistant chief engineer specializing in production.

CJOR Vancouver is putting the boys on the billboards. Jack Short, the station's racecaster, was the first to see himself in the cartoons, with production chief Dick Diespecker next.

CKOV Kelowna's committee have picked their three students for the station's annual scholarships. Sara-Lee Tidball, Irene Kirshfelt and Anna Engleman, from various parts of the Okanagan, visited CKOV studios where the presentation to each of a \$75 check was broadcast.

Mrs Norman MacKenzie, wife of the president of University of British Columbia was heard on a broadcast Aug. 28 on CBR Vancouver, with the Trans-Canada network cut in. Mother of three, Mrs MacKenzie discussed how she copes with problems which are common to all modern mothers.

Animal trainer Clyde Beatty visited CJAV Port Alberni during a tour of Vancouver Island and gave Oliver L'Ami and Frank Meade of the station's staff a personal demonstration. He hooked sea cucumber out of the canal, and while the Chinese are said to consider this a special dish, none of Mr. Beatty's clients were in the market.

As a second anniversary feature, KKNW plans to broadcast programs direct from sponsors' store windows.

Jack Cullen, mastermind of CKMO's Pacific Patrol, will never believe another fish story, he says, particularly from his old man. Jack stays up all night to entertain owls and at 5 a.m. recently got a call from a man who said he was a fisherman and wanted a certain number. Promised Jack the biggest fish he caught that day, too. Cullen played the number and finally got away home, to discover he had been hooked by his father. Can't understand how the old man could wake up so early, Jack complained.

Ross McIntyre of KKNW New Westminster gets the week's cookie for busiest chief engineer. One day he got up at 5 a.m., hopped a speed boat at 6 and at 7 was out in the Fraser River to broadcast the opening of the sockeye salmon fishing season. He found many of the 4000 fishermen were war veterans trying their hand at gill-netting for the first time.

Later McIntyre flew over New Westminster and Burnaby to do a remote broadcast for a service club from a Royal City Ring Club machine. He got home in time to give a 15 minute broadcast at 6 p.m. and a two hour crose broadcast that night.

Dave Hill of CJOR's program department says he has a son who is well on the way to becoming a radio artist. While Dave was shooting colored movies of his daughter's sixth birthday that year old scion shoved his stem aside at the cake ceremony and blew out all the candles himself.

CJAV Port Alberni's Market Matinee is proving a hit with Alberni Valley householders. Besides acting as a clearing house for those who have something they want to sell or buy the program brings news from the station board, fashion news and musical entertainment.

Co-op Program

"ALC" a radio show started by the Alberta Livestock Co-operators Ltd., and alternately sponsored by nine co-operative organizations, heard over CFGP, Grande Prairie CFAC, Calgary, CJOC, Lethbridge and CJCA, Edmonton.

The show carries market quotations, news of co-op movements, announcements of agricultural activities, and views on controversial subjects.

It originally started as an emergency measure but met with such success that it is now in its 30th month.

BROADCASTERS

Going to higher power?

Going to F.M.?

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

Contact:

G. R. Mounce
Eric Leaver

ELECTRONIC ASSOCIATES

LIMITED

2498 Yonge Street
Toronto 12

Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.

Divinity Director



An enterprising young man with more diplomas than you can shake a mike at—but not in divinity—is putting added punch into the CKWX Vancouver "first with the news" policy. Ralph E. Spencer, who believes Christianity can tie in with the news, is proving it as director of religious broadcasts for the Vancouver station.

His radio background was gathered at an interior B.C. station, CKOV Kelowna, under Jim Browne. In his spare time he taught Sunday school.

Later he was in Toronto with McColl-Frontenac, and subsequently became director of radio for the United Church in B.C.

Spencer hits the air every Saturday afternoon for 15 minutes with United Church News, in which he covers the activities of local church groups.

He also supervises a weekly time allotment which serves a regular audience, on which local clergymen choose their own topics.

With diplomas in journalism, advertising, radio engineering and industrial engineering, plus a Governor General's medal, Spencer has a wide variety of useful knowledge.



Holidays may be happy days they might be vice versa. Certainly they involve sun tan, fresh air and maybe even canoes. It doesn't take me six weeks in the North without a radio to realize dull it may be without programs for entertainment. Yes, I miss radio programs mightily but it all served toward a new era of the artists concerned the success of the shows.

A few years ago when I began working for a radio Company where recordings were made, I got the foolish idea that my voice might be among the best. The end of the story is quite simple—it wasn't even good, and right there any dreams of a radio career ended. However, that little episode served to create in me an respect for anyone who is competent and brave enough to approach a mike.

Shows involve many people sponsors, producers and writers right along the line to sound effects operators and engineers should be an excellent spot a great deal of talent—both accomplished and amateur. If you're just beginning, for goodness sake don't get the idea that you'll be a success over night just because your fat aunt likes your voice over the telephone. It doesn't necessarily follow that this job, in fact much perseverance is 'must'. In radio, beyond all other forms of show business it is absolutely necessary to develop intelligence without temperament.

Because every show is concerned with announcing that seems to be the local starting point. Most announcers can read commercials fluently, but many of them fail to give a punch and meaning to the thought. An outstanding example of a commercial for exceeding the stage is delivered by Elwood Gable's "Road of Life". Elwood has the ability to catch the attention of the listener and hold it.

An all-important factor is the ability to write smooth copy. Mrs. Canada is the usual holder of the purse strings and therefore the market should appeal to her. There are many sub-divisions in the field of writing—everything from continuity to gag-writing to dramatic scripts. Probably the best of these is to become a writer, but selection of a favorite comedian then writing specially for that comedian should be the trick.

Much could be said about music, but not being a musician myself I'll better boil it all down to the fact it would be an awful world without music. I could cite the successes of Fred Waring's famous Glee Club and Percy Faith's highly talented orchestra, but they work for themselves.

I'm inclined to think Fred Allen did something when he said "The way to get into radio is to be the son of a sponsor." How sponsors are usually signed only thirteen weeks—and then is here to stay.

14 Weeks On The Air
61 Local Accounts

CKSB

ST. BONIFACE - MANITOBA
1250 Kilocycles 1000 Watts

A Busy Station With A Busy Market
Means Only One Thing: Results
For The Advertiser.

Western Canada's First French Language Station
OWNED AND OPERATED BY ITS LISTENERS

A "WRIGHT" STATION

Toronto — Montreal

Covers THE RICH FRUIT BELT of BRITISH COLUMBIA
CBC BASIC ★ 1000 WATTS
CKOV
KELOWNA ★ Okanagan BROADCASTERS LTD.

CHNS BULLETIN BOARD
CHNS REPRESENTS SPONSORS IN THE BEST MANNER—THE PREFERRED MARITIME OUTLET FOR NATIONAL ADVERTISERS
5000 WATTS SOON
REPRESENTATIVE:
THE ALL-CANADA MAN
TORONTO MONTREAL
960 ON YOUR RADIO



**LOOK AT ME, NOW, MA—
I'M A FIREFIGHTER!**

When bushfires broke out around Moncton, ol' Lionel dashed into action. CKCW's unused 250 watt transmitter (we've a new 5kw. job, now) was turned over to the Forestry Service as a shortwave base to men in the field. Emergency calls for men and equipment and up-to-the-minute fire stories, gathered by staff members in car and plane, kept an anxious community well informed.

Community service is CKCW's by-word. That's why we have so many faithful followers.



Western Sportcasters Use Pushie-Talkie



Sports commentators Jack Wells (CKRC) and Doug Smith (former CFAC, now Imperial Oil Hockey Broadcaster in Montreal) met at Niakwa Golf Club in Winnipeg last month to do a play-by-play job on the Canadian Open Golf Tournament. Wells and Smith appear in the picture respectively left and right in the right foreground. The others are, extreme left, Gordon Pollon (CKRC) and Wally Hooper and his father Bert (CKRC chief

engineer) wheeling the station pushie-talkie from tee to tee. In appearance the trammie resembles a tea-wagon mounted on aeroplane wheels. The set includes a special battery-operated monitor-receiver for cueing purposes, and provides the commentators with a constant two-way communication with the station headquarters tent at the house.

CAVALCADE RETURNS

There's music in the air and then again there isn't, according to Howard Cable, musical director of "Canadian Cavalcade."

Cable literally plucked an "original" composition out of the ether, but the trouble is he can't put it back where he found it.

The composition, "Jingles All the Way" is built up of those commercial jingles so well known to radio listeners. Arthur Fiedler was to feature it on the Boston Pops program and also on tour this summer.

Trouble developed when the copyright owners of some of the jingles refused to allow them to be

broadcast. The result, the music couldn't jangle while Fiedler was on the air.

"Jingles All the Way" may be classed as chamber music, a tight chamber.

Jean Dickenson, "nightingale of the airwaves," and native of Montreal, will be featured on the evening broadcast of "Canadian Cavalcade" when it returns to the radio on September 16, over the Trans-Canada Network.

The other feature attraction of the Cavalcade program will be Dixie Dean, accordionist, recently released from the Canadian Navy. During his naval service he played with "Meet the Navy

**KEYED TO COMMUNITY LOYALTY
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**ON
THESE
STATIONS**



- CJAV PORT ALBERNI — CKMO VANCOUVER,
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- CFON CALGARY — CJCJ CALGARY,
- CFQC SASKATOON — CJOB WINNIPEG,
- CKPR FORT WILLIAM — CHUM TORONTO,
- CKCH HULL — CJSO SOREL, — CKCV QUEBEC,
- CKTS SHERBROOKE — CHGS SUMMERSIDE.

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TRADE WINDS

by Art Benson

Fry E. Foster's Toronto office has released fall radio plans for Bertest Petroleum Corporation. "Frank Parker Show" goes to Ontario and Quebec stations week of September 9. "The Jags Men" starts on CKLW, Windsor same week while "Jean Polon" goes to CKAC, Montreal. The agency announces spot campaign renewal last week in September on 30 stations coast to coast for Smith Brothers Cough Cops. The Robert Simpson Company is returning "Toronto Symphony Pops" Concert to Trans-Canada October 18. Victoria Trust Savings (Lindsay) has contracted for daily time signals 5 a week starting September 16 for 37 weeks over CHEX, Peterborough. Northern Electric is bringing back "Northern Electric Hour" to Dominion network October 7. The Walter M. Lowne Company is returning "Men in Scarlet" to provide list of stations coast-to-coast September 16 with much the same format. The Young Cancer Club will stress safety and every and will present the award.

McKim's Toronto office reports that Maple Leaf Milling 3 transcribed shows ready to this fall. "George Murray" starts October 14 over 31 stations coast to coast 5 minutes a week. "Red River Ranch", 10 minutes 2 a week, goes over 26 stations coast to coast October 14. "Adventure Assignment" with Greg Clarke and Gordon Sinclair opens same date

same stations at 10 minutes 3 a week. Same agency also reports that Campbell Soups is replacing "Corliss Archer" with "Hildegard" September 29 being moved in from Columbia to CFRB and the Dominion network. Laura Secord Candy Shops is returning "Music of the People" with Rex Battle September 23 over 7 stations between CFPL, London and CHRC, Quebec.

E. W. Reynolds report that the Wartime Prices & Trade Board has a 3 week flash campaign under way over a wide list of stations coast to coast giving all information regarding the distribution of the new ration books.

Ronalds Advertising says that Bristol-Myers is piping in "Duffy's Tavern" from NBC to Dominion network beginning October 2. Same sponsor is returning the "Alan Young Show" to the Dominion from NBC September 20 at new time 8.30 (E) with repeat to Pacific region at 11.30 (E).

McKim's Toronto office reports daily spot campaign for Langley's Limited over CKEY, Toronto and CFOR, Orillia. Same agency announces that "Wife Savers" (15 minute 2 a week) has started over VOWN, Cornerbrook, Newfoundland and VONF, St. Johns for Western Canada Flour Mills Ltd. (Export Division of Purity Flour Mills Ltd). Stafford Miller (of Canada) Ltd have extended their live spot campaign on CFRB, Toronto advertising Allenru. The Salvation Army is starting a series of dramatized spots September 11 over 55 stations coast to coast for its annual "Home Front Appeal" All stations are co-operating by donating extra time for the

appeal.

McKims Montreal office says that "Pleasure Parade" (15 minutes 3 a week) is under way over CFCE, Montreal for MacKay Smith (Dry Cleaners) Toilet Laundries, parent company of MacKay Smith has contracted for a 15 minute portion of "Make Believe Ballroom" 3 a week over CJAD, Montreal.

The commercial department at CKCW, Moncton reports that Sunbeam Bakeries have contracted for 52 weeks of "Easy Aces" (All-Canada) 15 minutes 3 a week starting September 2.

Ellis Advertising have two daily newscasts under way for Royal Chesterfield and Hunts Ltd starting for another year over CKEY, Toronto.

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

CJOC

Lethbridge, Alberta
GOING TO 5000 WATTS

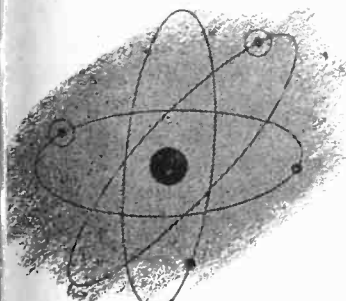
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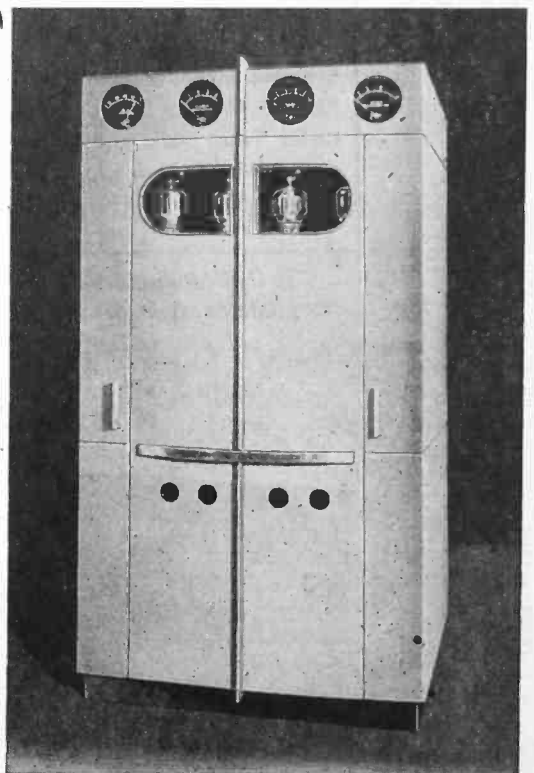
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A NATIONAL ELECTRICAL SERVICE

Northern Electric

COMPANY LIMITED

25 BRANCHES ACROSS CANADA



CANADIAN RADIO YEAR BOOK

Canada's First Complete Radio Directory

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

Full information on agencies, station reps, production companies, transcription companies, script libraries, musicians' unions.

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

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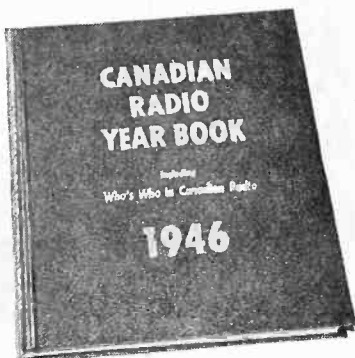
* "... all divisions of the radio world will be served . . . a useful reference work." — *Toronto Globe and Mail*.

Meet Our MR. MALLORY

Business Manager Malcolm R. "Mike" Mallory of Canadian Radio Year Book who is now making his Western trip in preparation for the 1947 edition.



A limited quantity of the directory is still available and we suggest you place your order immediately. \$5.00 per copy.



CANADIAN RADIO YEAR BOOK
109 Laird Drive S.
Toronto 12

Telephone MO. 9719



A brand-new concern in the West is losing no time in making use of radio to help sell its wares. Named Family Fair, the new company is opening a mail-order business from Winnipeg west.

So far their broadcasts consist of a series of spot announcements, arranged through J. J. Gibbons Ltd. These spots are being recorded by Inland Broadcasting & Recording Service in Winnipeg. They were aired for the first time Aug. 26, over five Saskatchewan stations for a try-out.

Soon to hit the Western airwaves is another new venture in the national field for Western Canada. This is a recorded program called "Wife Saver", which is to be sponsored by Weston's Bread & Cakes (Canada) Ltd. J. J. Gibbons Ltd. are the agents.

As the name implies, "Wife Saver" is a program of helpful hints for the home. Produced in the United States, it is planned to put this show out in every Western Canadian city from Winnipeg to Victoria, where Weston's have a branch.

CKRC is brushing off the equipment in readiness for a return to fall and winter programs these days. Many of the old favorite shows are slated for a return, together with a few interesting-looking newcomers.

Back again this month are such network notables as Bob Hope (Pepsodent), the Texaco Star Theatre, and Charlie McCarthy

Also, at the proper time and to the confusion of all other programs, CKRC will carry the World Series, under the blue-bladed sponsorship of Gillette.

Transcriptions coming back to the station's winter fold include Adventures of Superman (Kellogg's All Wheat), World's Most Honoured Music (Longines-Wittener Co.), Reminiscin' with Singin' Sam (Neilson's), Terry and the Pirates (Quaker Oats) and Fun Parade (Shirriff's).

Among the newcomers is Mayor of the Town, sponsored by Noxzema and a network program, starting in September; and two October starters, transcribed both: Lucky Listenin' (Comstack Company), and Two-Ton Baker (Quaker Oats).

With six months' operations under its belt, Winnipeg's new CJOB is looking forward to round-the-clock service. From the outset, the station has been on a 20-hour day, which it is now planning to enlarge.

Recently CJOB received a new transmitter from the East, and the Engineering Section is now hard at work gearing it for action. As soon as it's ready, on with the 24-hour day.

Men from CJOB, incidentally, had a hand in the recent Canadian Professional Golfers' Association tournament at Niakwa Golf Course, on Winnipeg's fringe. Not actually on the air with the play, the station provided five men with

walkie-talkies who trudged through rain and sun to keep the score-board at the club-house up to the minute with the play. No "glory" in this, but a useful and valuable service.

New staff members at CJOI are Dorothy Stark, receptionist formerly with the Brandon station and Ferg. Sidwell, now a fulsome control room operator after a spell as a spare.

Personals: By the time this sees print, CKRC will have lost its domesticity one of the station's publicity staff members. Mrs. (Stan) Smith deserts the radio press for the recipe book at Aug. 31, after a year-and-a-half on the job. She was formerly employed with Wiggins Systems (advertising, etc.), where husband Stan, back in civvies carries on.

First-persons: I wonder what radio would be like without Singin' Sam? Time and sponsors change (I can still hear him again) "no brush—no lather—no lather", but Sam the Durable soars just about the same as ever.

Agricultural Aces

The CBC's "Summer Fair" program recently featured representatives of a flying farm association of Colorado.

Gale Rogers, president of agricultural aces, was invited to record some of the activities of the organization but instead he flew to Toronto and did a live broadcast.

With him were Forrest Wagner, president of the National Farmers Association and Hal Collet, agricultural director of station KOA, Denver, and they discussed on the show, how these farmers found the advantage of spraying crops by air, how they hunt coyotes from the air, how cattle are counted and lost, how fences for breaks.

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

STATION AIDS HOMELESS



Three Army cots set up in CKEY's Studio "A" were all that Mr. and Mrs. Harold Chester could call home for one night in August. Offer to use the studio for the night came after an appeal by Mr. Chester over CKEY through the Canadian Corps' presentation "Homes for Vets."

Evicted from his past living space, Chester appealed to the

Corps' to help locate a room for his wife and family.

The corps' programs, have been responsible for a flood of offers to homeless vets and their families.

Two daily flash announcements over CKEY Toronto, have resulted in 275 offers of housing accommodation in two weeks for single or married veterans enrolled in University this fall.

The announcements are made by Stu Kenney and Mickey Lester on their shows, the "Musical Clock" and the "Mickey Lester" show respectively.

Air Fishing Contest

Station KSTP, Minneapolis, staged a tagged fish contest, that has caused a boom in fishing resorts, licenses and tackle, in Minnesota.

The plan called for the planting of 1000 tagged fish in the fishing lakes of Minnesota. KSTP sold the idea to manufacturers and retailers, with promises of plugs on the air, and obtained \$560,000 in merchandise as prizes for the anglers landing the marked fish.

As a result of this show, the sale of fishing licenses reached a new high in the state, one contestant from "Truth or Consequences" was sent to try his luck, (he failed), the resorts were booked to capacity, and the radio station reaped the listener response on their broadcasts allied to the scheme.

BOOKS BY MAIL

(Post Free if cash enclosed with order)

SIMPLY SEND TITLE, AUTHOR & PUBLISHER IF POSSIBLE

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"RADIO'S SECOND CHANCE"

Chas. A. Siepmann
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"CANADIAN RADIO YEAR BOOK"

\$5.00

"RADIO ADVERTISING FOR RETAILERS"

Professor C. H. Sandage
\$5.00

"THE HUCKSTERS"

Frederic Wakeman
\$3.00

"RADIO WRITING"

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\$4.50

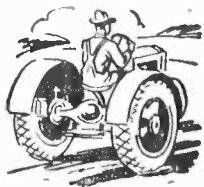
BOOK DEPT.
Canadian Broadcaster
371 Bay St., Toronto 1

Ask the man who lives there!

Elliott-Haynes ratings show the figures, but for first-hand confirmation of the complete coverage of CJGX, in North Eastern Saskatchewan and North Western Manitoba

consider this—

Merchants in fifteen towns, ranging as far as 150 miles from Yorkton, use the facilities of CJGX, to advertise their goods and services in their own localities.



TO COVER THE RICHEST GRAIN AND MIXED FARMING DISTRICT IN THE WEST USE:

C J G X YORKTON

WESTERN CANADA'S FARM STATION

Dominion Network

Representatives:
HORACE N. STOVIN & CO.
Montreal

Toronto

Winnipeg

5000

Watts



Now

NORTHERN ONTARIO'S

HIGH

POWER

STATION



Installation and Proof

of Performance

Completed



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CANADA

ALL-CANADA

U. S. A.

WEED & CO.

ASK YOUR
Agency

A Complete Talent
and Radio Service
Available Through
Your Advertising
Agency

Ask Our
Representative To Call

**JOHN ADASKIN
PRODUCTIONS**

67 YONGE ST. TORONTO

SHADES OF ELLIOTT-HAYNES

When CHUM was nothing but a gleam in Daddy's eye, many well-meaning friends shook their heads and said: "You'll never get the Toronto listeners!" Well, Daddy was worried . . . but he went right ahead and proved it could be done.

* * *

Shades of Elliott-Haynes! In less than five months, CHUM's average daily rating was 19.3 per cent of the sets in use . . . exactly the same average daytime rating as that enjoyed by popular Station "B" . . . and an even share of Toronto's 5-station audience.

* * *

Yes, Daddy proved it could be done . . . and he used everything from Auto-gyro's to Ten Dollar Bills to prove his point.

* * *

Once satisfied that ratings could be attained, Daddy was shrewd enough to realize that money-giveaways were not the best foundation on which to build sound, healthy ratings. So, with business now heading into the summer doldrums, Daddy figured this was the psychological time to clamp down on money-giveaways . . . to build up ratings based on good, sound programming policies.

* * *

Naturally, ratings went into a fast tailspin dive, once the money props were pulled out from under. But Daddy expected this. He knew that from now on, every point-by-point increase in CHUM's ratings would favorably reflect the best kind of programming policy.

* * *

CHUM is fast becoming a popular local institution with the local listener. Local sponsors are now buying more time on CHUM than they bought in the past on any other Toronto station . . . and their programs are getting results!

* * *

Keep your eye on CHUM—Toronto's own Community station.
CHUM IS GOING PLACES FROM NOW ON!

* * *

CHUM

T O R O N T O

Representatives

CANADA
JAMES L. ALEXANDER

UNITED STATES
WEED & COMPANY



CEILING ZERO

Messrs Ross and Hansell suggest in the house that the CBC loan be reduced from \$2,000,000 to \$1 million. He has been prompted by the thought that it isn't the gift by the spirit of the giver.

* * *

INGRATITUDE

In keeping with current trends, we offered Art Fenson tenure of office at his present salary until he is 89, but he refused it.

* * *

MOUSTACHE NEEDED

Then there's the 22-year-old repeat who told us that it was an advantage he had to be shortly to overcome.

* * *

PSYCHIC

And so it seems that the is going to loot everything we have except the cooking. The key the government grants permits the provinces to use us, to keep down the old pensions.

* * *

NEWS FLASH

Prime Minister Smut South Africa has announced that there is to be a station query into broadcasting in the country.

Radio a la mode.

* * *

BEE-UTYFUL

"The tear-drops from your eyes will linger in the dip of your smile."
Plug for Dr. Bebe H. at Radio Revivalist.

Quick, Watson, the thunder

* * *

RADIO'S THIRD CHANCE

We wish to deny the motion that we have been offered a fifteen minute period on the Trans-Canada network for weekly commentary.
"The Truth about Radio"

* * *

SLOGAN

"It doesn't have to be nationalized to be national"

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 admitted, or to refrain from printing any. 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.

In previous issues we have discussed general aspects of things that we thought would be of interest to the technical men. In this issue therefore, we thought it might be of considerable interest to discuss some particular station equipment.

The instrument that we are going to describe is not available commercially, but involves problems of general interest and solves them in an unusual manner,

this instrument is an unusual type of distortion meter designed by Mr. J. E. Hayes of the C.B.C., Montreal. He described the variety of its operation some time ago in the Proceedings of the Institute of Radio Engineers.

The Hayes distortion meter can be used on any frequency in the audio range, is not critical in adjustment and is stable even when the a-c supply line voltage varies over a considerably wide range.

Fundamentally the meter consists of a 'tunable' audio frequency T bridge circuit, an amplifier circuit and a v-u meter. Other circuits may be added for a cathode ray tube display and for frequency measurement.

The bridge circuit is used to determine the fundamental frequency, and then the residue, consisting of the harmonics, is amplified and measured.

The bridge is of the inductance-capacitance type, the inductance being the shunt element. One of the most interesting features is the way in which the inductance required for the bridge is obtained. A pentode and triode tube are connected in a circuit in such a manner, that it acts as an electronic inductance. The value of the inductance may be varied from four hundredths of a henry to forty henries by varying the parameters in the circuit. This value of inductance is required in order that the condenser in the other parts of the bridge circuit will be of reasonable size.

The electronic inductance employs negative feedback which yields several important advantages. Its stability is so good that the average change in bridge null frequency is only one fortieth of one percent per volt change in line voltage. Further, the negative feedback minimizes the tube noise and distortion that might otherwise cause a false indication on the v-u meter.

The amplifier consists of two pentodes and a triode. The meter has a full scale when about half a millivolt is applied to the input of the amplifier.

The instrument gives full scale deflection for one percent distortion of the signal being tested, adjusted for maximum sensitivity.

Down Under Conductor

The Australian conductor, Bernard Heinze is coming to Canada for four months, to conduct for the CBC and to do guest shots with the Toronto, Vancouver and Montreal symphony orchestras.

Heinze who studied music in Europe returned to Australia in 1924 and started his concerts for children. What was looked on then as an amusing experiment has grown to an institution in Australia. His Young People's Concerts are supported by the Australian Broadcasting Commission and plays to over 75,000 school children annually.

He will arrive in Canada in December and during the next four months will be heard in symphonic concerts over the CBC.

Re-Employment Service FOR SERVICE MEN

File CB 50 Experienced announcer, 4 1/2 years army, 24, married. Can handle transmitter and control room operation. Experience includes service at CKWS, Kingston; CKGB, Timmins and CHML, Hamilton. Will go anywhere. Apply Box CB 50, Canadian Broadcaster, 371 Bay Street, Toronto.

File CB 51 Announcer-writer with two years station experience wants to locate with Ontario station. Age 22. Single. Available immediately. Can work as operator announcer. Proficient typist. Apply Box 51, Canadian Broadcaster, 371 Bay St., Toronto.

1200 Kcs
CHEF
Granby
The
Best - Planned
Schedule
ALL DAY
Tune In!

"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

\$10,000,000 COVERAGE at low cost!



Yes, CFCH gives advertisers 96.6% of listeners in the North Bay market (See any Elliott-Haynes Survey) at one of the lowest cost-per listener in Canada.

And the North Bay area—strategic operational centre for Northern Ontario—has annual retail sales of over ten million dollars. Worth covering well with CFCH.

Phone or write NBS for further information or market data.

CFCH North Bay

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.

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