

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 5, No. 24

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

December 21st, 1946



First FM Commercial

The first license for a commercial high-powered frequency modulation broadcasting station in Canada has been issued to the Canadian Marconi Company, according to S. M. Finlayson, General Manager of the firm. Operating in conjunction with CFCF, Montreal, one of the first broadcasting stations in Canada, the new FM station will operate on 106.5 megacycles and will be located in the Sun Life building in Montreal. Transmitting aerials will be erected more than 400 feet above the city streets. Service is expected to start early in 1947.

All-Canada Meets

The regular semi-annual meeting of managers of All-Canada stations was held in Calgary on December 15 and 16. The conference covered discussions on all current broadcasting problems and new developments in the radio field.

A meeting of All-Canada production and sales managers will be held in Winnipeg during the next week in January.

Tech-Planning Board

The Radio Technical Planning Board held its second annual meeting in Montreal December 10. Recommendations of the various panels dealing with various subjects have gone into screening. The representatives of the thirteen contributing sponsors re-elected last year's officers, including R. M. Murphy, president; R. A. Hackenschmidt, vice-president and S. D. Downlee, secretary-treasurer.

Two western stations make the picture headlines this issue. At left, CKRC, Winnipeg's daytime variety show, "Occupational Therapy" is in the making. Pictured are: Jack Scott, at left, Gene Charbonneau, in the rear, Perce Burdett at the piano and Mitch Parkes at right. In the second picture, Bill Rea, CKNW manager, is seen interviewing a little patient in the New Westminster Crippled Children's Hospital during the "Orphans' Christmas Fund" campaign which yearly sends Christmas gifts to 500 orphans.

PLAN 5 CANADIAN TV STATIONS

The CBC has picked five sites for television stations in Canada and the CNR and CPR are working on a microwave relay system. Gordon Olive, chief engineer of the CBC, told the Rochester (NY) Institute of Radio Engineers recently. The television stations will be located as follows: two in Montreal, one in Toronto, one in Ottawa and one in Hamilton, through which point TV programs from the US will be piped into Canada. The first TV station of this group will likely be established in Montreal.

The Canadian National and Canadian Pacific Railways have announced their investigation of the application of radio relay systems. Surveys have already been conducted for a microwave system linking Montreal, Ottawa and Toronto. Present plans place special emphasis on development of high fidelity program transmission channels over such radio systems and will be broadened to include consideration of television relay channels when required. Even in the experimental stage, linking of these centres for television programming would be important.

Television in Canada will be costly because of distance, Olive pointed out and it will likely mean

a sizeable receiving license, higher than the present broadcast listener tax, he said. One television station in New York, serving the population within a thirty-mile radius, would have a greater potential audience than the total population of Canada. It is not anticipated that advertising via the new medium would be in sufficient quantity to bear the cost of TV in Canada. It has been suggested that the television bill for a national service comparable to the present sound service would be at least ten times as great as that at present.

One difficulty of establishing TV in the Toronto area is the 25-cycle power service which presents numerous technical problems which must be overcome. However, this difficulty will be obviated by the change-over from 25 to 60 cycle current, which the Ontario Hydro Commission plans to inaugurate within the next few years. Until this has been completed, cost to both the TV operator and 'viewer' in Toronto would be considerably higher than in 60-cycle area such as Montreal.

On the other hand, Montreal has two distinct languages which will require programs in both French and English, as is now the case in sound broadcasting.

Better Sets For '47

Prewar production records now have been surpassed by the Canadian radio industry with plans being laid to double the present output early in 1947, according to an announcement this month by S. L. Capell, President of the Radio Manufacturers Association.

"Monthly unit production has already exceeded the rate of 600,000 sets per year and plans for the first six months of 1947 call for the doubling of this output," stated Mr. Capell. "The significance of these figures is realized when it is recalled that 1940 was the only previous year in which Canadian radio set production exceeded 400,000 units."

Scarcity of cabinets is being overcome gradually pointing to more console and combination receivers appearing on the market in 1947. FM sets will be distributed in the principal urban areas.

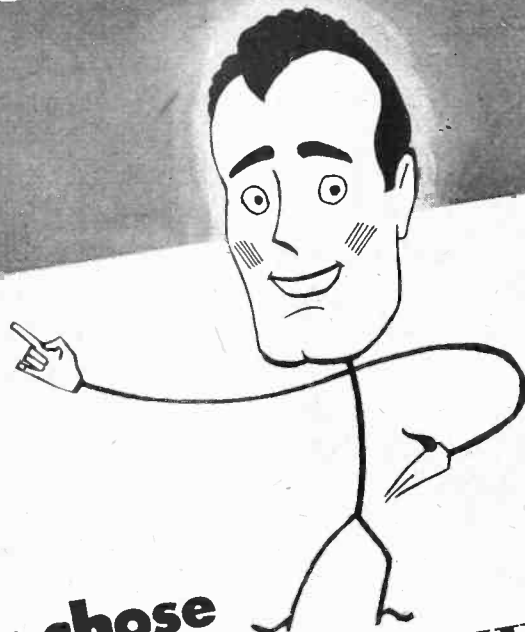
TV For Border Cities

ABC's Detroit television station WDLT, which will also serve the Windsor, Ontario, area, is nearing completion. Two studios are now ready for use in downtown Detroit and a 355-foot transmitting tower, for both standard radio and television signals, is available. Delivery is expected soon of three image orthicon cameras and a mobile unit, consisting of a truck, transmitter, inter-communication system and individual power plant. WDLT will operate with a power of 5,000 watts.

TWO WINNERS ... FOR CANADA STARCH!

"The Greatest of These"

Put on the air at peak listening periods, ratings soared on thirty-three Canadian stations.



So, the sponsor chose "BOSTON BLACKIE"

And this No. 1 adventure-detective show quickly proved another popularity-poll favourite.

HAROLD E. STEPHENSON
Advertising Manager of Canada Starch
Past President of the ACA

Says:

"A careful selection was made of the stations to carry these two programs. On the recommendation of our agency, Vickers and Benson, our message was placed with stations reaching effectively our most important markets in Canada. This selection, plus strategic timing in the different areas, has proven very effective radio advertising for Canada Starch."

Talent and production of finest quality . . . valuable merchandising and publicity material . . . all neatly packaged to fit your requirements. Hundreds of excellent shows are available to your market within the limits of your budget, through syndication.

Whatever your requirements are, they will receive individual, specialized attention, with the benefit of knowledge gained through years of experience. You may choose your program from the largest variety of good transcribed shows in the world.

ACCOUNT EXECUTIVES NOTE:

Available now for National Sale:

BARRY WOOD SHOW:

With smooth-singing host Barry Wood, Margaret Whiting, The Melody Maids, Henry Sylvern's orchestra, it's a knockout musical, a-glitter with prestige and popularity. 156 fifteen-minute programs, with valuable promotion material supplied.



REFLECTIONS:



All-Canada and NBC co-operated in producing a Canadian program to be proud of . . . starring Samuel Hersenhoren conducting, J. Frank Willis narrating and Russ Titus singing modern and popular songs. This show is built for reveries and relaxation. 104 fifteen-minute programs.

TIME TO SING:



Starring Lanny and Ginger Grey. One of the most salable five-minutes in radio. The ripple of a piano, the strum of a guitar, and the harmonious voices of the famous boy-and-girl team. 156 five-minute programs are available.



ALL-CANADA PROGRAM DIVISION

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

MANITOBA Roundup

by ERITH SMITH

An old favorite among radio show forms is hitting the ball weekly over Manitoba's French-speaking station, CKSB. It's the "Amateur Program," broadcast for a weekly half-hour Wednesdays from 8 to 8.30 p.m. from a St. Boniface theatre.

Every week the house is packed with an enthusiastic visible audience of 760, and the show's popularity may be judged by the fact that in its 16 weeks to date the program has brought in 19,980 letters.

So pleased is its sponsor, Bert Cusson, St. Boniface jeweler, that he has just renewed his contract for a further three months.

Another indication of the job this station is doing is the fact that Robin Hood Flour Mills, Ltd., has taken over the 1 p.m. newscast sponsorship for a seven-month period.

* * *

Among the Yuletide programs parading over the air these days, "JOB's "Christmas Tree" is doing double duty. Besides the seasonable entertainment, this show is piling up a fund for Christmas cheer and comfort for needy families in Greater Winnipeg. The money is to be handed over to the Council of Social Agencies, who will distribute it according to the needs. Early in December the sum had passed the \$200 mark, and was still going strong on its beneficial way.

* * *

Speaking of Christmas programs, CKRC has a fine one in "Christmas Cavalcade," an afternoon show with many interesting angles. Besides appropriate music, this program includes a series of Christmas stories down through the centuries; a number of fascinating Yuletide oddities, and a serial story, "Tony Angelo."

* * *

CKY had its usual Christmas program—the Eaton-sponsored Santa Claus broadcasts which kept very juvenile ear within listening range glued to the family radio very evening between supper and bedtime. Old St. Nick was the feature, of course, and other entertainment was provided by members of the Good Deed Club. This show wound up with the arrival of Santa in Winnipeg for his annual parade.

* * *

There's a new eye-fel in CKRC's continuity department—new to that office, though not to radio and not even to the station. She's Peggy McGannon, who started her radio work with Calgary's CFAC. Last spring she went to San Francisco for six months, took a radio course to widen her knowledge, and then landed with CKRC two months ago.

* * *

Two shows, formerly on CBC's Trans-Canada net, are shifting to the Dominion network and finding outlet in this area through CKRC. They are Wayne King and his waltzes, sponsored by British American Oil Co., and Buckingham Theatre's "Curtain Time." The first made its initial appear-



"Remember, Grigsby, our main mission is to advise them on the fine points of privately-operated radio."

ance over this station Dec. 8, and Curtain Time swings over Dec. 18 with "The Orphan Diamond."

* * *

Bill Woodfield, CKRC producer, is gracefully accepting congratulations. It's a girl, named Susan Irene (the second name borrowed from her mother). Ever the stickler for details, Bill let it be known that Susan weighed in at six pounds, 14¼ ounces at 4.46 p.m. Saturday, Dec. 7, at St. Joseph's hospital.

Bill's a bit worried, though. Can't see her taking up radio as a career if she's starting off one minute late like that. He seemed to feel better when reminded that a one-minute intro would not be out of line.

* * *

Jack Couper of the CKRC news staff made headlines—and newscasts—himself the other day. Seems he was homeward bound when he saw a policeman, trying to break up a quarreling couple, attacked by a third person. Jack sailed into the attacker, and held on until more gendarmes arrived to take over. Seems the chap was on the "wanted" list, too. Nice going, Jack!

Canada Year Book

The 1946 edition of the Canada Year Book is now available from the King's Printer, Ottawa. Published by the Minister of Trade and Commerce and containing special articles and features representative of Canada, including latest statistics, the book sells at two dollars.

Pearcey To Ronalds

John (Red) Pearcey, well-known in advertising circles in both Toronto and Montreal, has recently joined the staff of Ronalds Advertising Agency, Toronto office. Pearcey has been associated with advertising since 1936, and was recently associated with Horace N. Stovin and Company and Harold F. Stanfield Agency.

Staples To CKRC

CKRC, Winnipeg has announced the appointment of Vic Staples as commercial manager effective January 1.

Staples has been associated with the Station Time Division of All-Canada's Toronto office for the past 2½ years.

We understand unofficially that Waldo Holcen former commercial manager at CKRC is moving east to CKRY, Toronto.

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

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LIMITED

2498 Yonge Street
Toronto 12

Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.

Greetings

Heap on more wood!
The wind is chill;
But let it whistle as it will,
We'll keep our Christmas merry still.

DOMINION
BROADCASTING
C.O.
TORONTO

**Our Guest Speaker Is:
G. RUSSELL HOGG**

Vice-President and
Managing Director
LAMBERT PHARMACAL CO. OF CANADA



For more than five years now spot program radio has advertised the merits of our many Listerine products. That this has been successful is evidenced by the continuity of use and the steadily increased coverage — from the original ten stations to more than thirty today.

This phase of Listerine's advertising has held much interest for me, and I speak from experience in saying that best results are obtained from a consistent use of the medium (we are on the air 52 weeks of the year); timed to reach a maximum audience; with commercial messages that are short and to the point.

Our recent acquisition of the famous "Treasure Trail" show is further proof of our confidence in the value of radio.



G. RUSSELL HOGG
Vice-President and
Managing Director
Lambert Pharmacal Co. of Canada

HORACE N. STOVIN
& COMPANY
Radio Station Representatives

for these Live Independent Stations

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

* Represented by us in Montreal only

MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Short Story

Over ten years ago, a young man walked into CHML, Hamilton, to meet a friend on the staff. Cordially greeted by the receptionist, he sat down to await his friend. Hardly had he time to settle comfortably when a man rushed out of a studio, shouted 'You're next,' thrust a sheet of paper into his hands and propelled him rapidly towards the announce booth. Grasping the situation, the young man calmly started to read. The man rushed to him again and with beaming smile and outstretched hand, congratulated him "You've won the audition," he said, "when can you start?" The young man made a rapid decision, "Tomorrow," he said.

And that's how Budd Lynch, Director of Special Events of CKLW, Windsor, and 1945 Beaver, broke into radio.

Hamilton Hi-Award

The first in a series of annual awards to be made by CKOC, Hamilton, to members of the ambitious city's interscholastic football league, was presented last month to Bob Marshall of Westdale Collegiate.

The Sportsmanship Trophy is given to one player each year who combines the highest qualities of leadership, playing ability and good sportsmanship. The winner is selected by the league's players and coaches.

Marshall received the presentation from CKOC's sportscaster, Ron Cook, at a dinner given by the Hamilton Athletic Association.

Seals For Fund

A drive to swell the coffers of the National Sanitarium Association Fund is under way on "Club 580," teen-age feature emceed by Joe Crysedale over CKEY, Toronto. All musical requests received by mail until Christmas are played only if Christmas seals are enclosed. The more seals, the sooner the requests are aired.

Sender of the greatest number of stamps each day receives a Reynolds 'Rocket' pen. The highest number of seals received in one letter has been 220.

EVERYBODY'S LISTENING

RUSS TITUS

Canada's
Favourite Male Singer

Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784



Big event of the year, in Montreal advertising circles, is the Christmas party of the Advertising and Sales Club. Plenty of the razzle-dazzle of the profession is used to make the party something special, even for the Mount Royal ball room, where impressive "do's" are a dime a dozen. This year, with Wilf Dippie of Radio Reps juggling the cabaret performance, relaxing advertisers expected—and got—an impressive show. Dippie, fresh from his Red Feather Review season drummed up a Waltz, Rhumba and Tango contest and frilled it with a classy "Champagne Interlude" by the Arthur Murray studios.

Between-trains visitor to Montreal recently was Jim Allard, newly-appointed public service director of CAB and director of the Ottawa Radio Bureau. Jim was on his way home, after a visit to Washington where he checked over NAB's public service department.

"Index Programming' can raise the standard of Canadian radio," says Walter Dales in his article called "Broadcasters Play Hide and Seek with Listeners" on Page 18 this issue.

CJAD, celebrating its first anniversary recently, invited guests to its early-morning show, cut a 15-pound birthday cake for the visitors, poured tea, and generally made merry. The early-morning show, in which nearly every member of the staff took part, started such a barrage of complimentary telephone calls that it took two extra girls to handle them. Most impressive stunt of the day was the reading of telegrams from such big-wigs as Bing Crosby and dozens of big name band leaders. Next best was the presentation of a corsage of roses to each female visitor to the studios.

Doug Smith celebrated Christmas and New Years two weeks early. Studying hockey schedules, he found he'd be on the air both Christmas night and New Years night. With admirable foresight, he gathered together a few other spiliers in the same position, and they set the calendar ahead.

Recent visitors: Wm. Wright, Toronto, to speak to the salesmen of a large Montreal concern. Joe Kobluk, formerly of CJAT, Trall, B.C., now studying music at the Toronto Conservatory. Leonard Bercusson, author of "Names that Make News" and "News Features," heard over six Western Stations, under sponsorship of Sterling Shoes.

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Vancouver - Robert Francis
Winnipeg - Erith Smith



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December 21st, 1946



The Broadcaster staff from left to right: Tom Holub, editorial assistant; Grey Harkley, art editor; Art Benson, production manager and Dick Lewis, editor.

IN THIS CORNER

"Variety" hits back at CBC denial of fold-up in issue of December 4 by its Montreal correspondent Charles Lazarus.

Story in the Nov. 27 issue of "Variety" that Canadian Broadcasting Corp., "may well be on the way to folding up as a commercial operation" fell like an atom bomb in Canadian radio circles, set politics thinking, and drew from CBC officials strong denials.

Chief CBC comment came from Davidson Dunton, CBC chairman:

"The rumor story in "Variety" to the effect that CBC may dispose of its broadcasting facilities is nonsense as far as the corporation is concerned. Even when the story purports to mention a fact it is wrong. It says for instance that 'the government took a \$78,000 loss before depreciation during the past year on its CBC operation.' The CBC is not operated by the government and it covered its last year's deficit, the first since its establishment, from its own reserves."

Yarn was picked up by The Canadian Press and given wide circulation throughout the country. The yarn had touched a rather sore spot in Canadian radio, since there have been plenty of beefs on CBC's operation since its inception, the latest being the battle with three indies wherein CBC is moving them out of their wave lengths.

Chief argument voiced is the fact that, no matter what government is in power, it would be unwilling to give up CBC, which is an important information wing with the government, along with other bodies like the National Film Board and the Canadian Information Service.

CBC's constant critics go even further, and claim that, since the government is using CBC for its own purposes as a propaganda medium, it's unlikely that any government in power would be willing to let it go, even if coin is being lost on the deal.

Dunton's beef that "CBC is not operated by the government" needs some explanation. Actually, CBC's status is similar to a Crown Company. In other words, it's simply a matter that the government decided to go into the radio business, allocated certain capital, formed a corporation and said, "well, boys, you're on your own." Profits (if any) go back into the kitty.

The Canadian National Railways and Trans-Canada Airlines work the same way. The original charter and capital comes from the government, but Ottawa does not actually interfere with their administration.

Every year a Radio Committee picked by the House of Commons (the committee can have a majority of Liberals or Conservatives, depending on who's in power) makes a survey of Canadian radio which includes CBC. Like a father who financed his son, Parliament checks up on how the money is being spent and how things are going generally. The Radio Committee makes certain recommendations to the House.

Of course Dunton's claim that CBC is self-run and self-sufficient and not influenced by the government finds many opposing this view. Truth of the matter is that, in the final analysis, CBC is still the government's baby. And that being the case, it would be pretty tough for CBC to argue with Ottawa when daddy wants things done a certain way.

Many point out that, when it was decided to set up CBC back in 1936, this was done on the recommendation of the Aird Commission, picked by both Conservatives and Liberals. The Aird report was unanimously adopted at the time. Now reaction is that, even if the Conservatives or even CCF get into power, influence over CBC will merely go to the new bosses.

What adds further fuel to the fire is the unusual way in which CBC has been set up. Theoretically, CBC is not responsible to the government but to Parliament as a whole. In actual fact, however, since Parliament isn't able to effectively exercise its authority due to technical snags like not sitting throughout the year, and such as the government always having a majority on the Radio Committee, the Liberal administration exercises the actual power over CBC while pleasantly avoiding the corresponding responsibility for such authority.

One of the points in which "Variety's" story makes sense is said to be the attitude of the Conservatives. Strong believers in private enterprise, Conservative spokesmen have said that, though they do not want the government to go out of the radio business even when Liberals move out, they think that CBC should not be expanded to the point where it will interfere with the operation of private radio business. Actually, to sum up, Conservatives would like to blend the U.S. and BBC systems, but they are against pushing CBC to the point where it becomes a government monopoly.

Thanks for the Airplane Ride

This is the hardest thing I ever tackled. I want to say "thanks".

This completes the sole purpose of this editorial. I shall now proceed to expand this six letter word into the rest of this space.

This is actually the eighth attempt at a start for this piece. I don't know why it is so embarrassing. The CBC seems to have no difficulty talking about its birthday. But then it is ten and we are only five. How must sigh for those first five undisturbed years of its existence.

I can get a bit nostalgic at times myself. Nostalgic for those hectic days five years ago when we (in the truly editorial sense) were making the dust fly with Volume 1 Number 1. Eight news-packed pages there were, with seven ads (nearly one per page). The fur really flew. Finally we made it and only eight days late.

Radio has come a long way during the 89 issues which followed No. 1. And, damn it, so have we. Together we have grown through adolescence. There are some who say we have now reached a state of complete adultery. And that gets rid of that gag.

This is being written on the eve of our departure for a holiday in England. You couldn't fly to England for Christmas five years ago and be back in Toronto on New Year's. Now you can, I sincerely hope. I hope also that this information will convey just what I meant when I headed this screed: "Thanks for the Airplane Ride." Thanks to our advertisers and our readers. Thanks to Art, Grey and Tom, living antennae of the basic station of the Canadian Broadcaster's private network. Thanks to Bob Francis, Erith Smith, Elda Hope, Eric Leaver, George Mounce, Jim Allard and Walter Dales, our affiliated stations across Canada. Thanks to the stations, the agencies and the sponsors who supply us with the material with which to keep our advertisements apart. Thanks to the constant inspiration afforded by our friends of the CBC, even though they would rather we had headed this effusion: "Death Takes A Holiday."

Well, that seems to wind up the matter, except that we shall be back in this slot, come 1947, with a new slant on life, love and the pursuit of nationalized radio.

Editor

"X" MARKS THE SPOT

by G. R. A. RICE

Lavishly entertained in Mexico City last fall at the first Inter-American Radio Congress, a group of Canadian private radio men, including Harry Sedgwick, Dick Rice and Ted Campeau brought back glowing accounts of a progressive broadcasting system operating entirely through private enterprise. The association has been formed to protect the private business of broadcasting in all the Americas, and to induce governments to recognize it as the legal representative of broadcasting in the American continents. We are obliged to Dick Rice for this Underwood-eye view of Mexican radio.

"X Marks the Spot" can be literally applied to Broadcasting stations in Mexico, because, under the international agreement dealing with the use of call letters, X was assigned to Mexico and is employed by that country to designate broadcasting stations.

Today broadcasting has become a very essential part of the lives of twenty millions of population in Mexico. With an area of 763,268 square miles radio is playing a very real part in the plans which the Mexican government have launched to bring to the Mexican people a wider knowledge of world progress, and to allow those who live in the remote places a better opportunity to enjoy the arts and culture which are to be found on all sides today in Mexico City.

Practically all broadcast stations are owned by private concerns and generally speaking the overall results of this system have given Mexico a progressive Broadcasting picture. There is no tax levied on receiving sets and sales of new 1946 receivers indicate an increasing interest by the Mexican people in radio.

Members of the Canadian delegation to the Inter-American conference held in Mexico City were greatly impressed with the progress of broadcasting, and amazed at the tremendous interest shown by the Mexican people in television.

Today, in Mexico City alone, there are thirty broadcast stations operating on the standard channels, and ranging in output powers from 100 to 100,000 watts, with plans for at least one transmitter of 500,000 to 1,000,000 watts power.

The plans for this station are al-



Posing for the broadcasters during the Charros Fiesta staged in their honor during the convention, are representatives of the gentler sex from many of the South American countries. Immediately behind the ladies, third from the left, is Ted Campeau (OKLW, Windsor); Don Manson ("observing" for the CBC); and the same row, at the extreme right CAB chairman Harry Sedgwick (CFRB, Toronto).

ready well under way, and delegates were invited to visit this plant. The plans call for an ultimate power of one million watts output, employing a directional array of six towers, each tower being 500 feet in height. The station call will be XEX and will operate on 730 Kc and by a unique method of directional array antennas the entire signal can be beamed to the North or the South. The coverage plan is to throw the entire signal strength either to cover the United States and Canada, or to completely cover South America.

The work on this station was well under way, four of the main towers were already in place, and

the other two well under construction. Of interest to us was the fact the towers were designed, engineered and fabricated in Mexico City by their own engineers.

A complete model of the coverage pattern was shown to the delegates, with a mechanical model showing the way that the beam was created.

The transmitting equipment building already housed the first stages of the new transmitter, and work was progressing on the final amplifiers. One interesting idea was the antenna tuning house, which in itself was around 150 feet by 75 feet. This building housed the antenna tuning coils and condensers, the latter being of original design, and manufactured by the station engineers. One other interesting development in Mexico is the use of short wave transmitters, twelve of these units operate in connection with twelve Broadcasting outlets in Mexico City.

The power of these transmitters varies from 250 watts to 10,000 watts, and in the daily broadcasting operation great attention is given to the programming of these short wave stations.

Most of these units are well constructed and extreme care has been given to antenna designs, as in most cases the short wave circuits are employed to cover districts where standard wave signals are

Complete RECORDING FACILITIES

for your WESTERN BROADCASTS

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- Delayeds
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INLAND BROADCASTING & RECORDING SERVICE

171 McDERMOT AV. WINNIPEG

SELLING POWER in a PROSPEROUS MARKET
ALL CANADA STATION

CJOC

Lethbridge, Alberta
GOING TO 5000 WATTS

CHNS BULLETIN BOARD

20 YEARS OF PROGRESS MEANS

5000 WATTS SOON!

C H N S

"The Voice of Halifax"

HALIFAX, NOVA SCOTIA
CONTACT THE ALL-CANADA MAN

960 ON YOUR RADIO

limited through reception difficulties.

As is true of all the transmitting equipment we saw, the entire apparatus is of composite design, and very interesting designs have been worked out and employed.

To any engineer a trip through KEX is well worth the cost of a visit to Mexico City, and if you are fortunate enough to be shown through the various plants by either of the Buchanan brothers, leading Mexican radio engineers you will come away with a great appreciation of Mexican engineering.

The two 100,000 watt transmitters, XEB and XEW, are good examples of sound composite design. Of great interest to us was the transmitter, designed to operate at 50,000 watts, but built to go to 100,000 watts should permission be given for such an increase.

This transmitter is designed from the driver unit to the final power stages to employ resistance and capacity coupling, and in operation is giving exceptional results. It has a low distortion and an extremely high stability performance.

In studio design, the Mexican engineers are well up in front, and to a visitor it is surprising to find modern ideas in accoustical design freely used. One other point that impresses us was the location of studio blocks, which are usually found in the factory districts. The idea behind this seems to be that the studio is looked upon as a workshop, and to some extent you find the same thought as is behind motion picture sound stages. While the treatment of the interior of studios is artistic and well engineered, the location is chosen with the idea of providing large areas of ground space which no doubt assists the staff when working on productions.

The thought behind this plan, considering the cost of floor space in a down-town building in Canada, is one that we could investigate in future studio allocations.

There is no doubt that Mexico is marching ahead in broadcasting, and, with the present plans for television, no one can help acknowledging that the engineers in that country are abreast of the times. Any doubt as to the progress of radio in Mexico was swept away by the thousands who daily crowded the television display in the La Prada Hotel, where actual televised scenes from the main thoroughfare in Mexico City were brought to the screens in the building.

For an idea of what private enterprise has done in radio broadcasting, it would pay you to visit "X Marks the Spot"

Verse Wins Coat

A Moncton housewife is wearing a fur coat today for submission of the winning entry to a contest conducted over CKCW, Moncton, by Brunswick Furriers, sponsors of "In Town Tonight." The coat was offered as prize for a letter which best outlined the reason, "Why I should have that fur coat."

Here's the winning entry.

"Hubby in service, baby and me;
Two room apartment, for forty and three.
War bonds for safety, food for we three,
Leaves little to spend on fur coat for me.

Junior Santa

A sixteen-year old boy has been portraying Santa Claus on a daily sponsored program over CFOS, Owen Sound, Ontario. Candidates for the role were from 40 to 70 years of age but auditions proved them to be unsuitable. By chance the boy was heard and proved to be a natural. The youthful Santa Claus is John Gould, son of the Canadian poetess, Mona Gould.

Power Boost

CKWS, Kingston, boosted its power on November 30 from 1 to 5 kw. A dedication broadcast originating in Kingston was broadcast over the Trans-Canada Network.

RADIO AVERTS FAMINE

A serious food shortage at Fairbanks, Alaska, was averted last month by broadcast appeals for assistance over CJCA and the CBC. The Edmonton station contributed two and one-half minutes to the CBC News Roundup program, during which the gravity of the situation was brought home to listeners by Hal Yerxa, CJCA's newsman, Mayor Ainlay of Edmonton, speaking from Edmonton, and Herb Hilscher of the Fairbanks Chamber of Commerce. Hilscher spoke from KFAR, Fairbanks, from where his voice was carried by direct line to CJCA, Edmonton. As

a result of the broadcast, some 94,000 pounds of flour, 35,000 of meat and other supplies were shipped to Fairbanks within several days of the appeal.

Monitor Service

A complete log of nine New York City radio stations will be provided by Radio Reports, Inc., to broadcasters and agencies. The log will cover broadcasts from 7 a.m. to 11 p.m. daily and will show every program, sponsor, participation, station break, spot and other program detail.

Specialists in presentations that sell and train as they entertain

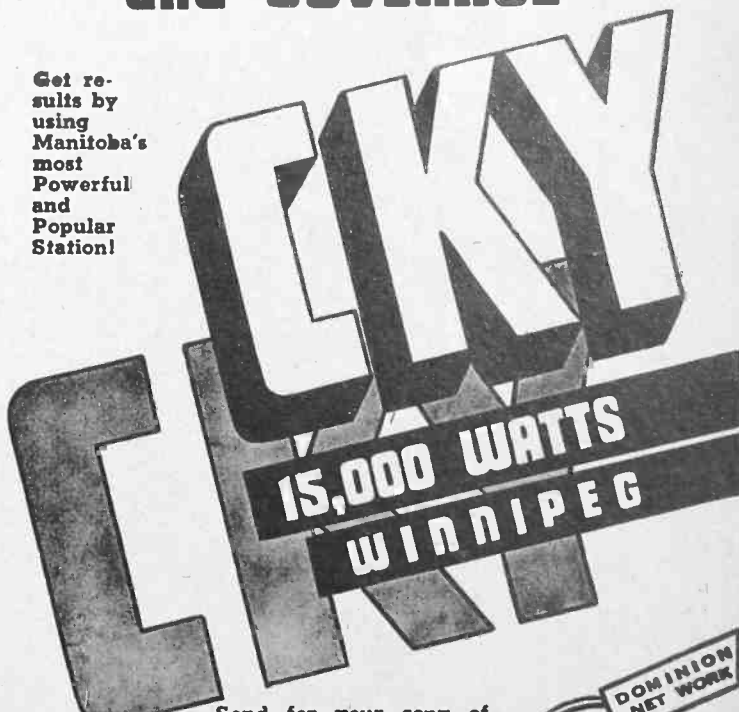
RADIO STAGE FILMS
THE GEORGE TAGGART ORGANIZATION

165 Yonge Street, Toronto

AD. 8784

For POWER and COVERAGE

Get results by using Manitoba's most Powerful and Popular Station!



Send for your copy of "Manitoba Calling," and learn interesting facts and highlights of Manitoba's two popular stations



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

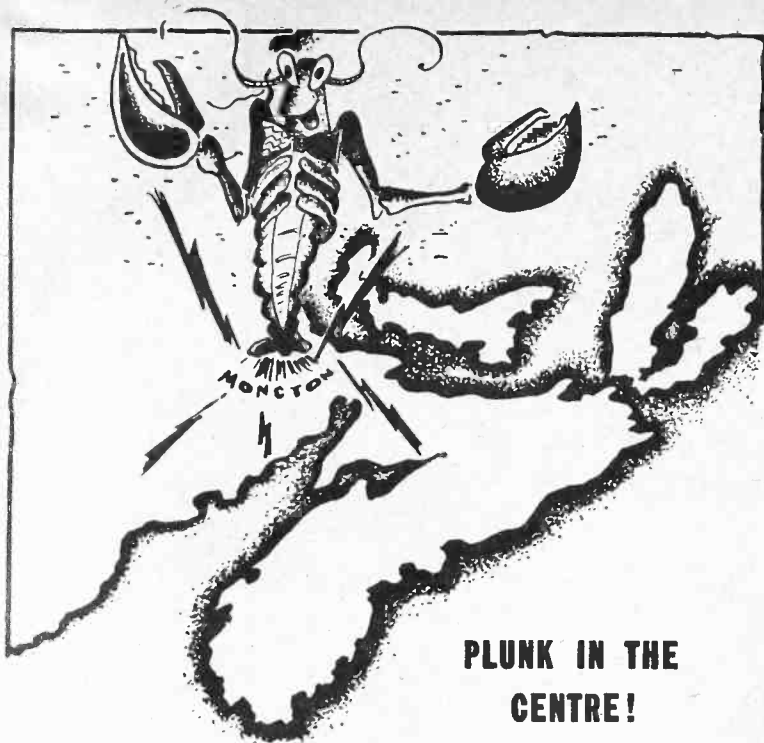
CKCO
OTTAWA

A *Wright* STATION

Community Station
of the rich Ottawa Valley
now heading into its
21st year of service

See
WILLIAM WRIGHT
Victory Bldg.

AD. 8481



"Hub Station of the Maritimes" is not just a catch phrase that Lionel dreamed up for CKCW. Maritime maps will show that we're strategically located to serve all three East Coast Provinces. We do, too, for CKCW is the only station down this way operating on 5kw. day and night. The Maritime buying public embraces the farmer, lumberman, miner, railroad worker and fisherman. What greater diversified consumer market could you ask? Horace N. will tell you more.

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



Sprawled at a table with our man Grigsby in a leading Toronto beanery, waiting for somebody to bring us a pair of sidecars, we stopped the jukebox with a bent nickel and got to wondering what 1947 would bring for the industry.

Grigsby summed it up in a series of resolutions, which is a thing I am against normally, as nobody keeps them beyond the fourth of January anyway. However, Grigsby has pasted the document in his hat, which will keep some of the snow out, even if it is not adopted as radio's Pacific Charter.

You can get copies for your Thursday night discussion group by sending a stamped, addressed envelope to Art Benson care of this journal. He probably doesn't read this space, so he won't know what you mean.

First of all, Grigsby says, we should arrange six receivers in a semi circle round the telephone, and wait. Sooner or later, it may not be in 1947, somebody will call and ask if you're listening to their program. You will be, and you'll win a buck.

Next, before it's too late, send Dick Lewis a memo asking him to get some information about the BBC's Third Program. It's having its troubles, according to the latest London dagenblats to reach here, but it's the type of thing Canadian radio should examine carefully.

Then we have to write our members about these mushmouths who handle some of the more offensive type of advertisements on the air. Apart from being in bad taste throughout, they lose what effect they might have had by being endlessly repeated. Frankly, Grigsby says, he does not have to be slugged over the head with a sack of fertilizer.

Fourthly, plug CBR at Vancouver for starting a long visioned project in their Radio Workshop. Twenty five boys and girls from Vancouver schools, picked from among 300 starters, will get instruction from announcers, producers, special events men and others right along the line, each discussing their specialty. It's the kind of effort, Grigsby remarks, that will turn up a lot of hidden talent which radio can ill afford to overlook.

Apart from these, and one or two minor chores like renewing his subscription to the Broadcaster and throwing the sheriff off the scent when he comes for the ice-box, Grigsby concluded he would wait and see and the hell with resolutions.

There are various things he is looking for however like television (he says Hampstead will have to shave before they attend the big opening), FM, power increases all over the map, better radio plays, love and affection between CBC and the independents and in a word, anything you'd wish for yourself. It's going to be the year of the big wind, all right, Grigsby says.

B.C. Briefs: Don McKim, promotion manager of CKWX, has found a new variation of the "I walked into a door" routine. He explained away a big shiner and a gash over the eye with the statement that his 20-month-old daughter slugged him with an ornamental iron elephant while he listened to a CKWX program. The station put out a release which made one of the wire services. Oh well, it was a slow week.

Dick Diespecker has started a new 10 p.m. newscast for the Vancouver Daily Province, which has been without a radio personality since the death last year of Earle "Good Evening" Kelly.

Jack Boates, traffic manager for CKOV Kelowna, has moved on to CKPG Prince George as commercial manager.

Reo Thompson, the swing music expert at CKWX, has invented a sandwich which looks like a cross between a Dagwood Bumstead nightmare and the garbage can behind the Heinz factory. So many WX staffers ordered it at local tea shoppe that the public caught on and now there's a boom in the alkali pill business.

Sales manager Tom Slattery at CKMO has gone up the scale to position of station advertising manager. Salesman Jack Quinn becomes sales supervisor.

The Radio Theatre at CJOR holds about 200 people, so staffers nearly called out the gendarmerie when they found a lineup outside the door reaching the length of a city block - and disappearing round the corner. However, the queue turned out to be leading to a chocolate store. The commodity is harder to get in the west than a hotel room in Toronto.

Station engineer Fred Webber of CKOV Kelowna has been covering a lot of ground between home and Penticton getting the new outlet CKOK ready for operations.

Present Saddle

The patients of Toronto's Sick Children's hospital were recently presented with a western saddle by Bill MacEachern and his 'cowhands' of CFRB's "Home on the Range" program. This enables the patients to ride their pony rather than drawn in a cart as previously. The saddle was signed by each shellacked for preservation.

AIR CHECK

YOUR
VANCOUVER
MARKET

RECORDINGS GUARANTEED
 COMPLETE FACILITIES

Write or Wire

DON WILSON STUDIOS

813 Birks Building, Vancouver

5000 Watts in Vancouver!

That's a lot of coverage out on the B.C. coast, coverage that takes in the more than 525,000 people of the Vancouver and Lower Fraser Valley market area PLUS the more than 175,000 people of the Vancouver Island market area. CJOR is the station with the influence in this rich trading area, in fact CJOR's area of influence includes seven-eighths of B. C.'s population!

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

OUR 20th YEAR
 5000 Watts, 600 K.C.

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

CFBC



Keep your market eye on this new 5000-Watt Station in Saint John, N.B., now on the air. A preferred position on the dial — 930 KC. The most up-to-date equipment. A keen, aggressive staff who know how to lure listenership. A Directional Array to guide your message. The Dominion Network outlet in the "must market" of the Maritimes.

Represented by All-Canada and Weed & Co.

BBM shows that CKNW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.

CKNW

NEW WESTMINSTER, B.C.

AVAILABLE

Young man with several years' experience in the operation and management of radio stations desires position in radio station or in radio department of an advertising agency.

Experience includes announcing, script writing, radio copy writing, and station maintenance.

Single. Available immediately for suitable position anywhere.

Box 266, Canadian Broadcaster
371 Bay Street, Toronto

Civic Improvement

Working in co-operation with the Edmonton Chamber of Commerce Civic Betterment Committee, CJCA is selling Edmontonians on civic pride. The primary objective of the Committee for several years has been the improvement of the city's street paving. CJCA is currently in the midst of a 30-day drive, consisting of five daily announcements, urging citizens to organize campaigns in their own communities to send petitions to the City Hall to bring about the desired improvements. Last year's petitions totalled \$42,000 worth of paving and this year's total up to the end of November, is more than \$492,000.

New Station For B.C.

Vernon, British Columbia, will have its own broadcasting station early in 1947. License has been issued to Edward and Bernard Schroter of Vernon. The station, CJVB, will operate with 1,000 watts on a frequency of 940 kcs.

Edward and Bernard Schroter, brothers, are radio and electrical engineers. Edward Schroter is a member of the Institute of Electrical Engineers of Great Britain and an associate member of the Institute of Radio Engineers of America. He held the rank of Lieutenant Colonel in the British Army, where he headed the radio department of a war research establishment. On behalf of SHEAF, he headed a party of experts sent to Germany after VE day to investigate German research in radio communication. Bernard Schroter served during the war as Squadron Leader in the RCAF and is a member of the Engineering Institute of Canada and the Automotive Engineers and Institute of Aeronautical Sciences.

In addition to establishment of a broadcasting station in Vernon, the Schroter brothers plan to manufacture magnetic tape recorders and other equipment.

Free Spots For Vets

New business ventures by veterans are being given free spot announcements over CKMO, Vancouver. Running for a month, the announcements are serviced like regular commercials, spotted to reach every type of audience.

5 Kw Ready To Go

CKOC, Hamilton's new 5,000 watt transmitter will be on the air January 1. The new transmitter is complete and Les Horton, Chief Engineer, is currently installing the new Marconi equipment.

Open Artists Bureau

Bob Shuttleworth, featured regularly with his orchestra at the Royal Canadian Yacht Club, Toronto, has opened a talent agency at 83 Bloor Street West, Toronto. Operating under the name of Bob Shuttleworth Artists' Bureau, his office is currently handling two young singers, Giselle LaFleche and Tony Stecheson, both of whom are heard currently on Trans-Canada.

Farmers Hear Facts

Rural listeners in the Belleville district are encouraged to think constructively about their agricultural problems. "The Quinte District Farmers Talk It Over," a fifteen minute program heard Saturdays at 12.45 p.m. over CJBQ, features each week a talk on local farm questions with news of interest to rural listeners and local farm forum findings. Speakers to date have included Horace Palmer, past president of the British Empire Dairy Show; A. N. Butler, of the Ontario Department of Agriculture; Wm. Nicholson, Farm Forum Organizer for Ontario; S. L. Joss of the Ontario Cheese Producers' Assn.; R. Vanderwater, Hastings County Agricultural Committee; and W. E. Tummon, of the Ontario Hog Producers' Marketing Board.

Lakehead Reps

CFPA, Port Arthur, Ontario, has appointed Broadcast Representatives Limited as their exclusive Winnipeg representatives.

Broadcast Representatives Limited is a new firm established by Tony Messner in the Lindsay Building, Winnipeg.

CFPA has also announced appointment of Freemantle Overseas Radio Limited as their representative in the British Isles.

National Broadcast Sales and Weed and Co. continue to represent CFPA in Eastern Canada and the U.S., respectively.

**CKCK
FIRST AGAIN!**

**CKCK The FIRST Station in
Sask. Brought**

SANTA

**IN A BIG PARADE TO
REGINA — DEC. 14**

For The
FIRST TIME
In The City's History

**CKCR
KITCHENER**

Season's Greetings
from
CKCR

The Home Station of the large and
prosperous Kitchener-Waterloo area
See
WILLIAM WRIGHT
MONTREAL
Medical Arts Bldg.
Fl. 2938

TORONTO
Victory Bldg.
AD. 8481

CKCR

CKCR CKCR CKC

Technicolumn

by
G. R. MOUNCE
& **E. W. LEAVER**

A 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 submitted, or to refrain from printing them. Personal replies will be sent if a stamped self-addressed envelope is enclosed. Anonymous letters are not acceptable either for publication or for reply. Address "Technicolumn" Canadian Broadcaster, 371 Bay St., Toronto.

The announcement of A. Davidson Dunton, chairman of the CBC board of governors, that the possibility of establishing publicly-owned television facilities in Montreal and Toronto would be investigated, should make the present television squabble in the United States of more interest to Canadians.

The CBS has petitioned the FCC for a commercial television in the ultra-high frequency band now used for experimental television. A hearing is to be held this month at which CBS is to attempt to demonstrate that their plan is practical and hence television standards should be modified to permit its use.

The CBS color television system is somewhat similar to that of an ordinary black and white system except that used at the transmitting and receiving ends. As a result, signals corresponding to red, green, and blue components of the original picture are transmitted sequentially and are reconstituted at the receiving end into a single colored picture. At present, commercial television is only allowed in the television bands in the neighborhood of 50 mc. and the transmissions must be in accordance with present FCC standards. Experimental television, including color television, is permitted in the 480 to 920 mc. band. CBS wishes the FCC standards amended to allow the transmission of television in the band that is now restricted to experimental transmissions.

These proposals are opposed by other powerful interests in the U.S. who feel that the color television situation has already impeded television development by encouraging a "wait and see" attitude on the part of prospective television station owners. This situation is still further complicated by the public demonstration by RCA of an all-electronic color television system. In this demonstration, three color images were transmitted one after the other, each consisting of a 525-line raster, the same standard as for black and white. The color picture was reproduced at the receiver by three three-inch projection cathode-ray tubes. Each of the tubes produced an image in one of the three colors and these images were combined optically on the same viewing screen having dimensions of fifteen by twenty inches. One of the features of the system is that the green image signal including the synchronising pulses is the same as that of the present black and white standard. It is therefore possible to receive these

signals on a conventional television receiver if an r-f converter is used to adjust the receiver to the proper band.

The same situation that has plagued television since its humble beginnings is still with us: the "wait and see" attitude. We are always being told how good television will be next year, or five years from now, or sometime. It seems to us that the only way in which television can ever become a commercial proposition is to make a study of present technique and then standardize with a guarantee that these standards will not be changed for a period of ten years or so, in order that those who own stations as well as those who buy receivers will be assured of a reasonable return on their investments and not be plagued by the ever-present possibility of some radical change that would make their equipment worthless. Television has entertainment value and huge commercial possibilities now, but unless something like this is done, they will not be realized.

CHNO Starts In Spring

Sudbury's second broadcast station, CHNO, owned by Senator J. R. Hurtubise, will be put into operation in a few months. Northern Ontario's first bilingual station will operate on 1440 kcs, powered by a 1 kw. RCA transmitter to be located on the Burwash Road in the MacFarlane Lake Area of Sudbury. Two towers, 300 and 107 feet in height, will beam programs to the north, east and south of Sudbury, serving a French-speaking population of 60,000.

DX Listener Prize

With a prize of \$9.90 as bait, more than 20,000 letters have reached CKVL, Verdun, Quebec, in the first three weeks of its operation. The award is to be made to the "farthest-away-listener" to the new 1,000 watt station.

With entries still pouring in, it appears likely Mrs. Lee Dowerby, 234 High Street, Moncton, N.B., will be the winner. Moncton is 500 air miles from Greater Montreal.

Prize money of \$9.90 was designed to publicize the station's frequency of 990 kilocycles.

CFPA
Port Arthur - Fort William

We're On Speaking
Terms With A Lot
Of Nice People.

Be Glad To Tell
Them About You
And Your Product.

ASK N.B.S.

"Serving the Lakehead"

CFCY

A good habit is fully as hard to break as a bad one. For almost a quarter of a century Maritime Province radio listeners have been developing the good habit of listening constantly to CFCY, "THE FRIENDLY VOICE OF THE MARITIMES". This is a habit which Bureau of Broadcast Measurement proves it is hard to alter.

CFCY, according to BBM figures, has more listeners than ANY TWO other private stations in the Maritimes. Thousands of appreciative listeners write every month to CFCY, thanking us for an enjoyable and well balanced programme. Presented on a strong and efficient transmitter, your sales message will cost less and produce more sales per dollar on CFCY, Charlottetown.

K. S. Rogers
President & Managing Director
CFCY
Charlottetown
P. E. I.

Vancouver's
CKWX
has the
PROMOTION
YARDSTICK

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



Ask the
ALL-CANADA MAN

SOCIALISTS SLAP SPONSORED RADIO

By Denis J. Olorenshaw

The advent of Britain's new socialist government has caused little if any change in the standard of radio programs aired by the BBC. Unlike the United States and Canada, Britain has no commercial network. Being free from competition through Royal Charter, the BBC pursues a cultural policy without the popularity-seeking encumbrance of commercial sponsors. Political changes in the government and national economy have only strengthened this policy and there is a wide feeling that the public's taste in radio entertainment receives little attention.

European Commercials Earned Listeners

It is interesting to look back over the war years to 1938—to the time of Neville Chamberlain and Munich when sponsored radio programs broadcast to Britain from the continent were attracting listeners to French and Luxembourg stations selling airtime to British advertisers. At this time the BBC reached its lowest ebb of popularity. Three continental stations, Normandy, Luxembourg and Lyons, were broadcasting sponsored programs in English every evening, Monday through Saturday, and all day Sun-

day. These programs were recorded in various London studios on discs or sound track film for presentation about two weeks later over the continental stations. Commercials were limited by the station to 13% of time purchased; peak listening hours were proportionately more expensive than less popular airtime, just as on this continent.

The advertising agencies producing these programs used the contemporary American style of presentation and brought to the listening public stage and screen stars like Bebe Daniels, Ben Lyon, Bob Hope, Laurence Olivier and Vivien Leigh, who were rarely, if ever, heard on the BBC at that time. Around these stars were built weekly quarter, half and even one hour shows. Reception on these commercial wavelengths was good in London and the southern parts of Great Britain and tolerable in most other thickly populated areas. About this time another commercial radio station opened in Dublin, Eire, but clear reception in Britain was unreliable and survey reports unsatisfactory. One of the factors contributing to the success of commercial broadcasting at this time was the BBC's Sunday program schedule. Only serious music was broadcast on this day, mostly string quartettes, brass bands and singers. Best part of the remaining Sunday time was filled with church services, talks and newscasts. On weekdays the top BBC shows were straight vaudeville programs and outside broadcasts of shows from legitimate theatres and sports events, or one hour radio plays cast from the "exclusive" BBC Repertory Company. The acceptance of offers to broadcast on the BBC by popular entertainment artists was for the prestige value, as fees were relatively low. Consequently, popular artists preferred recording for commercial broadcasts which paid considerably higher fees offered better press and were usually cut in the mornings without loss of profitable time to the artists.

recorded before an invited audience of a thousand or so. In all respects sponsored radio had come to Britain just as in the Americas, save in one respect. Airtime was only available outside of the country.

War Improved BBC Programs

At the outbreak of war, the Chamberlain Government stopped sponsored continental programs for reasons of wartime security. Advertising budgets for radio were switched into other channels, like short advertising movies which at this time were being shown in motion picture theatres across Britain. Around this time too, the BBC's weekend programs had begun to improve to compete with the sponsored continental programs. The ban on Sunday jazz on the BBC had been lifted and star shows were appearing on the British state-controlled airwaves. Before sponsored radio stopped, the BBC was employing many of the production techniques of commercial radio. Through the war, under a seemingly closer government control than usual, the BBC did a signally good job in preparation for air raid and invasion emergencies. Methods were changed and programs peppered up to cope with the increasing demand for radio entertainment by munitions workers and troops. BBC newscasts are known the world over for their impersonal, interesting and informative presentation of the news.

In 1944, when the invasion of Europe began, there was already operating the Armed Forces Radio Service which supplied special entertainment to the troops of the British Empire and the U.S. When the war in Europe ended, several German radio stations were taken over by the allied armies of occupation for the entertainment of troops. These stations were operated by technicians, ex-announcers and artists in uniform. Sponsored U. S. programs and special shows like "Command Performance" were recorded and shipped to Europe for presentation over the air. These programs drew a huge, young listening audience in Great Britain. Programs originating from Munich, where many top U.S. radio personnel were located, had a considerable British audience. This station became embarrassed with a deluge of requests from Britain to play U.S. juke box favorites over the air, which were unobtainable in the U.K.

Many Support Sponsored Radio

Since the Socialist Party came into power in Britain, the BBC's

Covering
KENORA
LAKE OF THE WOODS DISTRICT
NORTH WESTERN ONTARIO
NORTH EAST MANITOBA
with **1,000 WATTS**

"Lang may yer lum reek"

Greetings

TO ALL OUR FRIENDS
We wish you a Merry Christmas and Happiness and Prosperity in the Coming Year.



DOMINION NETWORK

REPRESENTATIVES:

Horace N. Stovin & Co.,

Montreal,

Toronto,

Winnipeg

Adam J. Young Jr. Inc., U.S.A.

Radio had then reached a position high on the list of advertising media and appropriations up to \$100,000 a year and more were being set aside by national advertisers. At least two companies were selling continental airtime; programs were recorded in regular transcription studios or picked up by mobile equipment at theatres and sports events. Agencies built up large radio production departments. The London office of the J. Walter Thompson Company had a fully equipped studio with a direct hook-up to the Scala and Fortune Theatres where star-studded shows were

royal Charter came up for renewal. Shortly afterwards it was announced that the cost of radio licenses would be increased from the former \$2 a year to \$4. As a result, the Press and some members of Parliament on the Conservative benches called for a debate, arguing that the increase should be made the subject of a full investigation. In any case, the greater part of the BBC's income is found by the Government Treasury which is filled again from the already overburdened taxpayer's pocket. In some quarters it was felt that there is a need for a complete revision of the BBC's policy and administration, even to the extent of permitting sponsored broadcasts at selected

regard to commercials he asked, "Who would enjoy the 'Hit-Parade' without with the chant of the tobacco salesman?". But this brief report should not be concluded without the comment of the magazine editor. "We have asked" he wrote, "four people of diverse rank, trade, age and background for their opinions on a subject much discussed by Britishers while on the North American continent, namely 'Do you prefer Commercial or State controlled broadcasting?' The selection of authors was a matter of chance, of this we can assure you, because being most strongly pro-State control we are not a little embarrassed to find ourselves seemingly almost outvoted."

ceived, but censorship is severe. Many subjects and speakers are banned while the select few are permitted to broadcast without a script and free of censorship. Professor Joad, a member of the BBC Brains Trust who broadcasts frequently, attacks advertising, but advertisers are not given an opportunity to reply on the air. The BBC is against advertising, except in its own "Radio-Times", a weekly magazine for listeners, and Professor Joad does not help their reputation for impartiality at least in business circles.

During and since the war, the BBC's Overseas Service has grown considerably. In becoming Britain's only ambassador of the airwaves, operation costs have gone up. This coupled with the increased fees which must now be paid to radio artists, and the television programs which are again being transmitted, have increased the need for additional revenue. There are people who feel that part time sponsored programs might have been a better solution to the problem than increased radio licenses and the continued drain on public money.

There have been rumors too, of ships to be built equipped to broadcast sponsored programs to the British public from outside the three mile shore limit. The Luxembourg broadcasting station is meanwhile attempting to draw a regular listening public in Britain with a view to commencing commercial radio programs once more, but the Socialist Government has declared its intention of preventing the revival of sponsored programs from Britain or any other country. Although many companies with continental interests could doubtless circumvent the measures taken, big business currently feels it would be unwise to offend the government at a time when whole industries are being marked down for nationalization.



A gay scene from old Vienna is re-created in the British Broadcasting Corporation's Television studio for a performance of "Vienna Life," with Sheila de Haan as Zona Leightman, Prima Donna of the Opera.

It cannot be said, however, that this is the opinion of the majority of British listeners, who seem now to have forgotten prewar sponsored radio. But it will be of interest to record here the opinions of four British airmen stationed in Ontario, as printed in the Station magazine. These four, of ages ranging from 22 to 27, had been in Canada for some time and were in a position to compare the sponsored North American radio with the state-controlled BBC. All four were in favor of sponsored programs. One liked the competitive superiority of the sponsored radio, abhorred the state-controlled monopoly. Another pointed to the sponsor's ability to pay for name stars and bands and believed it dangerous for the state-controlled radio alone to inflict its opinions on the public. The third had changed his views since arriving on this continent and found better, more varied entertainment on this side of the Atlantic. He thought there should be some controlling body, however, to limit commercial patter and assume responsibility for newscasts. A fourth compared the stimulating effect of competition between sponsors, leading to better entertain-

ment, and what he termed "the BBC's highbrow programs". With These opinions prove only that private, sponsored radio has many supporters in Britain. Among these opinions was a favorable comment on the BBC's educational broadcasts on which experts talk on subjects of interest to students in the lower grades. After the 9 p.m. daily newscast, well-known speakers explain and discuss the topics of the day. These things are very well re-



C K M O
Vancouver

British United Press
Vancouver

Dear Sirs:

This letter is to thank you for your splendid coverage of the University of B. C.—College of Puget Sound game, held at Tacoma, Wash., to-day.

We cannot express enough appreciation for the grand job that you people did to help us cover the "away" game.

I understand there was no telephone communication between the Tacoma Stadium and the press bureaux, and I stand in awe at the complete coverage you gave us.

Repeating my thanks for the excellent coverage, I remain,

Yours Sincerely,

Lloyd Bulmur,
Football
Sportscaster
CKMO


B. U. P.

HEAD OFFICE
231 St. James Street
MONTREAL

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

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.



NEW YEAR NOTE:

Let your message ride the air waves with this veteran Western

CFAC

Put him to work bringing in more sales!

STUDIOS: SOUTHAM BLDG. CALGARY
Representatives:
CANADA: ALL-CANADA • U.S.A.: WEED & CO.

Club Uses Radio

Midways, games of chance and other such means of raising funds for their activities, have been abolished by the Trenton Rotary Club. Their projects are now financed by silver collections taken at the Trent and Century theatres in Trenton, Ontario, where on Sunday evenings, a two hour program, featuring local talent, is staged and broadcast over CJBQ, Belleville. The broadcasts entail no financial outlay to the club for they are sponsored by various Trenton business firms.

The first broadcast of the series, heard in September, so impressed Police Chief William Bain of Trenton, that he requested an opportunity be given to the Trenton Police Department to sponsor one of the programs.

"I think it's a splendid idea to provide such clean, wholesome entertainment for the old and young alike on Sunday evenings," said Chief Bain, who promised co-operation of his force in the venture.

JOINS RCA



R. G. Powers has been appointed Sales and Service Engineer for Engineering Products Sales Department of RCA Victor Company Limited. He served four years with the RCAF as a radar technician and latterly was an instructor in Microwave radar at the RCAF Radar School at Clinton, Ontario. Mr Powers will be located in Halifax.

Everybody's Listening

After six weeks' airing, a daily sponsored Telephone Quiz over CHSJ, Saint John, N.B., has yet to meet with a busy signal or a party not listening to the program. As is usual with such programs, the emcee enquires if the party is listening to the broadcast. To date, there have been no negative replies.

Aid Fire Victims

Following a recent fire in St. Boniface, Manitoba, radio stations in the Winnipeg area, at the request of civic authorities, made an appeal for relief of 70 homeless.

Shortly after the fire broke out, CKSB St. Boniface broadcast a message for accommodation of the fire victims and within a half hour, 27 phone calls with offers of lodging were received.

On the day following the fire, CKSB appealed for donations of clothing, furniture and financial assistance. One truckload of furniture and two carloads of clothing were collected within two days. Money and clothing were mailed in while other supplies were brought directly to the station by donors. On the first day of the campaign, \$20 was received which, with subsequent donations, was turned over to the fund headquarters in the city hall.

CBC Option

The CBC has taken a 6-month option on 40 acres of land four miles southwest of Lacombe, Alberta, it has been reported. Owner of the property stated he had 'no idea' what purpose the land would serve the CBC. While Red Deer was the site announced for a new Alberta station, no further action has been taken by the CBC.

Lacombe is 80 miles south of Edmonton and 112 miles north of Calgary.

JUST A MINUTE!

**YOUR SELLING TALK
CAN BE TOLD
IN A MINUTE — WITH
SPOT BROADCASTING**



CKMO
CKNW
CFCN
CFRN
CFQC

CKPR
CHUM
CKCH
CJSO
CHGS



Jean Baptiste says:

Whether we say
Merry Christmas and a Happy New Year
—or—
Joyeux Noël et Bonne Année
it still means cordial and friendly greetings from three leading Radio Stations in French-speaking Canada.

CHRC QUEBEC 1000 Watts (soon 5000)	CHLN TROIS RIVIERES 250 Watts (soon 1000)	CHLT SHERBROOKE 1000 Watts
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JOS. A. HARDY & CO. LTD.

1405, PEEL ST. MONTREAL Tel. H. Harbour 2515	39, ST. JOHN ST. QUEBEC Tel. 3-6693	80, RICHMOND ST. WEST TORONTO Tel. ADelaide 8482
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"More Hope THAN CHARITY"
Elda Hote

With Christmas on our doorsteps and New Years around the corner, naturally think back over the past year and its activities in the broadcasting field. I've listened to and attended a great many shows in that time.

There is no doubt in my mind that the radio industry is a terrific fraternity which makes me mighty proud to be a member. I am sure his enterprising power was only recently wearing three-cornered gadgets but I am equally certain it has graduated to the long-pant stage.

Radio in Canada has improved in leaps and bounds which does not mean there are any breaks on bigger and better shows, but right now we get a pretty fair smattering of entertainment, news and education. Artists seem to be giving their ultimate in performances and should be heartily congratulated for work well done.

Two shows appealed sufficiently enough to go back for a return engagement—upon invitation of course—and they were "Share the Wealth" and "Happy Gang". Both shows are half-hour in length, different in that one is a quiz while the other is musical variety, but both boast the same sponsor—Colgate-Palmolive.

The very fact that these programs have been on the air so long proves their success and, believe me, they're both listenable and very enjoyable. I'd say they are both winners for the banner of Colgate. The dynamic emcee of "Share the Wealth" Stan Francis, keeps the show bubbling aided and abetted by announcer, Cy Mack.

If Bert Pearl's "Happy Gang" needs any introduction, I'm amazed. Rolling up over two thousand broadcasts does not make for being unknown and fan mail such as the Gang receives proves their popularity. This is truly a personality show with each artist showing considerable accomplishment. Maybe a listener likes the dueting of Blain Mathe and Kathleen Stokes, or maybe it's Eddie Allen's ballad-singing or Cliff McKay's hot clarinet and jive vocalizing.

Production is necessary to every show and I think of only the time heard and saw "Once Upon a Time" produced by Esse Ljungh. It was a masterpiece with Ljungh directing all branches of a complicated cast in clever shows.

If I had to choose one broadcast out of all the shows, I'd mark my ballot "Music for Canadians" because it has everything. Not only has this show the exceptional music of Samuel Hershoren's forty-piece orchestra, the vocal artistry of Evelyn Gould who is destined to go places in my book but also the narration of Frank Willis which is always good for my money, and the announcements of Bernard Cowan. The whole package is neatly put together by producer Eddie Gould.

The very best of everything in 1947 to everybody.

Basie Recorded From Bus

Probably the first recorded interview to take place in Canada on a moving bus was made recently by CKNW, New Westminster, B.C., Bill Duncan, accompanied by Jim Cox and Ross MacIntyre of CKNW, proceeded to Blaine on the International Border where they boarded the bus in which Count Basie and his Band were travelling to Vancouver for a dance engagement. The fifteen minute interview by Bill Duncan, was recorded on CKNW's wire recorder, during which period the bus travelled eleven miles. Count Basie and members of his orchestra were surprised that an interview could be recorded on a moving bus and even more pleasantly surprised when the interview was played back immediately for them to hear.

Hardly a Gamble...

Bet on CJCA's coverage of a great Western Market - Northern Alberta!

Edmonton's **CJCA**

WITH HEARTIEST BEST WISHES

for a

HAPPY and PROSPEROUS NEW YEAR

from

C K N X

WINGHAM, ONT.

And

JAMES L. ALEXANDER
TORONTO MONTREAL

MALE VS. FEMALE IQ

The Bristol-Myers' program, "Break the Bank", heard on the ABC network, offers some insight into the relative brain power of men and women from statistics compiled by the producers of this show.

To date, 51 contestants have appeared on the show, none winning less than \$10 and one getting \$5220. Women have proved themselves \$110.80 smarter than men, nine girls averaging \$363.33 and 17 men taking only \$252.53 each. Actual breaking of the bank, however, favored the men, two having won \$1000 or more, a feat per-

formed by only one woman.

According to payment records, couples, considered as single contestants, fared better than single persons. Twenty-five couples have averaged \$413.20 and on three occasions have won \$1,000 or more having broken the bank.

Joins Agency

Neville York, formerly with CJCJ, Calgary, and recently discharged from the RCAF, has joined the Calgary office of Stewart-Lovick, Vancouver agency.

Radio Teletype Circuit

Vancouver, Ottawa, Halifax and London, England, are now linked by means of a new radio teletype circuit, recently installed by the RCAF. The system, using frequency shift teletype equipment, spans a total distance of 5,300 miles in transmission of messages from Vancouver to London.

UWC Gives Awards

Awards have been given to three radio commentators for their radio work in connection with the recent campaign of Toronto's United Welfare Chest. First prize went to John Fisher, CBC, for a quarter hour talk on the work of the Chest. Monty Hall of CHUM, Toronto, was recipient of second prize for his contribution to an actuality broadcast of an ancient vehicle parade. A human interest broadcast on the Red Feather agencies by Byng Whittaker, CBC, netted him third prize.

The awards were made by the radio committee of the United Welfare Chest.

Beams French to West

CBC's short-wave service, beaming French Language programs from Montreal to western Canada, has been increased. An eighth frequency, 15.09 mc., has been added. The new transmitter, CBLX, is powered at 7500 watts.

RETAILERS GET FM PREVIEW

A preview of FM was given citizens of Peoria, Ill., by WMBD last month. Having applied for a FM license, and wishing to interest the public in this form of transmission, WMBD constructed two miniature transmitters, powered at one watt each. One was FM; the other AM. Both transmitters were installed in different stores each day and the same musical program was fed into each by telephone lines. Salesmen demonstrated the same program on both FM and AM receivers on dis-

play. Interference was created by static generated by a Ford coil, demonstrating that FM eliminated such interference while AM was badly distorted.

Promotion of the demonstrations was aired and carried in newspaper advertising by WMBD. Retail stores also publicized the exhibition.

Retailers were enthusiastic about the demonstration as it was their first opportunity to demonstrate FM radio.

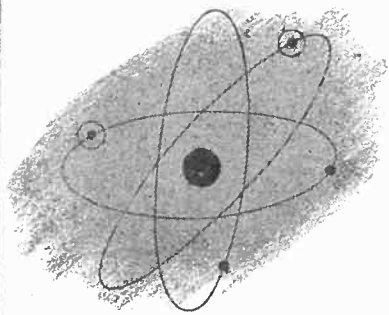
CKAC
MONTREAL

A *Bright* STATION

French Canadians spend 3/4 of a Billion Dollars a year and CKAC covers 82% of this retail market

See WILLIAM WRIGHT
Victory Bldg.

AD. 8481



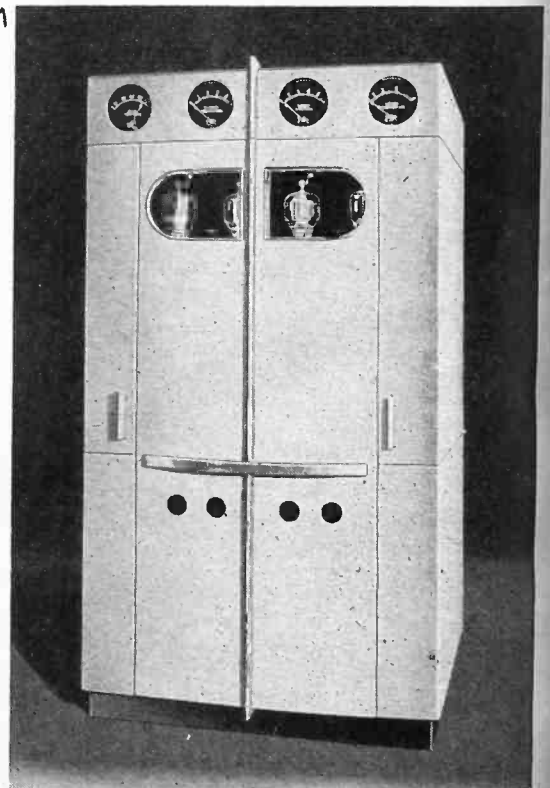
EVERYTHING

for your broad-casting station

FROM MICROPHONE TO ANTENNA

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

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



A NATIONAL ELECTRICAL SERVICE

Northern Electric
COMPANY LIMITED



25 BRANCHES ACROSS CANADA

OTTAWA

Letter

by
M ALLARD



Sidelights on human nature: here is in Ottawa an office whose title leaves a few laymen with the impression that it's the place to phone when they want the Department of Transport. Such calls are of course directed to that department, are usually concerned with questions about radio licenses and interference. However, the office has had at least five calls in the last eight weeks from persons who wish to "report" a neighbour or one of their roomers, for not being in possession of a radio license. The experts tell us that law could never survive without the stoolie, but it's no wonder that some public officials sometimes get a little cynical.

Board of Governors announced following last meeting is generally interpreted in the capital as a discreet invitation to the independent stations to share with CBC in development of TV in Canada on fully co-operative basis.

Address of no little significance is that of Reconstruction Minister the Right Honorable C. D. Howe to Osgoode Hall Legal and Literary Society last month. First paragraphs are well worth noting:

"All men in public life receive more invitations to speak at public gatherings than they can possibly accept. Sometimes the task of selection is difficult, but your invitation to speak to this gathering appealed to me immediately as one that should be accepted. There were two reasons for this. First was that: having been lectured by lawyers almost continuously during the eleven years I have been in public life, this seemed to afford an opportunity to get back at the profession. The second reason, and the more compelling, was a sentence in the letter of invitation that read as follows:

"It may interest you to know that during the last few months there has been a noticeable development amongst the law students, and particularly amongst those who have returned from overseas, of an attitude of cynicism and pessimism."

It seems to me that the basis for cynicism and pessimism among men who are about to take up their professional careers in the period of the greatest expansion that this country has ever witnessed, must be one that should be examined and understood.

There may be grounds for cynicism about the present international situation, but surely Canada's internal condition need not be a source of pessimism.

I understand that those present are for the most part students of the legal profession. In that event, your future career should not be a source of worry. I venture to say that this country never has known such acute shortage of professional men—lawyers, doctors, engineers, chartered accountants—as exists today. To one who graduates in engineering in the middle of the so-called rich man's panic

of 1907, you seem to be in a most enviable position.

"As Minister of Reconstruction, it has been my job to explore our economic position and to recommend steps that will keep it on an even keel. If there are grounds for cynicism and pessimism in the current situation, I should be the leading cynic and pessimist. I can assure you that I am neither. It seems to me that, provided there can be reasonable co-operation between all elements of our society, Canada must stand first among all the countries of the world in ability to provide opportunity and happiness for its young men."

Mr. Howe has taken this same stand many times within the House of Commons itself.

Not alone in his viewpoint, he is however the most able and articulate of that minority group which thinks courage and confidence a better state of mind than fear and gloom. Summed up, their attitude seems to warn: if we do get a depression, it will not be because of circumstance, but because we've talked and worried ourselves right into it in spite of favorable circumstances.

500 Kws For Russ

Powerful enough to cover most of Europe, a new broadcasting station is nearing completion by the Russians. Designed to operate on 582.9 kc., power output is expected to be 500 kw. The new station is located in Latvia.

TRADE WINDS

Edited By Art Benson

Harold F. Stanfield's Toronto office tells us that Cities Service are starting January 1 "Blackstone the Magician" (All-Canada), 15 minutes 3 a week over CFRB, Toronto for 39 weeks.

The commercial department at CFRB, Toronto reports that John Northway & Son have started 15 minutes of carol singing 6 a week until Christmas. The Phono-Vision Distributing Co. has commenced the 5 minute 6 a week transcribed "Record Rendezvous" running through until March 7 and placed by Frontenac Broadcasting.

Harry E. Foster's Toronto office have just completed a transcribed spot series for Blue Ribbon Tea & Coffee over 25 Eastern Canadian stations.

According to CKEY's commercial department Abel Photo Finishers has started a year's 10 minute 6 a week newscast featuring Fred Cripps. St. Clair-Osler Motors of Toronto has taken the wire-reported Sunday hockey games for 16 weeks handled by Crysedale and Kelly.

Maclaren's Toronto office tell us that Buckingham's "Curtain Time" has switched over to Dominion from Trans-Canada same time slot as of December 18.

CHAB

MOOSE JAW SASK.

now serving

SASKATCHEWAN

WITH

5000

WATTS POWER

DAY AND NIGHT

Scientifically directed
to give the best possible provincial

coverage

from its

strategic location in
the very centre of
Southern Saskatchewan
with programs
and services carefully
tailored to best meet
the preferences and
needs of the people
of the Province.

1000 RADIO PROGRAMS

WILL BE RECORDED THIS SEASON

BY RCA VICTOR

The Only Complete
TRANSCRIPTION SERVICE
in Canada

- ★ EXPERIENCED PLANNING
- ★ ACCURATE TRANSLATING
- ★ EXPERT RECORDING
- ★ EFFICIENT FACTORY PROCESSING

RCA VICTOR **TRANSCRIPTION STUDIOS**

TORONTO — Royal York Hotel — Adelaide 3091 MONTREAL — Lacasse Street — Wellington 3671



AN ALL CANADA STATION

BROADCASTERS PLAY HIDE 'N' SEEK WITH LISTENERS

by WALTER DALES

"Index Programming" Can Raise Standard of Canadian Broadcasting

Out of the West

comes a gal with plenty on the broadcasting ball including: acting, announcing, instructor of speech and drama, and **SPECIALIZING** in women's features and fashion commentaries

She's

BETH LOCKERBIE

AND CAN BE REACHED THROUGH

Radio

Artists

Telephone

Exchange

WA. 1191

TORONTO

Every person connected with radio dreams of what he would do if he 'had a little station of his own.' After some twelve years in the business, I go and pick up a brand new dream from a stranger in an airplane between Montreal and Halifax! This idea, however, seems so sound—to me, at any rate—that some station manager might want to try it.

I warn you, it is as different from block programming as day is from night. It bears faint resemblance to any program schedule published. But I'll wager, nevertheless, that a radio operator who gave it a fair trial would collect listeners and shekels in greater abundance than any competitor.

This idea is not copyrighted. Any operator is free to grab it and grow rich. Given a radio station with a good market, a reasonable amount of capital, and the ideas about to be expounded here free for nothin', he may completely change the present-day pattern of radio programming and grow wealthy in the process!

The idea came to me through a conversation with a tired business man. We reached a stage of cam-

raderie in a snowstorm above New Brunswick. Things were bouncy. I looked across at him with the sickly grin I affect when I want to say, "I'm not really nervous—it's just a weak stomach." He grinned backed, slightly greener—and that started things. We talked.

He learned that I am mixed up in radio (not difficult to learn from radio people) and promptly told me, "Oh, I never listen to radio, except news." I wanted to know why. He told me, and how!

"The only thing permanent about radio" he said, "is the news and the 'Happy Gang'." He went on to say that he knew when the morning paper landed on his doorstep he could turn to page 28 and get market reports; the weather would be on page one, and Major Hoople on page 12.

"When I turn on the radio," he continued, "it's like playing grab-bag, and I tired of that game when I was eleven. Radio schedules published in newspapers tell you nearly nothing; and anyhow, they are forever changing things around."

A few hours later, I was in Laurie Smith's office at C.J.L.S., Yarmouth, and I told him about the conversation. He agreed that radio could use a Major Hoople, or a Dagwood, or a Doc. Brady or Dorothy Dix—who could be counted on to appear at a given time daily.

The next week, driving to Windsor, I wanted to listen to CFAB First, I asked the driver, "What could we get on the radio now?"

"I dunno," he said, "let's try it." Get me?

Sooo . . . if I had a little station of my own, I should be tempted to try the newspaper technique. I would call this "Indexed Programming."

At a set time daily, I should have cartoons—word cartoons, short and catchy, like the Happy Gang "Joke Pot." I would have brief health talks, by an expert. My station would be crammed with features paralleling the newspaper features so familiar to us all—from crossword puzzles to "Your Baby". Most important, these proven features would be broadcast at the same time every day.

Having built a schedule on this principle, I would then distribute my radio index, far and wide, by every modern means of distribution. My index, except when special

seasonal and emergency events intervened, would be permanent. Most every feature, except the week-end rotogravure, colored comic and book section, would be daily. My listeners would know that on their station, the weather forecast could be heard, always, at a specific time; likewise the cartoons, the health talks, and every other feature, musical, dramatic, or just straight talk.

Given this "layout" and proper distribution of my program index, I would then go after improvement to perfection in each feature. After all, they would be proven features, tested over the years. If the rating was low, I would make the feature better—not dump it out in order to try a new band or drama. Of course, if in the face of persistent efforts a show flopped, it would be thrown out.

Would this "Indexed Programming" work? Ask the Siftons or the Southams, the Hearsts or the McCormicks! Anyhow, for my money, it would be worth a try!

Naturally, no such plan need be hidebound. What I complain about is this persistent change, this everlasting kicking about of features, scrambling the schedule to the point where "nothing fits no place."

Some operators may be saying, "Oh, but we already have all those features you've talked about." Maybe—but how can the listener find them? Sure you have talks on gardening. But where, and when? Jokes . . . yes, but peppered holus-bolus through the day. Looking for one's tastes in radio is like looking for a needle in a haystack. Only the idle man or the imprisoned housewife can take that sort of treatment. Busy men—let's face it—busy men just do not listen to the radio, except for news . . . the one feature on the average station fairly well indexed. Without newscasts on the air, with their location well publicized, I venture to say that the sets-in-use figures would be even lower than the present unsatisfactory figure. Busy people cannot fish for what they want. Our sponsors rarely listen to anything but their own shows.

All that could be quickly changed by Indexed Programming. Let us look for features as sure-fire as Li'l Abner or Doc. Brady—and then give them a break by letting listeners know where to find them today, tomorrow, and next year! Let us learn from newspapers—

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"

ern though they've been slow to
rn from us. Let's look at our
favourite magazine—and learn a
ack or two about layout! You
n't find wise publishers playing
he-and-peek with readers. But
roadcasters do with listeners!

The operator courageous enough
to adopt Indexed Programming has
realize that his station cannot be
a things to all people at all times.
He will acknowledge readily that
when his book section is on the air
he will lose the attention of some
embermaids. People who like
music in the back ground as they
wash dishes may tune out at times.
What? Do you want listeners all
the time—with no sales effect; or
specific listeners to specific pro-
grams, who are listening with in-
terest and affected by your mes-
sage?

Indexed Programming would rid
radio of a good deal of bitter cri-
ticism. Mrs. Brown of the
C.D.E. would not be forever tun-
ing in, by accident, on Superman
and missing your Inspirational
Program. Or the jive fan would not,
by accident, get stuck with a talk
show the diffusion of light through
a butterfly wing. Radio listeners
would know what they wanted and
where to get it, on your station.

Your spot on the dial would
be extra weight. It would have
personality. Over the years, it
would take on a flavor of its own
like MACLEANS, OR HARPERS, OR
LIBERTY MAGAZINE. No competi-
tor would dare to copy you to the
extent that radio now plays copy
because you've heard two stations broad-
casting in this manner. One ran a
show called "Music For You." The
other ran a program called "Songs
at eventide." They were both musi-
cal fills—that, and no more! You
can't play that way with year-in,
year-out features on which you base
your whole success. "Index Pro-
gramming" would rise the standard
of broadcasting in Canada consider-
ably.

Perhaps you're on a network,
and can't adopt Indexed Program-
ming throughout. That is no reason
to ignore its value in those parts of
the day where you are able to use
it. If it is good in the whole, there
are values in the parts.

Anyway — take a good look at
your daily paper when you go
to bed tonight. Then try to tell your
wife what you are broadcasting on
your station and when. The differ-
ence in your knowledge of the lay-
out in your paper and on your own
station should give you a dim idea
of how confused is the average
listener—and non-listener!

Understand Quebec

SIMON L'ANGLAIS
Director
In Charge of French Script,
Continuity, and Commercial
Copy



PAUL L'ANGLAIS
President
Head of all Radio Production

Quebec will understand You

LOVELL MICKLES JR.
Director
In Charge of
Advertising Agency Relations



It is indeed a pleasure to extend
THE SEASON'S GREETINGS
to our many good friends and
A SINCERE "THANK YOU"
to the Advertising Agencies for whom we have produced programs
in both French and English during 1946

- Canadian Advertising Agency Ltd.
- Cockfield Brown & Co. Ltd.
- MacLaren Advertising Co. Ltd.
- McConnell Eastman & Co. Ltd.
- R. C. Smith & Son Limited

CANADA SAVINGS BONDS

- Canadian Advertising Agency Ltd.
- Dancer-Fitzgerald-Sample Ltd.
- MacLaren Advertising Co. Ltd.
- McConnell Eastman & Co. Ltd.
- McKim Advertising Ltd.
- Ronalds Advertising Agency Ltd.
- Spitzer & Mills Ltd.
- J. Walter Thompson Co. Ltd.

- KAYSER'S HOUSE OF FASHION
- LES SECRETS DU DOCTEUR MORHANGES
- DOW AWARD SHOW
- LE PRIX DOW
- THEATRE DE CHEZ-NOUS
- WOMEN OF ACHIEVEMENT
- RENE LECAVALLIER CHANSONS
- LA SOIREE AU VIEUX MOULIN
- MOSAIQUE MUSICALE
- TOUR D'HORIZON CANADIEN
- LES JOYEUX TROUBADOURS
- LA MINE D'OR
- CAFE-CONCERT KRAFT
- CEUX QU'ON AIME

- Kayser
- Aspirin
- Dow Ale
- Dow Ale
- Red Rose Tea
- Durolave
- Durolave
- Purity Flour
- McColl Frontenac
- Dominion Corset
- Colgate Palmolive Peet
- Cashmere Bouquet
- Kraft Cheese
- Pond's

Spot Announcements: Cockfield Brown & Co. Ltd. R. C. Smith & Son Ltd., Young & Rubicam Ltd.

RADIO PROGRAMME PRODUCERS
Montreal, P.Q.



CLEMENT LATOUR
Associate Producer



GILBERT WALL
Director
In Charge of English
Dramatic and Musical
Production

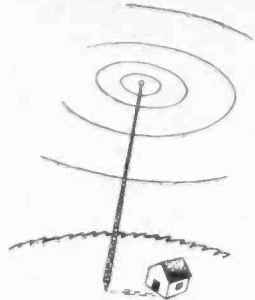


PAUL CORBEIL
Director
In Charge of French
Dramatic and Musical
Production



JEAN LAFOREST
Associate Producer

We're PROUD of our family!



Yes, 1946 has been a swell year for the NBS family of stations. And they're equipped to do an even better job in 1947 for the communities—and advertisers—they serve.

THE BABY

This newest addition to the NBS family is really husky and healthy. He serves over 3½ million listeners in the Sarnia-Port Huron area—and doing a swell job. (198 local advertisers already!)



AND HOW THESE HAVE GROWN!

Yes, no less than 4 NBS stations have increased their power this year. And that means more listeners, better service to the community and a better job for advertisers.

CJKL Kirkland Lake	1000 watts to 5000 watts
CKWS Kingston	1000 watts to 5000 watts
CKGB Timmins	1000 watts to 5000 watts
CFCH North Bay	100 watts to 1000 watts

and CJAD, in its 2nd year, is the dominant English station in Montreal.

The rest of the family are doing well too—giving advertisers the kind of service and coverage that pays off in sales.

Yes, we're proud of our NBS family of stations—and sure that they'll continue to do a great job for advertisers in 1947.

Phone, wire or write for information and market data.

Representing

- CKWS
Kingston, Ont.
- CKGB
Timmins, Ont.
- CFCH
North Bay, Ont.
- CJAD
Montreal, Que.
- CKRN
Rouyn, Que.
- CHAD
Amos, Que.
- CKEY*
Toronto, Ont.

- CHEX
Peterborough, Ont.
- CJKL
Kirkland Lake, Ont.
- CKTB
St. Catharines, Ont.
- CFPA
Port Arthur, Ont.
- CKVD
Val d'Or, Que.
- CHGB
Ste. Anne de la Pocatiere
- CHOK
Sarnia, Ont.

*MONTREAL ONLY

NATIONAL BROADCAST SALES

Bank of Commerce Bldg., TORONTO, AD. 8895
University Tower Bldg., MONTREAL, HA. 3051

ACCENTUATE The NEGATIVE

Guested By TOM HOLUB

Two weeks ago, when the editor headed for the Britain-bound American Airlines DC4, he roared by my desk, stuck out his big lower lip and growled, "Take care of the column for me."

Looking back to February of this year, when the writer himself returned from Britain, after a hitch of almost five years in the Army, I grabbed a bunch of old Broadcasters, purchased a set of new batteries for my portable radio and decided to see what was happening to the radio picture.

With the chimes of Big Ben, the starched collar presentations of news, talks and forums of the BBC still ringing in my ears, it was a bit of a change to listen to the commercial programs being ground out. Almost everyone who has returned from the other side will tell you it was a pleasure to hear Canadian programs with their Canadian announcers, actresses and other entertainers, even though those shows were saturated with singing commercials and breaks.

It was a reassuring thought to know that former associates in the Army Show had re-established themselves on Radio Row; Johnny Wayne and Frank Shuster with their "Johnny Home" program which brought them their Beaver—and now—their popular RCA Show; Jimmie Shields' voice sounded even better as it came to me over the loudspeaker than it did from the Nissen Hut stages overseas; Frank Rockwood of London was back with Russ Gerow; Joe Duff heads for CKCO, Ottawa and Wally Crouter mikes at CHEX, Peterboro. Bill Valentine was back in Winnipeg, as was Tom Johnson, whom I must thank for a dig in "Radio World," and so on down the line. I feel certain that these and others who have put khaki and blue in mothballs will blossom and prove themselves to be the bright young men whose whereabouts Gordon Sinclair has been questioning.

Toronto Topics: BBC's Canadian representative, Michael Barkway, is in the hinterland of Labrador where he is recording a series of talks for BBC. He is expected back in Toronto before Christmas when he should have some interesting copy for us.

John Venable of the Thomas A. Edison Centennial Committee New York, was in town last week seeking the co-operation of the radio industry in observance of the Edison Centennial Commemoration which climaxes on February 11, the inventor's birthday. Mr. Venable plans supplying all station owners with data and information early in January and is soliciting participation in observance of the centenary of the man whose inventions and scientific discoveries played such an important part in the development of radio.

How about it, station operators?

Has it occurred to you that radio people sometimes cross their bridges before they come to them? Musical bridges were not employed as effectively as they might on

Buckingham's "Curtain Time" two weeks ago. At one point during "The Way to the Heart," the closing words of the narrator's introduction to a new scene were close to obliteration by an immediate continuation of the drama. And is sentimental lacking in marriage? The blowoff on this program, which left me expecting more, was in such a matter-of-fact manner that the mother, played by Beth Lockerbie, evidently was arranging the acquisition of a husband with about as much feeling in her voice as when purchasing a package of her favorite cigarettes. All in all, though, the acting was top drawer stuff and kept me away from "Mr. District Attorney."

SUGGEST CBC SYNCHRONIZE

(Reprinted from "Sudbury Star")

One of the most practical suggestions for the solution of the CBC's wavelength problem came up at a convention in Toronto. Richard Lewis who has had a wide experience as editor of radio journals suggested the CBC synchronise their high-powered stations.

This would enable the CBC to broadcast from as many points in the Dominion as they wished, all on the one wavelength.

If the wavelength, for instance, of 900 kilocycles was selected, all CBC stations would be operating on this frequency and their signals synchronised so they could not interfere.

In this way, the CBC could reserve for themselves three channels and be assured of complete coverage throughout Canada for three networks. This system was used very extensively during the war throughout Great Britain and in European countries.

It was brought about through necessity of conserving air channels so that whenever an air raid warning was issued, the stations did not have to sign off.

Under the British system, planes which would pick up the London broadcast station would find it fading out and one in Northern Scotland replacing it immediately and consequently were unable to use British Broadcasting signals in directing them to the vicinity of their targets.

Synchronised systems of broadcasting have been tried in the United States and found excellent. In places where the station does not get a good coverage a satellite station is set up and synchronised with the master.

As the synchronised radio setup for Canada is entirely feasible from a technical and certainly from a practical angle, it would place the CBC in the position where it could give listeners the choice of two or three programs in any part of the Dominion by tuning into the frequency assigned. The only possible objection to the system would be that the CBC could no longer raise the "hue and cry" about insufficient frequencies forcing private stations to remain on low power.

While the CBC has not replied to this suggestion, it would seem to be worthy of consideration for it would solve all their transmission problems.

STARS TO BE OR NOT TO BE



A one-woman jam session develops after the broadcast as Doris Veale goes out for the cast of Whitehall "Stars to Be." Left to right: Doris, producer Dick Fonger, Dennis Murphy, Patricia Miles and John Drainie.

More than 30 radio aspiring youngsters have been given that sought-after "break" on Whitehall Pharmacal's "Stars to Be" dramatic program originating from Toronto to the Trans-Canada network and now heading into its third 13 week series. The youthful winners write in for auditions and are then featured in 15 minute plays written, produced and directed by Canadian artists.

Listeners to the programs play an important part. Their letters decide which of the performers in each series will be given a trip to New York and auditions at Columbia and NBC. The winners also get a movie test at Arthur Rank's Queensway Studios in Toronto.

The young men and women of "Stars to Be" hail from every province and their backgrounds are as varied as the dramas in which they

appear. Stenographers, lab assistants, dancers, singers and war veterans all have had the chance to show what they can do.

Typical is the star of a recent broadcast, Patricia Miles of Cobalt, Ontario. Patricia sang with an orchestra but had her eye on a radio career. An audition gave her a chance of two appearances with Whitehall "Stars to Be" and encouraged by her success she has decided to devote her full time to radio acting.

Though the newcomers are the stars of the program, they are given the support of such veteran actors as John Drainie and Dennis Murphy. Dick Fonger, Rai Purdy Productions, is the producer; Don Sims, announcer and Lorne Greene acts as narrator. Incidental music on piano and organ is provided by Doris Veale.

CHUM Appointments

Molly Ford, commercial manager of CHUM, Toronto, has been appointed manager of that station. Ford entered the radio field in 1930 at CJCJ, Calgary and has been with the VANCOUVER SUN at CJOR, Vancouver. He served with the RCAF and in 1944 joined the National Film Board. Early this year, he joined the sales staff of CHUM, was promoted to commercial manager, and will continue to hold that post with that of station manager.

Harry Sayers, former news editor of MARKETING, Toronto, has been appointed Public Relations Director of CHUM. Sayers joined the editorial staff of the TORONTO STAR in 1939. He served as Radar Mechanic and Instructor with the RCAF from 1941 to 1945, at which time he joined the news department of MARKETING.

CAB Travellers

Harry Dawson, manager, and Jim Allard, director of public relations, of the Canadian Association of Broadcasters, observed operations at the NAB headquarters office in Washington early this month. They conferred with Justin Miller, President, and A. D. Willard, Jr., Executive Vice president, and others.

ATTENTION STATIONS AND AGENCIES

Young man, 26, with 10 years broadcasting background including, announcing, publicity, scripting, sports and production seeks opening with station or agency. Veteran. Top references. Married. Available immediately.

Box 575 Canadian Broadcaster, 371 Bay St., Toronto

How They Stand

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

DAYTIME		EVENING	
<i>English</i>		<i>English</i>	
Happy Gang	20.6 +.3	Charlie McCarthy	37.7 +4.5
Big Sister	18.0 +.7	Fibber McGee & Molly	37.4 +2.3
Ma Perkins	17.8 +.5	Lux Radio Theatre	35.9 +2.0
Pepper Young	16.5 -.6	Ozzie & Harriet	25.3 +2.2
Life Can Be Beautiful	15.3 +.3	Fred Allen	23.5 new
Lucy Linton	15.2 -1.2	Amos 'N' Andy	22.7 res'ng
Laura Limited	15.1 +.3	N. H. L. Hockey	21.9 res'ng
Claire Wallace*	14.9 +.2	Alb. Familiar Music	20.9 +2.1
Household Counsellor	14.1 +.5	Waltz Time	19.8 -.1
Road of Life	13.9 -1.5	Bob Hope	19.7 +3.9
*3 a week (All others 5 a week)		<i>French</i>	
<i>French</i>		Enchantant dans le vovoir	
Jeunesse Dorée	26.5 -.8	Radio Carabins	38.5 -2.4
Rue Principale	24.0 +.5	Un Homme et son Pêché	37.5 +1.8
Joyeux Troubadours	21.4 +3.0	Ralliement du Rive	36.0 -.3
Vie de Famille	19.9 +1.7	Tourbillon de la gaiete	34.4 res'ng
Tante Lucie	17.8 +.9	Nazaire et Barnabé	33.2 +3.5
Quelles Nouvelles	15.0 +.3	Métropole	32.3 +1.9
L'Ami du Consummateur	14.7 -2.3	Mine d'Or	30.0 res'ng
Le Quart d'heure*	13.6 +.2	Talents de chez nous	29.9 same
Madelaine et Pierre	11.0 -.3	Qui Suis-je?	29.4 -.4
Courrier Confidences	10.2 +.4		
*2 a week (All others 5 a week)			

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everyone of our friends and associates
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to be original in our greetings because those
familiar words you hear every year around
this month of December sum up the sincere feel-
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A HAPPY AND SUCCESSFUL NEW YEAR

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CABLE FROM KENT

"Topping trip, Bung ho . . .
. . . . Dick."

* * *

THINGS TO COME

The CBC may introduce tele-
vision in Canada, says a
newspaper headline.
Now will we have to look at
it too?

* * *

VOICE OF VICTOR

"It took Dick Lewis five
years to dream up his trip
to England as an excuse for
holding his Christmas shindig
before the RCA party—that's
going a bit far, isn't it old
boy?"

—:Len Headley

* * *

THE MOURNING AFTER

It is understood that prepara-
tions for our Christmas radio
fare are now well advanced,
and that commercial announ-
cers are polishing up their
vocabulary on the subject of
upset stomachs.

—:Saturday Night

* * *

THOUGHT FOR TOMORROW

Be sure to speak to your pals
on the way up—because
you'll always meet them on
the way down.

* * *

PAN MAIL

Dear Dick: Let me be one of
the very few to wish you a
safe return to Canada.

—:Art Evans

* * *

TO SAY NOTHING OF 15 & 2

Overheard at ACA conven-
tion luncheon: Guys who in-
troduce guest speakers are
what's wrong with advertis-
ing.

* * *

LOST WEEKEND

"'Hollywood Revue'
all the news about top-tank-
ing movie stars."

—:CHUM release

* * *

GREAT DAY

It's to be hoped that during
next year's observance of its
25th anniversary, private
radio will associate silver
with something a bit more
specific than the jingling of
the cash register.

* * *

ANNO DOMINI 1947

The best of everything
during the lucky seventh.

What do you mean by
First?

Do you mean "earliest"
 . . . or "of highest repute?"

Whichever way you take it, CFRB is the *best* radio buy in Canada's richest market!

THE FIRST TWENTY YEARS:

Since 1926, this station has pioneered! Today, it *still* pioneers, spending more money, working towards an even more successful future. As one small example, CFRB has been broadcasting Frequency Modulation for six years. Because this station serves Ontario listeners best, it pays *you* best as an advertiser!

PUBLIC SERVICE:

In Ontario CFRB is first for entertainment, first for information,

It supports every first for inspiration. It reports all important community effort, at its broadcast news and rounds out public service pattern with excellent planning programs. By consistent schedule, a balanced program and holds a *loyal*, CFRB has built up responsive audience.

SALES RESULTS:

This station is the *unquestioned first* in Ontario. as an advertising buy like (1) widest The proof is simple: share of popular coverage (2) largest listener loyalty programs (3) greatest *most productive* . . . and you have the *best* in a CFRB station. An investment! audience is a *solid* investment!

CFRB

FOR
 PLANNING NOW
 THE NEXT TWENTY YEARS!

BRITISH COLUMBIA

BRITISH COLUMBIANS ARE RADIO CONSCIOUS!

Fact No. 4:

They can't help but be! Radio has an 84 per cent saturation record in this vast province and radio here has done the job of giving a million people a day-day contact with their neighbours, their nation and the world.

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unless you cover
British Columbia
by RADIO*

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