

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 11

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June 7th, 1947

NEWS in BRIEF

The sympathy of the industry goes out to Frank Squires, manager of Station CJCS, Stratford, whose wife passed away Wednesday, May 28.

The new Sudbury bilingual station, CHNO, will open June 28 under the management of Alex Robinson, formerly with CFPL, London. The station will operate on 1 kw., 1440 kc., and will be nationally represented by James L. Alexander.

The Ontario Broadcasters Open has been called for June 26 at the Andrews Course, and is the All-Radio-All-Ontario golf event. Entries are limited to 200 at most. The committee, headed by Foster Hewitt, includes Waldo Hen (CKEY), Bill Baker (CFRB), Jim Savage (Cockfield Brown), Claringbull (CBC) and Gordon Blair (CFRB).

CJ, Calgary, has been authorized to increase power from its present 100 to 1,000 watts. Two 100-foot towers will be constructed on the Strathmore Road. The station's wave length will be changed from 1230 to 1140 kcs.

George Cecil Watson Browne, of Ottawa, has been appointed controller of radio in the Department of Transport, succeeding Walter Rush, who retired last year. Brown has been acting controller since Rush's retirement.

The Temiskaming Printing Company, of New Liskeard, Ontario, is reported to have been granted a license for a 250-watt station, to commence operation November 1, on 240 kcs.

The next meeting of the CBC Board of Governors will be held in Toronto on June 16 and 17. Although details of the agenda have not been announced, discussion will probably center on the construction of CBC's new 50 kw. outlets at Winnipeg, Lacombe and Toronto.

Eric Choyce has joined Young Rubicam Ltd., Toronto, as an assistant executive. He was formerly with Cockfield Brown & Co., Montreal, and former manager of CJ, Halifax.

Programs aired by CKWS, Kingston, are being now broadcast simultaneously over FM station CKWS, operating on channel 242, at 6.5 megacycles.

Donald Manson, CBC's assistant general manager, is attending the International Telecommunications Conference (Page 20) at Atlantic City in an advisory capacity for the Canadian representatives.

THE MEN BEHIND THE MEN BEHIND THE MIKE



This issue's picture headlines go to the CAB management who, at the time of being photographed, were dividing their energies between the Ottawa presentation of the CAB Brief and the CAB Convention at Jasper. From left to right they are: Doug Scott, Director of Broadcast Advertising; Jim Allard, Director of Public Services; Arthur Evans, Secretary-Treasurer; Keith Rogers, Honorary President; Harry Dawson, Manager and Chief Engineer; inset, Harry Sedgwick, Chairman of the Board.

CAB Seeks Bill of Rights

Wants Neutral Regulatory Body to Rule CBC and Indies

The CAB urged the Parliamentary Committee on Broadcasting this week to give radio the same legal right to freedom of expression as the press. It asked for an independent regulatory body responsible directly to "Parliament," which is elected by the people, rather than to "Government," which, though theoretically appointed by the Crown, is actually selected by the Prime Minister.

Joseph Sedgwick, K.C., CAB general counsel, who made the presentation, asked for an overhaul of radio broadcasting legislation to establish a charter under which both publicly-owned and independent stations might "expand, prosper and serve".

In support of this plea, a draft "Bill of Rights" for radio was read, under which radio would have the legal established right to freedom of speech, rather than being subject to the grace-at-the-moment of CBC governors, who, under the Broadcasting Act, are subject to the whim of an "appropriate minister". (To date, radio has come under the jurisdiction of the following ministers: Marine, Fisheries, Railways and Canals, Transport, National War Services, Munitions and

Supply and National Revenue.)

Under the suggested Bill, independent and government stations would operate on a basis of equality under the regulatory body.

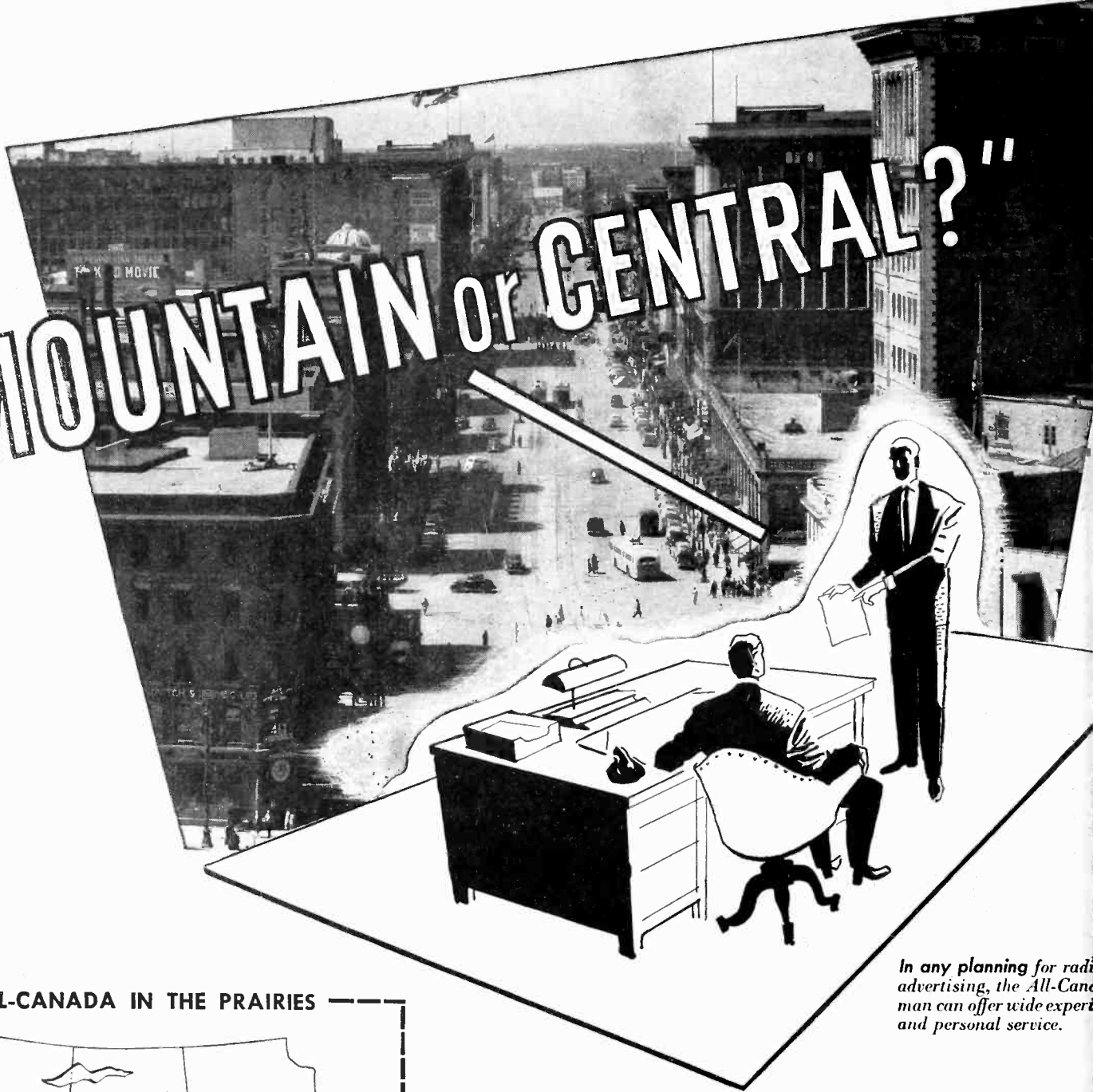
Stress was laid by the CAB on the difference between "Parliament" and "Government". "Parliament", it was pointed out, "moves in the full light of publicity, and cannot act without full discussion. Moreover it represents all shades of political opinion, not just one". By contrast, "Government" usually deliberate in complete secrecy and represents but one shade of public political opinion. (This can often be a minority opinion in a multi-party country, whatever party may be in power. For example, in the present cabinet, out of twenty posts, the Prime Minister was virtually given the Glengarry seat; the Hon. W. McL. Robertson was appointed, in his capacity of majority leader of the Senate. Of the remaining eighteen, no less than seven ministers were elected by the minority vote of their constituents. These were the Hon. D. C. Abbott, H. F. G. Bridges, Colin Gibson, J. A. Glen, Ian MacKenzie, James A.

McKinnon and I. Humphrey Mitchell.)

The brief pointed out that under the present system, the government, by executive action, and through its Canadian Broadcasting Corporation, has absolute control over everything broadcast in Canada. The Government (not Parliament) appoints the governors of the CBC, is responsible for the conduct of the CBC, in effect, controls freedom of speech on the air, freedom of the press insofar as its use of wireless transmission (facsimile) is concerned, and even messages between private companies and friends, when radio transmission is used.

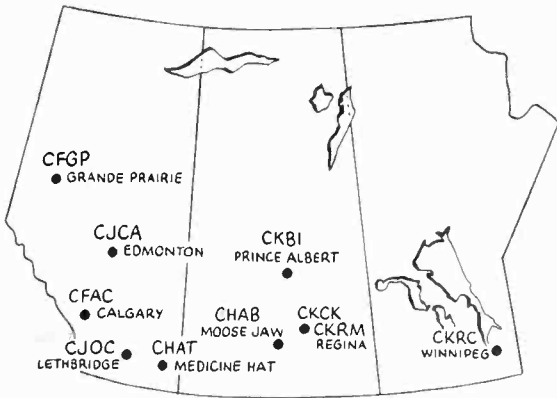
Many excerpts were quoted, both from Radio and the Broadcasting Acts, to show that the CBC is not, in fact, an independent body, but that it is completely under the control of the executive of the day, be that executive Liberal, Progressive-Conservative, C.C.F. or any other. It contended also that the Radio Act, which still stands almost unrevised, was originally intended as a mariners' aid, in the days when radio activity was used solely for marine communications.

"MOUNTAIN OF CENTRAL?"



In any planning for radio advertising, the All-Canada man can offer wide experience and personal service.

ALL-CANADA IN THE PRAIRIES



These three grain-growing provinces account for over half the agricultural production of Canada. And the population in this vast farming country totals well over two million. The widespread audience of Alberta, Saskatchewan and Manitoba can be reached best through these ten All-Canada stations.

THE HOUR'S DIFFERENCE in time between the two zones in the Prairie Provinces must be taken into account, when arranging radio coverage in this area. But this presents no difficulty, when your programme is spotted over the All-Canada stations. Your message can be timed to hit Winnipeg and Edmonton at the same hour.

Around the clock, across the country, All-Canada can serve you better, because of these specific features:

1. A strategic combination of any of thirty coast-wide stations can provide the best possible coverage pattern over the areas in which your market lies.
2. A carefully planned time-table makes possible your show being broadcast at a desirable time in each of the five time zones across the continent, at the peak listening time in all regions, in a favourable position on each station's programme schedule.
3. Broadcast originates on local, independent stations, each serving its own community, each commanding a ready-made, sympathetic and loyal audience.

Whatever your problem, call the All-Canada man. He can help you plan a campaign to fit your market and your budget.

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER



CALGARY



WINNIPEG



TORONTO



MONTEAL

GREETINGS TO C. A. B. DELEGATES

Committee Bickers On Letter of Praise

A letter from Major General D. C. Spry, commending the private stations for assisting the Boy Scouts, lit fires of disension in the Parliamentary committee last week.

"Does he mean to suggest that he has received generous treatment from the private stations, by inference, not from the CBC?" M. J. Coldwell, CF Leader, wanted to know, adding: "I should like General Spry to explain that."

A heated argument ensued, after which John G. Diefenbaker (P.C., Lake Centre) warned that one of the great dangers is that "when anyone the interests of keeping the records clear, makes representations that are not acceptable to the CBC, those records are described as propaganda."

To Produce Correspondence

At another stage of the committee's proceedings it was agreed, after pressure from Diefenbaker, that CBC files could be searched so that letters from Cabinet Ministers to CBC officials regarding the licensing of private stations' responses might be made public. Chamber of Commerce Letter Representations contained in a letter from the Canadian

Chamber of Commerce addressed to the chairman and read to the committee urged the placing of broadcasting under the jurisdiction of a body independent both of CBC and private stations.

"We believe that the private stations have an essential role to play," the letter said in part, "and in order to fulfil their responsibilities, they must have security of tenure. In no type of enterprise is compulsion and uniformity so dangerous as in the dissemination of information and opinion.

Undetermined on Facsimile

Any step by the CBC into the field of facsimile broadcasting of newspapers would be a matter of public policy decided by the Government and Parliament, the CBC Chairman, told the committee.

Mr. Diefenbaker and E. G. Hansell (Socred McLeod) had contended at a previous committee meeting that the CBC had power to go into that field with results that could eliminate the newspaper business as now constituted.

"You have that power," Mr. Diefenbaker said. "I don't know," said Mr. Dunton. "We simply haven't considered it."

CAB Highlights

Business has been condensed at the CAB Convention into the first day (9) and the morning of the fourth day (12).

On June 9, the luncheon meeting will be addressed by Joe Sedgwick, "The Parliamentary Committee."

Topics for the afternoon, with Mr. Rogers in the chair, include a report on Performing Rights (by Joe Sedgwick); recommendations from Board; discussion of Parliamentary Committee presentation.

At 5.30 p.m., the WAB is giving a cocktail party, and at 8.00 p.m. Mr. J. G. Scott will make his presentation on "Radio for Retailers."

On June 10 Bert Cairns takes the chair for a discussion on "Radio's Post-War Selling Job." Dick Rice presides at lunch and Johnny Gilchrist of WOW, Omaha, popular personal visitor at CAB conventions, will speak on "International Aspects of Broadcasting."

The afternoon will be devoted to the annual meeting of the Bureau of Broadcast Measurement.

The Marconi Company is staging a cocktail party at 5 p.m., followed by the annual dinner.

On June 11 calls for two morning sessions; first Frequency Modulation, presided over by George Gandler; then Radio Research with Tiny Elphicke in the chair. The luncheon meeting will be addressed by R. J. Burton, Assistant Secretary BMI, New York.

For the afternoon delegates will choose between a golf tournament and sight-seeing tour.

For dinner, the CAB will play hosts to the CMA, and will hear an address by W. J. Sheridan, of the Chamber of Commerce, entitled "The Price of Freedom."

June 12 is an open meeting when the new board will be elected, and a proposed "Wax Network" will be discussed. The meeting will adjourn with a closed session in the afternoon which will be devoted to CAB business.

Move Towards Program Exchange

A constructive step towards getting the people of Canada better acquainted with one another comes up with Frank Ryan's invitation to independent stations to send transcriptions of some of their own programs, for airing by the newly-opened Ottawa station, CFRA.

Time across the board will be provided in order to feature such programs, running consecutively. The suggestion is that one of the most popular or characteristic local programs be recorded with an opening and closing announcement to the effect that "Radio Station CXXX welcomes CFRA to the air and sends along this program of greeting," or other appropriate words. The programs will be publicized in advance of airing.

SERVING Agencies — Stations and Advertisers William Wright

Representing

CKAC Montreal

CKCO Ottawa

CKSB St. Boniface

CKCR Kitchener



"LUCKY, THE BRIDE - - -"

Lionel's "HOPE CHEST" program, planned for the month of June, will give some new bride a start in setting up house.

"HOPE CHEST", a Monday-Saturday feature of two sessions, daily, is a participating show with a popularity poll format. Purchasers of sponsors' goods vote for the June bride of their choice. At termination of series, the newlywed with largest number of votes will receive a \$25 gift from each participating sponsor.

Locally-produced shows to meet every occasion and suit every taste are reasons for CKCW's popularity in the Maritimes.



MONCTON

NEW BRUNSWICK

The Hub of the Maritimes

Representatives Stovin & Co., Toronto - Montreal..

Our Guest Speaker is:
W. H. STOVIN

Manager, Station CJBQ
Belleville, Ontario



"Currently, Radio and its advertisers are coming in for considerable criticism. Objection is levelled at what is termed 'over-commercialism'. Claims are made that Advertisers control listening fare.

"These detractors may kid themselves. We don't. Being on call in 23,230 (1944) radio homes makes us appreciate that we have more bosses than our principals — thousands. If we don't program for their needs — provide music, news, entertainment, services — better than anyone else, a tuning knob quickly settles our hash. Results come fast.

"And speaking of results:

"A local client, a Dairyman, sponsoring a noon newscast, wrote a cancellation letter. Salesman's calls elicited reply of 'no results'. Salesman asked to see delivery records. Simple arithmetic proved there was constant increase in monthly sales since program first aired. Client called for help. Accountant verified mathematics. Testimonial: Client now sponsors two daily newscasts.

Result:—More results."



W. H. STOVIN

HORACE N. STOVIN & COMPANY

Radio Station Representatives

for these Live Radio Stations

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

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME



"Grigsby, in this vast cathedral of nature, one experiences the difficulty in diagnosing the statistical efficacy of the Bureau of Broadcast Measurement or even the program preferences of Canadian women."

CBC PLEADS POOR

WANTS LICENSE FEES WITHOUT DEDUCTIONS

A. Davidson Dunton, and Dr. Augustin Frigon, respectively CBC chairman and general manager, both emphasized shortage of revenues for the National Broadcasting System, during their appearances before the Radio House Committee.

Ever-increasing costs without the revenue to take care of them had put the National Broadcasting System in an economic squeeze, Dunton said.

Says Spots Are Profitable

"Final necessity has pushed us into taking a very restricted amount of non-network commercial programs on some CBC stations", he stated. He went on to point out that "the real money lies in the spot announcements and spot or non-network programs", adding: "the Corporation, presumably, could not go out on a major effort to increase commercial revenues," which would bring in only a limited revenue, and would "seriously affect the service which the Corporation is now rendering."

Wants Full License Fees

Stating that the CBC is caught between the "anvil of limited revenues and the hammer of increasing costs", Dunton went on to say that as a result of Parliament's failure to give the CBC the full amount of the license fees, without the subtraction of the costs of collection and administration, stringent economies had to be effected.

"We know that there are

many things which the national system should do if it has the means", he said. "It must provide more good programs for Canadians for Canadian Canadians should play an even greater role than it does today in the development of the cultural life of Canada. It should do still more to develop and hold Canadian talent. It should improve the quality of its services. It should find better means of finding out what listeners want to help what they think of programs on the air. But all these mean cost money. The National Broadcasting System can carry out its duty of serving Canada only so far as it has the means to do so."

He expressed the hope that this year Parliament would recommend granting the CBC the full license fees.

Dr. Frigon told the committee that the CBC had to do a budget for this year with an anticipated deficit of \$5,000,000 before depreciation. His operation would have entailed a deficit of \$450,000, he said, and only drastic cuts made possible to reduce the deficit to \$265,000. "This we can manage this year by spending from our reserve", he said. "It is less Parliament authorizes the Government to take care of the cost of collecting license fees we will have to modify our fundamental operations completely for the year 1948-9. I am completely revamping our organization toward our present organization."

CANADIAN BROADCASTER

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"The CBC cannot raise the cultural level of Canadian listeners by just putting on programs. In a democratic state, you cannot issue an edict compelling people to listen to a Brahms Concerto every Wednesday; neither will they listen to Penelope Popplethwaite's talks on 'The Vitamin Content of Your Goat's Cream' unless they want to."
—July 1942

"If radio has a public relations set-up, it is falling down on the job; if it has none, it is high time something were done about it. And whatever is done must be done, not before a mutual admiration society of fellow-sufferers, but right into the hearts of Mr. and Mrs. John Q. Public. And how to reach their hearts? Why not try radio?"
—January 1943

"... the broadcasters have armed their competitors with the ammunition they are so competent to use against them, and they have contributed to the CBC's belief that it must subject the industry to constant and rigorous regulation..."
—March 1943

"Surely the public, whose servant the CBC is supposed to be, should not countenance, if they knew the circumstances, a second government network which would multiply the strangle-hold the government has already applied to the entire broadcasting industry in this fair democracy of ours."
—April 1943

"In their pulpits and their classrooms, in their law offices and their operating theatres, on their farms and in the Houses of Parliament, those who direct the radio activities of the country (CBC Governors) may be paramount among citizens, and invaluable in the services they render to their country. Let them serve where they are best able to serve, and let the radio industry, public and private, be directed by people who know radio."
—May 1943

"Radio's control by the CBC, as government commission, could be of benefit to the country, just like the Railway Commission, or, like the United States, the Federal Communications Commission. ... But as for these commissions starting in business in opposition to and partially capitalized by the private organizations they are appointed to regulate, even an pathetic public should shiver in its shoes, for under such a state of affairs, democracy becomes a myth, and freedom of speech a fading memory."
—July 1943

"Private radio ... can (either) harness its own resources, aided by the ablest publicity brains it can persuade to espouse its cause, to combat the formidable forces that are arraying themselves against it; or it can shrug its shoulders and prepare to fold its tents during the next few years."
—September 1943

"For too long, broadcasters have assembled at their various conventions, discussed the menaces of the moment, solemnly determined that something must be done, and then returned to their respective bailiwicks to pick things up exactly where they left them."
—August 5, 1944

"There is no sense in kidding ourselves, gentlemen of the radio industry. What the CBC wants, it goes after, and gets."
—October 6, 1945

"... the day is fast approaching when the CBC will be able to tell the basic private stations of those coveted networks that their contracts will not be renewed on expiry, because the chain of 50 kilowatt stations with which the MacKenzie King Broadcasting System is slowly straddling the country will by then be able to provide all necessary outlets for the networks which it has graciously permitted the private stations to build up for it."
—May 4, 1946

"This paper urges that the Canadian Association of Broadcasters set up immediately a competent Information Department. This department, which should be placed in charge of an experienced news man, should keep the press advised upon every incident that could be interpreted as further encroachment by the government on freedom of speech. ... But it must be borne in mind that neither the press nor the members (of Parliament) are concerned with the well-being of private radio."
—May 25, 1946

"Now a brochure is being issued by the CBC, offering agencies and their clients 'spot' or single station time on any of its own stations. ... What is more it is cold-bloodedly purloining well-listened to frequencies which have been built up by its independent competitors, to strengthen its position in the advertising field."
—July 6, 1946

"The 1946 presentation (to the Parliamentary Committee) marks a change from previous windmill-tilting. For the first time, those called upon to act as independent radio's advocates have been able to go to Ottawa with constructive evidence to present. Here is the first step towards the elimination of unfair and unconstitutional radio control. Complete attainment of the goal must take years."
—July 20, 1946

"You have to be big enough to see that the good of your individual business operation is wrapped completely in the good of the industry of which it is a part. You have to be big enough to spend time and effort in British Columbia, fighting for the weal of your colleagues in the Maritimes. You have to be big enough to associate-not to disassociate."
—August 3, 1946

ONE MAN'S OPINIONS
Excerpts from Canadian Broadcaster
Editorials
1942 - 1946
— by —
Richard G. Lewis.

"The CBC networks will stand or fall through private enterprise, and private enterprise will sink or swim with the survival or destruction of freedom of speech as personified by a free press or a free radio."
—November 1943

Unquestionably the failure of the CAB to seal the Parliamentary Committee on any of its points is attributable entirely to the failure of the CAB stations to arm the CAB counsel with the ammunition he needed to fight their cause."
—August 19, 1944

"... the day may soon dawn when you will find on your desk a letter from the government informing you that it has established its own offices in competition with yours, and that in future you will sell your bonds or your bananas, your motors or your manicure sets, your pills or your policies, in accordance with an enclosed list of regulations, or else..."
—January 1944

"There is no CBC regulation to prevent the private stations from establishing their own co-operative production centres, patterned after the order of the Radio Bureau. The normal laws of progress are screaming for a new step forward."
—September 23, 1944

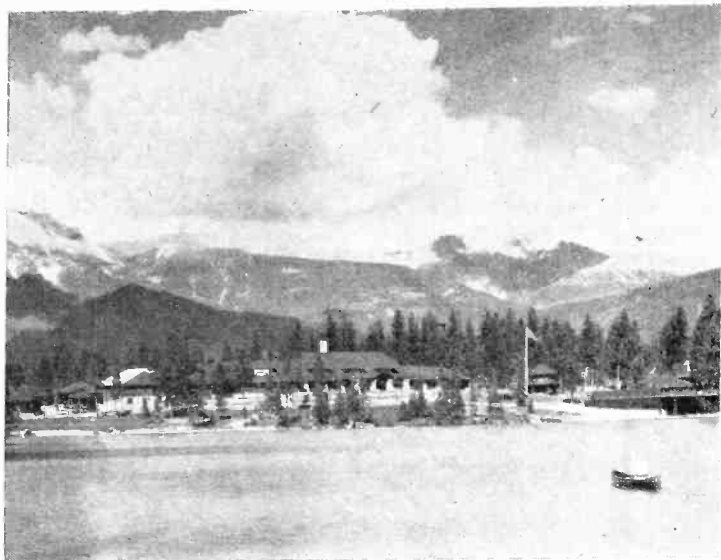
"Delay after delay has nearly cost private broadcasters their right to live. Further procrastination may cost the Canadian public its rights to the advantages resulting from the natural growth of the radio craft. 'D-Day' has arrived, and the 'D' is for desperation."
—May 1944

"Private radio's only answer to the strength of the CBC networks is to continue to devise program ideas where promotion charges can be shared between the stations like 'Report from Parliament Hill'. ... Only in this way can programs be produced which will compete in interest with network shows."
—March 19, 1945

"By a subtle policy of doing everything in its power to restrict the operation — thinking even — of private broadcasting stations to their own immediate areas, the CBC has made it virtually impossible for the industry to make even a reasonably constructive presentation to the Annual Committees. The private stations themselves, as well as their mentor, the CAB, have helped the CBC to accomplish this by their persistent failure to rise above the 'isolationism' that has been thrust upon them."
—June 24, 1944

"... (Socialism) is the direct result of business' abuse of its own privileges. ... Socialism is a drastic dose of castor-oil, designed to cure an equally drastic belly-ache, brought on by prolonged orgies of self-indulgence at the expense of others."
—June 23, 1945

"... the government operated Canadian Broadcasting Corporation is all ready for the day when a Hitler or a Mussolini may sweep into power and use it against us as those tyrants used controlled radio against their own people."
—July 7, 1945



JASPER PARK LODGE

WHAT YOU SHOULD KNOW WHILE AT JASPER - - - -

JASPER! Take the name itself. Where did it come from? The story behind that question has become a legend out West, a legend about a mysterious yellow-headed trapper named *Jasper Hawes*; but as to why the park was named after him . . . well, that's part of the mystery of the Rockies! No one has ever been found who can solve this mystery of Jasper! The name just stuck! Just as certain names always seem to stick in the minds of radio men. Names like the show in Montreal now pulling 17.1! Yes, we think you will forgive a slight look of pride on our faces over our "HOLLYWOOD RADIO THEATRE"! And say, did you know there are 200 1/2 hr. shows available . . . But let's get back to Jasper. . . .

Jasper's a spot YOU, personally, can be proud of! Know why? Maybe you haven't heard, but Canada's Jasper National Park is, bar none, the largest National Park in the world! A Park with world-famous peaks like *Mount Robson* and *Mount Athabaska*. How large?—4,200 unsurpassably beautiful square miles of forests, glaciers and snow-capped peaks! Do you believe in figures? We do. You see, a certain figure and fact are mainstays of ours. The fact is 'Twice the value for half the price', and the figure is 3,500. And we hear they're the most talked about money-saving values in radio, for that's our U.T.S. LIBRARY we're talk-

ing about. 3,500 great recordings with monthly releases of 60, all at half the cost of other libraries. Figures don't lie. . . .

Jasper News—Jasper's going to be three business-packed days. Remember last year? But there will be those few free hours to kill. Want some tips? For golfers, there's 6,700 yds. of challenging greens. For fishermen, Rainbow Trout at *Tonquin Valley* and 'Square-tails' at *Maligne Lake*. Or heave onto a saddle for a two-hour ride to *Pyramid Lake*. There's always something new doing at Jasper. But at the CAB conferences there YOUR'E going to want to know what's new in e.t.'s! And we've a natural. Tenor Jimmy Nolan, accompanied by an organ, singing those beautiful "MELODIES THAT ENDURE" that everyone loves. And there's 78-1/4 hrs. available right now. It's brand new, and a natural!!! Say — that's not a fir branch banging against your cabin door. That's opportunity a-knocking!

Just one last thing! The *Canadian Radio Manufacturers* are combining in equipping an FM Broadcasting Station. It's your golden opportunity to combine business with pleasure, for they'll be using the U.T.S. Library. . . . Just remember the peaks of Jasper! They're unsurpassable! And like our shows and Library! . . . they're yours. . . . Exclusively!

EXCLUSIVE RADIO FEATURES

14 McCaul Street - - - TORONTO

Stations File Promises Of Performance

All but one of the private stations returned their "Promise of Performance Forms", CBC Chairman A. D. Dunton told the Parliamentary Committee, the majority of stations supplying a satisfactory amount of information. The Board had decided to recommend the renewal of all licenses this year, he said, and next March to "carefully consider reports on the actual performance of stations."

Dunton stated that there was a number of stations which, while they supplied information, some of it quite voluminous, did not cover some of the specific points asked in the questionnaire. Next March, he said, the board will "carefully consider the reports on the

actual performance of stations. Stations from which incomplete information was received," he continued, "were warned that this will be taken into account when the Board is considering its recommendations for the renewal of licenses for 1948-49."

Dunton told the Committee that the private stations have been asked their opinions about draft forms which have been drawn up for reports by licensees on their actual program performance during the present year. He said that the CBC had not yet heard back from the CAB.

"On the basis of these reports on actual program performance," he said, "checked by the Corporation where necessary, the Board will make recommendation for the next licensing year."

This action on the part of the CBC followed last year's Committee's recommendation that the Corporation should, under Section 24 of the Broadcasting Act, review the activities of private stations before making recommendations regarding the renewal of their licenses.

It was also recommended, Dunton pointed out to the present Committee, that as a condition of the issuance of renewal of its license, "a private station would be required to submit undertaking that it would faithfully perform its duties as a trustee of a radio frequency, and would indicate the amount of time and what proportion of its revenue it is prepared to devote to local community events, and the discussion of matters of local interest and the development of local talent and other public service broadcasts."

Foresee Sets For \$750

Radio and television sets which may sell for as little as \$7.50 each, and possibly less, are foreseen as the result of developments by Herbert Sullivan, an electronics engineer of Greenwich, Conn. (CB April 5). Sullivan has developed a method of producing 500 complete radio circuits in one hour, requiring only a few soldered connections and fitting into cabinets. Copper wiring and soldering is largely eliminated by spraying the circuits on plastic boards with aluminum or silver paint, almost entirely doing away with the work entailed in assembling the components.

A plant to manufacture the Sullivan receivers is being built at West Point, Va., production is expected to be under way within eight months. The first receiver will be the West Point Cadet six-tube AC-DC model.

MARCONI ENGINEERING CONSULTING SERVICE

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

- 1. Spectrum Search**
the investigation, field work and study of existing frequencies to devise the best available field pattern.
- 2. Design of the Antenna**
and accessories to provide the pattern.
- 3. Preparation of Findings**
in acceptable documentary form for presentation.
- 4. Attendance before**
licensing authorities, if necessary when application is being considered.

A preliminary discussion of your radio engineering problems will not commit you in any way. May we serve you?

Canadian Marconi Company

Established 1903

MARCONI BUILDING • MONTREAL

Vancouver • Winnipeg • Toronto
Halifax • St. John's, Nfld.

MARCONI

The Greatest Name in Radio

CANADIANS OF ALL WALKS FAVOR PRIVATE RADIO

Public opinion, in all political parties, favors private radio as opposed to government ownership, according to the sixth in a series of public opinion polls conducted across Canada by Elliott-Haynes Ltd., and presented by Walter Elliott to the Radio Committee following the CAB Brief.

C.C.F. members were disclosed as the least favorably disposed, polling 50.3 for private ownership, and 36.2 for government ownership. Progressive Conservatives headed the list with 61.9 to 22.2; Liberals came a close second with 60.9 to 21.5.

The surveys showed that supporters of private radio across Canada increased from 44% in September, 1944, to 57.8% in February, 1947, while support of government operation declined from 36% in September, 1944, to 24.1% in February, 1947. All of the six surveys showed a majority in favor of private ownership.

Urban and Rural

Elliott presented several "break-downs" of the 1947 survey. He disclosed that the

urban population went 58.7% and the rural population 56.5% for private ownership, while the figures for government ownership were 23.8 and 24.5 respectively. 12.1% of the urban respondents and 12.2% of the rurals favored the present system of part public and part private operation.

Men and Women

Men who favored private ownership of radio were 60%, with 25% in support of government ownership. Women went 56.5% for private ownership and 24.5 for government ownership. Here again 12% of both men and women favored both systems.

Rich and Poor

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CLIPPED!

Special clipping service to the radio industry, advertising agencies and their clients covering all phases of radio, including personal mentions.

\$5.00

Per Month
Covers
100
Clippings

●
**ADVERTISING
RESEARCH
BUREAU**
191½ Yonge Street
Toronto

A New Market

for National Advertisers!

- There'll be added volume soon to the "Friendly Voice of the Prairies"
- More listeners will enjoy more programs, more public service, when our power goes to 1000 watts on 1140 kcs.
- We'll be tossing a strong signal into the rural areas of Central Alberta
- From here in it's

TRIPLE COVERAGE
Plus NIGHT COVERAGE

— on —

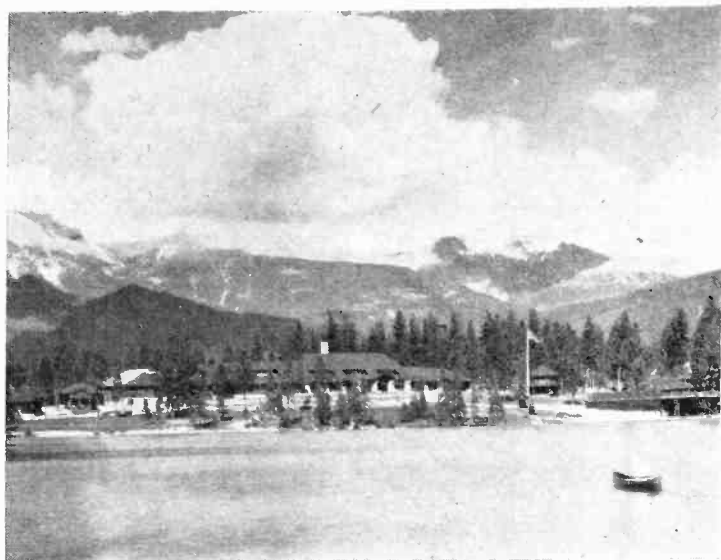
C J C J

CALGARY

1000 WATTS ON 1140 KCS. SOON

National Representative:
JAMES L. ALEXANDER
Toronto — Montreal

GREETINGS and BEST WISHES to the C.A.B. DELEGATES



JASPER PARK LODGE

WHAT YOU SHOULD KNOW WHILE AT JASPER - - - -

JASPER! Take the name itself. Where did it come from? The story behind that question has become a legend out West, a legend about a mysterious yellow-headed trapper named *Jasper Hawes*; but as to why the park was named after him . . . well, that's part of the mystery of the Rockies! No one has ever been found who can solve this mystery of Jasper! The name just stuck! Just as certain names always seem to stick in the minds of radio men. Names like the show in Montreal now pulling 17.1! Yes, we think you will forgive a slight look of pride on our faces over our "HOLLYWOOD RADIO THEATRE"! And say, did you know there are 200 1/2 hr. shows available . . . But let's get back to Jasper. . . .

Jasper's a spot YOU, personally, can be proud of! Know why? Maybe you haven't heard, but Canada's Jasper National Park is, bar none, the largest National Park in the world! A Park with world-famous peaks like *Mount Robson* and *Mount Athabaska*. How large?—4,200 unsurpassably beautiful square miles of forests, glaciers and snow-capped peaks! Do you believe in figures? We do. You see, a certain figure and fact are mainstays of ours. The fact is 'Twice the value for half the price', and the figure is 3,500. And we hear they're the most talked about money-saving values in radio, for that's our U.T.S. LIBRARY we're talk-

ing about. 3,500 great recordings with monthly releases of 60, all at half the cost of other libraries. Figures don't lie. . . .

Jasper News—Jasper's going to be three business-packed days. Remember last year? But there will be those few free hours to kill. Want some tips? For golfers, there's 6,700 yds. of challenging greens. For fishermen, Rainbow Trout at *Tonquin Valley* and 'Square-tails' at *Maligne Lake*. Or heave onto a saddle for a two-hour ride to *Pyramid Lake*. There's always something new doing at Jasper. But at the CAB conferences there YOUR'E going to want to know what's new in e.t.'s! And we've a natural. Tenor Jimmy Nolan, accompanied by an organ, singing those beautiful "MELODIES THAT ENDURE" that everyone loves. And there's 78-1/4 hrs. available right now. It's brand new, and a natural!!! Say — that's not a fir branch banging against your cabin door. That's opportunity a-knock-ing!

Just one last thing! The *Canadian Radio Manufacturers* are combining in equipping an FM Broadcasting Station. It's your golden opportunity to combine business with pleasure, for they'll be using the U.T.S. Library. . . . Just remember the peaks of Jasper! They're unsurpassable! And like our shows and Library! . . . they're yours. . . . Exclusively!

EXCLUSIVE RADIO FEATURES

14 McCaul Street - - - - Toronto

Stations File Promises Of Performance

All but one of the private stations returned their "Promise of Performance Forms", CBC Chairman A. D. Dunton told the Parliamentary Committee, the majority of stations supplying a satisfactory amount of information. The Board had decided to recommend the renewal of all licenses this year, he said, and next March to "carefully consider reports on the actual performance of stations."

Dunton stated that there was a number of stations which, while they supplied information, some of it quite voluminous, did not cover some of the specific points asked in the questionnaire. Next March, he said, the board will "carefully consider the reports on the

actual performance of stations. Stations from which incomplete information was received' he continued, "were warned that this will be taken into account when the Board is considering its recommendations for the renewal of licenses for 1948-49."

Dunton told the Committee that the private stations have been asked their opinions about draft forms which have been drawn up for reports by licensees on their actual program performance during the present year. He said that the CBC had not yet heard back from the CAB.

"On the basis of these reports on actual program performance," he said, "checked by the Corporation where necessary, the Board will make recommendation for the next licensing year."

This action on the part of the CBC followed last year's Committee's recommendation that the Corporation should, under Section 24 of the Broadcasting Act, review the activities of private stations before making recommendations regarding the renewal of their licenses. It was also recommended, Dunton pointed out to the present Committee, that as a condition of the issuance of renewal of a license, "a private station would be required to submit underlining that it would faithfully perform its duties as a trustee of a radio frequency, and would dedicate the amount of time and what proportion of its revenue it is prepared to devote to local community events, and the discussion of matters of local interest and the development of local talent and other public service broadcasts."

Foresee Sets For \$750

Radio and television sets which may sell for as little as \$7.50 each, and possibly less, are foreseen as the result of developments by Herbert Sullivan, an electronics engineer of Greenwich, Conn. (CB April 5). Sullivan has developed a method of producing 500 complete radio circuits in one hour, requiring only a few soldered connections and fitting into cabinets. Copper wiring and soldering is largely eliminated by spraying the circuits on plastic boards with aluminum or silver paint, almost entirely doing away with the work entailed in assembling the components.

A plant to manufacture the Sullivan receivers is being built at West Point, Va., production being expected to be under way within eight months. The first receiver will be the West Point Cadet six-tube AC-DC model.

MARCONI ENGINEERING CONSULTING SERVICE

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

- 1. Spectrum Search**
the investigation, field work and study of existing frequencies to devise the best available field pattern.
- 2. Design of the Antenna**
and accessories to provide the pattern.
- 3. Preparation of Findings**
in acceptable documentary form for presentation.
- 4. Attendance before**
licensing authorities, if necessary when application is being considered.

A preliminary discussion of your radio engineering problems will not commit you in any way. May we serve you?

Canadian Marconi Company

Established 1903

MARCONI BUILDING • MONTREAL

Vancouver • Winnipeg • Toronto
Halifax • St. John's, Nfld.

MARCONI

The Greatest Name in Radio

CANADIANS OF ALL WALKS FAVOR PRIVATE RADIO

Public opinion, in all political parties, favors private radio as opposed to government ownership, according to the sixth in a series of public opinion polls conducted across Canada by Elliott-Haynes Ltd., and presented by Walter Elliott to the Radio Committee following the CAB Brief.

C.C.F. members were disclosed as the least favorably disposed, polling 50.3 for private ownership, and 36.2 for government ownership. Progressive Conservatives headed the list with 61.9 to 22.2; Liberals came a close second with 60.9 to 21.5.

The surveys showed that supporters of private radio across Canada increased from 44% in September, 1944, to 57.8% in February, 1947, while support of government operation declined from 36% in September, 1944, to 24.1% in February, 1947. All of the six surveys showed a majority in favor of private ownership.

Urban and Rural

Elliott presented several "break-downs" of the 1947 survey. He disclosed that the

urban population went 58.7% and the rural population 56.5% for private ownership, while the figures for government ownership were 23.8 and 24.5 respectively. 12.1% of the urban respondents and 12.2% of the rurals favored the present system of part public and part private operation.

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1000 WATTS ON 1140 KCS. SOON

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GREETINGS and BEST WISHES to the C.A.B. DELEGATES

C H A B

By Actual Survey Saskatchewan's
Most-Listened-To Station

NOW
Established

on
5000 WATTS
in
SASKATCHEWAN'S

Leading
INDUSTRIAL CITY
MOOSE JAW

Extends Greetings
to
Convention Members



Tom Reid, federal M.P. for New Westminster, has a new dodge for waking up his constituents, though they probably don't know he's at the back of the plot. Recently in Ottawa he took his bagpipes to the CAB's recording studios and made a disc of "Road to the Isles." Now CKNW, New Westminster, uses it at 8 a.m. daily to get listeners thoroughly roused to hear Warren Johnstone with the news.

The art of selling has been lost, and with radios coming off the scarcity list, it has got to be regained, according to William T. Burnham, general sales manager of Rogers Majestic and DeForest Radio Limited.

He told a gathering of 200 salesmen and dealers in Vancouver that they would have to remember the big grin and the hearty handshake if they were going to survive in competitive business.

During the war a whole generation of salesmen grew up without ever finding out what selling is, he declared. He called them 'mere allocators.'

A formal reception marked the opening of new studios and offices at CKOV, Kelowna, operated by Okanagan Broadcasters Limited.

Boys and girls who took part in the strike against 8c candy bars thought of all the angles. A group marched into the CHWK studios at Chilliwack and wanted to take over the mike and pump the word out around Fraser Valley.

Don't let anybody tell you Billy Browne doesn't win friends and influence people for his sponsors on CJOR. A listener named Douglas phoned the station to announce he was christening his new child Kelly.

Oddly enough, Kelly-Douglas, the grocery tycoons, happen to buy several spots on Browne's shows.

Hugh Wallace and John Jackson, of CKMO's continuity department, have left to take on similar jobs at CKNW, New Westminster. Tom Mansell, formerly with CFRN, Edmonton, has joined CKMO as news editor.

A. B. Ellis, chief engineer at CKR, Vancouver, hopes that FM broadcasting will get under way on the west coast in the fall. His department has been going ahead with preliminary work and expects to get some of the transmitter equipment within the month. Combination receivers, for both types of transmission, are expected to be on sale here later in the year.

Hal Davis, air force veteran and formerly announcer at CKNW, is due back at the station after a course at the Academy of Radio Arts in Toronto. He will take over the job of continuity editor.

Heads ZBM



Eleanor L. Larsen, former associate radio director of Cyer, Cornell and Newell, has been appointed general manager of the Bermuda Broadcasting Company which operates ZBM, Bermuda. Miss Larsen succeeds Cole White, who has resigned due to ill health. ZBM is represented in Canada by Horace N. Stovin & Company.

CHWK, Chilliwack, has been picking out local talent in a new series "Public Audition," featuring episodes of local music teachers.

Sam G. Ross, director of news and special events for CKWX, Vancouver, is in eastern Canada for a month, on loan to the CAB to assist in work involved in the presentation before the Parliamentary radio committee.

West coast stations took an active part in Community Radio Station Week, presenting speakers of a wide range of opinion and assigning staff men to missionary work among civic groups.

CKMO Marks Quarter Century

Vancouver's oldest station, CKMO, marked a quarter century of broadcasting this month, the first anniversary of its jump to 1000 watts.

The station first went on the air as CJCE with 50 watts, to broadcast musical programs in daytime only. Three business men, B. A. Arundel, G. Cran and the late R. J. Sprott, had started the enterprise.

The original station was discontinued after some months, and later Arundel and Sprott brought a ten watt station, CFCQ, which in 1922 became CKMO with 50 watts.

Power was later upped to 100, and a year ago hiked again to 1000, and new control and recording equipment installed. Following a line as the city's "neighborly station," CKMO has expanded its staff members and is noted for sport coverage and musical programs.

TRANS-CANADA NETWORK

CKWY

WINNIPEG 15,000 WATTS

- MORE POWER
- BETTER AUDIENCE
- MOST POPULAR
- OUTSTANDING IN MANITOBA

WINNIPEG

BRANDON

DOMINION NETWORK 1000 WATTS

CKX

BRANDON

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL



NEWS-PLUS

FOURTEEN SPONSOR-TESTED NETWORK CALIBRE
FEATURE PROGRAMS

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

"Names In The News"
 "Places In The News"
 "Sports Parade"
 "Speaking of Sports"
 "The Week in Ottawa"*
 "Highlights of the Week's News"*
 "Tomorrow's World"*

* Sunday Features

FOR STEADY AUDIENCE FEATURES

HERE ARE

TOP NEWS FEATURES

TO ROUND OUT YOUR

TOP NEWS

— o —

B.U.P. NEWS SERVICE

offers stations

THE

WORLD'S BEST COVERAGE

OF THE

WORLD'S GREATEST NEWS

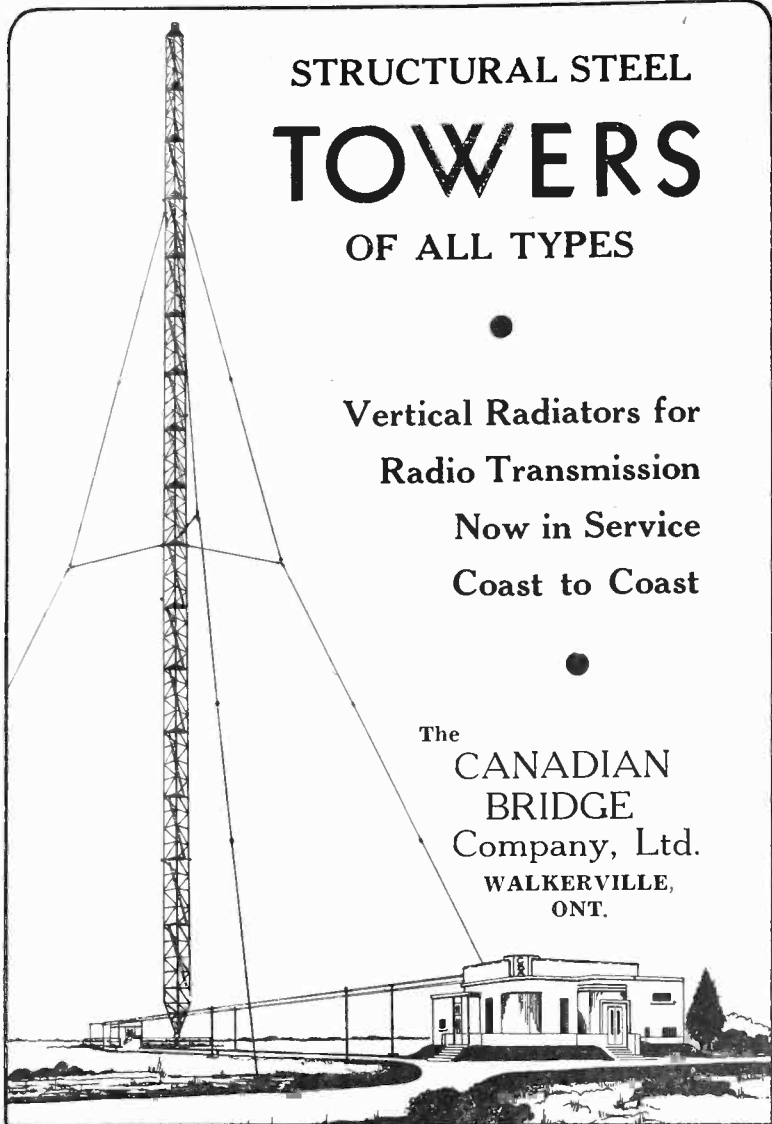
BONUSED WITH

THESE REVENUE-PRODUCING FEATURES

BRITISH UNITED PRESS

231 ST. JAMES STREET

MONTREAL



**STRUCTURAL STEEL
TOWERS
OF ALL TYPES**

●

**Vertical Radiators for
Radio Transmission
Now in Service
Coast to Coast**

●

The
**CANADIAN
BRIDGE
Company, Ltd.**
WALKERVILLE,
ONT.

CBC SET FOR FREQUENCY SWIPES

Bob Kesten was engaged by the CBC to manage station CJBC, Toronto, Dr. A. Frigon, CBC general manager, told the Parliamentary Committee in Ottawa, because "too many listeners were attracted to more active stations in Toronto and the United States." Kesten was retained, Dr. Frigon said, for a six months promotion period.

"I would like to make it clear", he said, "that although we badly need the money, our main purpose is not to increase very materially the commercial revenue of CJBC." He went on to say that for this reason he had instructed Kesten and his colleagues that (1) "we must not solicit accounts belonging to other broadcasting stations, (2) we must not cut rates to attract business to CJBC, (3) by the very nature of our operations, and to protect our sustaining service, we do not want to accept more than between \$100,000 and \$150,000 gross per year on that station. Compared to the business available and actually carried by other stations", he continued, "this is indeed a very small figure."

Explain Stovin Appointment

Dr. Frigon explained the appointment of Horace N. Stovin & Co. as national sales representatives for CJBC by pointing out that the CBC Commercial Division was extremely busy and had staff difficulties. "We decided to give to a well-known agency the business of advising Mr. Kesten on program structure and also to canvass a number of firms who might be interested in buying time on CJBC. This, of course, could have been done by our own staff", he added, "but for many good reasons which absolutely have nothing to do with the intensity of our commercial campaign, we thought that Mr. Horace Stovin, who has been on our staff for years before he opened an agency, would be very useful to us."

Ready Soon For 860 Kcs

Dr. Frigon told the committee that "it is a matter of months now, before we are ready to broadcast on 860 Kcs" (the frequency CFRB has been ordered to vacate) from the Hornby transmitter.

Speaking of other technical work on hand, he said the CBC has proceeded as planned with the construction of four high-power stations to "provide fur-

ther regional coverage for CBC programs, and also to meet the conditions imposed by the North American Broadcasting Agreement.

"A 50 Kw station is presently under construction at Lacombe, not very far from Red Deer, in Alberta," he said, adding that the station will be on the air next year.

"Plans and specifications have been completed for the building of a similar 50 Kw station in Manitoba", he stated, pointing out a site has been purchased at Carman, and the construction will start as soon as weather is favorable.

"The transformation of our station at Hornby", he continued, "to receive a new 50 Kw transmitter is well advanced and it is a matter of months now before we are ready to broadcast on 860 Kcs at 50 Kw at that point. This new transmitter will replace a 5 Kw station we now operate at Dixie he went on, adding: "as you know it will be a key station of our Dominion Network."

He also stated that the CBC has purchased a site between Chicoutimi and Jonquiére where a 10 Kw transmitter will be installed replacing the 1 Kw job now being used out of Chicoutimi, as soon as weather conditions permit.

Must Sell CKY

The project of installing 50 Kw transmitter for Manitoba has been delayed, CBC Chairman A. D. Dunton told the committee because "we still do not know whether or not we shall be able to take over station CKY from the Manitoba government." He went on to say that the Corporation is proceeding with its project of a 50 Kw station for Manitoba. "It will be a considerable advantage for the Corporation", he said, "if it is able to arrange for the transfer of Station CKY at a reasonable price and conditions, because it will be taking over a going station which has been carrying many CBC programs and because the CBC has, for years, been using the facilities of Station CKY in Winnipeg. He said that it was the CBC's understanding that the Manitoba government must make some disposition of its station under the policy announced by the licensing authority against the holding of licenses by provincial governments.



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.**

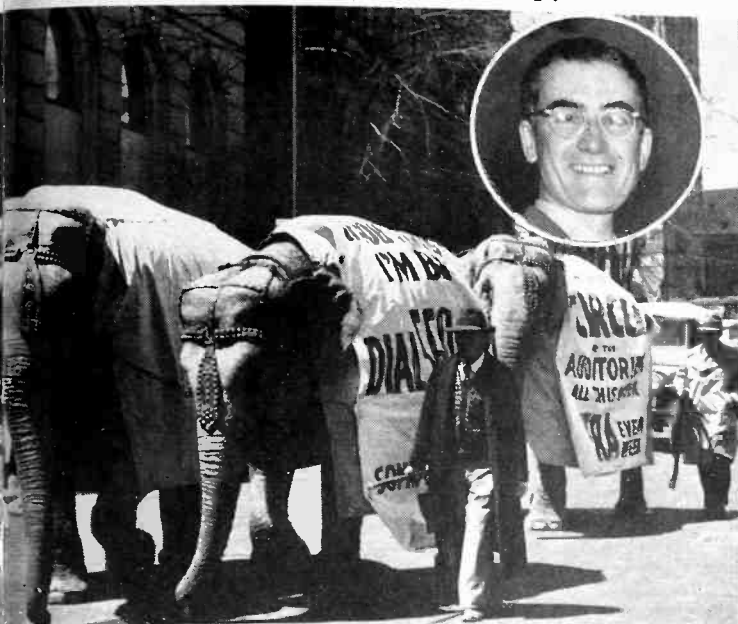
**MONTREAL
DOMINION Sq. Bldg.**

**RADIO REPRESENTATIVE LTD.
UNITED STATES. HOWARD N. WILSON**

*Stretch
YOUR PUBLICITY
BUDGET WHERE
A DOLLAR
REACHES
MORE
PEOPLE*

COOPERATING WITH "LE DROIT"

JUMBO PROMOTION



Circus elephants, duly attired in white "saddle-cloths," inscribed with appropriate CFRA promotion, are just one of the stunts used by Frank Ryan to tell Ottawa of the arrival of CFRA on the broadcast band. Inscribed on the ele-

phants, who were performing in a circus which was appearing in the auditorium where CFRA is located, were the words "You think I'm big. Dial 560 where there's something big going on all the time." CFRA-owner Frank Ryan is pictured above in the inset.

REC Appointments

The Toronto Radio Executives Club, meeting at the King Edward Hotel, May 15, announced the appointment of the following committee chairman: Gordon Keeble (H. Hayhurst Co.), speakers' committee; Waldo Holden (CKEY), membership committee; Ken Mars-

den (CFRB), publicity committee; and Sid Lancaster (Radio Representatives Ltd.), meeting arrangements committee.

The next meeting of the Club, to be held Wednesday, June 18, will be addressed by Harry S. Dawson, manager of the CAB, following his return from the CAB Convention at Jasper.

Fire Threatens Transmitter

A prairie grass fire east of Yorkton, Saskatchewan, recently threatened to set fire to the CJGX transmitter until it was brought under control by the Yorkton fire department. The fire had spread from a burning rubbish heap in the vicinity and destroyed about ten acres of growth before it was extinguished.



JUDGE JUSTIN MILLER
 president of the National Association of Broadcasters, Washington, who will address the CAB Annual Dinner at Jasper. His title will be "Free Press and Free Enterprise."

BROADCASTERS

going to higher power?
 going to F.M.?

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

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 G. R. Mounce
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Consulting Engineers Unaffiliated with Broadcast Equipment Manufacturers.

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when you use these
 ACTION STATIONS.

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 BRANTFORD, Ontario.

CKFI
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CHVC
 NIAGARA FALLS, Ontario.

CKDO
 OSHAWA, Ontario.

CJIC
 SAULT STE. MARIE, Ontario.

CHNO
 SUDBURY, Ontario.

CHUM
 TORONTO, Ontario.

CKNX
 WINGHAM, Ontario.

CHLP
 MONTREAL, Quebec.

CJFX
 ANTIGONISH, Nova Scotia.

CFAB
 WINDSOR, Nova Scotia.

CJ CJ
 CALGARY, Alberta.

REPRESENTED BY

JAMES L. ALEXANDER

Radio Station Advertising Representative

Concourse Building
 100 Adelaide Street, West
 Toronto, Ontario
 Telephone ADelaide 9594

Drummond Building
 1117 St. Catherine St. West
 Montreal, Quebec
 Telephone HARbour 6448


7 June, 1947

MEMO TO:

C.A.B. members et al:

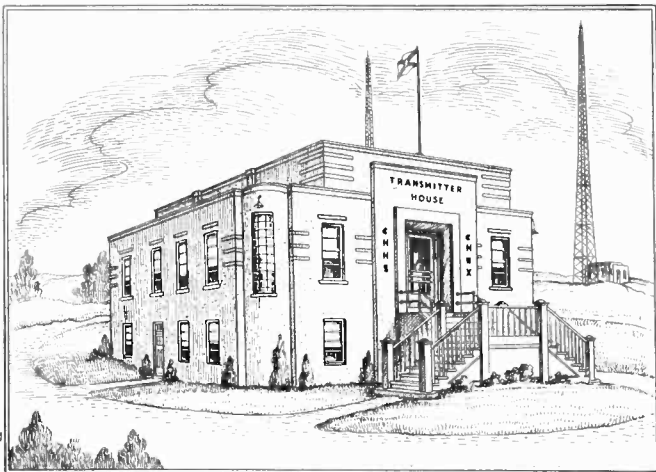
See you all at Jasper,

June 9-12.



Jack Slatter.

Radio Representatives Limited
 HEAD OFFICE, 4 ALBERT STREET • TORONTO



NOW
5000
WATTS

CHNS

NOW
5000
WATTS

Covers EVERY County of Nova Scotia!

- With reports of excellent coverage coming in from EVERY one of Nova Scotia's eighteen counties, the listening audience of "The Voice of Halifax" has now become PROVINCE-WIDE.
- In this our 21st year of operation advertisers are offered through CHNS the LARGEST radio audience in the Maritimes extending out from the Capital City of Halifax to every corner of the province . . . Now, therefore, is the time to tie up with CHNS — the station with PROVEN results.

Maritime Broadcasting Co. Ltd.

WILLIAM C. BORRETT, Managing Director
 Broadcasting House, Halifax.

Representatives: All-Canada Radio Facilities, Ltd.,
 Dom. Square Bldg., Montreal — Victory Building, Toronto.

SQUARE PEGS IN SQUARE HOLES

BY RICHARD G. LEWIS

A man in the accounting department of a large radio concern was just about ready for the axe, when they transferred him to a new job, writing continuity. In this way they relinquished the usual idea of trying to make a square peg fit a round hole, and instead, looked around for a hole the peg would fit. The result is that the man who used to be a misfit is now both happy and useful.

This did not happen by accident. It is just one example of the benefits which may be derived from the aptitude tests which have been instituted by All-Canada Radio Facilities Ltd., for the benefit both of themselves and their employees.

The plan, which is a merging of three established systems, was devised by Al MacKenzie, All-Canada's Station Relations Director, who first travelled through Canada and the States examining every existing psycho-analytical plan. He selected three from several hundred. These are "Wonderlic Personnel Test", "Kuder Preference Record" and "Bernreuter Personality Inventory".

From the information gained from the application of these tests to all All-Canada and All-Canada mutually-operated station employees, MacKenzie added the "Employment Profile" which shows the average aptitude of all employees in the 20 different main categories which go to make up the business of broadcasting. Applicants for employment take the tests, and the final reports, which are self-explanatory to any executive, are compared with these averages and assessed accordingly.

The five facts an employer wants to know in considering an applicant are: (1) Personal History — background, education, training, experience, contacts and references; (2) Mental Horse-power — ability to think quickly, to reason, concentrate, perceive, comprehend, make speedy and accurate judgments and capacity to follow instructions; (3) True Interests and Preferences — mechanical, computational, scientific, persuasive, artistic, literary, musical, social service and clerical; (4) Personality and Temperament — nervous stability, self-sufficiency, extroversion, dominance, confidence, sociability; (5) Special Abilities — announcing voice, commercial

copy-writing, creative script-writing, ad-sales showmanship, sense, musical leanings, mechanical-electrical operating, stenographic and clerical supervisory potential.

"Personal History" is disposed of with a simplified employment application form which gets concrete statements from the candidate beforehand to save time in the interview.

To determine the candidate's "Mental Horse-power", he is subjected to a 12-minute written test, containing fifty questions varying from mental mathematics to simple observation tests. This is the "Wonderlic Personnel Test", and from it can be judged the applicant's mental alertness, that it may be decided whether he qualifies in this respect for the type of work for which is being considered.

Next he is given the "Kuder Preference Record" which takes home to do in his own time. This is in the form of a sort of punchboard. The candidate answers 540 questions by punching his card for first and third choice of 18 sets of three tasks. For example, he is asked to choose, in order, between doing chemical research, interviewing applicants for employment and writing feature stories for a newspaper; he is asked to express his preference, and his choice, between reading a story to a sick person, teaching tricks to a dog and taking apart a watch that won't work to see how to repair it.

Scores on this test show outstanding interests in nine spheres listed above under (3).

After the subject's interests and preferences have been determined, he is given the "Bernreuter Personality Inventory" which discloses his temperament to the point where it is possible to determine whether or not he has the temperamental qualities to fit him for a job towards which his inclinations lead him. This consists of 125 questions, calculated to determine the manner of his behavior when he is by himself. He is asked if he blushes easily, whether he has ever crossed the street to avoid meeting another person, whether he thinks marriage is essential to

resent or future happiness, and he usually tries to take added responsibilities on himself. Scores on this test show his pre-ominant characteristics, whether for better or for worse. Those familiar with the workings of the test claim that it gives a prospective employer the equivalent of a six months working acquaintance with the candidate.

The analysis ends with a "Special Abilities Inventory", with different questionnaires for such specialized jobs as those listed under (5).

Finally comes the "Employment Profile", which co-ordinates the information gathered in all the tests.

Bill Bays, All-Canada's East-Canada accountant, who has co-operated with me in the compilation of this article, and who so subjected me to the tests, says he does to an average of five applicants a week, finds from my "Profile" that I would be best suited in a radio station somewhere between a copy editor and a creative writer. Bill turns my prospective employer into a highly-strung and intolerant; he sees in me "talents that might make me a mental opportunist". He says that if he was writing a report on me, he would credit me with high mental adaptability, capability of catching on quickly, and justifying my own actions and linking to meet new requirements." But he would refuse to be blank to recommend me for any job of a routine or repetitious nature.

Spence Caldwell, manager of the All-Canada Program Division, admits that his chart shows that he is in the right spot, but explains at great length that the lack of emotion the tests divulge is only a pose.

All-Canada's experience is that these tests will indicate, when shown to an employer and an applicant, the type of work for which a job seeker is best suited by inclination and temperament. They do not, however, prove that the candidate for a selling job, for example, will succeed without proper application on his part and proper training on the part of the employer. They do indicate that a man with the inclinations of a good accountant would not make a good salesman, and, as I have indicated, that the editor and publisher of the "Canadian Broadcaster" is a lousy book-keeper.

New CKEY Manager



Hal Cooke, former account executive at CKEY, Toronto, last month was appointed manager of the station, it was announced by Jack Cooke, president and general manager of CKEY, who has relinquished active management of the station in order to devote more of his time to other business interests. Hal Cooke became associated with the Northern Broadcasting Company in 1939, becoming manager of CHEX, Peterborough, in 1946. He took over the management of CJAD, Montreal, in the same year, from which position he joined CKEY's commercial department.

Calling Fishermen

The Cochrane-Dunlop Hardware, Sudbury, is sponsoring the "Outdoor Roundup" Thursday evenings on CKSO, Sudbury. The program started on the day of Ontario's official opening of the fishing season with an interview of Sudbury sportsmen who had made their first "catch." The series has continued with interviews with hunters, fishermen, guides and conservation officials. Tips on outdoor sports and activities in various Nickel District camps are aired. Listeners are invited to participate in the program by submitting questions and letters of interest to other sportsmen. Every tip or question used wins the writer a prize.



"DOMINION" OUTLET For SOUTH-WESTERN ONTARIO

CHATHAM *Serving*

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

PUTT forth
 More Than a
CONVENTIONAL EFFORT

For
**JASPER'S
 BEST CONVENTION YET**

We've Doubled Our Effort and Audience on Our First Anniversary of 1000 Watts

CKMO

VANCOUVER

25 Years of Service to B.C.



DID YOU SAY FIVE?

Right!

5000 WATTS of

SELLING POWER IN CANADA'S 4th MARKET *

630 ON YOUR DIAL
Representatives
 CANADA: ALL-CANADA RADIO FACILITIES
 U.S.A.: WEED & CO.

***WINNIPEG'S**
CKRC
 DOMINION NETWORK

Congratulations

HAPPY GANG

RCA Victor

is happy to congratulate the "Happy Gang" on their Tenth Anniversary in Canadian radio.

RCA VICTOR COMPANY Limited

Recording Division
Studios in Toronto and Montreal



HAPPY ANNIVERSARY HAPPY GANG

May you bring as much happiness to everyone in the next 10 years as you have the 10 years past.

CANADIAN MUSIC SALES CORP., LTD.

TAKE A BOW HAPPY GANG TOPS FOR 10 YEARS 1937-1947

BERT PEARL * Eddie Allen * Kay Stokes * Blain Marshall
Cliff McKay * Bobby Gimby * George Temple * Joe Nippon
Hugh Bartlett * Jimmy Namaro

CONGRATULATIONS HAPPY GANG

To your daily million listeners you are more than just another radio programme. You have become a national institution, bringing hope and good cheer to young and old. May ten years from now find you still dispensing your inimitable happiness. We are proud to be your sponsors!

COLGATE-PALMOLIVE-PEET COMPANY

A TOAST TO YOU

You've brought a lot of happiness and good fellowship into a lot of Canadian homes for 10 years—here's hoping you'll be doing the same for a good many years to come.

ALLISTER GROSART
Southern Music Publishing
Company (Canada) Ltd.

HAPPY 10th TO ALL THE GANG

You've cheered many thousands of listeners daily for the past 10 years with your half-hours of good fun and good music. May you remain tops in Canadian radio.

GORDON V. THOMPSON

Happy 10th Anniversary



THE C. B. C.

In a salute to the "Happy Gang" gladly joins with the thousands of listeners across Canada who for 10 years have enjoyed this—one of the greatest daily features on this Continent.

Sponsored by the Colgate-Palmolive-Peet Company since January, 1940 the "Happy Gang" has become a national institution. Congratulations to the "Happy Gang" and to its sponsor the Colgate-Palmolive-Peet Company Limited.

I'd be a
"Lonely Little Petunia" if it
weren't for you, so—
Here's to
10 More Years
of Songs and Music in
the very best
Happy Gang tradition

HAROLD MOON

North American Music Limited

Best Wishes
to Bert Pearl
and
The Happy Gang

HARRY J. CARTER

We've been rating Canadian
programmes since 1940
and you've been tops most
of the time.

Congratulations

**ELLIOTT-HAYNES
LIMITED**

HAPPY BIRTHDAY, HAPPY GANG!

As the advertising agency, we
are proud to have had a small
part in your tremendous suc-
cess. May the years to come
bring you even greater rewards
for your untiring efforts to
bring good cheer to the hearts
of so many.

**SPITZER & MILLS
LIMITED**

By actual survey—

TORONTO'S MOST LISTENED-TO STATION

DIAL 580

CKEY

TORONTO

Feed Canadian Comics To U.S. Network



Johnny Wayne and Frank Shuster, two-time Beaver Award winners, will be featured on an 8-week NBC sustaining program which will be fed from Toronto to the entire NBC network, commencing July Saturdays, 8-8.30 p.m., as summer replacement for "The Life of Riley." The program will be heard in Canada through the Trans-Canada network.

Wayne and Shuster have been featured during the past season on the "RCA Victor Show" in Canada, the last of the series taking place Thursday, June 5. They have signed, through Spitzer and Mitchell to return to Trans-Canada in September.

Stork Brings Citation

While Bob Francis, B. C. correspondent of this paper, was preparing a hospital floor in Vancouver awaiting the arrival of his first-born, word came from Holland that his wife, the former Margaret Ecker, had been made an Officer of the Order of Orange.

The child, a girl, was born Mother's Day (May 11), and her parents, both currently making their marks in the writing world, will now be able to add the vicissitudes of parenthood to the experiences they both had over-

Margaret Ecker Francis served as a Canadian Press correspondent during the war, and was the only woman correspondent present when the Germans surrendered to General Eisenhower at Rheims. She accompanied Queen Wilhelmina on her first tour of liberation from Walcheren Island to Maastricht. She is the first Canadian woman to receive the Dutch Order which is generally awarded to people in close connection with and of service to the Dutch Government or Royal Family.

Bob Francis served overseas as Public Relations Officer for the RCAF.

DID YOU SEE OUR 1946 CONVENTION DISPLAY?



DON'T MISS THIS YEAR'S ... AT JASPER, ALBERTA
... IT'S BIGGER AND BETTER THAN EVER

GENERAL ELECTRIC

BROADCAST EQUIPMENT

• See the new G-E Radio Broadcast Equipment at the Jasper Convention. Learn what General Electric—first and greatest name in electronics—is offering in advanced transmitter

design and station control. Discuss your station problems with the Canadian General Electric engineers at our display booth at the Jasper Convention, June 9-12.

47-RT-4

CANADIAN GENERAL ELECTRIC CO LTD

HEAD OFFICE — TORONTO

UK May Have TV Theatres

J Arthur Rank, British film magnate, who visited Toronto last month, is reported to have completed plans for a large TV studio in England from which films and stage shows could be televised to a chain of theatres throughout Britain. BBC's TV monopoly may be broken when a wavelength for Rank's TV station is granted by the British government.

Meanwhile, in the U. S., Paul Raibourn, president of Television Productions, a subsidiary of Paramount, commenting on the application of the Society of Motion Picture Engineers for the FCC to reserve a special video channel for theatres, (CB May 17) expressed doubt that it would be granted. Raibourn declared that simultaneous transmissions to a group of theatres will not be practicable for probably 20 or 25 years. Unless some new developments are made, he claimed, the economic factor will tend to fore- all distribution of film via large screen television. The only advantage would be a saving in transportation and handling film, whereas, on the other hand, the use of coaxial cable will probably be very costly.

Dry Listening

A hairdryer with a built-in radio was displayed at the twenty-Second International convention of Beauty Shop Owners, held recently in New York.

CKPR Buys Transmitter Site

The Port Arthur Civic Finance Committee last month voted to sell 187 city-owned lots to radio station CKPR, Fort William. The area is now occupied by CKPR's transmitter and tower, leased under option to purchase until July, 1948. H. F. Dougall, owner-manager of CKPR, plans erection of a new transmitter on the site.

Actor-Announcer Cited

Bill Walker, chief announcer, CKRM, Regina, is one of seven staff members of that station who have participated in Little Theatre work at the Darke Hall, Regina. Walker, also a singer and actor, took part in the Saskatchewan Drama Festival recently and was selected as the best male actor in the competition. Last month, he also won the award for the best male performer at the Dominion Drama Festival in London, Ontario, when the Regina Little Theatre Group presented Noel Coward's "Ways and Means."

2-Way Radio For Miners

Field parties of the Don Cameron Exploration Company are being assisted in their operations in the Northwest Territories by two-way radio. Geologists and prospectors use it to keep in contact with their base headquarters, Yellowknife, as far as two hundred miles distant, and with the firm's Norseman plane.

Canada Lags In TV

Within three years, Britain expects to become the only country in the world with a nation-wide TV system. BBC hopes to achieve this aim by distributing TV programs by a series of relay stations built across the country. This plan is said to be based on the late John Baird's claim that coaxial cable would not adequately provide wide distribution of TV and who believed the solution was in the relay system.

Meanwhile, in the U.S., Bell Telephone continues to stretch its coaxial cable network to the west coast, at the same time planning on connecting Boston and New York with a relay system similar to the BBC plan.

In Canada, the TV picture is as obscure as ever, the CBC, being in control of the air waves, is still silent on a statement of policy in regard to TV programming. It is understood, however, the Corporation is studying this medium. The general opinion is that, unless private enterprise insists on its right to pioneer in this field, the CBC may reserve for itself a complete monopoly in the TV field.

Bouquets For Mothers

41 bouquets of flowers were presented to new mothers in Moncton hospitals on Mother's Day by Rae Fraser, Ltd., florists, sponsors of CKCW, Moncton's "An Orchid To You." The Sunday programs are a narrated tribute to local personalities who, in addition to having their favorite music played receive a floral gift from the sponsors.



FOR THESE ARTISTS

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

Day and Night Service at Radio Artists Telephone Exchange

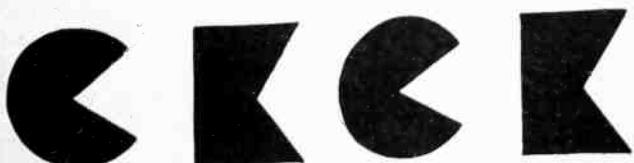
Watts COOKING

IT'S 5000 OF 'EM

READY TO DISH OUT AROUND JUNE 15

Giving You Southern Saskatchewan's Finest Coverage

HAL CRITTENDEN, Manager



REGINA DIAL 620

Serving Southern Saskatchewan Since 1922



Bully for Belly

A Satire by A.F. Wrenshall

(The scene is an executive office of the Canadian Broadcasting Corporation, where Charles Bigwood Cooper, president of the Supreme Praesidium of the Corporation, is in consultation with his staff. Seated in front of him in chairs so arranged as to spell out the letters "CBC", are the members of the staff who are helping him put the finishing touches to plans for a special program to mark the handing over of the last privately-owned radio station to the CBC. As the curtain rises, Mr. Cooper lights a Corona Bella Corona, and exhales through a special air-conditioning filter shaped like a microphone.)

Cooper: Gentlemen, the moment we have worked for so long has arrived. The air waves are about to be returned to the people of Canada. No longer will vested interests control our God-given ether. No longer will tainted capitalist voices spout the heresy of operation of the air waves for profit. Freedom of the air, gentlemen, is at hand; that freedom which means (he hastily thumbs over his copy of "CBC 1959") freedom to share in the opportunities to be derived from a piece of public property.

Junior Steno: Hooray! (others join in loud cheers).

Cooper: I might mention that those private firms which are privileged to share in this great undertaking through the medium of our—ahem—commercial fees, have shown a praiseworthy willingness to co-operate.

All: Hooray!

Cooper: Gad gentlemen, nothing can stop the People's Radio now. Your salaries will be trebled—quadrupled. I say to you that when I think of the soul-reaching ceremony soon to be enacted, my cup runneth over. (He nods to the Supervisor of Realistic Effects who reaches out and tips over his coffee cup.) And now may we hear details of our special program from our Director of Memorable Events?

Director: The program, sir, is to be of one hour's duration. It will feature the handing over of a silver microphone to yourself

by the erstwhile manager of station CXYZ. Claude A. Bell, who will also present you with a gold-plated bottle of ether, which you are to spray over the audience in symbolism of the occasion.

Cooper: Excellent! Excellent!

Director: Our forty-voice choir is to present a special anthem composed for the program personally by our Director of Anthems and Doxologies, entitled "Pro Bono Publico"—

Junior Steno: —et Coopero.

Director: Background music is to be supplied by our North-western Regional Orchestra which will swing into the "Rogue's March" in crescendo fortissimo razzioso as C. A. Bell stumbles off our concert platform on conclusion of the presentations.

Cooper: Splendid. I congratulate you.

Director: An added ironical touch will be the permitting of Mr. Bell to take the first whiff of ether from the special bottle.

Cooper: When is the program to be aired?

Director: Next Wednesday at 9 p.m. sir.

Cooper: But what about Consolidated Wire Wound Garbage Cans?

Director: Yes sir, but I thought—

Cooper: Why they are one of our most lucra—I mean look at it from a public service standpoint, man.

Director: There's the United Atomic Egg-Beaters' time, 8 p.m. Thursday.

Cooper: Good heavens, no. The minister arranged that account himself. I wouldn't dare—

Director:—unless we could drop the Ministry of Propaganda's program—"Who to Vote for and Why".

Cooper: And who, may I ask, pulls the strings we dance to?

Director: Then there just isn't any time left. Our Trans-Oceanic Network is obviously unsuitable for this broadcast. Our Trans-Provincial is divided between the Ministry of Propaganda and the various industrial concerns which pay for it. Besides, you said this was to be strictly a

local broadcast, so that no dangerous nostalgia should be aroused in those parts of the country where private radio is now only a dim memory. That only leaves CIBC to do the job, and you know how their ratings—

Cooper: Keep to the point please.

Director: Yes sir.

Cooper: It's all very awkward. This program has been advertised in the local papers for weeks past. Everyone is expecting it. The Minister will be livid. I shall be the laughing stock of the whole Directorate of Public Entertainment.

Junior Steno: 'Tain't funny McGee.

Cooper: Worse — they might not laugh. They might start asking difficult questions. Then where would I be? Or rather what would happen to our free radio then?

Director: There is just one

more chance, sir. Only a slim chance, but—with the utmost diplomacy, we might—

Cooper: I won't hear of it. I know what you're thinking. That would be the ultimate insult. We couldn't. It would be out of keeping with the high standard of ethics we maintain in this Corporation. Or would it. (Pause a moment, then reaches for phone and dials)

Director: I do hope it will work, sir.

Cooper: Hello. Is this CXYZ? It is? Well let me speak to Mr. Bell. Tell him its Cooper calling—Cooper of the CBC.

Director: Good luck sir.

Cooper: Thanks. Oh hello Belly old boy. Its Charlie Cooper at the CBC. Listen, old man, I'm in a bit of a jam and I need your help. Oh Belly! You're joking—I know I can count on you for the sake of the days when we were at Radio Academy together. Can't let the old school down, can we?

Director: (undertone) Go on, sir. You're doing fine.

Cooper: What's that? You say I used to steal your wave-length when you were a freshman? Come now, Belly, boys will be boys. — Eh? — I'm coming to the point right now. Through some incredible slip we haven't got a spot on our own station for the handing over ceremonies when we take over CXYZ Wednesday. It's a special program, solemn occasion stuff and all that you know. What we want to know is if you would let us put it on over CXYZ — We'll pay you of course, as you don't come under our control until after the program. — What about that? — Shall we say \$300.00?

Director: It's all right sir. I'm just mopping your brow.

Cooper: Wha-a-at? But my dear fellow, our reserves couldn't possibly stand such a payment. It would wipe out everything we've striven for at one blow. Besides, the taxpayers! They don't mind when we spend their money

(continued on next page)

There's Satisfaction
IN A JOB WELL DONE!

double
THERE'S SATISFACTION
IF THE JOB IS COMMUNITY
SERVICE
FIRST IN COMMUNITY SERVICE
5 times more powerful!

EDMONTON'S
CJCA
5000 WATTS

June 7, 1947.

dear chum
keith sherriff
and his shows
are the brightest programs
to hit toronto airwaves
since radio was
just another gleam
in marconi's eye

for years and years
toronto radio stations
have tried to find
that most elusive specimen
of all radiodom
that combination of
platter spinner and speiler
that born showman
with microphone manners
known in radio as
the disc jockey



... every morning at eight
keith sherriff brings you
breakfast in bedlam—

keith sherriff
is that rare phenomenon
chum
1050 on the dial
rings the bell
every morning at eight
and every afternoon
at five o'clock
when keith sherriff
does his stuff

what does he say
what does he do
what makes him tick
this is the enigma
of every broadcaster
perhaps it is just
because he has
it
and lots of it

take bob hope
and fred allen
and jack benny
add a dash of henry morgan
mix thoroughly in the style
of leacock and benchley
combine with good music
pour into the microphone
and you have a
keith sherriff show

every morning at eight
keith brings you
breakfast in bedlam
you lucky people
who are still in bed
and every afternoon
at five o'clock
it's sherriff again with
time on my hands

for tops on your dial
it's station chum
dial 1050

yours truly
chubby
the gremlin



Representatives:
Canada: J. L. Alexander
United States: Weed & Co.

(continued from previous page)
lions a few thousand at a time,
but we couldn't get away with
that.

Director: Oh dear.

Cooper: I know I used to talk
a lot about freedom of the air,
but I was only kidding. But our
time's all sponsored and I can't
cancel. We need the mon — I
mean we're rendering them a
public service.

Junior Steno: Quick Watson,
the aspirin!

Cooper: What are you saying?
But this changes everything. Yes,
yes, I see. — Very well, Belly,
just as you say — I mean cer-
tainly Mr. Bell, certainly sir.
Thank you very much. Goodbye.
(Puts down phone. Dejectedly
slumps back in his chair. There
is a pause).

Director: (inarticulately). Did
he—are they—

Cooper: Gentlemen—my old
friends and associates. The old
order changeth, yielding place to
new. We've had it. I should say
that our fight to hold all radio
advertising dollars in trust for
the people is over. Our struggle
to free Canadian radio from the
bonds of financial imperialism is
lost.

Director: You mean — oh you
can't mean —

Junior Steno: You heard what
the man said.

Cooper: The program will be
broadcast over CXYZ next Wed-
nesday at 9 p.m.—

Director: Just as we planned.

Cooper: Unfortunately no.
There will be one or two changes
in the arrangements. The silver
microphone will be handed by
myself to Mr. Bell. The bottle of
ether will also be handed over—
to Mr. Bell.

Director: But I don't under-
stand.

Cooper: Mr. Bell has just
agreed to lease us his station for
the program for one million dol-
lars.

Junior Steno: Bully for Belly!

Cooper: It is even worse. He
has already arranged for a spon-
sor for the program, and, out of
the very substantial sponsor's fee
he was able to make me a very
attractive offer for our commer-
cial contracts.

Director: This is the end.

Cooper: Naturally I felt it un-
wise to refuse under the circum-
stances. So Mr. Bell is now own-
er of the CBC.

Director: W-what shall we do
sir?

Cooper: Those of you who wish
to remain here, do so. The rest
could do much worse than follow
me to the Lower Dostovian Ar-
chipelago where, I understand,
there are attractive prospects for
starting a "People's Radio Move-
ment."

Play Ball

CKAC, Montreal, will broadcast
all Saturday home games of the
Montreal Royals' baseball team
throughout the 1947 International
League season. Play-by-play de-
scription will be given by Michel
Normandin.

"PN"

For Radio News

24-Hour Teletype Service



25 News Summaries Daily



Special Regional Coverage



11 Feature Programs Daily

NEWS FOR 68* PRIVATE STATIONS FROM:

THE ASSOCIATED PRESS

REUTERS

THE CANADIAN PRESS

Three Great Services in One

PRESS NEWS

Metropolitan Building

Toronto

*68 — and more coming.

GREETINGS to the CAB!

Sorry we can't be with you,
but have one for me.

Garry Carter

FRONTENAC
BROADCASTING AGENCY
Toronto

GARRY J. CARTER INC.,
New York City

CANADIAN
RECORD PROCESSING CORPORATION
Toronto

C.C.F. Government Airs Farm Broadcasts

"Your Agricultural Representative Reports", a 15-minute, farm radio program, is broadcast by CHAB, Moose Jaw, at 12.30 noon (MST) five days a week from a small office in the Agriculture Department at the Legislative Building, Regina. Time and technical facilities are provided to the government free of charge by CHAB.

Supervised by Bill Harding, formerly with the Swift Current Dominion Experimental Station, the program features farm news, scientific information and announcements of local and provincial interest to farmers. It is a part of the Saskatchewan Government's Co-operative Agricultural Extension Program, which combines the resources of the Dominion Department of Agriculture, the University of Saskatchewan, and the provincial Department of Agriculture to assist the province's farmers.

Farm listeners are encouraged to send queries which often form the basis of the broadcasts. Over 100 agricultural experts throughout the province cover every field of farm activity and their guidance is available in building the program.

Sponsor Identification

A telephone interviewer calling a Regina home recently, was told by the lady of the house she was listening to a radio address by Premier T. C. Douglas, where upon the interviewer asked, "And who is the sponsor of the program?"

May Oust Film Board

A suggestion that the National Film Board, with its expenditure of four to five million dollars, be abolished, was made by E. I. Fulton (PC, Kamloops), during a budget debate in the House of Commons. "It may be rendering a great service to the Canadian people," he said, "but is not in effect a luxury we can afford?"

Fulton also recommended that the government form a budget committee, composed of an engineer, an accountant and two other members of the cabinet, to investigate the huge government expenditures.

Station Gives Sport Trophies

Three trophies for teen-age hockey were recently presented by CJCA, Edmonton, to the Pee-Wee Midget and Juvenile champion hockey teams of Edmonton. The awards were made during a recent Burgess "Sportcycle" by Russ Sheppard, CJCA sports editor. The trophies will be given for an annual competition and are designed to encourage Edmonton youngsters to play hockey.

The Burgess "Sportcycle", heard daily at 12.45 p.m., promotes other forms of sports, as well as hockey, including track and field events, shooting, canoeing, golf, tennis, archery and baseball. Baseball rule books are distributed annually to established teams and groups planning organization. Listeners often send queries to sportcaster Sheppard, asking him to assist in settling arguments, organize leagues, and assist inexperienced managers and coaches in the proper management of the teams.

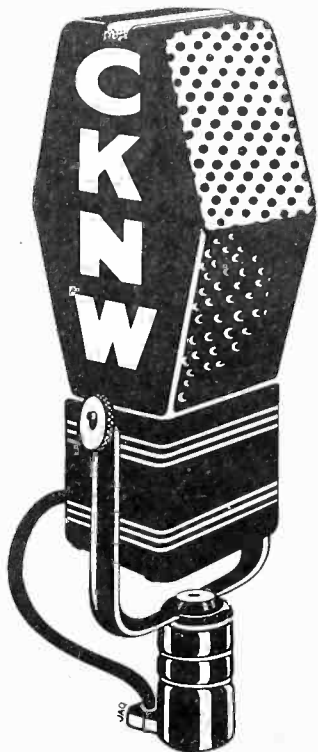
Set Licenses Up

53,473 more receiver licenses were purchased by Canadians during the fiscal year, 1946-47, than during the previous year, according to figures released by the Department of Transport. Comparative totals are: 1946—1,754,351; 1947—1,807,824. A total of 8,931 licenses were issued free to the blind, charitable institutions, schools, government, army and crystal set users.

Round The Clock

CJOB, Winnipeg, last month commenced a round-the-clock service, remaining off the air only from 12 midnight, Sundays to 6 a.m., Mondays, for maintenance purposes. Gordon Lee conducts the midnight-to-7 a.m. "Night Owl Club," featuring recorded and transcribed music with five minutes of news every hour. Lee is assisted by his wife, the former Frances Tweltridge.

WHEN YOU COME WEST



for the
C. A. B.
CONVENTION

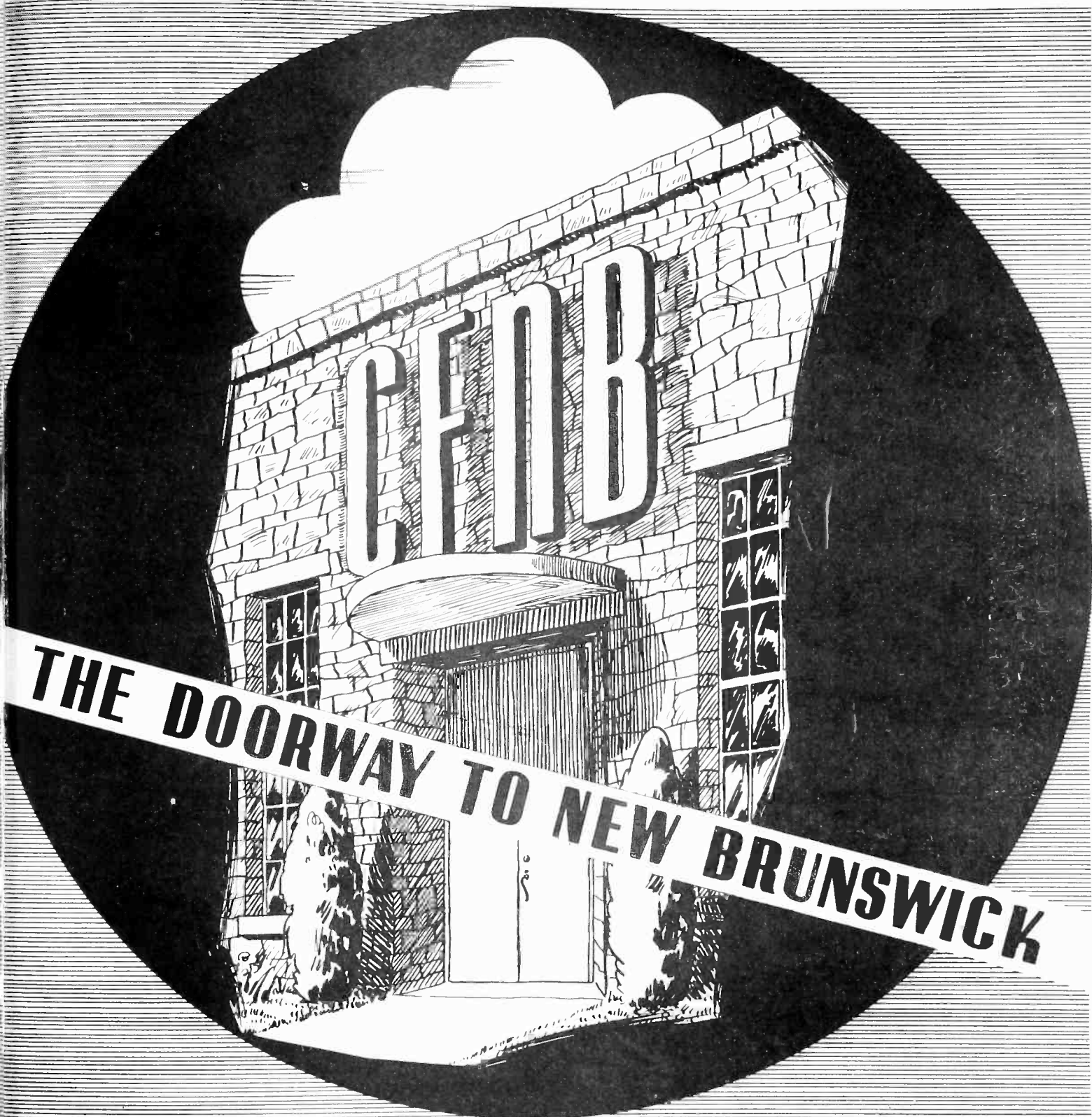
--- keep a-comin'
and visit beautiful
British Columbia

You're Welcome In
Vancouver and New Westminster
VISIT C K N W

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

CKOW

KELOWNA ★ Okanagan BROADCASTERS LTD.



YOUR BUSINESS IS SELLING . . . SELLING YOUR PRODUCT . . . PROFITABLY . . .
 FOR YOU AND FOR OURSELVES. CFNB **DOES** SELL . . . EVERYTHING FROM PILLS
 TO POWER PLANTS . . . FOR NEARLY 200 LOCAL AND NATIONAL ACCOUNTS . . .
 TO HALF A MILLION PEOPLE IN THE MARITIMES. CFNB IS THE ONLY STATION
 WITH ALL OF NEW BRUNSWICK IN ITS PRIMARY COVERAGE . . . AND, AS A
 BONUS, THE NATIONAL ADVERTISER GETS PRIMARY AUDIENCE IN MUCH OF
 NOVA SCOTIA . . . AND PRINCE EDWARD ISLAND. CFNB IS THE "DOORWAY TO
 NEW BRUNSWICK" . . . THE KEY TO THE 3 MARITIME PROVINCES.

CFNB, FREDERICTON, N. B.
 ALL-CANADA RADIO FACILITIES - - - - WEED & COMPANY, U.S.A.

— FROM —
LONDON
 — TO THE —
DOMINION NETWORK
CFPL ORIGINATES WEEKLY

"ADVENTURES IN VOCALS"
 Tuesday—10:45 to 11:00 p.m. - EDT
 featuring
 The Unique Choral
 Arrangements of the CFPL
 Chorus directed by Don Wright

"INVITATION FROM DOMINION"
 Thursday—8:30 to 9:00 p.m. - EDT
 with
 Jule Faust—Gayle Gordon—the Trio
 Four Chorders—Neil McKay Octette
 and
 CFPL Orchestra

**TWO OF CANADA'S FINEST MUSICAL
 SHOWS DEVELOPED and PRODUCED
 BY CFPL**

One more reason why CFPL is
 rapidly being recognized as
 Western Ontario's most
 progressive station

CFPL
LONDON

5000 WATTS — DAY and NIGHT

Public Confused On Radio Issues

Radio in Canada is meeting its responsibilities so well that its services are taken for granted by the public, Dorwin Baird, promotion manager of CJOR, Vancouver, said in a discussion on "Is Radio Meeting Its Responsibilities?" He asked that the public take a greater part in radio by commenting on its performance, which would enable the industry to judge more accurately the wishes of its listeners.

In spite of the fact that radio's responsibilities were nowhere laid down in law, he said, the industry had lived up to standards of performance which it believed it owed to the public.

Baird argued that because independent radio survived like any other business, by giving what the public wanted, it obviously would not exist if it were not living up to its responsibilities.

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Freelancer

Al Groves has left Famous Players where he was Radio Director to freelance. He is continuing to direct Famous Players radio activities, he states, and is also writing and narrating "a new Hollywood news-type presentation" on CFRB for Oliveon Laboratories.

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"The Nation's Business" is heard on Wednesdays at 8:30 p.m. EDT on eastern stations, and 11 p.m. EDT over western stations, of the Trans-Canada network.

Interviews Printer



Roberta who heads up the Toronto Herald, is caught by the camera as she gives a Toronto City Council an editorial piece of her Underwood & Underwood firm now known as the Canadian Herald Letter. She is interviewed on her own Canadian Cavalade. Wife of an army officer her newspaper job started at 19 the day after she left school. When her husband was involved home from over 20, she took over management of the Herald. She is the mother of six children.

Find Home and Parents

There is a new way to find home and parents. It's called the "Find Home and Parents" program. This program is designed to help people who have been separated from their families find their way home. The program is available in many languages and is available to people of all ages. It is a free service and is available to people who are in need of help. The program is available to people who are in need of help. The program is available to people who are in need of help.

Seal Auto Radios

Canadian and U.S. tourists who drive are equipped with Seal auto radios. These radios are equipped with a variety of features, including a built-in antenna and a speaker. They are designed to provide clear reception and are easy to use. The Seal auto radios are available in a variety of models and prices. They are a great addition to any car and provide a convenient way to stay connected while on the road.

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Operated without charge for the benefit of returned personnel.

John C. Brown, experienced newspaperman (gathering, writing and editing) wants job in station news department where he will have the opportunity of handling local news coverage. At present employed on Ontario city daily. Available to join station anywhere where complete local news coverage is desired. Age 32, single, 1 1/2 years RCMP, 7 years newspaper experience. Box 65, 1000 Broadview, 171, Danforth, Toronto.

New Transcription House

A new transcription company, The Radio Transcription Co., is being formed in Chicago to produce and distribute transcriptions. M. T. Brown is president of the company. For more information, contact M. T. Brown at 540 W. Madison Avenue.

Jobs By Radio

Securing employment for disabled veterans that is veterans of both wars is the first part of a campaign which has been started in Halifax by the Veterans Employment Council and the Department of Veterans Affairs. As these two organizations are joined the campaign will be a dual effort to help these veterans find employment. The campaign will be a dual effort to help these veterans find employment. The campaign will be a dual effort to help these veterans find employment.

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Representing . . .

N.B.S.

continues

to

provide

full

information

on

these

progressive

stations

and

select

markets

CKWS and Frequency Modulation 3,000 watts	KINGSTON CEWR 960 kcs.
CJKL 3,000 watts	KIRKLAND LAKE 560 kcs.
CJAD 1,000 watts	MONTREAL 880 kcs.
CKRN 250 watts	ROUYN 1400 kcs.
CKMO 1,000 watts	VANCOUVER 1410 kcs.
CKGB 3,000 watts	TIMMINS 680 kcs.
CKTE 1,000 watts	ST. CATHARINES 1550 kcs.
CHOK 3,000 watts Day 1,000 watts Night	SARNIA 1070 kcs.
CKVD 100 watts	VAL D'OR 1230 kcs.
CHEX 1,000 watts	PETERBORO 1430 kcs.
CFPA 250 watts	PORT ARTHUR 1230 kcs.
CHAD 250 watts	AMOS 1340 kcs.
CFCH 1,000 watts	NORTH BAY 600 kcs.
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*CKEY 3,000 watts Day 1,000 watts Night	TORONTO 580 kcs.

* Montreal only.

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National Broadcast Sales

Toronto: 2320 Bank of Commerce Bldg., AD. 8895
 Montreal: 106 Medical Arts Bldg., FI. 6386

— FROM —
LONDON
 — TO THE —
DOMINION NETWORK
CFPL ORIGINATES WEEKLY

"ADVENTURES IN VOCALS"
 Tuesday—10:45 to 11:00 p.m. - EDT
 featuring
 The Unique Choral
 Arrangements of the CFPL
 Chorus directed by Don Wright

"INVITATION FROM DOMINION"
 Thursday—8:30 to 9:00 p.m. - EDT
 with
 Jule Faust—Gayle Gordon—the Trio
 Four Chorders—Neil McKay Octette
 and
 CFPL Orchestra

**TWO OF CANADA'S FINEST MUSICAL
 SHOWS DEVELOPED and PRODUCED
 BY CFPL**

One more reason why CFPL is
 rapidly being recognized as
 Western Ontario's most
 progressive station

CFPL

LONDON

5000 WATTS — DAY and NIGHT

Public Confused On Radio Issues

Radio in Canada is meeting its responsibilities so well that its services are taken for granted by the public, Dorwin Baird, promotion manager of CJOR, Vancouver, said in a discussion on "Is Radio Meeting Its Responsibilities"? He asked that the public take a greater part in radio by commenting on its performance, which would enable the industry to judge more accurately the wishes of its listeners.

In spite of the fact that radio's responsibilities were nowhere laid down in law, he said, the industry had lived up to standards of performance which it believed it owed to the public.

Baird argued that because independent radio survived like any other business, by giving what the public wanted, it obviously would not exist if it were not living up to its responsibilities.

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Interviews Printer



Van Roberts, who heads up the NORTH TORONTO HERALD, is caught by the camera as she gives the Toronto City Council an editorial piece of her Underwood. Last week, Van, whose firm now prints the CANADIAN BROADCASTER, was interviewed on Borden's "Canadian Cavalcade." Wife of an army officer, her newspaper career started at 18, the day after she left school. When her husband was invalidated home from overseas, she took over management of the HERALD. She is the mother of six children.

Seal Auto Radios

Canadian and U.S. tourists, whose autos are equipped with two-way radio telephones, will have the sets sealed by customs authorities when crossing the border. When they leave the country, the seals will be removed. This statement by Reconstruction Minister C. D. Howe is attributed to the Canadian Radio Act of 1938 and the U.S. Communications Act, under which all transmitter stations have to be licensed in the country of operation and operated by that country's citizens. No indication was made as to the number of such sets operating in Canada.

Employment Service

FOR SERVICE MEN

(Operated without charge for the benefit of returned personnel.)

File CB60—Experienced newspaper man (gathering, writing and editing) wants job in station news department where he will have the opportunity of building local news coverage. At present employed on Ontario city daily, anxious to join station anywhere where complete local coverage is desired. Age 32, senior article, 3½ years RCAF, 7 years newspaper experience. Box 60, Canadian Broadcaster, 371 Bay Street, Toronto.

New Transcription House

A new transcription company, Tele-Radio Creations Inc., is being formed in Chicago to produce open-end transcriptions. M. T. Manser is president of the concern which gives its address as 540 North Michigan Avenue.

Find Home and Parents

There's never a dull moment on Radio Row in Brantford, where CKPC recently assisted in finding the parents of a lost girl and providing accommodation for a homeless family.

On Saturday night, before Mother's Day, the Brantford Red Cross and Salvation Army requested CKPC to broadcast an appeal for temporary accommodation for a couple and their three young children. A total of 41 calls offering free accommodation were received within 40 minutes of the one broadcast, at which time another announcement was aired by CKPC, advising suitable quarters had been found. The announcement thanked the radio listeners for their kind offers, adding, "It was a grand gesture to this young mother—making tomorrow, for her, a real Mother's Day."

A pedestrian recently brought four-year-old Gloria Walls into the studios of CKPC when he found the girl on a Brantford street, crying because she had become separated from her parents during a shopping expedition. Contacting police, the studio staff reported the "find" and provided an ice-cream cone for the girl. An announcement, aired by CKPC, was heard by the youngster's aunt at Millgrove, who phoned the studio identifying the youngster. Police took the girl to their headquarters where, within five minutes, the worried parents arrived to seek assistance in locating the girl, only to find she had preceded them. News of the reunion was broadcast by CKPC to relieve listeners' and relatives' anxiety.

Jobs By Radio

Securing employment for "dual veterans," that is veterans of both wars, is the first part of a campaign which has been started in Halifax by station CJCH in conjunction with the National Employment Office and the Department of Veterans Affairs. As these "dual veterans" are placed the campaign will be widened to cover other service men and women.

Details of employment seekers will be broadcast by CJCH without charge, but each case will be handled first by the Halifax National Employment Office, whose task it is to select "cases" which are to be broadcast.

AIEE Meets

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Representing . . .

<p>N.B.S.</p> <p>continues</p> <p>to</p> <p>provide</p> <p>full</p> <p>information</p> <p>on</p> <p>these</p> <p>progressive</p> <p>stations</p> <p>and</p> <p>select</p> <p>markets</p>	<p>CKWS KINGSTON and Frequency Modulation CKWR 5,000 watts 960 kes.</p>
	<p>CJKL KIRKLAND LAKE 5,000 watts 560 kes.</p>
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<p>* Montreal only.</p>	

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National Broadcast Sales

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W. F. SELLER,
CKX, Brandon, Man.

G. B. QUINNEY,
CFAR, Flin Flon, Man.

J. H. COALSTON,
CJNB, North Battleford, Sask.

G. E. TONKIN,
CJRL, Kenora, Ont.

W. A. DUFFIELD,
CKY, Winnipeg, Man.

A. L. GARSIDE
CJGX, Yorkton, Sask.

J. E. CAMPEAU,
CKLW, Windsor, Ont.

HORACE

Radio Station

MONTREAL

K. D. SOBLE,*
CHML, Hamilton, Ont.

D. J. A. WRIGHT,
CFPL, London, Ont.

R. M. KESTEN,
CJBC, Toronto, Ont.

R. SNELGROVE,
CFOS, Owen Sound, Ont.

H. H. FLINT,
CKSF, Cornwall, Ont.

E. G. ARCHIBALD,
CHOV, Pembroke, Ont.

W. H. STOVIN,
CJBQ, Belleville, Ont.

J. R. RADFORD,
CFJM, Brockville, Ont.

G. E. SMITH,
CFOR, Orillia, Ont.

* Represented by us in Montreal only

C. H. INSULANDER,
CFPR Prince Rupert, B.C.



G. C. CHANDLER,
CJOR, Vancouver, B.C.



B. H. SCHROTER,
CJIB, Vernon, B.C.



H. LEMOIGNE,
CKLN, Nelson, B.C.



LT. COL. E. SCHROTER,
CJIB, Vernon, B.C.

We introduce, with, pleasure, the Managers of the Radio Stations we are proud to represent. Covering the five selling zones of Canada, each station operates independently of the others, yet is linked by common objectives of public service to their respective Communities, besides offering sound programming and alert merchandising to advertisers - - and so keeping Radio a leading "selling" medium.

OVIN

atives

WINNIPEG

F. A. LYNDS,
CKCW, Moncton, N.B.



G. A. CROMWELL,
CHSJ, Saint John, N.B.



OREY THOMSON,
CKVL, Verdun, P.Q.



G. CARON,
CJBR, Rimouski, P.Q.



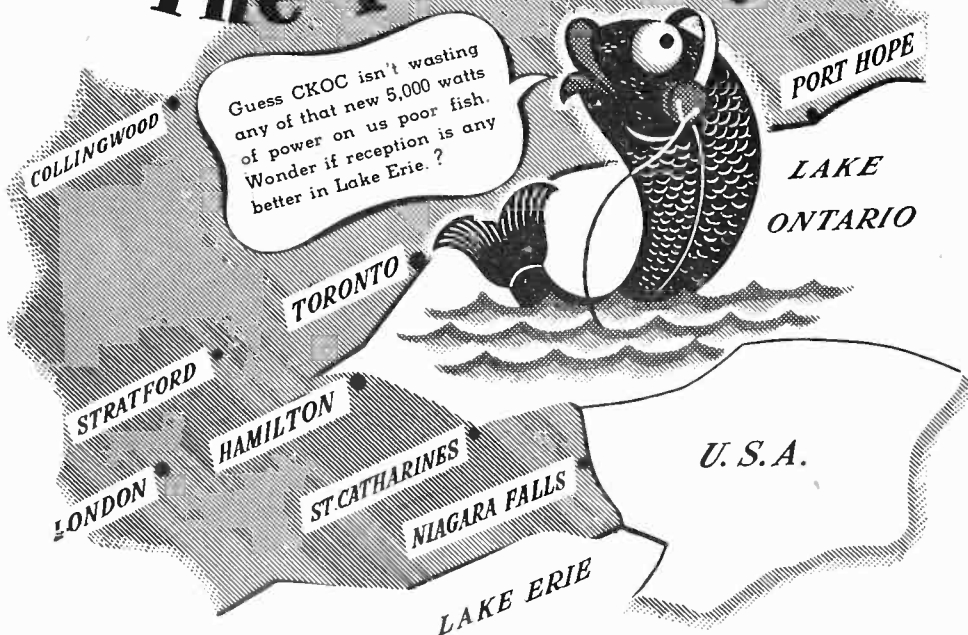
B. P. McCURDY,
CJCH, Halifax, N.S.



R. W. LECLAIR,
CJEM, Edmundston, N.B.

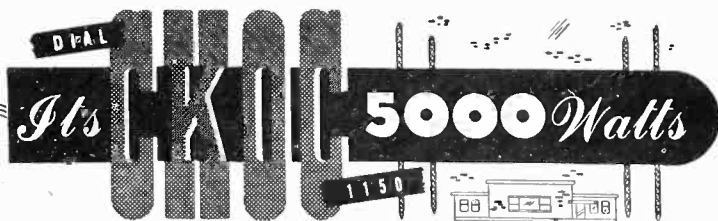
No Picture from ZBM Bermuda

The Poor Fish!



Not any better you poor fish!

With CKOC's new PROJECTED signal pattern on 5,000 watts, we're beamed to where PEOPLE are, NOT fish! A couple of million people in Southern Ontario—Canada's BIG concentration of important industrial-agricultural population.



HAMILTON ONTARIO

Representatives: CANADA—ALL-CANADA RADIO FACILITIES
 U.S.A.—WEED AND COMPANY

Broadcasting Station CKOC extends a hearty welcome to the visitors to the CAB Jasper meeting: The Advertisers, the Agencies, the Broadcasters, and the friends of the Broadcasting industry. May you have a successful meeting.



Toronto boasts five radio stations. That number should be adequate for our city. It ought to be anyway. However, when I felt like hearing some music of the soft variety the other night, here is what happened. The first station was silent — "after sunset," it seemed. The next one carried a description of the fights. It seemed to me there are enough fights and quarrels already. Besides, I was a regular attendant at the boxing bouts a few years back. My third try consisted of an eerie blood-curdling scream of some female that was that. The fourth station was broadcasting some "stuffy" lecture or discussion. So I pinned my hopes on the fifth which broadcast a play-by-play report of a baseball game. That was the end.

Without further ado, I turned in an American station. I heard the required music alright, but it made me wonder if this might be one of the reasons so many people do just that. It occurred to me there ought to be some plan for scheduling programs so that more desirable variety may be found by a dial-twister.

It is interesting to note the gradual yet steady climb of a soft hit-to-be to the point of being hummed or whistled by the majority. It is also interesting, and surprising too, to detect the difference when an arrangement is made. When I was very young and arguing with scales and arpeggios, my repertoire at the piano consisted of one number called "Count Garden." Eventually of course I became quite proficient at playing this, but it did sound rather unpolished. While listening to CE one Sunday, I heard this number played by an orchestra with a special arrangement. What a difference an arrangement makes! True enough it was a recording but there was real effort behind it by real people.

Speaking of records, it would be pretty unfair to overlook the Canadian programs of recordings called "Musically Yours." Not only does a listener hear real favorites but the program is intelligently narrated by Elwood Glover. He does not chatter on aimlessly but states a few vital facts about the number coming up and lets it be there. This half-hour program of recordings is one of the few really listenable to me. A number that caught my ear one day was "London Fantasia," a musical sketch of a Londoner's typical day during war-time. This work interprets the early morning quiet, people hurrying to work, the raid, the scream of sirens and the noise of guns, then the "all clear." It concluded with the peace of evening.

VIEW COVERAGE FROM AIR



To show a group of visitors around his coverage area in a limited amount of time, managing director Jack Pilling, of CHWK, Chilliwack, B.C., chartered a Stinson Voyager four-passenger aircraft from Cascade Air Service. The occasion was a visit of T. "Micky" McGuire of the Montreal Office of All-Canada Radio facilities.

From left to right in the photo

taken as the party returned from their flight are F. H. "Tiny" Elphicke, manager of CKWX, Vancouver; T. C. McGuire; Jack Pilling and R. I. P. Crotty of the CKWX Sales staff.

The trip was McGuire's first to the west, and the plane trip took the party over Agassiz, Mission, Yarrow, Abbotsford and other parts of the Fraser Valley.

TRADE WINDS

Edited by Art Benson

Bob Howe at Frontenac Broadcasting reports that Met-Wo Industries has taken a 12-a-week cash campaign over CKEY to run through the summer. Albert's Hardware is replacing "An Orchid You" with a daily 13-week advertising spot series over CKEY. Man-Rite Cleaners has started a 12-week spot campaign over CKEY for an indefinite run.

Joe Leprohon tells us a number of new accounts have been scheduled over CKSB, St. Boniface. Included are: Cockshutt Plow with a 13-week spot series; Eaton's Winnipeg store with a year's daily advertising campaign; Canada Packers renewed daily spots for six months through Cockfield Brown's Winnipeg office. Burns Meat Packers have taken the 11.00 a.m. sportscast for three months while Wolski has contracted for the 10 p.m. sportscast daily through the summer. Marvel Bakeries have taken a 154 spot campaign scheduled through the Winnipeg office of McKim's.

Marvin's Biscuits has scheduled a 1/2-hour weekly "Movietown Theatre" to go to nine Maritime stations beginning in September.

Weston's Bread and Cake has scheduled 78 episodes to its current series of "Wife Saver" (All-Canada) heard over seven western stations between CKRC, Winnipeg, and CJVI, Victoria. The account is

placed through Stewart-Lovick and MacPherson's Winnipeg office.

R. C. Smith & Son Ltd., reports that Carson's Chinaware has the 15-minute 3-a-week "Three Suns and a Starlet" (All-Canada) going to CKEY, Toronto. S. C. Kaplan, Toronto, has started the live 15-minute 5-a-week "Mickey's Music Box" over CJBC, Toronto, featuring Mickey McGuire and advertising Pretzel Bits.

McKim's Toronto office tell us that Western Canada Flour (Purity) are continuing another series for a year of the 15-minute 2-a-week "Wife Saver" over VONF and VOWN, Newfoundland.

29,000,000 Listeners Can't Be Wrong

"Intellectual snobbery" is blamed by Virginia Allin, writing in the June issue of "THE WOMAN," for the present anti-daytime-radio attitudes. The dramatic and entertainment values of these programs are praised by Miss Allin who says that 29 million housewives who listen to daytime serials can't be wrong. Not to be belittled is the support given by the programs to good causes and attacks on bigotry. Officials of the American Medical Association, the Harvard Medical School and St. Elizabeth Hospital, Washington, are quoted as having declared in a recent joint report, "The effects of the daytime drama tend toward helpfulness rather than harm. ... They seem to fill a real demand of a public audience of considerable size, and their short-comings are heavily outweighed by their virtues."

COMMUNITY STATION WEEK BROUGHT VERY FORCIBLY TO MY ATTENTION THE IMPORTANCE OF STATION CFOS IN OUR COMMUNITY LIFE. CFOS HAS DONE AN OUTSTANDING JOB IN SERVING THE BEST INTERESTS OF THIS DISTRICT. THEIR EFFORTS HAVE CONSISTENTLY "GONE BEYOND THE LINE OF DUTY"

I TRUST THAT THE EFFORTS OF CFOS ARE INDICATIVE OF THE 89 COMMUNITY STATIONS ACROSS CANADA; THAT BEING SO, I WISH THE CANADIAN ASSOCIATION OF BROADCASTERS AND ITS MEMBER STATIONS A MOST CONSTRUCTIVE AND SUCCESSFUL CONVENTION AT JASPER.

E. C. SARGENT
MAYOR, CITY OF OWEN SOUND

PARDON OUR SMOKE!

It's necessary—By rail and by road, more diversified freight originates in Medicine Hat than any other point in Alberta or Saskatchewan.

- FLOUR
- POTTERY
- GLASSWARE
- LINSEED OIL
- TILE
- SEWER-PIPE
- BRICKS



R. J. BUSS
14 Years in Radio

Such industrial activity, thriving on low cost Medicine Hat Natural Gas Power, adds millions to Medicine Hat payrolls, and makes this area one of the best year-round markets in Western Canada.

IN MEDICINE HAT'S MARKET
Potential Buyers Await Your Sales Message
ONLY ONE STATION ADEQUATELY
SERVES THIS AREA

CHAT

DOM. NET SUPP. 1000 WATTS
MEDICINE HAT
"The Voice of Industry"
ALL-CANADA IN CANADA — WEED & CO. IN U.S.A.

In Radio

CANADA'S SYMBOL OF QUALITY



... and Standard of Dependability

The Choice of These Stations is RCA!

Canadian broadcasters from the Maritimes to the Pacific Coast have long recognized RCA broadcast equipment as the finest there is anywhere. In proof of this tribute to RCA broadcast equipment is the use of that equipment by fifty Canadian radio stations.

RCA Victor is proud to be associated with these fifty radio stations in their splendid and unceasing service to Canadian radio audiences, in providing the best in radio broadcasting for entertainment and education.

Today RCA Victor offers Canadian broadcasters the services of a special research and engineering group for technical consulting advice . . . with complete facilities for supply and installation anywhere in Canada. This special service is fully supported by the vast scientific resources of RCA Victor, plus wide experience in radio techniques over long years of development and progress.

FOR AM-FM TODAY . . .

and Television Tomorrow

LOOK TO

RCA VICTOR

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

- CKWX VANCOUVER
- CKMO VANCOUVER
- CKNW NEW WESTMINSTER
- CHWK CHILLIWACK
- CJAT TRAIL
- CJIB VERNON
- CKLN NELSON
- CFAC CALGARY
- CFCN CALGARY
- CFRN EDMONTON
- CKUA EDMONTON
- CHAT MEDICINE HAT
- CKCK REGINA
- CKRM REGINA
- CBK WATROUS
- CKRC WINNIPEG
- CFAR FLIN FLON
- CKPR FORT WILLIAM
- CFPA PORT ARTHUR
- CFCH NORTH BAY
- CHNO SUDBURY
- CHOK SARNIA
- CFOS OWEN SOUND
- CFPL LONDON
- CKDO OSHAWA
- CKTB ST. CATHARINES
- CHML HAMILTON
- CHVC NIAGARA FALLS
- CKWS KINGSTON
- CHEX PETERBOROUGH
- CJKL KIRKLAND LAKE
- CKGB TIMMINS
- CKNX WINGHAM
- CKCO OTTAWA
- CFRA OTTAWA
- CKCR KITCHENER
- CFRB TORONTO
- CHOV PEMBROKE
- CBM MONTREAL
- CKAC MONTREAL
- CBFX MONTREAL
- CJFP RIVIERE DU LOUP
- CBJ CHICOUTIMI
- CKEX SACKVILLE
- CHTA SACKVILLE
- CBA SACKVILLE
- CKCW MONCTON
- CFBC ST. JOHN
- CJFX ANTIGONISH
- CKBW BRIDGEWATER

RESERVE ANNIVERSARY PROGRAMS



gold sputtered recording of the "Northern Electric Hour" which celebrated the 100th Anniversary of the birth of Alexander Graham Bell is now being examined by, left to right, "George Rogan, of Northern Electric; Paul Scherman, conductor of the Northern Electric Concert Orchestra; Gordon Forsyth, of Harry E. Foster Agencies, producer of the program; and Don Bankhart, General Manager, Northern Electric. The recording will be preserved in the Bell Telephone Company's Museum, in the Beaver Bldg., Montreal.

CBC Takes Disc Show

The first coast-to-coast network recorded music program in history of U.S. networks, the "Paul Scherman Club," has been sold to our clients, at a cost of \$5,000. The show is a full hour, day-through Friday feature on CBC, to be heard from 3.30 to 4.30 p.m. EDT, commencing June 15. 52-week contracts covering 15-minute segments, five a week, have been signed with ABC by the National Biscuit Co., Nestle's Milk Products, Inc., Reynolds Tobacco Co. and Reynolds Oil and Snowdrift. Records indicate Whiteman will receive \$4,000 a week.

CBC has also sold all its time between 9 a.m. and 6 p.m., Monday through Friday, with the exception of Tuesday and Thursday afternoons, when there is a 15-minute period available on each day.

BMI Canada Ltd.

A new board of directors and officers has been elected by BMI Canada Limited, which is planning immediate publication of Canadian compositions for distribution both in Canada and the U.S. Carl Haverlin has been elected president; Harry Sedgwick and Donald Manson, vice-presidents; R. J. Burton, general manager; and T. A. Evans, secretary-treasurer. The Board of Directors consists of Jean-Marie Letourneau, Carl Haverlin, Harry Sedgwick, Donald Manson and W. H. Moon is station relations director and Jean Lockhead is press relations director. BMI offices are now located at 19 Yonge Street, Toronto.

CFJC Joins CHEF

John Eon of Yarmouth, N. S., was awarded the Distinguished Flying Cross for European operations, and formerly of the CFJLS, Yarmouth, is doing bilingual announcement duties on CHEF. Granby, P. Q. He is a graduate of the Academy of Radio Arts, Toronto.

Tours Horse Shows

M. L. "Tory" Gregg, sports-caster and sports organizer of CKNX, Wingham, started May 24 on a tour of Spring Horse shows in western Ontario points where he will act as emcee and race-starter. To date, he has visited Aylmer (May 24); Ingersoll (May 31); Stratford (June 3 and 4); Clinton (June 5); Hensall (June 6) and Linwood (June 7). His future schedule includes Woodstock (June 11); Peterborough (June 13); Hamilton (June 14) and Ancaster (June 18).

Gregg will also attend the Harness Race Meets at Dundalk (June 12); Owen Sound (June 23); Dresden (June 26); Goderich (July 1); Exeter (July 16); Port Elgin (July 23) and Stratford (August 4).

Gregg turned down four bids to go to other centres in order to accept the May 24 show at Aylmer and five bids for the Goderich meet on July 1.

He has also found time to organize 132 ball teams in Western Ontario, indicating over 2,450 ball players have signed their certificates for the 1947 Western Ontario ball season.

The CKNX announce staff has been augmented by Don Hamilton, a veteran of the RCAF and a graduate of the Academy of Radio Arts.

Long Distance Doctorate

The CBC recently recorded the proceedings when the honorary degree of Doctor of Laws was conferred in absentia on Bernard Heinze, Australian conductor, during graduation ceremonies last week at the University of British Columbia. The recordings will be flown to Melbourne where they will be played at official ceremonies at the Australian University, where Prof. Heinze heads the music department. The Australian conductor appeared on CBC programs from coast to coast during recent months, conducting Canada's leading symphony orchestras en route.

AN INVITATION

Delegates to the annual meeting of the Canadian Association of Broadcasters who pass through Saskatoon, Saskatchewan, are very cordially invited to visit CFQC.

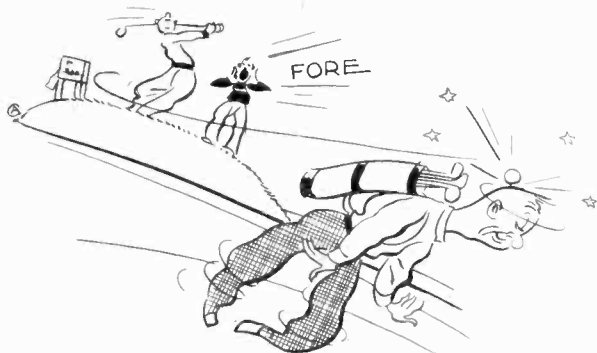
We shall be delighted to show you our studios which are modern and spacious, our up-to-date equipment and the classy new transmitter building that houses our 5000 watt transmitter.

Our station is in the heart of "THE CITY BEAUTIFUL", a thriving centre through which winds the South Saskatchewan River.

A. A. MURPHY, PRESIDENT



CJAT
Welcome C.A.B. Delegates
VOICE OF THE KOOTENAYS



If your brand of golf literally stinks,
 Tho' you still like a whirl on the links;
 Conventionally speaking,
 With breath faintly reeking,
 We hope you have fun between drinks.

That's our "pitch"!



OTTAWA
Letter
 by
JIM ALLARD



Parliamentary Radio Committee proceedings got under weigh at distinctly low pitch. First two meetings were purely of "organization" category. Third meeting saw presentation of reports by A. Davidson Dunton, Chairman of CBC's Governors; and General Manager Dr. A. Frigon. Both of these were brief, almost terse, and pitched in low key. The reports were confined to remarks on the Promise and Proof of Performance forms; plans for new transmitters, new technical developments, and finances. Whatever emphasis appeared in the reports were distinctly on the latter.

Chairman Dunton reported briefly that "promise of performance" forms had been returned by all stations but one (CHGS Summerside). He added: "the majority of stations provided a satisfactory amount of information," and a short time later said "After consideration, the Board decided to recommend the renewal of all licenses this year, and next March to carefully consider reports on the actual performance of stations."

Referring to the latter, or "proof" forms, Mr. Dunton said: "On the basis of these reports on actual program performance, checked by the Corporation where necessary, the Board will make recommendations for the next licensing year."

Both the Chairman and the General Manager reported that finances made it impossible for CBC to consider just yet the requested second French-language network.

Both reports also indicated that construction of new high power stations was fairly well under way. The new CJBC transmitter will be at Hornby. The Chairman's report revealed some lag in negotiations between CBC and the Manitoba provincial government. He said: "The Manitoba project is not quite as far ahead, partly because of the need for some staggering of the work of the Engineering Department, and partly because we still do not know whether or not we shall be able to make arrangements to take over station CKY from the Manitoba Government. In any case, the Corporation is going ahead with its project of a 50 kw transmitter near Carman..."

This point was to be picked up at the next meeting by E. G. Hansell, Social-Credit committeeman from MacLeod, Alberta. Mr. Hansell thought it rather unreasonable that ownership should be permitted Manitoba, denied to all other provincial governments.

Chairman Dunton's report on FM developments was extensive, factual, and extremely objective. He outlined the FM proposals already released to the Canadian Association of Broadcasters, word for word. Later, he added: "There have been productive consultations with private stations on these questions of FM and I think it is right to say that the Canadian As-

sociation of Broadcasters is in accord with the policies I have outlined."

Doctor Frigon reported on staff, revenue, and expenditures, but in no case did the General Manager go into any great detail. His report showed an operating deficit for the year of \$70,000. This, he said, was before allowing any provision for depreciation and obsolescence.

CBC revenue from license fees was up over the preceding year by \$137,000. Commercial revenue was up about \$100,000.

In the early part of his report Dr. Frigon said: "As you can see we have not increased our commercial revenues materially. We are still keeping away from strictly local merchants business and from the very lucrative business of commercial spot announcements..."

On this same point, Mr. Dunton's report had already observed: "It is an axiom in the radio business that the really remunerative side is not network broadcast but non-network business." In another connection, his report said: "The total revenue from stations is probably little more than the revenue of one private station in Toronto."

Dr. Frigon revealed that 19 employees of CBC had left during the year to seek higher-paid positions elsewhere.

Main theme of both reports starkly obvious: CBC needs more money. The reports made the point quite plain; tried to convince committee members that the situation was urgent. Chairman Dunton put it flatly: "The most serious concern of the Corporation is that of finances." Dr. Frigon said: "... we were faced with an almost insupportable position when time came to prepare a budget for 1947-48, reducing our services to a minimum, holding back very essential improvements, we had to adopt a budget with an anticipated deficit of \$265,000 of expenditure over income, before depreciation. Indeed, very conservative estimates indicated that the deficit should have been \$450,000 if we were to be permitted to carry on normally."

Everything or almost everything in both reports was designed to point up this financial situation. Costs of line operation, sales, and new developments technically were mentioned. So was the general increase of prices and

Both reports indicated also that CBC was anxious to secure increased revenue from license fees rather than commercial revenue. Recommendation was made (as was last year) that the entire fee go to CBC. At present, Department of Transport deducts collection costs, and as a result, CBC nets less from each license.

The Chairman and the General Manager both made some reference to CJBC's promotion campaign. Dr. Frigon mentioned the appointment of Mr. Horace as sales agent for that station.

Questioning at the following meeting was also pitched in a low key; a good many Committee members appeared to be at a loss as to whether they should ask questions or not. Tom Re-

Messieurs!

Dans les cantons de l'Est
 le CHEF radiophonique
 est sans contredit le poste

CHEF

GRANBY

Pour "Rating"
 lisez ELLIOTT-HAYNES

Pour "Resultats"
 annoncez a CHEF

Pour "Information"
 consultez

Radio Representatives

Limited

Montreal

Toronto

TRANSLATION—Gentlemen: In the Eastern Counties, the "chief" station is unquestionably station CHEF, Granby. For ratings, read Elliott-Haynes; for results, schedule CHEF; for information, consult Radio Representatives Ltd., Montreal and Toronto.

beral member from New West-
nster, made some reference to
promise and proof of perform-
e forms. He gave it as his opin-
that listeners should get good
ertainment whether or not this
mes from live talent; said good
es were preferable to poor tal-
; that talent availabilities were
the same in all areas.

Canadian Association of Broad-
ers appearance was definitely
for June 3 and 4.

Revenue - Minister McCann,
antime, had answered in the
use itself some questions about
broadcasting activities of "RA-
WORLD". John Diefenbaker had
ed: 1. What is the total
unt expended in each of the
s 1945, 1946 and 1947 to date
the Canadian Broadcasting
poration for (a) advertising;
other purposes in the nature
public relations? 2. What
unt of the said expenditure
paid to "Radio World" or to
owner or publisher?

he answers read this way:

a) Year ended March 31:	
.....	\$31,796.96
.....	29,130.23
.....	33,662.33
b) Year ended March 31:	
.....	\$114,262.42
.....	121,236.29
.....	130,729.00
Year ended March 31:	
.....	\$ 3,606.25
.....	7,955.00
.....	13,095.00

Final figures cannot yet be de-
ined for 1947 because of out-
ling accounts).

cent developments make it
that Parliament cannot wind
s business by June 30, as had
nally been hoped. It is clear
the Commons will not be
igh until July 31 at the very
est, and its sessions may well
ue into the fall. The day of
short session of Parliament
er; and demand is growing
evision of rules or of sessional

Railroad Radio

e Budd Company, of Philadel-
has developed a "radio seat"
a will enable railway passen-
to enjoy individual radio re-
bn as they travel. People sit-
side by side will be able to
ent programs without inter-
ce. Radio speakers are instal-
the seat cushion at ear level
y twisting a dial on the arm-
may select their choice of
programs.

Army Station

ublic service broadcasts such
urch services will be heard
appers, Esquimaux and In-
of Aklavik, N.W.T., on their
ocal station, CHAK, operated
230 kcs. by the Canadian
The transmitter was built
parts from a dismantled ham
nd is augmented by a low
short-wave transmitter.
itehorse, Yukon, has a simi-
ation, CFWH, powered at 30
likewise Army-operated.

MARCONI

Welcome Delegates

to the

C. A. B. CONVENTION

JASPER PARK LODGE

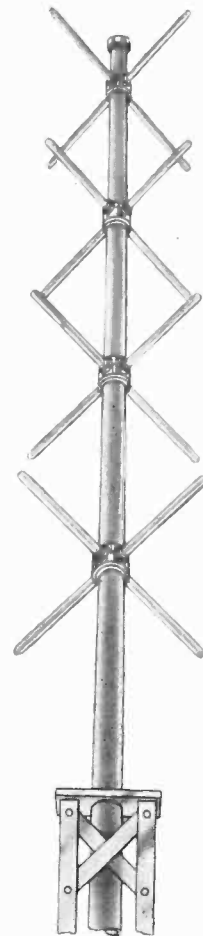
— See the —

MARCONI FM EQUIPMENT

In Continuous Demonstration

You can depend on Marconi to supply everything for your FM station . . . from microphone to antenna. Marconi engineers will help you with your planning down to the last detail and deliver a unit installation which will meet the most rigid requirements of your particular site and coverage.

Make it a **must** to see and hear the Marconi FM demonstration at the Convention!



MARCONI STUDIO CONSOLE

TYPE AB-11

Frequency Response—Flat within plus or minus 1 db from 30 to 15,000 cycles.

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

Noise and Hum—At least 65 db below signal level.

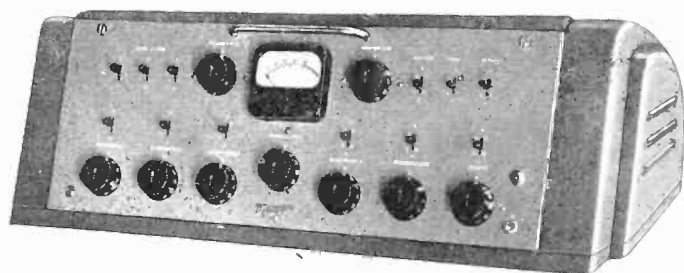
Input Impedances—Microphones 30, 50, 200 and 250 ohms. Transcription turntables—10,000 ohms.

Output Impedances—Programme amplifier—two 500 ohms output lines.

Monitoring Amplifier—500 ohms for 3 separate outlets.

Gain—100 db.

Power Output—Monitoring amplifier 8 watts.



CANADIAN MARCONI COMPANY

Established 1903

MARCONI BUILDING

MONTREAL

Vancouver Winnipeg Toronto Halifax St. John's, Nfld.

MARCONI - *The Greatest Name in Radio*



**"BUT, HONEST, HONEY —
I Was Just Out
'Representin'**

— WESTERN CANADA'S
MOST AGGRESSIVE STATIONS!"

FLASH!

REGARDS — REGRETS

Unable to be with you at Jasper
---- See you at Minaki!

"TONY" MESSNER.

**BROADCAST REPRESENTATIVES
LIMITED**

LINDSAY BLDG. WINNIPEG, MAN.

WESTERN CANADA REPRESENTATIVES

FOR

IMPERIAL RADIO PRODUCTIONS

CKCK Awards

Musical Scholarships

\$575 in prizes were awarded to winners of the annual scholarship audition series, held recently by CKCK, Regina. Audrey Johnston of Regina was the grand prize winner, receiving a \$200 musical scholarship, while five other musicians received awards of \$75 each. They were: Elinor Chisholm, pianist; Joan Gabriel, pianist; Helen Hajnik, mezzo soprano; Marion Northrop, violinist; and Irene Schmidt, violinist.

The audition series was organized by CKCK to promote and encourage local talent. A total of 17 artists were heard on 16 broadcasts, while the six winners were chosen to appear on the final broadcast.

CAHA Commission

Foster Hewitt, Toronto sportscaster, has been reappointed radio commissioner of the Canadian Amateur Hockey Association. Assistant commissioner, to be elected in western Canada, remains to be chosen.

The CAHA has approved a motion which will permit static broadcasting games of a hockey team throughout the season, broadcast playoff games with charge.

Horror Shows Harmless Psychiatrist Says

None of the 14,000 children examined by the New York Bureau of Education's Bureau of Child Guidance had any problems connected with radio, according to Dr. S. H. Peppard, psychiatrist, acting director of the bureau, who spoke last month to the Radio Club. He supplies the required excitement, suspense and adventure for children but believed that it has not influenced children in the wrong manner.

The doctor also described the types of people who complain about radio. First, there is the "lunatic fringe" which disapproves of everything in general; second, there is the group which expects radio to be so perfect that it brings the children up with no mental responsibility; and third, there are those with a general interest who have constructive criticism to offer.

False Alarm

"Come out with your hands up!" were the words a Winnipeg woman heard when someone lifted the receiver as she phoned her local drug store. Hanging up immediately, she called the police. A cruiser and several policemen, despatched to the address given by the anonymous caller, entered the building only to find everything in order. The druggist explained that his radio had been turned on when the woman called and he was listening to a "cops-and-robbers" drama.

**WELCOME
TO THE WEST
C. A. B.**

**WE'LL BE GLAD TO
SEE YOU IN
VANCOUVER
TOO**



WELCOME TO THE WEST

Dial 980 - - - 5,000 Watt

RADIO JOINS SEARCH FOR TCA PLANE



Mr. MacIntyre (right) chief engineer of CKNW, New Westminster, is seen in the flying control room of Western Air Command, Vancouver, during the search for the TCA plane which disappeared when less than five minutes from landing at Sea Island airport. With him is Squadron Leader Stewart, second in command of WAC, pointing out the leader search. Details of the search were reported during a 15-minute broadcast. At the same time Mr. Collins, of CKNW technical staff, was up with one of the search planes doing a story on a fire recorder.

First Aid From Hams

Air force and TCA officials try to clear up the mystery

asked amateur radio operators to assist them.

During the search, a voice was picked up on up-country telephone lines, saying, "Hello, Vancouver, this is the missing TCA plane."

Technicians were unable to explain the origin of the message, which was repeated several times. Later, authorities asked any amateurs who discussed the mystery over the air to report the fact, so that their conversations might be checked against the message heard on the phone lines.

An RCAF spokesman commented that it was known that amateur radio operators were of the highest integrity, and that none would deliberately hold a conversation which would give rise to rumors.

Station List

A complete list of broadcasting stations in Canada is available from the Radio Division, Department of Transport, Ottawa, for 10 cts. As of April 28, the list shows a total of 114 broadcasting stations and 33 short-wave broadcast transmitters operating in the Dominion. There are 103 standard broadcast and 8 short-wave stations, privately owned, while the C.I. operates 11 broadcast and 1 short-wave transmitters. Supplementary lists are issued by the Department of Transport, showing additions, deletions, changes of power, frequency, ownership and other vital data.

Tourist Bureau Uses US Radio

Thirty-nine spot announcements being aired on five US stations adjacent to the Manitoba border promoting that province's facilities for fishing and vacation. Sponsored by the Manitoba Government Tourist and Publicity Bureau and announced by the fisher, CBC commentator, the spots will be used over a wider area next year if the present campaign proves successful.

Hams Aid RCAF

Sixty or 70 radio hams in the Montreal area have voluntarily organized to assist fliers of RCAF Auxiliary Squadrons 401 and 438 flying within 400 miles of Montreal. The Air Force amateur radio system which was organized last month, will undoubtedly save many lives and aircraft by keeping vigil at their receivers and transmitters, according to Sir Arthur Harris, RAF Marshall, who recently visited Montreal and delivered the inaugural speech.

CGE Receives TV Program

The first known television program received in Canada was witnessed last month at the General Electric Company's offices on Chatham Street West, Windsor, when an experimental program from the DETROIT NEWS station, WWDT, was broadcast. A frequency converter was used to couple the 60-cycle TV receiver to Windsor's 25-cycle power supply. The three short movie subjects which comprised the program, were clearly seen and heard.

CKNB CAMPBELLTON N.B.

June 7, 1947

Dear Mr. Timebuyer:

The radio industry gets together again in convention assembled...and there are a lot of trite things I could say here, about fellowship, and unity, and exchange of ideas, and whatnot.

They're all TRUE, too; conventions are swell inventions...and my lip's hanging down a mile because this is the one I'll miss.

In the accustomed fashion, I'd like to salute fellow-broadcasters; our co-workers, the reps; the boys and girls of the agencies, and all of you whose stake in radio, stemming from what branch it may, brings you together at Jasper Park.

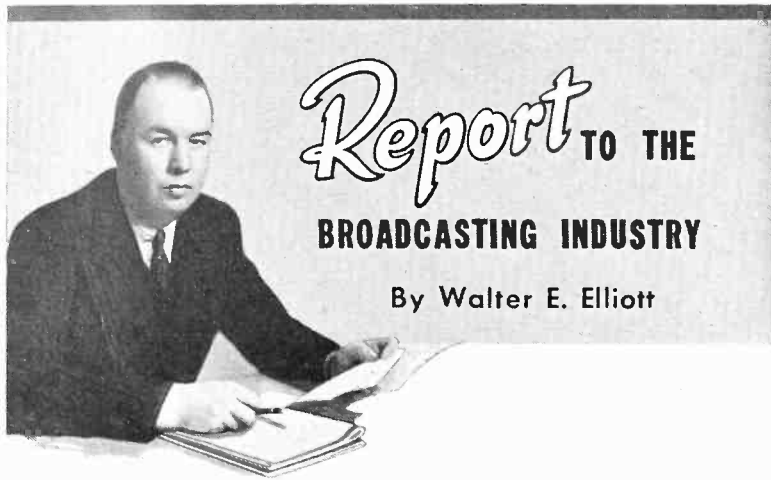
Yours very truly,

Stau Chapman

CSC-GD

STATION MANAGER

AN ALL-CANADA STATION



Greetings to the Canadian Association of Broadcasters on the occasion of their annual convention at Jasper Park.



Elliott-Haynes Limited

(Continuous Radio Audience Measurements Since 1940)

Sun Life Building MONTREAL

515 Broadview Ave. TORONTO



A Greeting Rhyme For Convention Time!

Come all you jolly Broadcasters
And listen to our song
We're rhyming our good wishes—
We won't detain you long
We hope your get-together
Will be a grand affair
That all the problems fronting you
Will vanish in thin air.

May each and every one of you
Find this annual pow-pow
A mine of information
As to what to do and how
To boost this job of "casting"
In superlative degree
Just that, dear friends, is what
We wish—

Good luck — CJAD!

MONTREAL

SCORES RACIAL AIR JOKES

A strong stand against the use of racial jokes on the air has been taken by "Variety". Under the heading, "Stop Racial Jokes On the Air", radio entertainers and writers are taken to task. In private life, these people endorse liberal policies and parties, resent injustice and sympathize with the underdog, says the article, "but curiously enough on one point many radio program personages remain slow witted. This is as regards their inability, apparently, to understand or at least, to take seriously the anti-social dangers implicit in drama, song lyrics and gags that repeat old, discredited 'racial stereotypes'. Men and women who would be horrified if accused of bigotry will nonetheless stubbornly continue to use comedy and characterization material which clearly delights, bigots and feeds superiority complexes, the victims of which are minority groups."

"Do all Negroes carry dice, razors and astrology books?" the article continues. "Are all Italians gangsters with tommy-guns? Are all Jews pawn-brokers?" These are questions "Variety" answers with a very definite "No, of course not."

However, it continues, "many writer or funnyman convey that impression. It would be an unfortunate attitude indeed if comedians were to argue that they can be comical only by ridiculing other (or even their own) races."

"Variety" considers it poor taste for people living in a "liberal environment", to ridicule certain racial groups thoughtlessly, then excusing the gags and dialect on the grounds that it was "well intentioned spoofing". But, "ridicule is never well intentioned," says the article, reminding its readers that "It wasn't well intentioned back in Boston in the 1840s when Yankee 'natives' made sport of the impoverished Irish immigrants. It's never been merely 'innocent' to kid Polish in Buffalo, Swedes in St. Paul, Jews in a Park Ave. drawing room or Bohemians in the slums."

"And it isn't merely 'innocent' when radio programs, which millions of people listen to, concludes the tirade, "merely cater to the selfish feelings of one group at the expense of another."

SCHROTER BROTHERS

announce

that

Station CJIB

VERNON, B.C.

serving eighteen thousand
radio homes in the wealthy
OKANAGAN VALLEY

will open

August 1st

1000 Watts

940 Kcs.

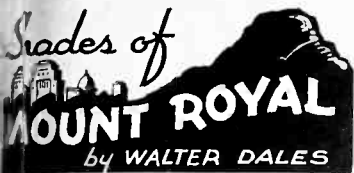
National Representatives:

Horace N. Stovin & Co.

Montreal

Toronto

Winnipeg



Last column we named "RADIO WORLD" as an important radio advertiser. The editor of this paper questioned whether this advertising, of which CBC apparently gets the large share, is met in cash or in space.

Judging by Hansard, May 20, there is at least a two-way traffic. With final expenditure not yet determined owing to outstanding accounts, CBC in 1947 will pay to "RADIO WORLD" or to its owner or publisher the sum of \$13,095.

The current (May 17) issue of the Montreal publication does not carry a heavy allotment of CBC advertising. There is a full page for CBC, Toronto, and one smaller advertisement for three soap programs, including "Ma Perkins."

The latter advertisement may have been sponsored by the soap companies themselves, although they are not named. The advertisement seems to appear under the auspices of the CBC. This is rather amusing, because the advertisement begins in great bold letters, "FOUR GREAT SHOWS." It is rather surprising to learn that the CBC considers these day-serials as great shows. It is particularly surprising that they would spend public funds to advertise them as such, in spite of their heavy commercial content. It would appear to live in a glass house as far as at least one relation goes.

After writing the above, I dropped in at "RADIO WORLD" and asked Marcel Provost, the editor, if radio advertising was on a pro or contra basis. He told me the CBC arrangement is similar to that arrangement with many private stations. In other words, there is a balance of time and space, on a contract basis.

Why the whiting and the snail I tried about the lobster on their respective tails I cannot imagine. Last month the Berkley Hotel was full of lobsters, but many an advertiser faced them bravely and defeated them quickly. Freddie Davis, CKCW, Moncton, staged the event and imported some of the most and most ferocious members of the species for the occasion.

Among the visiting firemen to Montreal recently were: Les Garneau of Winnipeg; Dick Lewis, Toronto; Vic Gray, Saint John; Fred Lynds, Moncton.

Word to the advertising agencies in Montreal the Racine Advertising Agency on Beaver Hall Hill, composed largely of returned men.

Dr. Henri Poulin, formerly with "THE MAGAZINE," has joined the Montreal office of MacLaren Advertising Agency Limited and will be setting up their French department, including French broadcasting.

CAB Meet To Have Own FM Station

Eight equipment manufacturers and an unnamed number of transcription concerns are co-operating during the CAB Convention in Jasper next week in what is believed to be Canada's first non-satellite FM broadcasting station. A Marconi transmitter will operate in Jasper Park Lodge, and, according to Harry Dawson, "bungalows and rooms occupied by the private broadcasters will be equipped with FM receivers."

Dawson points out that aside from giving 14 hours daily entertainment for the four days start-

ing June 8, the FM station will provide quick liaison with delegates.

Contributions towards programming this experiment in FM will be made by all transcription companies, and the following manufacturers are contributing the transmitter, and other sending and receiving equipment: Canadian Marconi Company Ltd., Federal Electrical Manufacturing Company Ltd., Northern Electric Company Ltd., RCA Victor Company Ltd., Canadian General Electric Company Ltd., Presto Recording Corporation, Collins Radio Equipment, Rogers Majestic Ltd.

Co-ordinator of the project is Vic George, Whitehall Broadcasting Ltd., Montreal.

**FOR SALES RESULTS
INCLUDE CJOJ IN
YOUR APPROPRIATION**

CJOJ

Lethbridge, Alberta

Now 5000 Watts

BROADCASTING...

*Everything
for your
Broadcasting
Station...*

Consult Northern Electric
for all your requirements
from microphone to antenna.

Northern Electric
COMPANY LIMITED

25 BRANCHES ACROSS CANADA

A NATIONAL ELECTRICAL SERVICE.

WHAT FM NEEDS... STANDARD HAS!



QUALITY



SHOWMANSHIP

To sell itself to the listening public, FM needs more than technical excellence . . . it must add to its higher quality that elusive element known as Showmanship. To FM, the STANDARD LIBRARY offers both *Quality* and *Showmanship* . . . *Quality* assured by the highest technical* standards of recording, and *Showmanship* which enhances outstanding "names" with inspired production. This combination has won for the Standard Library its unqualified leadership in the AM field, serving more stations *than any other service*, and now doing the same outstanding job for FM broadcasters.

**Guaranteed to meet all present and future requirements for FM.*

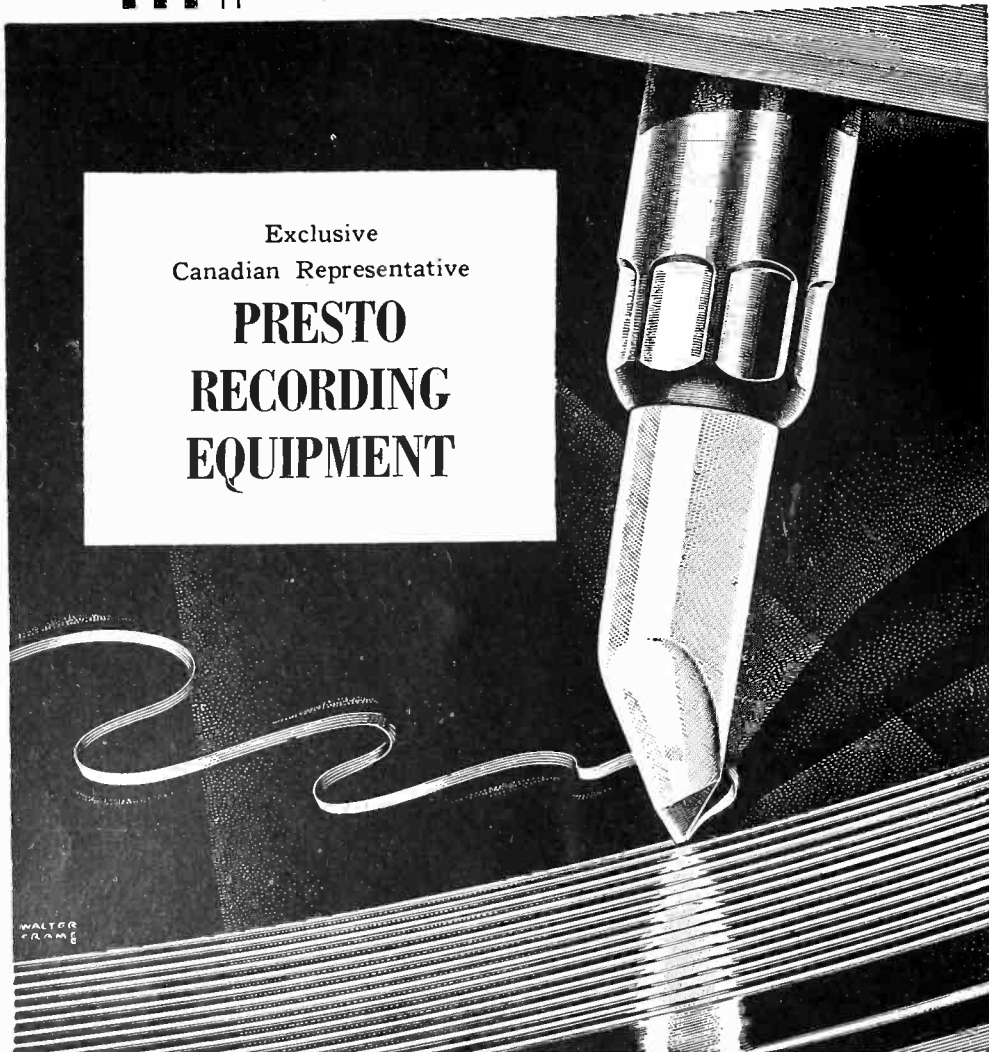


STANDARD RADIO Transcription Services, inc.
HOLLYWOOD • CHICAGO • NEW YORK

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
BRITISH COLUMBIA						
Clackamas	CHWK	All-Canada	Weed & Co.	Jack Pilling	W. G. Teetzel	—
Clackamas	CFJC	All-Canada	Weed & Co.	Ian Clark	—	PN
Clackamas	CKOV	All-Canada	Weed & Co.	J. W. B. Browne	S. E. Tapley	Lang-Worth NBC-World World
Clackamas	CKLN	H. N. Stovin	Adam Young	Henry LeMoigne	—	PN
Clackamas	CKNW	Radio Reps (A. J. Messner in Winnipeg)	Forjoe & Co.	William Rea Jr.	D. M. Armstrong	Associated Cole UTS
Clackamas	CJAV	Radio Reps.	—	Margaret Rea	—	World Lang-Worth
Clackamas	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	—	UTS
Clackamas	CFPR	H. N. Stovin	—	C. H. Insulander	S. J. Anderson	—
Clackamas	CJAT	All-Canada	Weed & Co.	E. Ayles	N. Harrod	NBC
Clackamas	CBR	CBC	CBC	Ira Dilworth	Harold Paulson	—
Clackamas	CJOR	H. N. Stovin	Adam Young	G. C. Chandler	D. E. Laws	NBC UTS
Clackamas	CKMO	Nat'l. Broadcast Sales	Donald Cooke Inc.	John Hunt	Tom Slattery	Standard Associated
Clackamas	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	Lang-Worth
Clackamas	CJIB	H. N. Stovin	—	E. Schroter	B. H. Schroter	World
Clackamas	CJVI	All-Canada	Weed & Co.	M. V. Chesnut	Lee Hallberg	Associated NBC World
ALBERTA						
Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	F. R. Shaw	Associated NBC
Calgary	CFCN	Radio Reps.	H. H. Wilson	H. G. Love	E. H. McGuire	World Lang-Worth Standard
Calgary	CJ CJ	J. L. Alexander	J. H. McGillivra	D. H. MacKay	—	UTS
Calgary	CFRN	Radio Reps.	H. H. Wilson	G. R. A. Rice	A. J. Hopps	Lang-Worth Cole Standard UTS
Calgary	CJCA	All-Canada	Weed & Co.	Gordon Henry	Rolfe Barnes	NBC Standard World
Calgary	CKUA	Non-commercial	—	Walker Blake	—	Associated
Calgary	CFGP	All-Canada	Weed & Co.	Arthur Balfour	G. Cockburn	NBC Cole
Calgary	CJOC	All-Canada	Weed & Co.	Wm. Guild	C. A. Perry	Lang-Worth NBC
Calgary	CHAT	All-Canada	Weed & Co.	R. E. Buss	—	Standard
SASKATCHEWAN						
Calgary	CHAB	All-Canada	Weed & Co.	Sid Boyling	Glen Turner	Cole Lang-Worth UTS
Calgary	CJNB	H. N. Stovin	Weed & Co.	J. H. Coalston	—	World
Calgary	CKBI	All-Canada	Weed & Co.	E. Rawlinson	G. Prest	NBC
Calgary	CKCK	All-Canada	Weed & Co.	H. Crittenden	G. L. Seabrook	NBC
Calgary	CKRM	All-Canada	Weed & Co.	Wm. Speers	Bruce Pirie	Standard Lang-Worth NBC
Calgary	CFQC	Radio Reps.	H. H. Wilson	A. A. Murphy	V. Dallin	World Lang-Worth Cole NBC
Calgary	CBK	CBC	CBC	Jas. Finlay	—	Standard
Calgary	CJGX	H. N. Stovin	Adam Young	A. L. Garside	K. S. Parton	UTS Cole World
MANITOBA						
Winnipeg	CKX	H. N. Stovin	Adam Young	W. F. Seller	W. Grigg	NBC World
Winnipeg	CFAR	H. N. Stovin	Adam Young	G. B. Quinney	—	Lang-Worth
Winnipeg	CKSB	C. W. Wright	—	L. Leprohon	—	Associated
Winnipeg	CJOB	Radio Reps. (A. J. Messner in Winnipeg)	Donald Cooke Inc.	J. O. Blick	A. J. Messner	Associated Standard UTS
Winnipeg	CKRC	All-Canada	Weed & Co.	Gerry Gaetz	Vic Staples	Lang-Worth Standard World
Winnipeg	CKY	H. N. Stovin	Adam Young	Wm. Duffield	W. Carpentier	NBC



The unquestioned quality supremacy of Presto equipment is responsible for its use by Canadian Broadcasting Corporation, the major American networks and all the bigger independent stations and recording studios throughout the continent. In Canada, we are the sole representatives of this famous equipment.

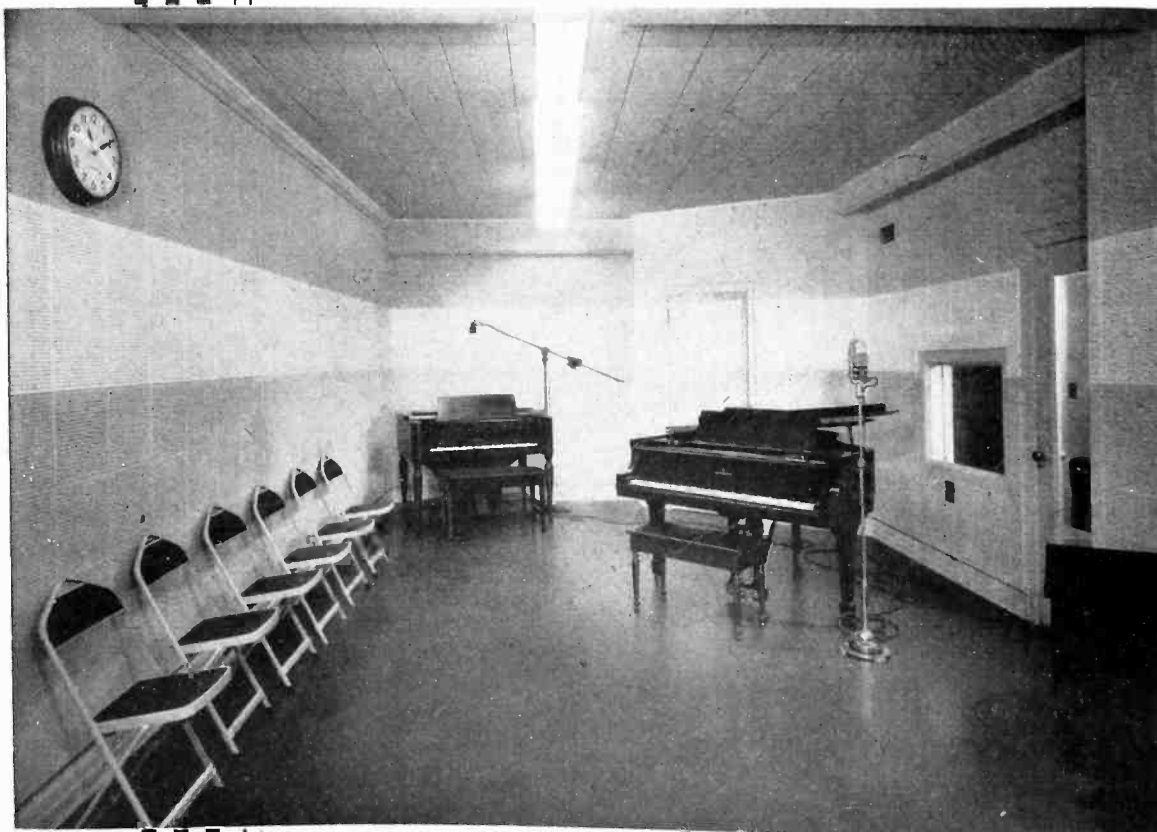
WALTER P. DOWNS LIMITED

MONTREAL

624 DOMINION SQUARE BUILDING



High Fidelity Recordings



In this beautiful studio produced the recorded transcriptions for over fifty of the larger Canadian radio advertisers as well as all the Advertising Agencies with offices in Montreal.

Fully equipped with a No. 1 chord, Steinway Grand Piano, Electric Organ and Leslie speaker, this studio is the headquarters for most high class transcribed radio shows in Canada.

Advertisers Recordings Limited also operates a direct service, subscribed to by the larger Advertising Agencies, which enables them to listen in the privacy of their own office to programs originating anywhere.

Operating through Advertising Agencies Exclusively



ADVERTISERS RECORDINGS CO.

624 DOMINION SQUARE BUILDING, MONTREAL

Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News	
ONTARIO							
Beville	CJBQ	H. N. Stovin	Adam Young	W. H. Stovin	Thos. Wilkinson	{ NBC World UTS World	BUP
Brifford	CKPC	J. L. Alexander	—	Mrs. J. D. Buchanan	Hugh Bremner	{ NBC World UTS World	BUP
Brixville	CFJM	H. N. Stovin	Adam Young	J. R. Radford	—	{ Standard UTS Cole World Cole NBC UTS	BUP
Cham Cewall Fo Frances Fo William	CFCO CKSF CKFI CKPR	H. N. Stovin J. L. Alexander Radio Reps. (H. N. Stovin in Winnipeg)	J. H. McGillvra Adam Young H. H. Wilson	J. Beardall H. H. Flint J. M. Reid Hector Dougall	P. A. Kirkey — R. S. Mitchner G. D. Jeffrey	{ NBC World Cole World NBC UTS	BUP PN PN BUP
Hilton	CHML	Metropolitan in Toronto and H. N. Stovin in Montreal and W'peg.	Adam Young	K. D. Soble	—	{ Associated Standard UTS	BUP
Hilton	CKOC	All-Canada	Weed & Co.	W. T. Cranston	Lyman Potts	{ Lang-Worth NBC World NBC Lang-Worth NBC Standard	PN
Leira Linton	CJRL CKWS	H. N. Stovin Nat'l. B'cast Sales	Adam Young Donald Cooke Inc.	G. E. Tonkin Roy Hoff	— Russ Baer	{ Lang-Worth NBC World NBC Lang-Worth NBC Standard	PN PN
Orind Lake	CJKL	Nat'l Broadcast Sales	Donald Cooke Inc.	Brian Shellon	Tom Warner	{ Lang-Worth NBC Standard	PN
Shiner Shin	CKCR CFPL	William Wright H. N. Stovin (Montreal and W'peg.)	— J. H. McGillvra	W. C. Mitchell Donald Wright	G. Liddle M. Brown	{ UTS NBC World World Lang-Worth NBC Standard	PN PN BUP BUP PN
Stein Falls	CHVC	J. L. Alexander	J. P. McKinney & Son	B. H. Bedford	—	{ World World Lang-Worth NBC Standard	BUP BUP PN
St. Bay	CFCH	Nat'l Broadcast Sales	Donald Cooke Inc.	C. Pickrem	K. Packer	{ Lang-Worth NBC Standard	PN
St. Catharines St. Catharines	CKDO CBO	J. L. Alexander CBC	— CBC	Geo Elliott Chas. P. Wright	— —	{ NBC —	PN CP BUP PN
St. Catharines	CKCO	William Wright	J. H. McGillvra	Dr. G. M. Geldert	—	{ Associated Lang-Worth World World NBC UTS NBC Lang-Worth NBC UTS Lang-Worth Standard NBC Lang-Worth Standard UTS	BUP PN BUP PN BUP PN
St. Catharines St. Catharines	CFRA CFOS CFOR	All-Canada H. N. Stovin H. N. Stovin	Weed & Co. Adam Young Adam Young	Frank Ryan Ralph Snelgrove G. E. Smith	W. N. Hawkins —	{ World World World NBC UTS NBC Lang-Worth NBC UTS Lang-Worth Standard NBC Lang-Worth Standard UTS	BUP PN BUP PN BUP PN
St. Catharines St. Catharines	CHOV CHEX	H. N. Stovin Nat'l-Broadcast Sales	Adam Young Donald Cooke	E. G. Archibald Harold Burley	— E. L. Jones	{ NBC NBC Lang-Worth NBC UTS Lang-Worth Standard NBC Lang-Worth Standard UTS	BUP PN
St. Catharines St. Catharines	CFPA CHOK	Nat'l Broadcast Sales (All-Canada in W'peg.) Nat'l. Broadcast Sales	Weed & Co. Donald Cooke Inc.	R. H. Parker Claude R. Irvine	— Sid King	{ Lang-Worth Standard NBC Lang-Worth Standard UTS Lang-Worth Standard UTS	— PN
St. Catharines St. Catharines	CKTB CJIC	Nat'l. Broadcast Sales J. L. Alexander	J. H. McGillvra J. H. McGillvra	W. Burgoyne J. G. Hyland	C. Wingrove —	{ UTS UTS	PN PN
St. Catharines St. Catharines	CJCS CHNO CKSO	All-Canada J. L. Alexander All-Canada	Weed & Co. — Weed & Co.	Frank Squires A. J. Robinscn Wilf Woodill	— — —	{ World UTS Associated NBC World Lang-Worth NBC Standard	BUP PN PN
St. Catharines St. Catharines	CKGB	Nat'l. Broadcast Sales	Donald Cooke Inc.	H. C. Freeman	Harry Edgar	{ Lang-Worth NBC Standard	PN
St. Catharines St. Catharines	CBL	CBC	CBC	H. J. Boyle	—	{ —	CP BUP BUP PN
St. Catharines St. Catharines	CFRB	All-Canada in Montreal	Adam Young	E. L. Moore	—	{ Associated Lang-Worth NBC World Cole Lang-Worth Standard UTS	BUP PN
St. Catharines St. Catharines	CHUM	J. L. Alexander	Weed & Co.	R. Ford	—	{ World Cole Lang-Worth Standard UTS	BUP
St. Catharines St. Catharines	CJBC	H. N. Stovin	—	Bob Kesten	—	{ Lang-Worth Standard UTS	CP BUP BUP PN
St. Catharines St. Catharines	CKEY	Nat'l. Broadcast Sales	Donald Cooke Inc.	Hal Cooke	Waldo Holden	{ Lang-Worth Standard Associated Standard World Standard UTS World Cole NBC	BUP PN
St. Catharines St. Catharines	CKLW	H. N. Stovin	Adam Young	J. E. Campeau	W. Carter	{ World Standard UTS World Cole NBC	BUP
St. Catharines St. Catharines	CKNX	J. L. Alexander	—	W. T. Cruickshank	F. N. Johnson	{ NBC	BUP

QUEBEC

St. Catharines St. Catharines	CHAD CBJ	Nat'l. Broadcast Sales CBC	— CBC	J. Linklater Vilmont Fortin	J. Fox —	{ —	PN CP BUP PN PN
St. Catharines St. Catharines	CHEF, CKCH	Radio Reps. Radio Reps.	H. H. Wilson	Jacques Thivierge Raymod Benoit	— —	{ World NBC UTS	PN PN
St. Catharines St. Catharines	CKRS CBF	Jos. A. Hardy CBC	— CBC	Gaston Voyer J. M. Beaudet	— O. Renaud	{ World —	PN CP BUP CP BUP
St. Catharines St. Catharines	CBM	CBC	CBC	J. M. Beaudet	O. Renaud	{ —	BUP

City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
Montreal	CFCF	All-Canada in Toronto	Weed & Co.	J. A. Shaw	P. E. Hiltz	NBC	BUP PN PN
Montreal	CHLP	J. L. Alexander	J. H. McGillvra	C. A. Berthiaume	F. Bergevin	Standard	
Montreal	CJAD	Nat'l. Broadcast Sales	Adam Young	J. A. Dupont		Associated Lang-Worth Standard World	BUP PN
Montreal	CKAC	William Wright	Adam Young	Phil Lalonde	Georges Baurassa	Lang-Worth World	BUP PN
New Carlisle	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Viateur Bernard		CP BUP BUP PN
Quebec	CBV	CBC	CBC	M. Valiquette	Omer Renaud	Lang-Worth NBC	BUP PN
Quebec	CHRC	Jos. A. Hardy	Adam Young	J. N. Thivierge	L. Bernier	UTS	BUP PN
Quebec	CKCV	Radio Reps.	Weed & Co.	Paul LePage		World	PN
Rimouski	CJBR	H. N. Stovin	Adam Young	Guy Caron		UTS	PN
Rivière-du-Loup	CJFP			T. Gareau		Standard	PN
Rouyn	CKRN	Nat'l. Broadcast Sales		J. Linklater	J. Fox	NBC	PN
Ste Anne de la Pâcotiere	CHGB	Nat'l. Broadcast Sales		G. T. Desjardins		World	PN
Sherbrooke	CHLT	Jos. A. Hardy	H. H. Wilson	A. Gauthier		Lang-Worth World	PN
Sherbrooke	CKTS	Radio Reps.		A. Gauthier		NBC UTS	
Sorel	CJSO	Radio Reps.		G. Boulay		World	PN
Three Rivers	CHLN	Jos. A. Hardy	Adam Young	Leon Trepanier		UTS	PN
Val D'Or	CKVD	Nat'l. Broadcast Sales		J. Linklater	J. Fox	World	PN
Verdun	CKVL	H. N. Stovin		Jack Tietloman	Corey Thompson	Lang-Worth UTS	BUP PN

● **NEW BRUNSWICK**

Campbellton	CKNB	All-Canada	Weed & Co.	C. S. Chopman			PN
Edmundston	CJEM	H. N. Stovin	Adam Young	R. Leclair		World	PN
Fredericton	CFNB	All-Canada	Weed & Co.	Malcolm Neill		NBC	BUP
Moncton	CKCW	H. N. Stovin	J. H. McGillvra	F. A. Lyons	C. Chambers	UTS Lang-Worth World	BUP PN
Saint John	CFBC	All-Canada	Weed & Co.	Norm Botterill		NBC	BUP
Saint John	CHSJ	H. N. Stovin	Adam Young	Geo. Cromwell		Associated Lang-Worth Standard UTS World	PN
Sackville	CBA	CBC	CBC	W. E. S. Briggs			CP BUP

● **PRINCE EDWARD ISLAND**

Charlottetown	CFC-Y	All-Canada	Weed & Co.	Col. Keith Rogers	Bob Large	Lang-Worth Cole Standard World	PN
Summerside	CHCS	Radio Reps.		R. L. Mollison			

● **NOVA SCOTIA**

Antigonish	CJFX	J. L. Alexander	Adam Young	J. C. Nunn		Lang-Worth UTS	PN
Halifax	CBH	CBC	CBC	W. E. S. Briggs			CP BUP BUP
Halifax	CHNS	All-Canada	Weed & Co.	Gerald Redmond		Lang-Worth NBC UTS World	PN
Halifax	CJCH	H. N. Stovin	J. H. McGillvra	R. T. Bowman		Standard World	PN
Sydney	CJCB	All-Canada	Weed & Co.	N. Nathanson		Cole NBC UTS	PN
Windsor	CFAB	J. L. Alexander	Adam Young	A. M. Bishop		Cole UTS	PN
Yarmouth	CJLS	All-Canada	Weed & Co.	L. L. Smith			PN

Never A Dull Moment!

MEETING PLACE FOR THE INDUSTRY
AND ITS SPONSORS

\$3.00 A YEAR
\$5.00 FOR 2 YEARS

CANADIAN BROADCASTER

371 Bay Street

Toronto 1

BY ACTUAL MEASUREMENT

CALGARY'S* MOST POWERFUL SIGNAL

	DAY	NIGHT
CFAC	60.7	67.9
Station No. 2	7.1	7.1
Station No. 3	14.8	14.8

CALGARY'S** MOST POPULAR STATION

	DAY	NIGHT
CFAC	13.1	22
Station No. 2	7.3	16
Station No. 3	4.1	7.5

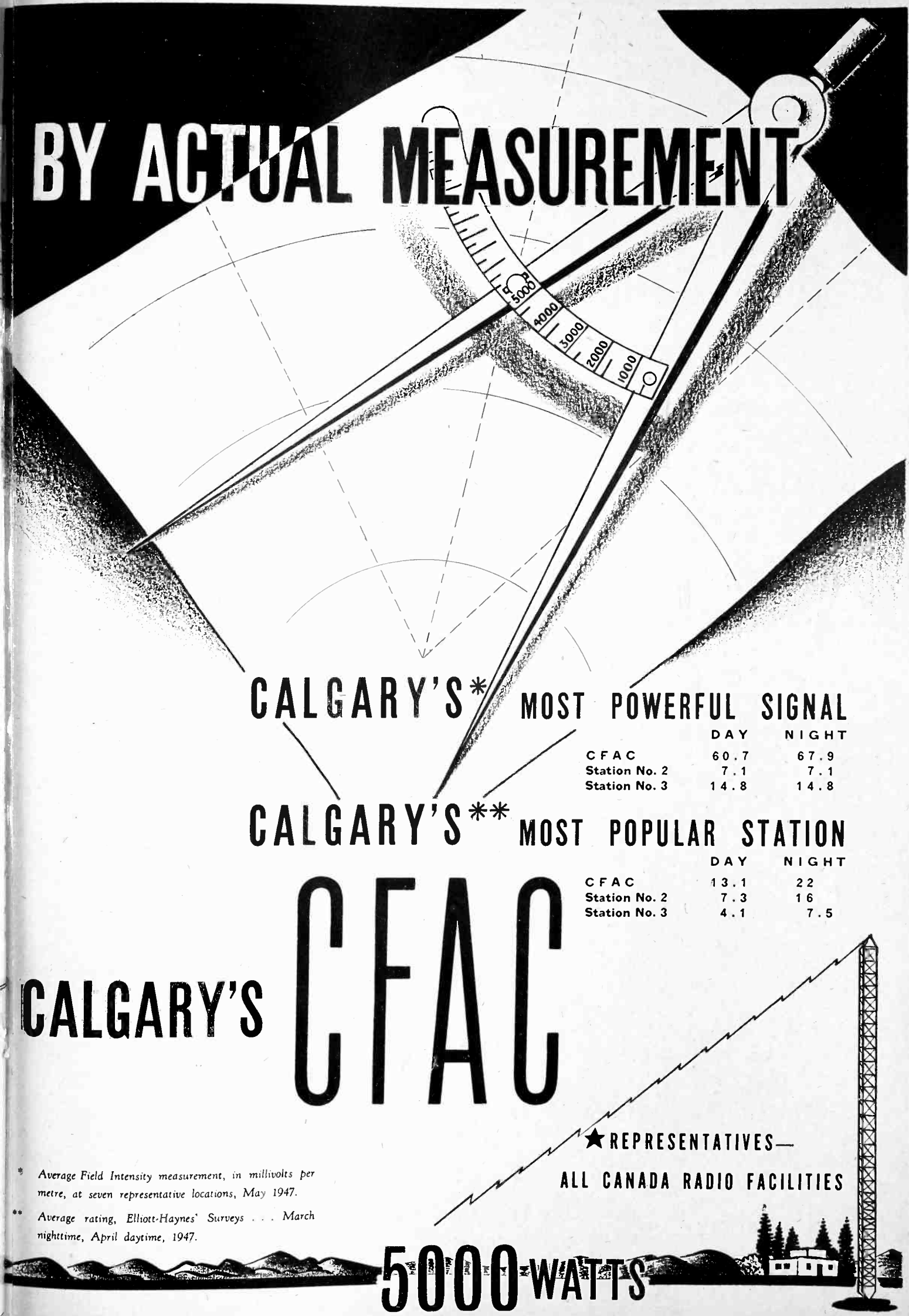
CALGARY'S

CFAC

★ REPRESENTATIVES—
ALL CANADA RADIO FACILITIES

* Average Field Intensity measurement, in millivolts per metre, at seven representative locations, May 1947.
 ** Average rating, Elliott-Haynes' Surveys . . . March nighttime, April daytime, 1947.

5000 WATTS



Congratulations To Our Mr. Diespecker

COLUMBUS AWARD

A First Award in the Local Station Classification at the Eleventh American Exhibition of Education by Radio, given to Dick Diespecker and CJOR for "The March of Progress" drama series—broadcast as a public service by CJOR in 1946.

BEAVER AWARD

Dick Diespecker won the Canadian Broadcaster's 1946 Beaver Award for Program Production.

"VARIETY"

Honorable Mention

No Canadian station won a Variety Showman-agement Award this year, but CJOR and Dick Diespecker rated a noteworthy Honorable Men-tion. Variety said: "CJOR Vancouver really blew the lid off last April for inauguration of new 5 kw transmitter. Station's production manager, Dick Diespecker, a man of considerable talents."

Dick Diespecker's high honors bring distinction to himself and to CJOR. They reflect too upon the capable and experienced staff of producers, musicians, announcers, writers and technicians employed by CJOR—without whose presence and co-operation these awards could never have been won.

In British Columbia

CJOR

is

The "Production-Minded" Station

600 K.C.

5,000 Watts

Rep.: H. N. STOVIN & CO.

ADAM J. YOUNG JR. INC.

STATIONS OF THE CBC NETWORKS

Trans-Canada Network	CHLT CJEM CJFP	Sherbrooke Edmundston Riviere du Loup
Atlantic Region (Basic)	CJCB CBH CBA CHSJ CFNB	Sydney Halifax Sackville Saint John Fredericton
Mid-Eastern Region (Basic)	CBM CBO CKWS CBL CKSO CFCH CJKL CKGB CJIC CKPR	Montreal Ottawa Kingston Toronto Sudbury North Bay Kirkland Lake Timmins Sault Ste. Marie Fort William
Mid-Eastern Region (Supplementary)	CHOK CKCV CKOC CKLW	Sarnia Quebec Hamilton Windsor
Prairie Region (Basic)	CKY CBK CJCA CFAC CJOC	Winnipeg Watrous Edmonton Calgary Lethbridge
Prairie Region (Supplementary)	CKCK CFAR CFGF	Regina Flin Flon Grande Prairie
Pacific Region (Basic)	CFJC CKOV CJAT CBR	Kamloops Kelowna Trail Vancouver
Pacific Region (Supplementary)	CKLN CKPG	Nelson Prince George
French Network	(Basic) CBF CBV CBJ	Montreal Quebec Chicoutimi
(Supplementary)	CKCH CHGB	Hull Ste. Anne de la Pocatiere
	CJBR CHNC **CKRN **CKVD **CHAD	Rimouski New Carlisle Rouyn Val d'Or Amos
Dominion Network	Atlantic Region (Basic) CJFX CFCY CHNS CKCW CKNB CJLS	Antigonish Charlottetown Halifax Moncton Campbellton Yarmouth
Atlantic Region (Supplementary)	CFBC	Saint John
Mid-Eastern Region (Basic)	CKTS CKCF CKCO CHOV CFJM CJBC CHEX CFPL CFCO CFPA	Sherbrooke Montreal Ottawa Pembroke Brockville Toronto Peterborough London Chatham Port Arthur
Mid-Eastern Region (Supplementary)	CKCV CKTB CHML CKLW CKPC CKCR CKNX CJCS CFOS CKSF CFOR CKFI	Quebec St.-Catharines Hamilton Windsor Brantford Kitchener Wingham Stratford Owen Sound Cornwall Orillia Fort Frances
Prairie Region (Basic)	CJRL CKRC CJGX CKX CKRM CHAB CFQC CKBI CFCN CFRN	Kenora Winnipeg Yorkton Brandon Regina Moose Jaw Saskatoon Prince Albert Calgary Edmonton
Prairie Region (Supplementary)	CHAT	Medicine Hat
Pacific Region (Basic)	CHWK CJOR CJVI	Chilliwack Vancouver Victoria

**These three stations sold as a group.



Jean Baptiste says

Quebec—Canada's LARGEST province—produces Field Crops to the value of \$154 millions and manufactured products—from chemicals and metals to mineral waters and sugar—totaling \$2,929 millions. Its population is now 3½ millions, and has DOUBLED within 40 years. Tell YOUR sales story to Quebec's prosperous Market No. 2 by RADIO—you can do it effectively and economically through these radio stations.

CHRC Quebec 5000 Watts	CHNC New Carlisle 5000 Watts	CHLN Trois Rivières 1000 Watts	CHLT Sherbrooke 1000 Watts	CKRS Jonquière 250 Watts
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For Information, Rates, etc., telephone, wire or write to:

JOS. A. HARDY & CO. LTD.

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

CANADA

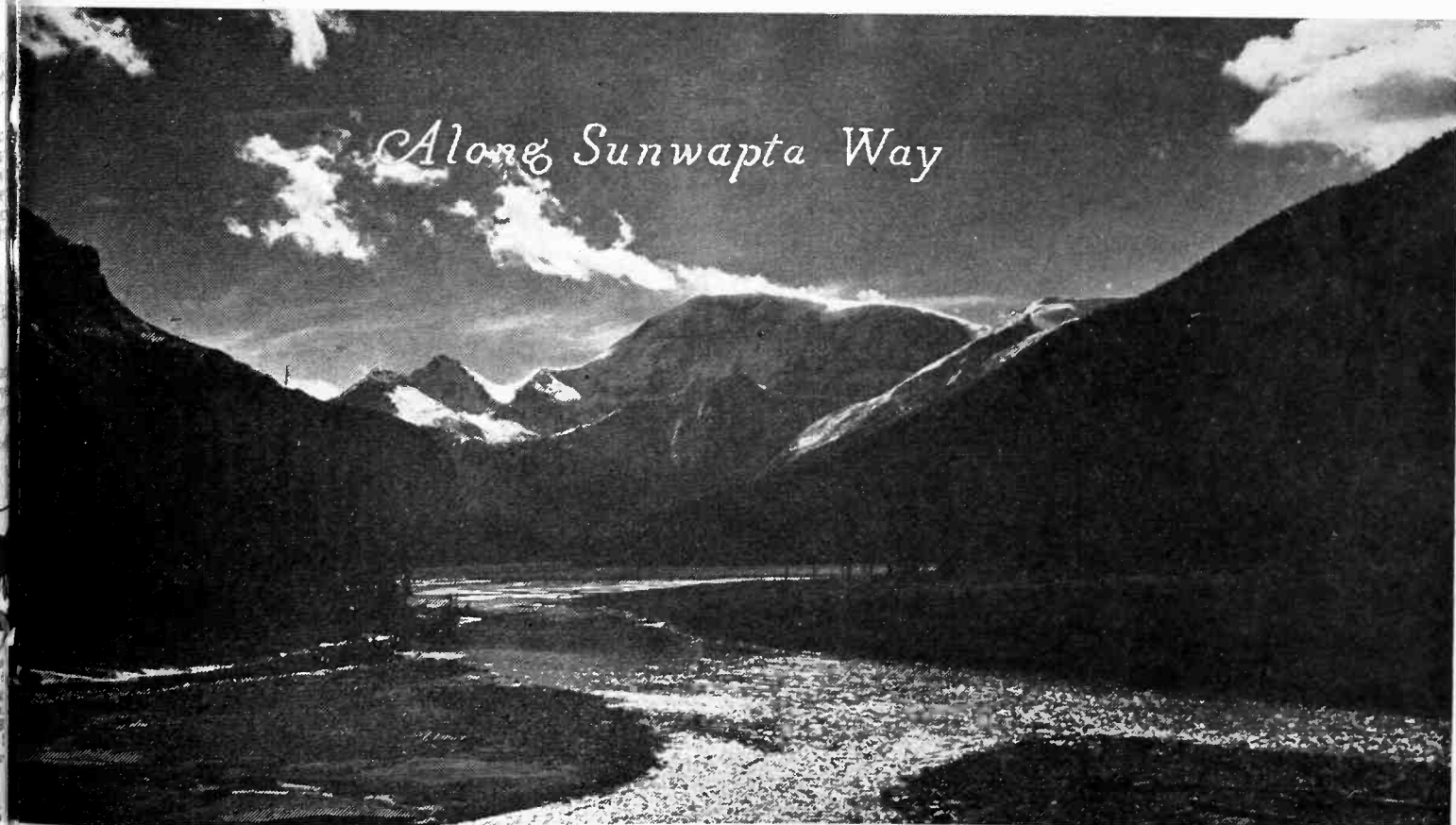
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JAMES L. ALEXANDER
 Toronto:- 100 Adelaide St. W.
 Montreal:- Drummond Building
ALL-CANADA RADIO FACILITIES LTD.
 Toronto:- Victoria Building
 Montreal:- Dominion Square Building
 Winnipeg:- Electrical Railway Chambers
 Calgary:- Southam Building
 Vancouver:- 198 W. Hastings Street
BROADCAST REPRESENTATIVES (W'pg. Rep. only)
 Winnipeg:- Lindsay Building
CANADIAN BROADCASTING CORPORATION
 Toronto:- 354 Jarvis St.
 Montreal:- 1231 St. Catherine St.
JOSEPH A. HARDY LTD.
 Montreal:- 1405 Peel Street
 Quebec:- P.O. Box 341 Upper Town
 Toronto:- 1404 Victory Building, serviced by:
METROPOLITAN BROADCASTING SYSTEM LTD.
 Toronto:- 21 Dundas Square
NATIONAL BROADCAST SALES
 Toronto:- Bank of Commerce Building
 Montreal:- University Tower Building
RADIO REPRESENTATIVES LTD.
 Toronto:- 4 Albert Street
 Montreal:- Dominion Square Building
 Winnipeg:- Lindsay Building
DORCE N. STOVIN & CO.
 Toronto:- Victory Building
 Montreal:- Keefer Building
 Winnipeg:- Manitoba Telephone System Building
WILLIAM WRIGHT
 Toronto:- 1404 Victory Building
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 Jos. A. Hardy
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 Don Wright
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 Jack Slatter
 Wilf Dippie
 A. J. Messner
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 Ralph Bowden
 Wilf Carpentier
 William Wright
 Walter A. Dales

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 Chicago:- 20 E. Jackson Blvd.
 Detroit:- 716 Transportation Blvd.
 Hollywood:- Taft Blvd.
 San Francisco:- 681 Market
FORJOE & COMPANY
 New York:- 19 W. 44th Street
 Chicago:- 360 N. Michigan Ave.
 Philadelphia:- Widener Bldg.
 Pittsburgh:- Hotel Keystone
JOSEPH HERSHEY MCGILLVRY, INC.
 New York:- 366 Madison Ave.
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 San Francisco:- 68 Post St.
WEED & CO.
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 San Francisco:- 68 Post Street
 Boston:- Statler Building
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 Atlanta:- Healey Bldg.
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 Hill Best
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 T. B. Price
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 R. W. Walker
 Rogers Parratt
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 D. A. Scott



Along Sunwapta Way

Sunwapta Valley and River—Harry Rowed

The peaks reflect warmth from a setting sun. The Sunwapta River turns gold and silver in the twilight. It's a welcome fore warm than any we can send. It's a spot you should see while in Jasper.

SUNWAPTA BROADCASTING COMPANY
CFRN
 5,000 WATTS—EDMONTON-DOMINION NETWORK

Day & Night

RADIO STATION C.H.V.C.

ONE THOUSAND WATTS

NIAGARA FALLS

May 21st, 1947.

Directors and Members of the
Canadian Association of Broadcasters,
Jasper, Alberta.

Gentlemen:

I know you will forgive a first-year member's inability to attend the deliberations of the 1947 general meeting. We hope that old Doc RCA will have delivered a healthy, bouncing baby boy here in the Falls by the time you foregather, and we CHVC folks will be as busy as any proud parents with a twenty-four hour feeding schedule. Our regrets are most sincere, for we have a very direct interest in attending this year's meeting. Briefly, we want to extend to you in our most enthusiastic manner, a pressing invitation to hold the 1948 annual convention in Niagara Falls.

Our attractions as a tourist and convention center are of world-wide prominence. In a practical sense we have every facility here to accommodate a convention of the least to the greatest magnitude. Our famous General Brock Hotel is adding two stories this year.

There are so many reasons why Niagara Falls is the convention capital of North America. Everywhere here you will be treading on historic ground. The beautiful Niagara Parks, maintained by the Ontario government, are unrivalled. Need I refer to the splendour of the cataract itself?

Every manner of entertainment awaits you in Niagara Falls, or in adjacent Buffalo. An over-night pullman will put you in New York. Toronto is two hours away. Make it Niagara Falls for 1948, gentlemen, and let us at CHVC introduce you to the broadcasters' paradise, no fooling!

Yours very sincerely,

RADIO STATION CHVC



B. H. Bedford.

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Cockfield, Brown & Co. Ltd.	100 Adelaide St. W., Toronto	Jack Horler	McKim Advertising Ltd.	Huron & Erie Bldg., London	"
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Harry E. Foster Agencies Ltd.	90 King St., W., Toronto	Miss L. Ryan	Stewart-Lovick & MacPherson Ltd.	330 Bay St., Toronto	Miss G. Race
General Broadcasting Co.	4 Albert St., Toronto	H. B. Williams	Stevenson & Scott Ltd.	Dominion Square Bldg., Montreal	T. Marchant
J. J. Gibbons Ltd.	74 King St., E., Toronto	G. M. Frankfurter	Tandy Advertising Agency Ltd.	Yardley House, Toronto	T. C. Briggs
	749 Yonge St., Toronto	Ralph Lawson	J. Walter Thompson Co. Ltd.	Keefe Bldg., Montreal	Frank Starr
	16 James St. S., Hamilton	E. B. Heaven	Vickers & Benson Ltd.	137 Wellington W., Toronto	Ray Avery
	45 Richmond St. W., Toronto	E. A. Lowden	Wallace Advertising Ltd.	80 Richmond St. W., (H.O. New York)	R. Lees
	394 Bay St., Toronto	Bob Howe	Walsh Advertising Co. Ltd.	80 King St., W., Toronto	G. A. Phare
	204 Richmond St., W., Toronto	David Fenn	Whitehall Broadcasting Ltd.	19 Richmond St., W., Toronto	W. D. Byles
	1253 McGill College Ave., Montreal	G. Humphrey	Young & Rubican Ltd.	Dominion Square Bldg., Montreal	M. Laonde
	King Edward Hotel, Toronto	Tom Quigley		Royal Bank Bldg., Vancouver	K. Davidson
	Sun Life Bldg., Montreal	J. C. Nicolls		Dominion Square Bldg., Montreal	R. H. Geary
	119 West Pender St., Vancouver	L. Webster		311 Bay St., Toronto	C. P. Sutcliffe
	612 Barrington St., Halifax	E. Murray		Royal Securities Bldg., Saint John, N. B.	K. Jones
	1434 St. Catherine W., Montreal	J. Tietolman		675 West Hastings St., Vancouver	V. Irons
	200 Bay St., Toronto	Don Bassett Productions		Merrick Bldg., Edmonton	T. C. Scholfield
	Dominion Square Bldg., Montreal	C. W. McGibbon		Province Bldg., Vancouver	F. McDowell
	Scott Bldg., Winnipeg	A. B. Johnston		337 West 8th Ave., Calgary	R. McNicol
	Province Bldg., Vancouver	C. Rowntree		Birks Bldg., Edmonton	W. Kerr
	Renfrew Bldg., Calgary	Miss L. Hogan		160 Adelaide St. W., Toronto	A. R. Hackett
	301 Agency Bldg., Edmonton	(Through Calgary)		302 Veteran Block, Regina	A. C. Goudy
	Leader Bldg., Regina	S. Wayne		294 Portage Ave., Winnipeg	E. MacPherson
	103 Church St., Toronto	Miss Olive Jennings		1516 Mountain St., Montreal	Yves Bourassa
	38 King St., W., Toronto	G. F. Keeble		University Tower Bldg., Montreal	H. E. Smith
	1405 Peel St., Montreal	(Through Toronto)		100 Adelaide St., W., Toronto	S. Young
	19 Melinda St., Toronto	L. J. Heagerty		402 West Pender St., Vancouver	R. A. Hunter
	353 St. Nicolas St., Montreal	A. Audet		204 Richmond St., W., Toronto	A. C. Haight
	1244 Dufferin St., Toronto	W. Engwer		Dominion Square Bldg., Montreal	Miss M. Cardon
	Halifax	E. Murray		80 Richmond St., W., Toronto	Miss F. Sivell
	73 Adelaide St., Toronto	Albert Jarvis		Keefe Building, Montreal	Miss J. Berube
	447 Main St., Hamilton	(Through Toronto)		217 Bay St., Toronto	E. Kober
	86 Adelaide St., E., Toronto	Wm. Scarlett		Roy Building, Halifax	F. M. Beaubien
	601 Dominion Bldg., Montreal	M. J. O'Brien		Guaranty Trust Bldg., Windsor	(Through Toronto)
	480 Légauchetière W., Montreal	E. W. Desbarats		100 Adelaide St., W., Toronto	D. Marshall
	Sun Life Bldg., Montreal	Jack Scanlan		Dominion Square Bldg., Montreal	W. V. George
	Harbor Commission Bldg., Toronto	E. Johnson		University Tower Bldg., Montreal	L. C. Arbutnot
	372 Bay St., Toronto	M. Rosenfeld		80 King St., W., Toronto	R. L. Simpson
	Dominion Square Bldg., Montreal	Henri Poulin			
	Electric Railway Chambers, Winnipeg	E. P. Thomson			
	Province Bldg., Vancouver	W. D. M. Patterson			

U.S. Recognized Agencies Have Automatic CAB Recognition in Canada

A Truly FARM Service

in N.E. Saskatchewan and
N.W. Manitoba

ARTHUR OSBORNE, B.S.A. (Man.)
CJGX Director of Farm Services,
every week produces 19½ hours of
high-rating rural-appeal programs, in-
cluding "Personalities in Agriculture",
"Songs of the Range", "Your Live-
stock", "The Enquiring Farm Re-
porter", "CJGX Junior Farmer",
"Baby Beef Club", "Science and Seed",
and countless other rural features,
which combine to make CJGX the
dominant Farm and Community Sta-
tion of the West.



CJGX FARM SERVICE UNIT

carries CJGX microphones and record-
ing equipment to Fairs, Field-days,
and every event of public interest in
its far-flung rural area. Here is how
CJGX maintains personal contact with
listeners and local advertisers in every
nook and cranny of the richest farm-
ing district in Western Canada.



These Rural Appeal Programs
Attract Listeners to Your
Sales Messages in a
\$100,000,000
Farm Market

CJGX

Y O R K T O N

Western Canada's Farm Station

Representatives:

Horace N. Stovin & Co., Toronto, Montreal, Winnipeg
Adam J. Young Jr. Inc., in U.S.A.



HUCKSTER'S PRAYER

Forgive us our transcriptions
as we forgive those who trans-
cribe against us.

* * *

NEWS RELEASE

"CFRA, Ottawa has joined the
CAB without any pressure. In
fact Frank Ryan came in and
just gave himself up."

—Jim Allan

* * *

THINGS TO COME

The Jamaican government
decision to consider offer-
ing private stations to take
over the broadcasting conces-
sion follows embarrassing
close on the heels of the
General Manager's visit to
Island to advise them on go-
vernment operation in radio.

* * *

ACTIVE MINORITY

"When it was decided to have
such a sports field, all
conscious citizens combined
efforts and cleared an area
33 acres."

—Edmonton Broadcast Program

* * *

WE'D LIKE TO KNOW

Has the CBC filed its
"Promise of Performance"
or is it waiting to see how
much swag it will be able to
purloin first, via the swif-
tly changing frequencies?

* * *

IT AIN'T SPINACH

In spite of the fact that
the cover correspondent
Francis became the father
of a daughter at the same time
as his wife was decorated with
the Order of Orange, it has
been definitely decided not to
name the little straw
"Tangerine."

* * *

WAKEMANISM

You have to go into J. W.
Thompson Company's Mani-
toba real office to have Bob
tell you your new simul-
cast tortoise-shell bi-focal glasses
look so very sincere.

* * *

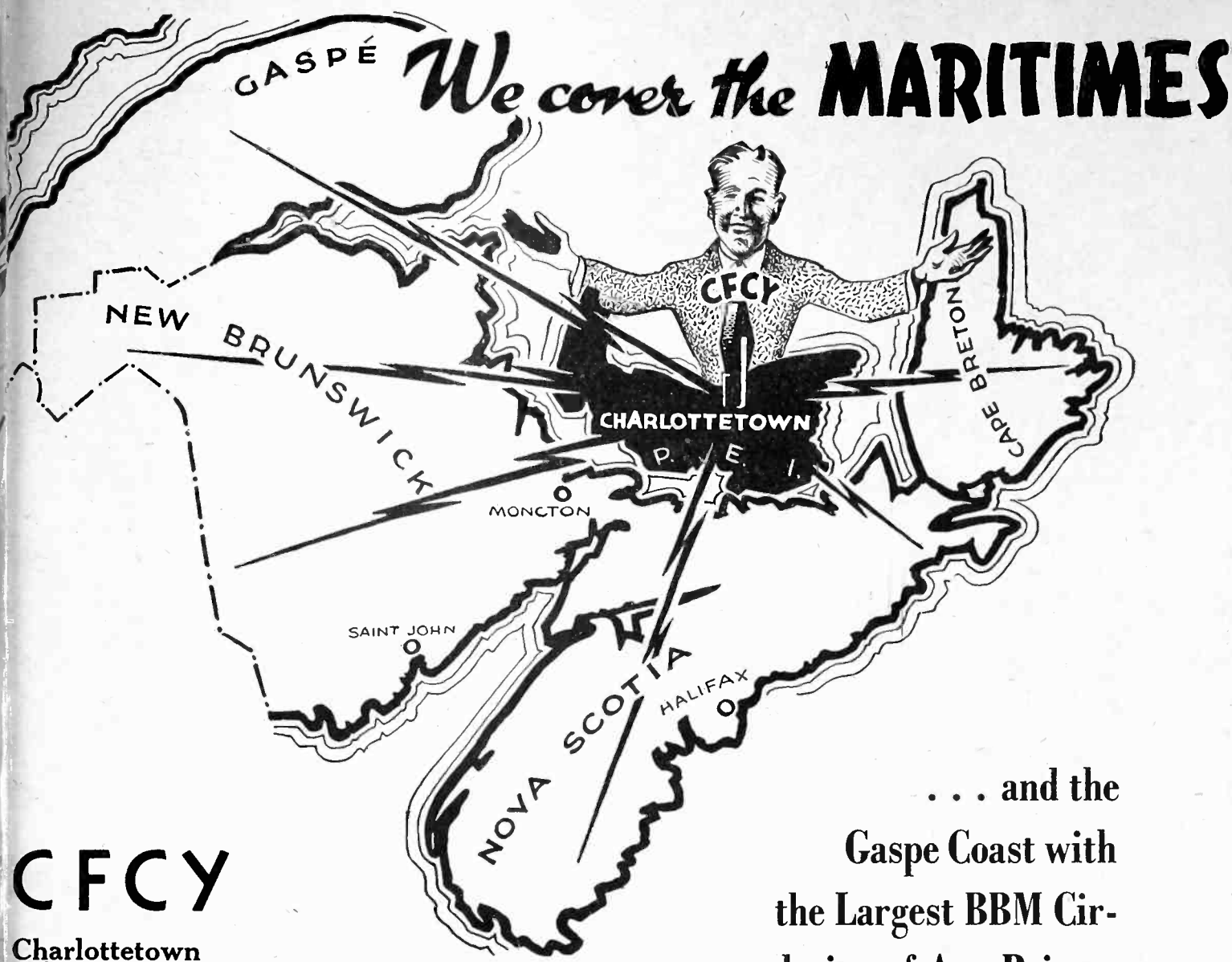
CHARITY DEPT.

If you think the material
on page 5 of this issue has
been included in a spirit of "I
did you so," you are perfectly
right.

* * *

OTHER HALF

A movement is on foot in
Toronto advertising circles to
persuade E. P. Taylor to
through the gruelling
of drinking his morning coffee
at the Bay Street Honey



CFCY

Charlottetown offers the greatest retail sales market in the Maritimes within its BBM primary area.



ANNUAL
RETAIL SALES
TOTAL
\$118,521,000



150 LOCAL ACCOUNTS through our primary area provide local acceptance for national advertisers.

... and the Gaspé Coast with the Largest BBM Circulation of Any Private Station East of Montreal

DOMINION NETWORK

630 KILOCYCLES

5000 WATTS



ISLAND RADIO BROADCASTING COMPANY LIMITED

Reps.: CANADA—All-Canada Radio Facilities.

U.S.A.—Weed & Co., New York.

GREAT BRITAIN—Fremantle Overseas Radio, Ltd.



**YOUR
ADVERTISING
DOLLAR...**

on CFRB each advertising dollar buys

2,795 potential radio homes after 7:00 p.m.

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

5,195 potential radio homes at other times.

On CFRB you reach more listeners per dollar than any other Toronto station. That's why CFRB's advertisers keep on using the station year after year.

Ask them why they stay! Perhaps they won't quote figures or facts . . . but they'll give you the *real* answer. They stay because they get results! They stay because they reach *more* radio homes, *more* prospects for their product . . . selling an audience that's been growing for twenty years!

CFRB

TORONTO

REPRESENTATIVES:

UNITED STATES

Adam J. Young Jr., Incorporated

CANADA

All-Canada Radio Facilities Ltd.

Looking forward to the next twenty years!