

—Photo by Harry Rowed

roadcasters from coast to coast gathered at Jasper Park Lodge this month to hold their annual meeting in the invigorating atmosphere of the Canadian Rockies. From left to right (standing) they are: Eric Garside, CJGX, Yorkton; Gerry Quinney, CFAR, Flin Flon; Jim [unclear], CFCF, Montreal; Ralph Parker, CFFA, Port Arthur; Tiny [unclear], CKWX, Vancouver; Gerry Tonkin, CJRL, Kenora; George [unclear], CJOR, Vancouver; Ralph Snelgrove, CFOJ, Owen Sound;

Murray Brown, CFPL, London; Gordon Love, CFCN, Calgary; Malcolm Neill, CFNB, Fredericton; Jim Browne, CKOV, Kelowna; Lloyd Moore, CFRB, Toronto. (Sitting) Art Balfour, CFGP, Grande Prairie; Eric Aylen, CJAT, Trail; Keith Rogers, CFCY, Charlottetown; Ian Clarke, CFJC, Kamloops; Dick Rice, CFRN, Edmonton; Jack Beardall, CFCO, Chatham; Gordon Henry, CJCA, Edmonton; A. A. Murphy, CFQC, Saskatoon.

CANADIAN BROADCASTER

TWICE A MONTH

6, No. 12

25c a Copy — \$3.00 a Year — \$5.00 for Two Years

June 21st, 1947

CANADIAN DAILIES INDICT RADIO RESTRICTIONS

Claim Present Regulations Threat to Freedom of Press

Support to the Canadian Association of Broadcasters' demand to the Parliamentary Committee that an independent regulatory body, responsible directly to Parliament, be formed to administer Canadian radio, was voiced in a brief presented to the Committee by the Canadian Daily Newspapers Association, Wednesday, June 18. The Canadian Daily Newspapers Association associates itself with those who believe that the licensing and regulation of radio should be transferred from the CBC to a special board created and financed directly by joint resolution of the Commons and Senate, answerable only to the Commons and removable only by joint resolution of Commons and Senate, and carrying on its functions by public meetings and public judgements and orders of facts publicly stated and reasons publicly declared," as stated in the brief.

sible for this, states the brief, declaring, "It is an arbitrary decision of the Governors of the CBC which we submit to unwarranted, unfair, and contrary to the public interest."

Radio broadcasting statutes, and policies, regulations and procedure of the Department of Transport and the CBC, adds the brief, were made in the early days of radio "when the establishment of controls over this new invention did not appear as a serious departure from the established principles of democracy." Today, however, it is clear that "Radio is, like the press, simply another technique of human inter-communication and avenue for the dissemination of human knowledge."

With the advent of facsimile, a recent and thoroughly practical radio development, it has become clear to the CDNA that "newspapers may in fact have to own radio stations to stay in business", states the brief. The Dailies maintain that they must be assured of protection for their investment of millions of dollars in equipment and for the thousands of jobs for their employees. "The newspaper industry of Canada is not satisfied that developments which may threaten its very existence

ADVERTISERS BACK CAB AND CDNA

Ottawa, June 18. — Believing that the establishment of an independent regulatory body to govern radio broadcasting in Canada would be in the best interest of the industry and of the general public and suggesting that necessary changes be studied by a Royal Commission, the Association of Canadian Advertisers today presented its views on radio broadcasting in Canada in a lengthy telegram to the Parliamentary Committee on Radio.

The telegram was as follows: "The Association of Canadian Advertisers which is scheduled to appear on June 18, has decided in view of other representations already made and to save your Committee's time, that a personal appearance by its representatives is unnecessary. We wish, however, to submit the following:

The Association of Canadian Advertisers is a voluntary organization representing 145 companies advertising on a national or re-

gional scale in Canada. It was founded in 1917 and is devoted to the improvement and promotion of good advertising. Advertising is of benefit to the general public for it makes possible the distribution of goods and services at less cost by increasing the volume of sales. Radio is an efficient tool of advertising only if it commands a broad acceptance. Since the inception of the CBC much progress has been made in the mechanics and the use of radio. There is criticism of the regulations and rulings which govern radio operation under the regulatory powers exercised by the CBC over both the private and national systems. Our members are equally interested in the welfare of both systems. Inasmuch as these two are in commercial petition, it would seem to us to be more equitable to both and in the best interests of advertising and the general public if a separate regulatory body, independent of the CBC were established to govern broadcasting in Canada. Present needs and future growth suggest that any necessary changes might perhaps best be studied and determined by a Royal Commission. Should such a body be established to study revision of the laws relating to broadcasting, then the Association of Canadian Advertisers and its members offer it the benefit of their practical experience and knowledge."



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NBC SYNDICATED PROGRAM

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ALL-CANADA RADIO FACILITIES, LTD.

THE THREE SUNS AND A STARLET
78 Fifteen-minute Programs

Music styled of sunlight and stardust ... enticing, refreshing, effective ... announced by network-famed Glenn Riggs ... on high quality Vinylite pressings.

Nan Wynn, Dorothy Claire, Irene Daye, Patty Marshall, Kay Armen are the glamorous singing stars.

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ALL-CANADA PROGRAM DIVISION

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

NEWS in BRIEF

Members of the Canadian Association of Broadcasters elected the following directors during the closing session of their annual convention at Jasper; Harry Sedgwick (CFRB, Toronto); Ken Sobel (CHML, Hamilton); Ralph Snelve (CFOS, Owen Sound); Lt.-Col. Keith Rogers (CFCY, Charlotte Harbor); Malcolm Neill (CFNB, Fredericton); Phil Lalonde (CKAC, Montreal); Narcisse Thivierge (CIRC, Quebec); A. M. Cairns (CKAC, Calgary); Gordon Henry (CBA, Edmonton); G. R. A. Rice (CFRN, Edmonton); and A. A. Murray (CFQC, Saskatoon).

Mercury A. Field, formerly with CHLN and CKUA, Edmonton, and the station's head engineering office in Montreal, has been appointed chief engineer of CFPL, London.

Directors of All-Canada Radio Facilities Ltd., and representatives of All-Canada Mutually Operated Stations, met in Calgary early last month. Discussions covered Canada's transcription and presentation divisions and matters concerning the group's mutually operated stations.

The Toronto-born tenor, Bobby Bennett, former juvenile singing star in several movies, is now 21 years old and today, started his own singing program on WHN, New York.

CFQC, Saskatoon, has completed installation of a new 5kw. vacuum transmitter in the new building west of the city.

Harry Sedgwick, president of the Canadian Association of Broadcasters, was re-elected chairman at a meeting of the Board of Directors following the annual convention of the Canadian Association of Broadcasters at Jasper.

G. R. A. Rice, Manager of CFRN, Edmonton, was elected honorary president to succeed Col. Keith Rogers, President of CFCY, Charlotte Harbor.



"Ohhh, I'm awfully sorry, sir, that is not the correct answer, but give that gentleman 60 days on the rock-pile."

BMI Hoists Canadian Composers

Organized to prevent a monopoly in the United States in the music field, Broadcast Music Inc., (BMI) has spread its operation into Canada with the formation of BMI Canada Ltd., behind which every Canadian station including the CBC has aligned itself.

The first intention of the Canadian concern is the publication of Canadian music, largely in the serious field. To date three piano compositions by Gerald Bales, George Hurst, and Harry Somers have been published, as well as two anthems by Wishart Campbell and Wallace MacAlpine, and a popular piece, "Missing," by two former RCAF men now both back in radio, Lou Snider and Jackie Rae. Eighty odd compositions are now being considered by the editorial staff.

Speaking to the CAB in Jasper last week, Robert J. Burton, assistant secretary of BMI, New York and general manager of BMI Canada Ltd., said that through this organization Canada will at last have its own catalogue of music, which will be played and

exploited throughout the world through BMI Canada Ltd., and BMI, New York.

Officers of the Canadian company are: Carl Haverlin, president; Harry Sedgwick and Donald Manson, vice-presidents; Robert J. Eurlon, general manager; Arthur Evans, secretary-treasurer. Directors are Jean-Marie Beaudet (CBC); Carl Haverlin (BMI, New York); Donald Manson (CBC); Harry Sedgwick (CFRB); Jack Slatter (Radio Representatives Ltd).

THE PIONEER 5,000 WATTER IN ALBERTA'S LARGEST CITY ★

*Edmonton — whose building activities are among the highest per capita in Canada, and whose service zone is Alberta's richest agricultural district.

EDMONTON'S DOMINION NETWORK STATION

CFRN

5000 W — 1260 Kc.

VOICE OF THE FRASER VALLEY" NOW!
A Completely NEW Voice
NEW STUDIOS
NEW POWER
 In one of Canada's fastest growing, richest Rural Areas; THE FRASER VALLEY. Write JACK PILLING for choice availabilities.
 (A Basic CBC Dominion Network Station)
CHILLIWACK
 REPRESENTATIVES
 ALL-CANADA RADIO FACILITIES • WEED & CO. USA

CHECK ALL THE ADVANTAGES

- CKY WINNIPEG 15000 WATTS**
 Dominates the Manitoba Market
 Most Power
 Greater Audience ✓
- CKY WINNIPEG 15000 WATTS**
 TRANS-CANADA NETWORK
 Finest and most popular programs ✓
- CKY WINNIPEG 15000 WATTS**
 Leadership since 1923 ✓
- CKY BRANDON 1000 WATTS**
 Exclusive Sales Representative
HORACE N. STOVIN
 TORONTO WINNIPEG MONTREAL



Our Guest Speaker is: **GUY CARON**

Acting Manager
Radio Station CJBR, Rimouski, P.Q.

"Let me tell you a modern story of Old Quebec:

"Emile Alain is one of our local sponsors. Mr. Alain, a dry goods merchant, started a small business ten years ago. He came to us and said: 'There are two important things to my success, a good reputation and my name known. You cannot make my reputation but I believe you can have my name known.'

"And we did. How? This simple way:

"Since his publicity budget was quite small, we suggested two spots weekly to start with. After a month a lady walked in his store and told him she heard his radio message. Then came another woman and another one and so on. The campaign was paying off, the business was growing.

"Mr. Alain repeated his thirteen week contract, adding an extra spot weekly. The result was so good that within a year he had to enlarge his premises.

"Today, he is the owner of a big enterprise and the sponsor of three quarter-hour shows weekly. If you ask him his opinion about radio publicity, he will show you a big smile and say: 'IT'S A GREAT THING!'

"This is one among hundreds of success stories at Poste CJBR."



GUY CARON

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 Mancton	CFOS Owen Sound	CJNB North Battleford
CJEM Edmundston	CFOR Orillia	CJGX Yorkton
CJBR Rimouski	CJBC Toronto	CKLN Nelson
CKVL Verdun	*CFPL Landon	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

fairs department. Ross Mortimer handles the piece on his afternoon hour, "Take It Easy."

Vernon Grove, 23-year-old Australian from Sydney, has joined the announcing staff of CKWX. Formerly he was assistant production manager for CJVI, Victoria. Frank Geluch, who left the station technical staff in May, 1942, has returned after a hitch with the army's electrical and communications design staff in Ottawa.

When the Goodyear blimp "Venteer" visited Vancouver for the first time since before the war, CKWX scored with an experiment FM broadcast from air to ground.

Bob White, the station's featured giveaway man, Program Manager Laurie Irving and Engineer Charles Smith, scrambled into the go-dolo with 400 pounds of FM equipment, two transmitters, two receivers and the other odds and ends.

At 2,000 feet or so over the city they used their two FM frequencies, one to the CKWX control room and one to the B.C. Telephone Company's experimental FM circuit, to broadcast voice from the blimp and also from the homes in the city.

The blimp's motors were lit more than a background hum. White made four phone calls, city numbers, completing them. One woman who picked up a receiver and heard White say something about a 1,000 feet above your home," muttered a couple more or less unprintable words and hung up.

CKWX made two other special events broadcasts from the blimp and the station's newsroom provided ten headlines daily to flashed from six-foot neon letters on the side of the ship.

The promotional job was so clean a sweep that even radio stations mentioned CKWX on their own news broadcasts.

Wins Banff Trip

A free holiday trip for two to Banff, Alberta, was won by Marguerite Moulton, of St. Catharines, who entered a contest sponsored by CKOC, Hamilton, during its 25th anniversary celebration. Moulton correctly identified an anonymous voice, as belonging to Comedian Stan Francis, emcee of Colgate's "Share the Wealth" program.

Amid a flurry of talk about the CAB presentation to the radio committee and A. D. Dunton's charges that CAB advertisements were something less than the truth, west coast station representatives took off for the Jasper convention.

Local discussion of the situation came to some sort of a head during a debate between CJOR's Dick Diespecker and CBR's Kenneth Caple and Ira Dilworth.

The affair took place at a Board of Trade luncheon, according to the grapevine. But as it was held in camera the only available word leaked out via the underground.

The word was that Diespecker quoted from the Broadcasting Act to support his premise that any administration had the power, as the act now stood, to use the CBC entirely for its own ends.

Which, if you read the Act, is a pretty tough one to answer. It has been argued by proponents of government radio that the independents are bothering their heads too much about situations which just might conceivably develop.

But, the independents reply, if you don't concern yourself with what might happen to your industry and use foresight to prevent it, the going will be twice as tough if the possibility becomes an accomplished fact and you have to start from scratch to uproot it.

However, we'll see how it looks when the annual tournament reaches the 19th hole.

Eastern radio men who tuned in to delegate George Chandler's CJOR, Vancouver, the first night of the meeting, were able to hear the 500th edition of Dick Diespecker's program, "Off the Beaten Track."

Diespecker, who has had quite a year, with Canadian Broadcaster and Columbus awards, said his one millionth word on this program during the Monday piece.

He started "Off the Beaten Track" in September, 1945, and has aired it five nights a week ever since. It's a breezy, informative account of strange places and customs, spiced with color and anecdotes which correspondents all over the world have sent him. The anniversary program was a review of some of the odd corners of the globe he has heard from.

Don McKim, promotion manager of CKWX, has issued Vol. 1, No. 1, of a monthly publication called CKWX-TRA. It's a four-page summary of station news and dope about station advertisers' campaigns, directed at wholesalers and retailers in the station's area.

For the first issue, Manager F. H. Elphicke contributed a message plugging merchandising tie-ins with radio advertised products.

To help place ex-servicemen, some of them veterans of two wars, in suitable jobs, CJOR, has initiated Service Biography, to be aired in co-operation with veterans af-

THE MOST EFFECTIVE AND ECONOMICAL WAY TO SELL SOUTHERN ALBERTA

★ ALL CANADA STATION NOW 5000 WATTS

CJOC
Lethbridge, Alberta

CANADIAN BROADCASTER

TWICE A MONTH

Editor: RICHARD G. LEWIS
 Production Manager: ARTHUR C. BENSON
 Art Editor: GREY HARKLEY
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Walter Dales
 James Allard
 Robert Francis

Vol. 6, No. 12

\$3.00 a Year — \$5.00 for Two Years

June 21st, 1947

GRIPES OF WRATH

A new note of hope rings out loud and clear from the Rocky Mountains where last week representatives of the 89 member stations of the Canadian Association of Broadcasters met in Convention to reflect on the past and plan of the future.

This note of hope comes from a sudden realization that the story—true story—of broadcasting in Canada must be conveyed to the public. Free radio is to survive.

The full force of the present campaign to disseminate this story was witnessed by the exasperation of the CBC chairman when he read the CAB's newspaper advertisements. These ads drew the attention of the public to the inequities and iniquities of the legislation which gives the government broadcasting system the power to refuse the issuance of licenses to private enterprise competitors with whom it also competes in the field of radio advertising.

The statement to which Mr. Dunton expressed violent objection was one which said that the CBC "can cancel a broadcasting license without cause and without hearing." And Mr. Dunton was perfectly right. To quarrel with the terminology of the advertisements, or this phraseology, is quite justified. But had they been correctly worded, the situation would have been even more drastic, because while the CBC does not actually cancel licenses, it has power to "advise" the "licensing authority" to cancel or not to renew. And this authority, currently the Department of Transport, has to accept the CBC's recommendation, or "advice" as it is termed, and to act on it "without cause and without hearing." In other words the Ministry of Transport is under orders to the board of directors of the Canadian Broadcasting Corporation.

Mr. Dunton's wails of indignation at the CAB ads were not inspired by any phraseology. Rather they were "gripes of wrath," when he found that the private stations had at long last decided to take their complaints where they belong to the people of Canada. And indications are that the provocative advertisements are only the beginning.

Guy Herbert, of All-Canada Radio Facilities, submitted a suggestion to the CAB Convention which, it is hoped, will have been acted upon by the time this article appears in print. Guy suggested that a recorded program of the question and answer type be prepared for broadcast by member stations across Canada. The program, after proper promotion, to insure the maximum possible audience, would settle once and for all a large number of tortuous questions on which the public is still not clear. It would, we hope, be followed by a further fifty-one programs to complete the first year series, because even if victory came in the present campaign, the need for keeping the public posted would by no means have disappeared.

Call Mr. Dunton's outburst what you will—"gripes of wrath," or "sour gripes" because he didn't think of the ads first, the CAB has finally found a formula for an ammunition which hits our national radio where it will do the most good.

Richard G. Lewis.

Editor.

LET IN PUBLIC ON PROGRAMMING

PROPOSE LOCAL ADVISORY COUNCIL

The new board of the Canadian Association of Broadcasters will consider the setting up of local advisory councils in all cities to advise stations on programming, according to a resolution passed the first day of the convention.

These councils or panels would consist of local people from all walks, and would function along similar lines to bodies which have been established by the National Association of Broadcasters in the United States.

The proposal came up following heated discussion on the CBC's new regulation which calls for the filing of "Promises of Performance" by stations in which undertakings are given as to the amount of public service and local talent programming which will be undertaken. This regulation has met strenuous objections from the broadcasters, who feel that the CBC's insistence on these promises is both unfair and ultra vires. George Young, CBC Director of Station Relations, explained that the step was taken by the CBC following recommendations of the 1946 Parliamentary Committee. It is hoped by the broadcasters that the proposed advisory councils will prove acceptable to the CBC and the department.

Performing Rights

A committee was formed to consider the possibility of setting up a new basis, other than population, for the computation of performing right fees, and also to consider the equity of performing right fees in general.

A presentation on the whole picture of Performing Rights was read by Doug Scott in place of Joe Sedgwick, whose presence in Ottawa prevented him from attending the meeting. It was disclosed that Canadian composers are to get airing in the States on the Mutual network through a series of musical shows, including one symphony concert on June 17. The

series has been arranged by Carl Haverlin, president of BMI, New York, and BMI, Canada Ltd. The entire series will be primarily devoted to the works of Canadian composers.

Planning Committee

The Association went on record with a resolution that: "The 89 member stations of the Canadian Association of Broadcasters, in annual meeting assembled, unanimously endorse the actions of the Association's planning committee and reaffirm their support for the principles urged in the brief to the Parliamentary Radio Committee."

The present planning committee was unanimously re-appointed and instructed "to vigorously press forward to secure fully established legal right to freedom of speech on the air in Canada, and an independent licensing and regulatory body having jurisdiction over all radio in Canada, such body to be directly appointed by, responsible to, and removable only by the Parliament of Canada, holding deliberations and making decisions open to public and press."

Propose CAB Program

A suggestion was advanced by Guy Herbert, All-Canada Radio Facilities Ltd., that a program of the question and answer type be produced, recorded and aired on all CAB member stations to further the task of acquainting the public with the true story of radio in Canada.

Ad Club Cited

The Advertising & Sales Club, of Toronto, has been awarded the Sales Management magazine's award for distinguished service to salesmen. The award was received at the National Federation of Sales Executives, held at Los Angeles, by Roydon M. Barbour, past president of the Ad & Sales Club, who was a delegate to the conference. The award merits the Toronto Club with having made the greatest contribution to the advancement of salesmen than the 64 other affiliated groups.



**First In The Field
AND
First In The News**

**Headline News
Not News After
It's Headlines**

**News With
Largest
Commercial
Sponsorship**

**Sponsors Prefer
B.U.P. News
Because It Has
Proved Itself**

**The World's
Best Coverage
of the World's
Biggest News**

**HEAD OFFICE:
231 St. James Street
MONTREAL**

Freedom Of Speech Keynote Of CAB Speeches

Two United States broadcasting executives and an Alberta Cabinet Minister denounced government interference in both Canadian and American radio from CAB head tables last week at Jasper Park.

Johnny Gillin, well-known NAB director, who has been attending CAB Conventions for many years past, urged Canadian radio men to form immediately "a strong liaison committee" between the Canadian Association and the Washington body in defence not only of their rights as broadcasters but the traditional rights of the people of their country.

The speaker pointed out that the situation in the United States, because of increasing Federal control of radio affairs, was rapidly approaching that of Canada, where the CBC exercised vast powers. "If the Canadian Broadcasting Corporation is the regulating body for facsimile", he said, "then the CBC will control the press."

C. E. Arney, secretary-treasurer of the National Association of Broadcasters, who addressed the annual dinner in place of Justin Miller, NAB President, said that there can be no compromise between the profit system and taxation. He

urged broadcasters to fight for the freedom they sought with "good high-grade, clean operation", which is the prime requisite for success in radio. "Too often", he said, "we lay aside our code for immediate gain". In the United States, he stated, radio is fighting for the right to have an editorial policy.

Mr. W. A. Fallow, Alberta Minister of Public Works, Telephones and Radio, surprised the guests at the annual dinner by dexterously transposing his address of welcome into a violent attack against government interference—Federal by inference—in private business, freedom of speech and the affairs of individuals.

With the welcoming smile still on his face, and polite greetings from the Social Credit Government still echoing in the dining hall, Mr. Fallow suddenly said: "Monopoly of any kind is a vicious thing, but government monopoly is the most vicious thing that ever plagued any people".

He went on to say that removal of freedoms was responsible for "all of the heartaches that divide us, and their restoration would enable us to live as one great family from coast to coast."



Interest in the proceedings of the Special Committee of Radio Broadcasting is running high in Montreal. The local papers have devoted considerable wordage to it in both their news and editorial columns, and there is evidence that the average listener is becoming increasingly conscious of the importance of sound radio legislation. CAB newspaper advertisements have caused a good deal of comment among the radio fraternity and the public.

After a silence of several years the call letters CKCL, once familiar to Toronto listeners, will again come out over the Canadian air, but this time in the Maritimes. This call has been allotted to the new station in Truro, N.S., which expects to start operations in September on 1400 kcs. with 250 watts. Station manager is J. A. Mannin, who has recently been in Montreal—presumably lining up some winter entertainment for Truroites.

Employees of the Northern Electric Company recently threw a farewell party for M. K. Pike, general sales manager, who is leaving to take a directorship with Foster Advertising Agencies, whose headquarters in the Sun Life Building offices of the agency. M. A. L. Brown will be succeeded at N.E. by A. L. Brown.

Indications are that the economy drive recently announced is definitely in effect in these parts. A number of local radio artists have been heard complaining about the lack of work. Several local originations have been cancelled due to shortage of funds.

A radio show with a new twist, "London Playhouse," currently being heard over CFCF. This hour weekly show features pages dubbed directly from sound track of such motion pictures as "Brief Encounter," "Wedded Lady," "This Happy Breed" and other outstanding productions from British studios. A few production bugs were noticed in the first episodes, but these have mostly been ironed out, and the series promises to become a prime favorite of Canadian listeners.

Recent visitors here have included George Chandler, of CFCF; George Cromwell, of CHSJ; Bud Lynch, prominent staff member of CKLW.

That old standby, the weather report, has been given a new lease on life by CJAD. Mornings, the announcer on duty phones up the weather office at Dorval Airport and discusses the "probs" with the weatherman, both sides of the conversation going over the air. It only remains now for some to liven up time signals by getting the man at the Dominion Observatory to say a few words.

ACCORDING to 1946 BBM figures, CFCY now offers advertisers a night audience of 87,560 radio homes in the 3 Maritime provinces and the Gaspé Peninsula —the largest audience of any private station east of Montreal —nearly twice that of any other station in the same area.

CFCY
CHARLOTTETOWN

The **MARITIME**
Must **STATION**

ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. IN THE U.S.A.

AGENCY GUESTS



—Photo by Harry Rowed

Agencies were well represented at the CAB Convention at Jasper. From left to right, standing, they are: Reg. Geary, Harold F. Stan-... Ltd., Montreal; Wis McQuillin, Cockfield Brown & Co. Ltd., Toronto; Vic George, Whitehall Broadcasting Ltd., Montreal; Pete... Spitzer & Mills Ltd., Toronto; C. M. Pasmore, MacLaren Ad-... Advertising Company Ltd., Toronto. Seated, George Kern, Benton &... Sales, New York; Mary Cardon, J. Walter Thompson Co. Ltd., Montreal; Ben Pollett, Compton Advertising Agency, New York;... tette Mineau, J. Walter Thompson Co. Ltd., Montreal; John Crosbie, Dancer, Fitzgerald & Sample, Toronto.

BBM Enthusiastically Received

The annual meeting of the Bureau of Broadcast Measurements, held during the CAB Convention at Jasper last week, ran into overtime by more than half an hour when broadcasters, agency men and sponsors, gathered around the panel with all manner of questions. Questions this year took a more general note. General approval of the BBM was evidenced by the number of questions, all of which could be described as constructively enquiring into more effective use of the radio, rather than the critical attitude that has prevailed in previous years. Presentations were made during the meeting which was presided over by BBM President Lou Phenner, by Adrian Head and Walter Elliott.

and in the ensuing question period, stress was laid (1) on how broadcasters can use BBM to further the merchandising of their station time and (2) how advertisers and their agencies can use the maps and reports to determine which stations best fill their needs for the campaign in hand. Articles elaborating on both these points will appear in an early issue.

One feature of the presentations was the showing of signed endorsements of the BBM principle by broadcasters, representatives, agencies and sponsors.

The meeting went on record with a burst of applause which was tantamount to a vote of confidence in the past year's operation of the Bureau.

Business Meeting

Following the discussion

forum, BBM members conducted their annual business meeting for the election of directors, who are appointed for three-year terms.

For the sponsors, C. R. Vint (Colgate-Palmolive-Peet) was re-elected; for the agencies Frank Mills (Spitzer & Mills) joins the board for the first time; W. T. Cranston (CKOC) was re-elected for the broadcasters.

Directors whose three-year terms have not yet expired are (advertisers) L. E. Phenner and Harold E. Stephenson; (agencies) Adrian Head.

A new director to replace Hector Fontaine, who has resigned, will be named at an early meeting of the board.

Austin Weir remains on the board for the CBC, and Horace Stovin for the private stations.

Private Station Scholarships

Ruth Zielke and Lorraine Butchart, both of Edmonton, winners at the 40th Alberta Musical Festival, have received two \$50 Scholarships, awarded annually by CJCA, Edmonton, to encourage talent development in Alberta. These girls received the highest marks in Speech Arts and the Intermediate instrumental class, respectively.

CJCA also awards a \$100 scholarship annually to the winner of the piano class in the Edmonton Musical Festival. Last year's winner was Gladys Rhymer of Edmonton.



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

Verification of Information

IN ORDER to verify the accuracy of the survey work sheets and the honesty of the interviewers, a re-check call is made on every tenth call reported by the telephone interviewers.

This re-call is conducted through the supervisor in each city who is supplied with the telephone numbers which have been coded as to original data. Her reports are compared with the original records so that dishonest reports can be immediately detected.

This system of re-checking replies has kept Elliott-Haynes telephone interviewers careful and honest throughout many years of telephone survey work.



Elliott-Haynes Limited

(Continuous Radio Audience Measurements Since 1940)

Sun Life Building MONTREAL

515 Broadview Ave. TORONTO

HOW THEY STAND

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

DAYTIME			EVENING		
English			English		
Happy Gang	19.3	-1.8	Lux Radio Theatre	35.5	-3.5
Ma Perkins	16.9	-2.2	Fibber McGee & Molly	32.7	+2.5
Big Sister	16.6	- .7	Charlie McCarthy	32.6	-6.5
Road of Life	16.1	+2.7	Ozzie & Harriet	27.1	-2.4
Pepper Young	15.4	-1.8	Fred Allen	26.9	-2.7
Lucy Linton	15.8	-1.7	Amos 'N' Andy	21.6	- .6
Life Can Be Beautiful	15.1	- .9	Bob Hope	19.9	- .4
Laura Limited	14.2	-2.1	Meet Corliss Archer	18.8	-3.1
George's Wife	11.8	-1.8	Alb. Familiar Music	18.2	-1.9
Right To Happiness	10.8	-1.1	Duffy's Tavern	17.8	- .3
French			French		
Jeunesse Doree	28.2	- .1	Un Homme et son Peche	45.4	+ .7
Rue Principale	27.5	-1.7	Radio Caralbins	37.3	+3.3
Joyeux Troubadours	23.3	+1.8	Metropole	37.0	+2.2
Quelles Nouvelles	20.9	+2.5	Ralliement du Rire	34.7	+7.4
Tante Lucie	18.3	-1.1	Talents de Chez Nous	33.7	-1.0
Le Quart d'Heure	15.4	+1.5	Juliette Beliveau	28.5	-4.6
Grande Soeur	14.3	new	La Butte aux Moineaux	28.3	+ .4
Courrier Confidences	12.3	- .9	Nazaire et Barnabe	28.1	-5.3
Madeleine et Pierre	12.1	+1.2	Cafe Concert	26.5	-3.9
The Platter Corner	8.3	-2.1	Theatre de Chez Nous	26.0	-3.1

Roaming Mikeman

CFRN, Edmonton's sports editor, Gordon Williamson, travelled 100 miles north of Edmonton to Athabaska, May 23, to cover the Dominion Amateur Wrestling Championship, held May 23 and 24. At 9 p.m., he gave a 30-minute account of the event with interviews of contenders, wrestling officials and prominent citizens of Athabaska, followed by a blow-by-blow description of the opening bout.

Williamson then travelled overnight to Lacombe, Alberta, 75

miles south of Edmonton to broadcast the May 25 program of "Sports Roundup," sponsored by Calgary Ginger Ale, from the Exhibition Grounds Pavilion. From 5. to 5.30 p.m., he gave a commentary on the day's events with a description of the main racing event, a chuckwagon race.

The May 24 "Magic Shop," sponsored by Sunland Biscuit Co., was staged from the Lacombe Pavilion; the entire cast travelling to Lacombe to make their appearance before the sports crowd.

RADIO MAKES THE SALES

Advertising has proven to be the most economic way to introduce a new product, new improvements or new uses for established products, Douglas Scott, CAB Director of Broadcast Advertising, told the CAB Convention in Jasper last week.

"Radio is the best medium, because it uses the most natural, the most friendly, the most sincere, the most persuasive, the most effective means of communication, the human voice," he said.

He went on to point out that studies have shown that 75% of the day is given to "communication by the auditory method". Talking occupies 30% of our time, he said; listening, 45%; reading, 16%; writing, 9%. Because radio uses the auditory method, while other media all depend on the visual method, radio offers "a clear channel, super-highway to the brain of the advertiser's customer".

Objective — Sales

Scott claimed that the radio commercial has only one function, and that is to sell. "The position of a radio ad is never left to chance", he said. "It's position is entirely controlled by the sponsor. It is always on the front page. Week after week", he continued, "listeners keep appointments with advertisers in their own homes, at regular times, and these appointments very often take precedence over everything else the listener may be doing at that particular time." He went on to say that listeners invite the sponsor to tell them of his product. "Radio sells by group psychology", he said; "it is accessible, it has unusual speed."

Covers Canada

The potential coverage for radio in the large Canadian centres is just about every occupied

dwelling", Scott declared, quoting latest available government figures (1941) to show that 95% of homes in cities over 30,000 had radios. "The overall average for all occupied dwellings in Canada", he said, "including farmers, miners and everyone is 78% with radios. Canadian averages for other conveniences he cited as: Telephones, 40%; autos, 37%; vacuum cleaners, 24%; all food 11%.

Scott proceeded to show how, in every field of life, radio has a tremendous significance and importance. "Radio spreads political information as other means could", he said. "Radio saves lives and property in times of emergency; radio has a unifying influence. Great distances no longer separate sections of Canada far as radio is concerned."

Renew Sing-Song

People's Credit Jewellers' Sunday "Sunnyside Community Sing-Song" started last week on CFMT Toronto, and will be heard over the network of Ontario stations commencing July 13. The opening sing-song, staged from the ball shell at Toronto's Sunnyside Beach is emceed by Al Bestall, former R.C.A.F. variety show comedian with Art Hallman's Orchestra and singer Terry Dale, former of Vancouver. "Sunnyside Community Sing-Song" is produced by Maurice Rapkin and announced by Michael Fitzgerald. MacLellan Advertising Company is handling the account.

NAB Convention

The 25th Annual Convention of the National Association of Broadcasters, will be held in Atlantic City, N.J., September 15-18. Registration and hotel reservations which opened June 15, will close August 15. Registration fee, made before August 15, is \$27. After that date and at the convention, it will be \$30. Plans being made to hold special discussions on broadcast advertising, employer-employee relations, engineering and programming, to be held on September 15. An additional \$5 registration fee will be charged for each such panel.

CDNA Survey

The Canadian Consumer Survey of 1947, a 200-page study of buying habits, brand preferences, ownership and age of appliances, all motive data and other information compiled from a survey of 60 Canadian cities, has been published by the Canadian Daily Newspaper Association. The survey, designed primarily as an analytical study of the urban markets for staple commodities in Canada, was conducted by questionnaire forms delivered to homes of newspaper readers and carrier boys.



Hayes

Distortion and Noise Meter

An improved instrument for measuring distortion and noise level of lines and amplifiers

ELECTRONIC ASSOCIATES LTD.

2498 YONGE ST.

TORONTO



CJAD

MONTREAL

COVERS THE QUEBEC ENGLISH MARKET

Represented in Montreal and Toronto by National Broadcast Sales, in U.S.A. by Adam J. Young, Jr., Inc.

15 YEARS has made a BIG Difference

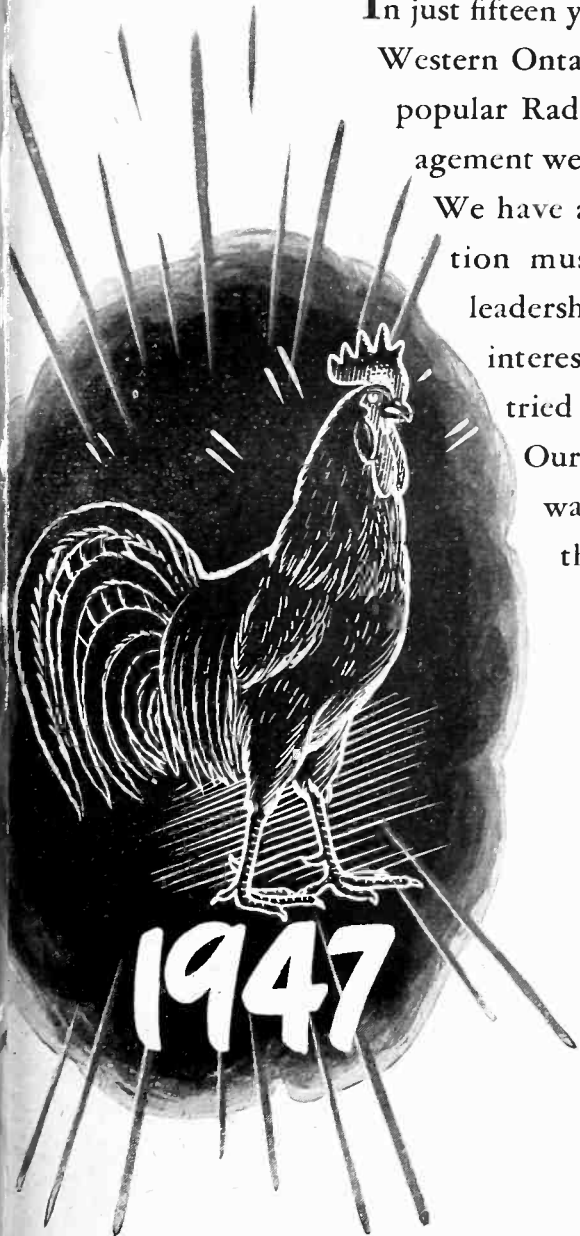


In just fifteen years, CKLW has grown to be Western Ontario's and one of Canada's most popular Radio Stations—the result of management well planned and carefully executed.

We have always believed that our radio station must fulfill its obligation to accept leadership in matters pertaining to "public interest, convenience and necessity," and have tried to live up to our ideals of public service.

Our programming and research staff has always been alert to changing conditions in the fast-moving field of broadcasting. Our entire staff has kept a keen awareness of what people want. This has been sympathetically reflected in their voice and actions.

That our ideals have worked well for everybody, is proven by our countless listener surveys and many enviable sponsor success stories!



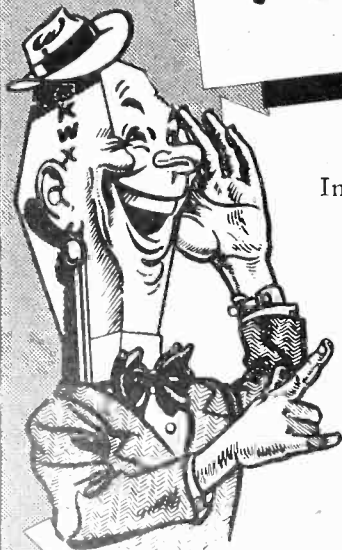
Canadian Broadcasting Corporation
Mutual Broadcasting System
Member of Canadian Association of Broadcasters

CKLW

J. E. CAMPEAU, Managing Director

REPRESENTATIVES: H. N. STOVIN, CANADA • ADAM J. YOUNG JR. INC., U.S.A.

SALES APPEAL



In a survey conducted during April, 1947, Canadian Facts asked 300 Vancouver grocers and druggists to name the radio station which they believed would get the best results for a national advertiser.

	Total Stores	Independent Stores	Department & Chain Stores
Total Interviews:	300	259	41
Vancouver's CKWX	39.0%	35.9%	58.5%
Station "A"	25.7	25.9	24.4
Station "B"	10.0	11.6
Station "C"	7.3	7.0	9.8
Station "D"	6.0	6.2	4.9
Undecided	14.7	15.8	7.3

Percentages add to more than 100 because some respondents mentioned more than one station. In each case, CKWX was one of the two mentioned.

YOUR ALL-CANADA MAN HAS THE FULL STORY ON THIS IMPORTANT CANADIAN FACTS SURVEY OF RETAILER RADIO STATION PREFERENCES IN CANADA'S THIRD MARKET. ASK HIM ABOUT IT!

Vancouver's
CKWX

**DIAL 980
5000 WATTS**

**The VOICE OF MUTUAL in Vancouver
An "ALL-CANADA" Station**

ACCENTUATE the NEGATIVE

JASPER PARK LODGE: This is my sixth CAB Convention. Each one so far has been different from the last and this one is no exception.

Accent this year is on the practical, which has been said in previous issues of this paper, and, for my money, this practicability reaches an all-time high with the broadcasters actually broadcasting their own FM system, with a transmitter, surrounded by equipment exhibits, and receivers all over the acres of lodges where we are being housed.

From transmitter to mikes, from turn-ables to receivers, the equipment has been provided by all the manufacturers and suppliers both as a gesture to the industry and as an extremely valuable experiment. So unique is this gesture of co-operation that the broadcasters are passing resolutions of thanks to the equipment Joes and the said Joes are thanking the broadcasters. I, in my usual corny way, feel that here is competitive business working at its best, and wonder if it couldn't be the beginning of something or other.

Staff of this first non-satellite FM station has been supplied by the four nearest private CAB stations, CFRN and CJCA, Edmonton, and CFCN and CFAC, Calgary. Announcers and operators are working on shifts, news service printers and bulletins are supplying the news "from outside," and, from within, staff-written convention bulletins are keeping members posted on what gives with the big show.

Heading up the whole affair is Vic George, of Whitehall Broadcasting Ltd., who has been responsible both for organization and follow-through of the whole operation which was conceived by Walter Downs from the supply house of the same name.

I think the spirit of pulling together displayed in the FM venture, has made itself felt through the whole convention, where, while the cup of hospitality has been running over in true "when-good-fellows-get-together" style, the business of the convention has come first, and, instead of inconsequential bickering, which has raised its voice in past conventions, top billing on this agenda has been given to the good of the industry.

With the outcome of the Parliamentary Committee still in the lap of the gods, though the work has all been done, I have been struck by the way everyone is weighing the possible outcome. While there is a definite feeling of optimism, and most of us are pretty hopeful that that regulatory commission is really on the way, a quite condonable spirit of "that's that" is missing, and most discussions of the future are preceded with an "if we win" clause, and end with a dogged "and if we don't, we'll just continue the fight." Also, I think every broadcaster realizes that even if the

committee upsets all past precedent and lets reason sway it in handing down judgment, it will be two or three years before the dawn of the new era will have broken into full light of day.

All in all this year's CAB Convention is a great success. If nothing else had been accomplished, it has demonstrated that here is one industry that acknowledges that the picnic is over and from here in the customer is always right.

To Better Discs

ABC network program heads are reported to be spending a quarter million dollars in an effort to improve the quality of the transcribed Bing Crosby programs. They admit the discs "aren't what they should be mechanically."



YATES
CAMP CREEK
SUNDRE - MAPOVA
DARLING - EVERGREEN
CHARLEY

Neither did we
PRIOR TO OUR
POWER
INCREASE

But NOW
THEY ARE REGULAR
LISTENER'S TO



Room Service



—Photo by Harry Rowed

...ing waiters, mostly university students, catered to broadcasters in acres of cabins which to make up Jasper Park Lodge. Many of them cover their mile-long beats with bicycles which they steer with one hand, while balancing a tray with the other.

Radio Knits Peace River

A whole evening's schedule of programs on CFGP, Grande Prairie, Alberta, is devoted entirely each week of the week to a community of Northern Alberta. For example, merchants of Peace River, 125 miles north of Grande Prairie, recently sponsored all nighttime programs on the station. News of local events in Peace River were broadcast with other items of particular interest to listeners in that area. The following night, Fairview, 100 miles north of Grande Prairie, sponsored the program. Evening programs are handled in the same manner.

For the particular period sponsored by various towns, all program material is built specially for those centres. Community events are publicized and campaigns given as much build-up as they concerned Grande Prairie. Successive broadcasts tell the history of the towns. Listeners even in remote areas learn of events and problems of the communities in Northern Alberta, thus knitting together the entire Peace River country.

Talent Hunt

Elvi Vuori, of Northern Vocational School, Toronto, was the winner of a talent hunt in 28 Toronto secondary schools, conducted by Art Hallman, Toronto orchestra leader. During the past few months, two of the best singers from each school appeared in Hallman's orchestra at the Loma each Friday, competing for a \$15 prize. Four finalists, Elvi Vuori, Dan McCarthy, of St. Michael's; Gwenda Kirkwood, of St. Michael's; and Fred Hartley, of Central Technical School, appeared with the band on May 30, when Elvi was declared winner and awarded with a \$100 prize. She appeared on Borden's "Canadian Calendar," June 2, and sang with Art Hallman's orchestra Saturday, June 7, on the coast-to-coast CBC Dominion network.

CKCR KITCHENER

PATTERN FOR PROSPERITY

Kitchener-Waterloo has the most diversified group of industries of any area near its size—boasting of 202 manufacturers with a payroll of 15,255 men and women. Times are always good in Kitchener-Waterloo, and particularly good when you tap this ever-prosperous market through its community-minded radio station.

CKCR

— See —
WILLIAM WRIGHT
 MONTREAL
 Empire Life Bldg.
 H.A. 7240

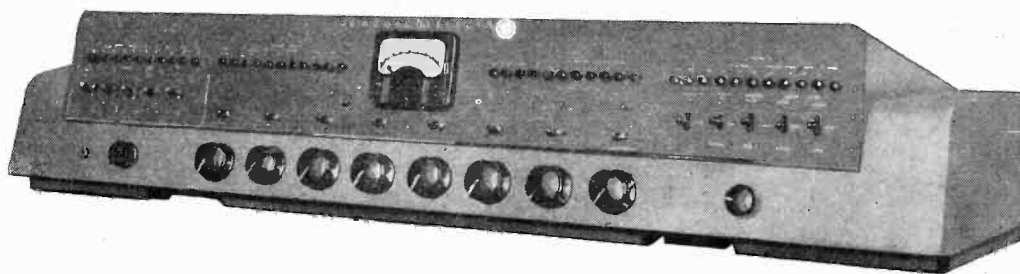
— Smack in the middle of Ontario's Richest Market —

TORONTO
 Victory Bldg.
 AD. 8481

CKCR CKCR CKCR

GENERAL ELECTRIC

TWO-STUDIO CONSOLETTA



puts control at your fingertips

Managers, engineers, operators, here is a smart, efficient, thoroughly reliable AM or FM two-studio consolette with two program amplifiers, that gives you split-second control of

- 2 STUDIOS**
- 1 ANNOUNCE BOOTH**
- 2 TURN TABLES**
- 8 REMOTE LINES**

Field experience has provided functional planning in this unit to give you operating simplicity, and wiring accessibility. The two-program amplifiers give you the utmost reliability and maximum station flexibility. The G-E two-studio consolette is engineered to meet your needs, is styled to please your eye, and is priced to meet your budget. This unit is available now. For further information write to the C-G-E office nearest you.

CANADIAN GENERAL ELECTRIC CO LTD
 HEAD OFFICE — TORONTO



Jean Baptiste says:-

The Hotel Dieu in Quebec City is NOT a hotel! It is the oldest hospital in America, and was founded in 1639 by the Duchess d'Aguillon, niece of the famous Cardinal Richelieu.

Quebec families are loyal to institutions, products and brand names which have PROVEN themselves. Make YOUR products and services well-known and appreciated. These French-speaking radio stations can do it for you.

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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Coverage Contest

Clarence Schloemer, of the Federal Advertising Agency of New York, last month won a new 1947 Chevrolet in a contest sponsored by CHML, Hamilton, when the station increased power from one to five kilowatts. Contestants, composed of representatives of Canadian and US advertising agencies, guessed the number of radio homes which would be reached by CHML's new 5kw transmitter. Schloemer's estimate was within 1.84 per cent. of the correct answer. The automobile was presented to the winner by Jack Benny, on behalf of CHML.



"More Hope THAN CHARITY"
Ella Hope

It seems as though we may as well be brave about it and take it on the chin for scads of programs have done the disappearing act. Every year about this time they pop (off the air) just like kids leaving school. I have never been able to understand the exact reason for sponsors discontinuing their radio advertising. In the U.S. shows are replaced but in Canada the majority are cancelled altogether.

An early discontinuation was Claire Wallace's "They tell Me." It is true there are plenty of women commentators still on the air but to me there's only one Claire Wallace. Her programs are interesting, informative and most entertaining. If there was a job to be done or somebody to interview, La Wallace was on the spot. This is one girl who will be looking forward to hearing Claire again when Robin Hood Flour brings her back in August.

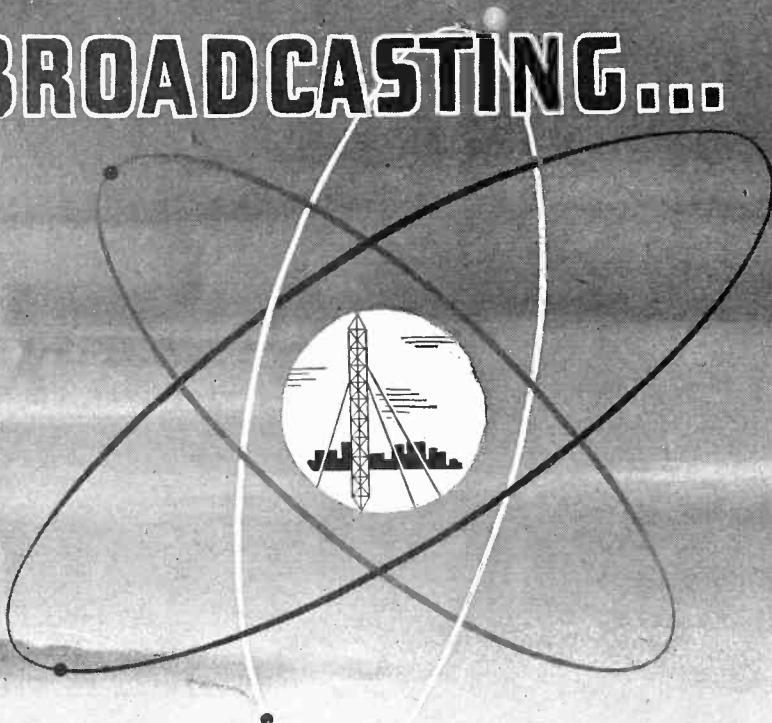
By the time this column comes to light, Colgate's "Share the Wealth" and "Happy Gang" artist will be on vacation. I can't say I blame them for the holiday idea but does the sponsor just trust to luck that John Q Public will remember his name? "Share the Wealth" may not be the top show of the day, but the audience certainly enjoy it.

Ironically, something drastic had to happen before a precaution was taken. Similarly, when Cliff McKay, of "Happy Gang" had the misfortune to dislocate his shoulder, it left the group short a clarinetist. But the vacancy was promptly and cleverly filled by Bert Niosi whose artistry of flute, sax and clarinet is something rarely heard. Fortunately, McKay soon recuperated to the point of handling his vocals even though his arm was in a cast. Maybe a lay-off is a good idea for Cliff, anyway. I wish him well soon.

Actually I ran across a show where an early termination was not announced. It was Sweet Carol's "Light Up and Listen" emanating from Montreal and boasting some enjoyable talent. The orchestra and choir are conducted by Guiseppe Agostini, with vocalists Simone and "Beaver" Ken McAdam. The singers both proved to be talented although Simone's breathing was quite noticeable times. The organ and piano could have been eliminated for the piano was scarcely audible. Commercials were rather overdone particularly for the "perfecting check" angle. However, this is half-hour well spent.

Dare we hope for 52 weeks in one year with the same sponsor doing good broadcasting? Perhaps I'm away off the beam, so I'll leave about a reply from some of your agency boys?

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.

DIRECTORS' DINNER



—Photo by Harry Rowed

Section of the head table at the CAB directors' pre-convention dinner. Left to right, Johnny Gillin, WOW, Omaha, Neb.; A. M. Crns, CFAC, Calgary, president of the Western Association of Broadcasters; Lieutenant-Colonel Keith S. Rogers, CFCY, Charlotte, CAB Honorary President; Michael Barkway, Canadian Representative of the BBC.

COMMEND COMMUNITY EFFORT

Yorkton's Rotary Club, Yorkton's Physical Fitness Committee, and agricultural representatives of Regina, Melville and Yorkton districts have united CJGX, Yorkton, with maintaining interest in such activities as the annual Hobby track and field meets and stock shows, held in the Yorkton area, by regular support of the functions in the form of special broadcasts aired at that station.

The seventh annual Hobby, sponsored by the Rotary Club of Yorkton, recorded over 100 entries from an area with a 50 mile radius of Yorkton. CJGX's weekly "Youth on Parade" and "Civic Forum" featured solicited support for the event, scheduled to be held May 18 and 19, but the demand to view the exhibits was so great that it was extended an additional five days. Bill Liska, production manager of CJGX, broadcast a 30-minute description of exhibits and interviewed winners on May 20.

Many entries to the second annual Saskatchewan Recreational Movement's track and

field meet, held in Yorkton on May 24, made specific reference to broadcasts over CJGX last year in connection with the first meet, when giving their reasons for wishing to compete. 1947's entries were twice the number for 1946. The event was broadcast this year by sportscaster Jack Goodman.

CJGX's mobile unit last month covered the Fat Stock Show and Sale at Tullymet, Sask., on May 29, and the Yorkton Baby Beef Club meet on May 31, airing winners, interviewing club leaders and commenting on events. The station plans broadcasts of other agricultural events during the summer months.

CIL Uses 2-Way RT

The Canadian Industries Limited plant at Beloeil, P.Q., has installed two-way radio equipment for communication between its office and two cranes operating above large fertilizer storage bins. The equipment is similar to that used in the US Signal Corps and eliminates the hazard of men walking along narrow ledges to issue instructions to crane operators. The system operates with call letters VB6G.

A JUNE EVENT

CHNO

SUDBURY — ONTARIO

1000 Watts — 1440 Kcs.



SUDBURY'S
BILINGUAL STATION



LATEST
RCA EQUIPMENT



DOMINION NETWORK
AFFILIATION



James L. Alexander
Canadian Representative
Toronto — Montreal



CHNO

THE SUDBURY BROADCASTING CO. Ltd.

166 Elm Street West

Sudbury, Ontario

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

CKOV

LOWNA ★ Okanagan BROADCASTERS LTD.

63

new local accounts

signed

on

CHUM

this

week.

There's

a

reason!

It's

RESULTS

that

count.

More Local Accounts Than Any Station In Toronto



Representatives: Canada: J. L. ALEXANDER U.S.: WEED & CO.



Life was infused suddenly into the Parliamentary Radio Committee by presentation of the CAB brief. Proceedings, rather dull and lifeless until that time, became very lively. Oddly, it was obvious that the committee had not expected CAB to ask for a separate regulatory body. Their surprise was made evident in several remarks and questions.

The Committee had asked CAB to submit the brief two or three days in advance, and the Association advises this was done. Yet few, if any, members of the Committee gave any indication of having read it.

The CAB representation, some 35 strong, was introduced in both languages by Phil Lalonde, of CKAC, Montreal. Reading of the brief is being done by CAB's general counsel, Joseph Sedgwick.

The Committee's interest in the CAB brief is evidenced by the amount of time consumed in hearing it and asking questions about it. CAB representatives spent all day June 3, before the Committee; half-days on each of June 4 and presentation is being examined point-by-point.

Considerable interest was aroused by comment of Committee

Chairman Ralph Maybank that he was not sure whether or not his committee should hear the CAB presentation. He felt it did not come with the committee's terms of reference. Very brief discussions, however, settled this point in favor of the brief being read.

Later, Mr. Maybank said he thought the proposal for an independent regulatory body sounded to him like "fascism." Use of the word indignantly protested by various others on the committee, especially D. M. Fleming, of Toronto. Mr. Sedgwick said in his opinion boards holding public meetings could be considered most democratic. Mr. Maybank later admitted the word was probably ill-chosen.

The committee chairman made obvious from the start he was not sold on the impartial regulatory body idea.

At one point, Mr. Maybank said "I'm against you on this," referring to that particular body.

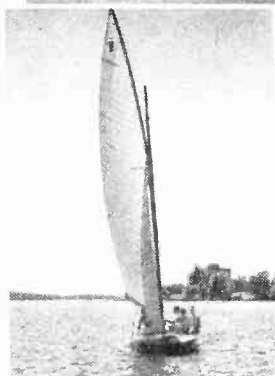
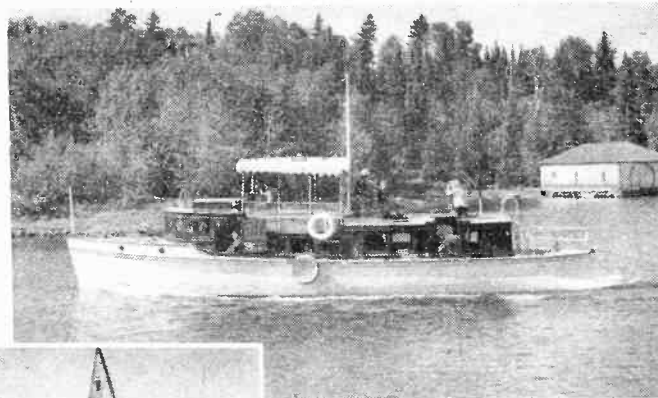
During committee hearings, E. D. Fulton (Progressive Conservative member for Kamloops) paid tribute to the "Report from Parliament Hill" series sponsored by the independent stations. Mr. M. J. Coldwell objected to being told that his scripts for this program should be non-partisan in character.

CBC's Board Chairman A. D. Dunton, intervened at one point in the airings to ask for permission to make a statement. It took the committee quite a time to make up its mind whether or not it would hear Mr. Dunton, but finally the necessary permission was

given. Mr. Dunton thereupon stated that certain sentences used in one of the CAB newspaper ads was false. Considerable argument ensued, during course of which E. G. Hansell (Social Credit, McLeod) asked: "If the statement's not true, why don't you sue CAB?"

Considerable surprise was aroused at the way some Committee members have objected to production of letters thanking independent stations for services rendered. One of these came from the head of the Boy Scouts Association. Mr. Coldwell felt the letter should not have been sent; Mr. Maybank said the letter must have been "inspired" by the independent stations. John Deifenbaker (PQ Lak Centre) said this showed the danger existing with organization of CBC calibre — that ultimately anything said about other operations was construed as criticism of CBC operations.

Committee will this year hear the Canadian Daily Newspaper Association, the Association of Canadian Advertisers, the Canadian Association of Advertising Agencies, and the Musicians' Union. Never before has the Parliamentary Radio Committee received so much attention from the press this year; and its proceedings the last three weeks have been headline and front page stuff a good many Canadian dailies. The Committee, incidentally, will be hard put to finish its deliberation write its report and get this the House in time for any intelligent discussion of it before the present session winds up.



A SUMMER SCHEDULE to boost SUMMER SALES! How about it?

A vast summer audience of well-to-do listeners, in holiday mood, awaits you here. Cut out that seasonal dip in the sales chart for this territory. Write the Horace N. Stovin man in Toronto, Montreal, or Winnipeg. In the U.S. it's Adam J. Young, Jr., Inc.

CURL KENORA ONT. DOMINION NETWORK

Air Labor-Management Problems

"Labor and Business Tail Stock," a new series of quarterly programs on the Trans-Canada network, offers labor and business representatives an opportunity to express their views on current problems. The series, commencing June 18, will be heard 8.45 p.m. EDT, and 10.15 p.m. CDT. The programs are planned by the CBC in consultation with the Trades and Labor Congress, the Canadian Chamber of Commerce and the Canadian Congress of Labor. Labor speakers will be chosen on alternative weeks from members of the two Congresses. Each program will be divided between representatives of business and labor, both ideas on the subject being expressed. An attempt is being made to present speakers from various points across Canada.

MORE of New Westminster's 43,686 RATION BOOK OWNERS Listen to CKNW than to all other radio stations combined REACH THIS RICH MARKET through CKNW NEW WESTMINSTER, B.C.

RESEARCH IS LIVELY TOPIC

One of the liveliest panel discussions of the CAB meeting last week was Wednesday evening's panel discussion on "Radio Survey and Research". Mr. Van Vancouver's Tiny Elphinstone, in the chair, and a three-member panel consisting of Walter Elliott, of Elliott-Haynes Ltd.; Maurice Rosenfeld, of MacLarn Advertising, and Bill Guild, of JOC, Lethbridge, research into its strength and weaknesses were given a thorough going over.

There was, throughout, a debatable note of uncertainty among the broadcasters as to what is good research and what isn't. Many expressed doubt, in varying shades, as to the validity of the various methods presented.

Maurice Rosenfeld, in his brief speech on the matter, outlined a fundamental weakness running throughout the entire structure — the absence of ready market data from the individual stations seeking national spot business. He called upon the private stations to provide agencies with more factual information on their markets. Often, he pointed out, an agency man finds himself unable to make his own choice between competing stations for lack of this information, acceding finally to the persuasion of the representative, who has been insufficiently equipped with market information himself, in exactly the same way.

Bill Guild was inclined to deprecate over-emphasis upon any specific type of research, asserting that there still seemed to be a lack of crystallization of method.

Walter Elliott, treading lightly in order to avoid plugging his own business, struck the most controversial note of the session when he expressed doubts over the wisdom of cash give-aways for audience building.

A few times, he said, because of money-for-listening competition reaching excessive heights among the stations of a single market, his organization had had to withdraw from audience testing until the gimmick furore died down and the listening levelled off to normal. This level, he felt, was usually the same as before the cash offers had been tried.

Takes Over CJAV



Pictured above is Miss Margaret Rea, who recently took over management and operation of CJAV, Port Alberni, B.C. Miss Rea has become a major stockholder while Harold Warren, former operator, retains financial interest in the station. The new manageress of the Vancouver Island station was formerly a Wren in the Royal Canadian Navy.

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:

- Spectrum Search** — the investigation, field work and study of existing frequencies to devise the best available field pattern.
- Design of the Antenna** and accessories to provide the pattern.
- Preparation of Findings** in acceptable documentary form for presentation.
- Attendance before** licensing authorities, if necessary when application is being considered.
- Preliminary discussion** of your radio engineering problems will not commit you in any way. May we serve you?

Canadian Marconi Company
Established 1903
MONTREAL
Vancouver • Winnipeg • Toronto
Halifax • St. John's, Nfld.
MARCONI
Greatest Name in Radio

CHNS
Now On the Air
with **5000 Watts**
First in Halifax!

NOW, MORE THAN EVER—

**CANADA'S
BEST RADIO BUY**

**5000
WATTS OF
SELLING
POWER—**

**IN CANADA'S
4th
MARKET ***

*** WINNIPEG'S
CKRC
DOMINION NETWORK**

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



**TURN BACKWARD
— OH, TIME!**

In the year since CKCW jumped to 5 KW, the days seem to get shorter and shorter. Clients in the extended coverage area are continually requesting more air time and Lionel is kept plenty busy finding it. (After all, there are only 24 hours in a day).

Sponsors, formerly using spots or flashes, now want long term program contracts. They realize that CKCW has the audience . . . built up through community service work . . . while their sales records prove it's no idle boast when we say: **WE DON'T SELL TIME — WE SELL RESULTS.**

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

Representatives Stovin & Co., Toronto - Montreal ..

JULY 1 DEADLINE FOR FM BIDS

Introducing the most widely discussed technical topic of the CAB Convention, Harry S. Dawson outlined the present position of Frequency Modulation in its application to existing broadcasters. The CAB panel, formed to investigate FM, was able to report the withdrawal, from the regulations covering FM licenses, of the clause stating that broadcasters would be expected to relinquish their AM licenses after a stated period, and also that a vital paragraph had been added allowing higher power in special instances.

Of the much discussed deadline for the entry of newcomers to the FM field of broadcasting, only two weeks ago, Harry Dawson stated that there is every indication that the CBC will hold to their set date of July 1st.

Ralph Snelgrove, CFOS, Owen Sound, spoke briefly on two important features of the FM picture. Fidelity, in spite of the manufactures' sales propaganda, is not the factor that determines the superiority of FM, he said, but rather it is the more complete public service made possible by two differences from the AM technique. At frequencies in the 88-108 mcs band, broadcasters will be assured a permanent radius coverage. The new FM band eliminates the disadvantage of the present standard broadcast band of having a good and a "graveyard" end.

Malcolm Neill, CFNB, Fred-

erickton, discussed problem confronting low-power FM operators. Present power restrictions limit stations to a proximately 30-40 miles radiocoverage. Therefore, it will be essential to keep the increase power problem before the licensing board.

Questions from the floor brought the manufacturers' representatives to their feet in answer to the many and varied information requests from broadcasters on the production of FM receiving sets and the effective range of varied rated powers and antenna heights. That economic considerations will be carefully studied by the licensing board was the answer to a question on the flooding of areas with too many stations. The delicate situation of the Petri dual channel problem and the CBC's duplicate programming regulation was discussed, but no information was available to indicate an early settlement.

"Gang" Hits The Trail

Canadian radio listeners in Ontario to British Columbia have an opportunity to see members of the "Happy Gang" when they visit various cities and towns across Canada. Following the of their current broadcasts on the Trans-Canada network on June under sponsorship of the Colgate Palmolive-Peet Company, "Happy Gang" have made appearances at London (June 13); Windsor (June 14); Waterloo (June 16); Niagara Falls (June 17); Winnipeg (June 20); and Saskatoon (June 21). The remainder of the itinerary includes: Regina (June 23); Wataskawin, Saskatchewan (June 25); Edmonton (June 26); Calgary (June 27); Lethbridge (June 28); Nanaimo (July 1); New Westminster (July 2); Vancouver (June 3).

During their appearance at Wataskawin, Saskatchewan, Pearl will be made an honorary chief of the Cree Indian tribe of the Wataskawin Reservation. This honor has previously been conferred only on the Prince of Wales and the present monarch, King George VI. Bert will be presented with the full regalia befitting Indian Chief while in keeping with custom, the Indians will receive a gift of tobacco from their honorary chieftain.

**CAB Convention
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Technicolumn by G.R. MOUNCE & E.W. LEAVER

Facsimile. This term is appearing more and more in radio literature and conversation, often in connection with F.M. We have requested to describe in non-technical language what facsimile with reference to radio broadcasting, and what is the present state of the art.

Facsimile is the reproduction at a distant point of material such as printed matter, pictures, sketches, etc., fed in at the transmitting end. The link between transmitter and receiver may be any existing communication system, such as a telephone line, A.M. broadcasting or F.M. broadcasting. The material to be transmitted is placed in a carrier at the transmitter end. A scanner "looks at" a very small portion of the copy at any instant, but moves rapidly from one side to the other so that a tiny scanning area eventually covers the whole area of the copy. As the scanning area moves an electrical current is produced which varies in intensity in accordance with the light reflected or transmitted through the copy. This electrical current is transmitted by some means to the receiver in which a reproducing mechanism causes a contact point to move across a piece of facsimile paper in exact synchronism with the scanning spot at the transmitter. The facsimile paper has the property of changing colour at the passage of an electric current. The varying currents received from the transmitter, and causing the flow through the paper, as the scanning spot moves across it, produces a copy of the original material being scanned at the receiver.

Facsimile is far from new. It is known by far than radio broadcasting. The first patents covering facsimile system were issued in 1846. Experiments with public facsimile broadcasting have been made in the past. Renewed interest in facsimile is now appearing, however, due to the improved techniques developed in the art during the war. The F.M. broadcaster sees

in facsimile, an additional potential revenue producer for his station. F.M. is ideally suited to the transmission of facsimile due to the consistency of F.M. reception. The first step will probably be the transmission in the late evening and early morning hours of facsimile programs over the same facilities used during the day for aural broadcasting. Thus the F.M. station can be made to earn a revenue 24 hours per day instead of just during the normal daytime hours.

Facsimile is still in its infancy commercially. Rigid specifications and standards governing the transmitting and reception of facsimile have not yet been set up. Fairly large-scale tests are getting under way in the United States on two paper widths, namely 4.1" and 8.2". That means that the program material will come out of the receiver in the form of a strip of paper 4.1" or 8.2" wide. Other recorders are already commercially available which will make a reproduction the size of a newspaper. The rate at which the paper comes from the recorder is approximately 3.4" per minute and at this speed a standard scanner resolution is 100 lines per inch. Such a scanner gives a quality of reproduction quite comparable with that of the ordinary newspaper.

Just how facsimile will be commercially exploited is still open to speculation. The most optimistic predict a facsimile recorder in every home which, when adjusted during the day, will automatically select the stations and features the home-owner wishes recorded during the night. If the 4" width of paper is accepted as standard, a great boon to the housewife should result. Imagine the husband trying to disappear behind a strip of 4" paper at the breakfast table.

Due to the cost of facsimile recorders, it is possible that some arrangement may be worked out whereby the equipment is rented to the householder with various other ramifications such as rebates on the cost of the paper paid by advertisers, etc. In any event, the success of facsimile depends not on the engineer or scientist — his work has been done. It is now up to the commercial interests and those whose responsibility it is to produce program material acceptable to the public which will put facsimile across.

for your FM broadcast station...

the TE-444-H FM MONITOR RECEIVER



Especially built for your FM broadcast station, RCA Victor's TE-444-H incorporates all the latest developments in FM receiver design — another outstanding example of RCA Victor engineering and research supremacy. This eleven tube, high fidelity superheterodyne receiver covers the standard 88-108 mc frequency range for FM stations.

FEATURES

- Built-in loudspeaker for use as desired.
- Miniature tubes of new standard type series.
- Simplified domestic receiver operation.
- Separate oscillator for improved stability.

RCA Victor's TE-444-H, together with output transformer and speaker, is contained in a handsome chromium-trimmed amber grey metal cabinet. Hinged cover makes all tubes, antenna and output connections readily accessible. An adaptor kit for rack mounting can be supplied at slight additional cost.

You'll want this latest and finest in equipment for your FM station. Write today to: Engineering Products Sales Dept., RCA Victor Company Limited, 1001 Lenoir St., Montreal, Que., for complete details on the TE-444-H FM Monitor receiver.

RCA VICTOR

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MONTREAL

A *Bright* STATION

80% of Quebec's billion dollar retail sales in 1946 were made in areas where CKAC is listened to regularly

— See —
WILLIAM WRIGHT
Victory Bldg.
AD. 8481



NOTE

This column was compiled the shadow of the might Rocky Mountains where la week broadcasters doggee filled their lungs with seco hand smoke while all out- doors beckoned to them to a to their span of life by bas ing in Mr. MacKenzie Kin specially gilded sunshine.

PRICE OF FREEDOM

Two United States broadc ters, a provincial minister the Crown and a Canad National Telegram cried fr the roof tops that what t industry needs is more fr dom of speech. But as broadcaster was overhe saying to a bell-hop: "Ol bub, so we got freedom speech. Now tell us what say."

RENDER UNTO CAESAR

We should like to give Ho Stovin credit for the st ment that Walter Elliott signed Radio Research to c fort the broadcasters w they are afflicted and to filiate them when they comfortable. Everyone is titled to credit for somethi even Stovin.

A LA CARTE

Following Research o lunch, featuring grilled chops with mint sauce Bob Burton with his t ment on BMI. Bob thus q fies as a charter membe our newly-formed Associa of Barnacles on the Bol of the Broadcasting Busi

CLASSIFIED ADVT.

Broadcasters are urged purchase one of Harry Row fine photographs as mement of themselves. Who kn Any moment may be your

VALUE RECEIVED

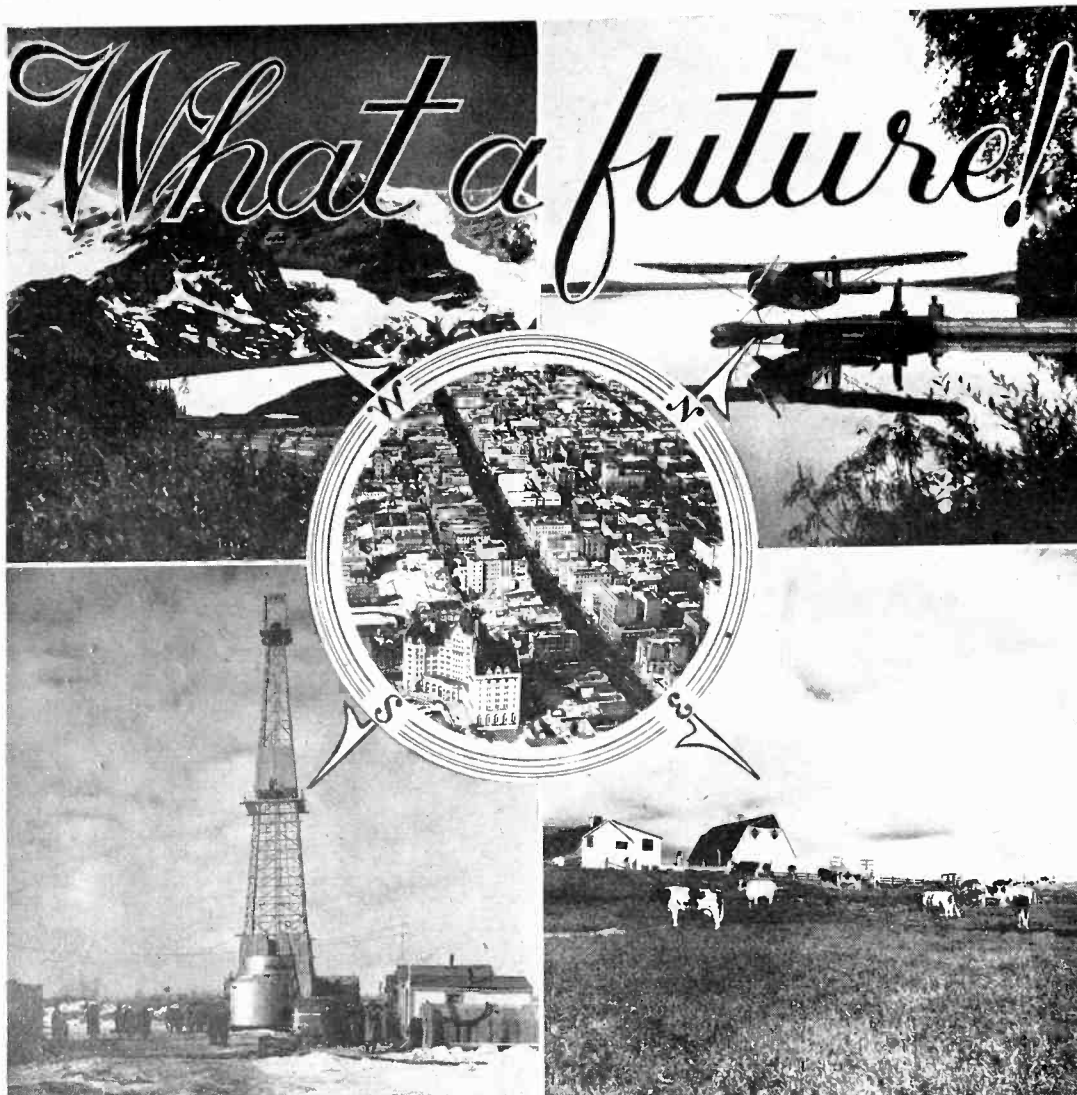
Commenting on out state that Wis McQuillin contr ed his 15 per cent. wort the Selling Panel, Wis "That's this year, boys. year it may be 15 and ?

UNFAIR COMPETITION

It is understood that Amalgamated Associatio Junk Dealers is compla to Ottawa about the go ment's unfair compe through the operation o War Assets Corporation.

HURRAY FOR US

We'd like to meet one b caster who thinks thi year's CAB conventio take place elsewh his own home to, ONT.



TO THE WEST

Beauty at Jasper!
Fishing and hunting para-
dise!
Fur farms!
Lumbermills, forests!
Coal mining!

TO THE NORTH

Salt at McMurray and Elk
Point!
Uranium at Eldorado!
Radium at Great Bear Lake!
Gold and tantalum at Yel-
lowknife!
Fish, lumber, tar-sands!



TO THE SOUTH

Oil at Leduc!
Dairy farms!
Livestock ranches!
Coal mines!
Seed and forage crops!

TO THE EAST

Western Canada's most pros-
perous mixed farming area!
Poultry ranches!
Salt fields!
Lloydminster oil!

...and EDMONTON'S right in it!

The story of Northern Alberta's tremendous economic development verges on fabulous proportions. Already, it is Canada's sixth largest market, with skyrocketing progress every month. Edmonton is its economic heart. Edmonton, and the district are served by two progressive, independent radio stations.

CJCA and CFRN

EDMONTON'S INDEPENDENT 5000 WATT STATIONS

BRITISH COLUMBIA - A MAJOR CANADIAN MARKET

**BRITISH COLUMBIANS ARE
RADIO CONSCIOUS!**

Fact No. 10:

Between 1939 and 1946, Forestry in this great Pacific Coast Province jumped from 88 million to 160 million; Mining from 65 to 70 million; Agriculture from 49 to 112 million; Fishing from 17 to 40 million. The same people who share this mighty wealth are equipped to listen to your story. 84.8 radio ownership the Nation's highest!

*You're not selling
Canada
unless you cover
British Columbia
by RADIO*



SPONSORED BY THESE INDEPENDENT STATIONS OF BRITISH COLUMBIA

Chilliwack • Kamloops • Kelowna • Nelson • New Westminster
CHWK CFJC CKOV CKLN CKNW

Prince George • Trail • Vancouver • Victoria
CKPG CJAT CJOR CKMO CKWX CJVI

How to reach

THE LISTENER'S DOLLAR!



*On CFRB, you reach more listeners...
influence the spending of more dollars!*

Over the past twenty years of broadcasting in Ontario, this station has built up a large, loyal audience . . . 495,300 radio homes in the daytime and 534,670 at night* . . . more than any other Toronto station.

And these radio homes are prospects for your goods. Proof? The satisfied advertisers who stay with CFRB year after year . . .

On CFRB they—and many of them are retail stores who are in the best position to judge—get results. You can, too!

*The Bureau of Broadcast Measurement Station Audience Report, 1946. Reprints containing complete BBM audience information by counties and measured cities free on request.

CFRB TORONTO

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Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Ltd.

Looking forward to the next twenty years!