



above at left: youthful participants are shown grouped around Gordon Reid of CFRN Edmonton, during the "Hobbies Unlimited" program aired from the Hobby Shop in downtown Edmonton. At right: three of the men responsible for the "Carson Family" part of CBR Vancouver's farm broadcast on the air. Writers of the show at various times during the last five years, left to right: Peter McDonald, David Savage and Archie MacCorkindale.

# CANADIAN BROADCASTER

TWICE A MONTH

5, NUMBER 13

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

JULY 6th, 1946

## CAB GOES TO OTTAWA JUNE 11

Canadian Association of Broadcasters has been requested by the House Committee on Radio Broadcasting in Canada to have its representatives appear in Ottawa on July 11th.

is answering a long list of questions which various members of the committee have intimated they will ask the independent broadcasters, the CAB plans, it is understood, to make several representations to the committee, following resolutions passed at the CAB convention in Quebec City in May.

roadcasters will ask that the regulatory and broadcasting functions be separated by the establishment of an independent commission along similar lines as the Radio Commission, thus bringing the situation where the independent stations are in an unfair position of competing and competing with private stations. It will be brought to the committee the solution, protesting against the proposed appropriation of the use of private stations' frequencies.

### RADIO MEN HONORED

Dominion Day honors, first to include civilians since the outbreak of war included radio and advertising men as well as war correspondents whose dispatches have been used by the radio.

Dr Augustin Frigon, general manager of the CBC becomes a Companion in the Order of St. Michael and St. George (C.M.G.), as does Leonard W. Brockington, first chairman of the CBC Board of Governors.

J. W. G. "Joe" Clarke, who left Cockfield Brown to become public

relations director for the three armed services, becomes a Commander of the Order of the British Empire (C.B.E.).

Among war correspondents to be honored were Ross Munro and Maurice Desjardins, both of The Canadian Press, the former author of the book "From Gauntlet to Overlord", also CBC war correspondent Matthew Halton, and radio personality Greg Clarke, both formerly with the TORONTO DAILY STAR.

### WAB Annual Meeting

Western Canadian radio men will this year gather at the Harrison Hot Springs Hotel, Harrison Hot Springs, B.C. on August 5th and 6th for the Annual Meeting of the Western Association of Broadcasters.

Last year's convention held in Calgary seemed to indicate that it would top all previous meetings with respect to reservations.

However, last minute indication of attendance point to this being a banner turn-out.

### CBC OPENS "SPOT" DEPT.

Copy of a pamphlet issued by the commercial department of the CBC, offers definite availabilities to agencies on CBC stations for spot broadcasts of various lengths of programs. Times available are early morning and late evening periods and some afternoon times.

The brochure includes rates and also offers "group discounts" for the use of two or more CBC stations. Rates quoted are for five, ten and fifteen minute programs.

### SAYS CBC TO MAINTAIN CONTROL

The CBC intends to maintain control of all national broadcasting, and will continue to encourage development of local broadcasting by private stations, according to A. Davidson Dunton, speaking before the Radio House Committee.

Asked whether the CBC Board was consulted on all transfers and issuances of licenses, and if their recommendations were always accepted, Mr. Dunton answered that they were always consulted and pretty well all their recommendations had been accepted.

Mr. Dunton explained the

CBC's position in regard to the transfer of station CHAB, Moose Jaw, to the Saskatchewan government. The CBC, in its report had said that as far as it was concerned the Saskatchewan government was a competent broadcasting agency, and that there was no objection to the transfer. The CBC had added, however, that there were other things to be considered, such as the division of functions between governments. The case was then turned over to the licensing authority, the Minister of Reconstruction, and was turned down.

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### Jubilee Preview

Radio listeners had a Vancouver's Diamond Show on June 30, when Vancouver originated a Trans-Pacific time, under the direction of John Wickham Barnes.

Herbert, former CBC war correspondent, now chief of special to the west coast, emceed over Feature numbers from Jubilee show, recorded at Salt and edited into a one hour, were aired.

Jubilee officially got underway with events all over the province following fortnight, the "Jubilee Show" itself, direction of John Harkrider, every night in Stanley Park.

Charles Thomas is scheduling the show's lead as Vancouver. The spectacle is about the story of Vancouver plays of the Spaniards and to the present.

Cantor, Richard Green, Osborne, Alan Young and Hollywood characters are to take part.

Jubilee Radio Show Canadiano Ann Watt will perform with a 45-piece band under John Avison.

Agostini will act as guest and will direct the orchestra a special composition has contrived for the show.

### in Frequencies

new stations to be assigned frequencies is CFNB, North Saskatchewan, which gets the spot, at 250 watts. The held by C. R. MacIntosh, (Lib) and publisher of paper, North Battleford

elriver B.C. gets 250 watts having been moved from bank Ryan gets a kilowatt for his Ottawa station. Billingsley and Wilna will have 1 kw on 1350 for Creek; the new French i Sudbury will have 1 kw and Jonquiere, Que, gets



"This, gentlemen, is the focal point of any radio station."

### CBC HEAD SAYS AIR MUST BE FREE

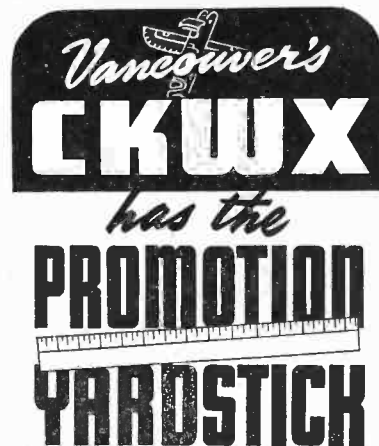
A. Davidson Dunton, replying to questioning by the Radio Committee said that it was the responsibility of radio operators to maintain freedom of the air, and that includes selling time to people with Communistic or Fascistic views, if any number of Canadians were interested or if their points of view had been attacked on the air.

If private stations live up to their duty in providing adequate time for the discussion of matters of public interest and see that all sides of the questions are aired, he said, then they have the right to refuse requests for time. If the operators were not living up to this, the CBC has the authority and might under certain circumstances, insist that such time be sold.

Reports that the CBC exercised any censorship on broadcast talks were emphatically denied by the CBC chairman. "There is absolutely no censorship, no check or no vetoing on any opinion expressed on the air so far as the CBC is concerned," he declared.

Mr. Dunton's statement that any

operator was responsible for all that went on the air from his station and for that reason might want to know if any speech contained anything libellous or slanderous, was challenged by A. L. Smith (P.C. Calgary), who expressed the opinion that the stations could not be held responsible, for unknowingly allowing a libellous broadcast.



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The groove in a transcription disc is less than 1-100th of an inch wide. It takes fine equipment handled by experts to concentrate every sound and shading of a 100-piece orchestra into 1-100th of an inch.

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Radio has been getting a steadily increasing proportion of our advertising appropriation. We are now using 37 radio stations across Canada and expect to continue this or possibly increase the number this coming season."

(Timing 35 seconds)

President and General Manager  
The Dr. A. W. Chase Medicine  
Co. Ltd.



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& COMPANY

Radio Station Representatives

for these Live Independent Stations

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

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### CKCW Switch Over

When CKCW, Moncton changed frequency from 1400 to 1220kc they announced the switch by the use of street banners, car cards, window displays and cards, display ads, stories in all country papers, singing station breaks and via their mobile P.A. system.

The change-over took place at 12.20 Monday, June 17th. and the Mayor of Moncton, G. F. G. Bridges, spoke on 1400kc, and then threw the switch that transferred them to the new 5kw transmitter.

### Smith & Young Quit N & Y

Stu Smith's resignation as vice-president and Toronto manager of Young & Rubicam Ltd. has been tendered and accepted. A new appointment has not as yet been announced, and the Toronto office is temporarily under the management of A. R. McGill, managing director.

Don Philp, former contact supervisor has also resigned.

### Stork Market

Latest arrival on Radio Row is Roslind Shuster who arrived June 19, tipping the scales at 7 pounds. We are reliably informed that Miss Shuster will not be appearing on the network comedy show which it is said will be heard this fall under RCA sponsorship, featuring Johnny Wayne and Poppa Franky Shuster.

## BROADCASTERS

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**Going to higher power?**

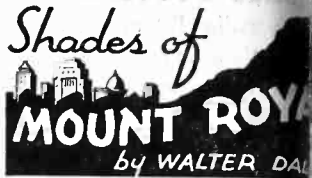
**Going to F.M.?**

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- \* Advice on Equipment
- \* Proof of Performance Measurements.

**Contact:**  
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any Broadcast Equipment Manufacturers.



Paul L'Anglais, direct Quebec Productions Incorp the new Canadian film co has announced that Chateau tenac (remember?) will scene of their first prod "Stronghold." With the ex of a few movie stars (Paul in Hollywood recruiting Canadian talent will fill al L'Anglais expects that bec this film venture his radio ization, Radio Programm ducers, will be in a unique to exploit television when a breaks in this country. Asi that, with the motion pict dustry in operation, he w developed a fine group of available for use on both m

T.C. (Mickey) MacGuire, Canada's Montreal office i To Mickey radio hereabout look like peanuts, compa Germany where he had, sergeant, Radio Hamburg, kilowatts plus a sizeable Jerries under his capable

"Tour d'Horizon" seem to be one of the most an Fall productions, now bei ned from Montreal, to star ber 6, originating from Cl an independent French n It will be a sort of French dian Hall of Fame. The M not yet been selected, but a list of candidates is o Ronald's Advertising Age racts, and Dominion Corse pany Limited is the sponso

Corey Thompson, Mc "Uncle Troy," will mana Tietolman's new Verdun 1,000 watts, sunrise to sun on the dial. Occupying t stories of Verdun's forme centre, Wood Hall, at 211 Avenue, the station's an policy is public and com service. CKVL will boast case studios" with the vis almost completely compa plate glass. Ajax is instal 250 foot mast, Marconi th mitter. J.C. Charlebois, f CHLP, Montreal, will be c gineer. Opening date r announced.

While it is likely that ra who arrive at Beaconsfie Club for the Canadian Op merely tee off at the Bar, one, Horace Stovin, will c He arrived with Dick Bo the pro from Hamilton's A which is an auspicious be in itself. CBC has given c able time on the Domini nation wide coverage, Joh directing, Smith, Tilden, S Pickens broadcasting. Sco each hole will be short-w the club house, keeping th up to date.

Stiff competition betwee and press in Montreal lea personal enmities. A larg real firm, accustomed to cocktail parties for radio n and newspaper reporters, t lumped the two together. took place in the Vice-Reg of the austere Ritz Carle sults: no fights, no broken v much friendship and raised

# CANADIAN BROADCASTER

TWICE A MONTH

(Authorized as Second Class matter at the Post Office Dept., Ottawa)

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Correspondents

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Vancouver - Robert Francis  
Montreal - Walter Dales

N. 13

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

July 6th, 1946

## The Greeks Bring No Gifts

When the CBC formed its second network, a meeting of the Association of Broadcasters thanked the government body for its network programs and revenue upon a new list of stations. This paper has steadfastly maintained that government radio will not succeed in still further invasions into the "independent" field, each step succeeds in advancing a single step. But there has been a by no means subdued voice in "independent" circles which said: "Leave them alone. We wanted a second network and now they have given it to us."

A brochure is being issued by the CBC, offering agencies and stations "spot" or single station time on any of its own stations. Supplementing its commercial network service. More than this, it offers buyers discounts ranging from five to twenty per cent for "spot broadcasts" on two or more of its stations in a city. That is more, it is cold bloodedly purloining well-listened to stations, which have been built up by its independent competitors, when its position in the advertising field.

Now have the fantastic situation of the government broadcasting functioning without taxation, under regulations it makes itself, cutting at cut prices against the independent stations. These stations only pay taxes, like any other business. but, through their paying license fees, actually contribute to the machine's maintenance.

Now, CBC depredations have been cloaked with the gift of radio. Today the camouflage has been thrown off. It has been replaced with a battery of guns. But the CBC has first armed itself with batteries. It has also restricted the power of the enemy's stations to 5 Kw.

Now, the CBC has been in the enviable position of controlling the airwaves. It can go out on the networks and what may not go out on the networks. This new move is a seven-league-booted step towards applying the same principle to local single station broadcasting. Only this time the CBC is not hiding its mailed fist beneath a velvet glove. This time it is bearing no gifts. Instead, it is offering independent stations competition, both in power and price. This competition could force the independents right out of business, and lead to government ownership and domination of Canadian radio. This time it is ringing the death-knell of freedom of speech so very loudly that we can almost hear the muffled peals echoing in our ears.

In our issue of November 1943, we wrote: "The private station still offers advertisers its fine local broadcasting facilities, the daily newspaper still has its display columns. There is no half way. Either independents must refuse to subsidize the government by falling for the bait which is being dangled so temptingly before its nose, or it must risk having to enjoy the unique experience of paying for the support of its own scaffold. I fear the Greeks even when bringing

When the Greeks bring no gifts.

*Richard G. Lewis.*

Editor

### Mrs. R. V. Winkle

When the wife of CKPG's announcer, Keith DeWitt, tells her friends about her operation, she will be able to add a little color not always present when the ladies ask about their operation.

Mrs. DeWitt had just undergone a serious operation in the Prince George City Hospital on the morning of May 31st, and attendants were in the act of wheeling her from the operating room when fire broke out in the hospital. As a result, Mrs. DeWitt was rushed to the home of her mother-in-law and was no doubt considerably surprised when she came out of the anesthetic.

But May 31st will be a long remembered day by the entire staff of CKPG. Engineer-newsman R. J. Tate was obtaining the details about a murder-suicide that had occurred in the area during the early hours of the morning, when the fire broke out at the hospital. But that's only half the story, because the station has been more than busy handling news items and special broadcasts concerning the I.W.A. Lumberman's strike that has affected the lumber-rich territory of Prince George and district. And to make life a little more interesting the Fraser River has been rising continuously for the past few days and Tate has been keeping a close eye on the situation because the transmitter building and the associated antenna system are only a few feet from being inundated by the waters of the river, which are higher this year than they have been for many years. Most of CKPG's several acres of land, located between Prince George and South Fort George, is under several feet of water.



Ernie Swan, Chief Engineer of CKEY Toronto, recently gained admittance to the select circle of Canada's "Quarter Century Radio Club." His radio career started in 1920, with experimental work.

### DX Mail Pull

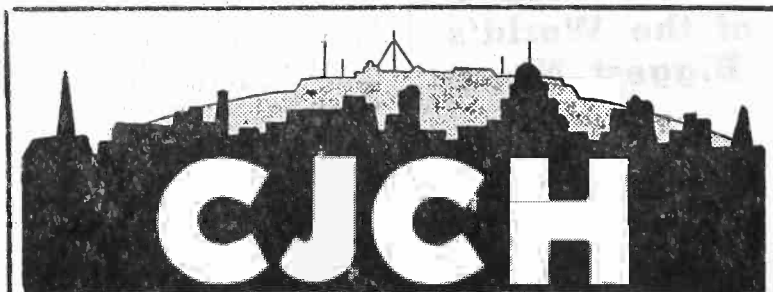
Jack Cullen, disc jockey at CKMO Vancouver who keeps people awake who are supposed to be up anyway between 2 and 6.30 a.m. nightly, has been getting some mighty interesting fan mail lately.

Reception reports during one week which landed on Jack's desk had postmarks from New Zealand, the Aleutians, Baltimore, Md., San Francisco and Pearl Harbor.

### Air Travel Bureau

The opening of the Junior Chamber of Commerce's information travel bureau in Lethbridge was covered by CJOC in a recent broadcast.

The broadcast was designed to acquaint tourists with this aid to their travel.



"Your Good Neighbor Station"

Representatives: HORACE N. STOVIN & CO., CANADA  
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# Ottawa Letter by Jim Allard



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**Headline News  
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**Sponsors Prefer  
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MONTREAL

Definite network monitoring of stations was forecast at June 20 meeting of the Parliamentary Committee on Radio Broadcasting. As the meeting opened, committee member M.J. Coldwell asked: "Mr. Dunton last week I asked you to what extent section 24 of the Act was carried out by the corporation. Could you tell us?" In reply, board Chairman Dunton said: "Each year, toward the end of the year, when the time comes up to consider the renewal of licences, the board has before it a very full report on the application of regulations and contraventions of them. In considering recommendations about renewal of licences the board first considers that report and any other things that are before it, before it advises the licensing authority on the renewal of licences."

Question: (by Mr. Coldwell) Do you get contraventions of them from any of these stations? Mr. Dunton: A certain number, yes. There are not very many, but there are some.

FCC report later entered the discussion. Queried M.J. Coldwell: "You have read the Federal Communications Commission's report from the United States? ... and it makes certain criticisms ... do you think those criticisms are to any extent applicable to our own radio stations?"

Board Chairman Dunton answered: "I think some of them may be, to a certain extent, but a number of them not nearly as much; partly on account of CBC regulations themselves, some of which are designed to prevent some of the excesses which the FCC report brings out."

At various times later, usually in reply to direct questions, Dunton said: "I do not think the situation is nearly as bad here. On the other hand, I do think that perhaps, along the lines you are thinking of, the corporation should pay a good deal more attention to the actual real quality of the community or area service being performed by the local stations. I think it is more than a question really of conforming with regulations; it does become a question of whether or not a real service is being performed on that channel to the community ... the regulations are there, they are known by the private stations; most of them try to conform and do conform with regulations, but there is a need for a certain periodic check-up ..."

Second committee discussion at this meeting revolved around libel and freedom of speech. Committee members questioned Mr. Dunton on these and related points, many of which are apparently not particularly well settled in law. From Committee discussion (and some of its members are admittedly brilliant lawyers) it became obvious that it is not at all certain whether: (a) when a libel is committed on the air, the station is responsible or the speaker making it; (b) whether the station can or cannot refuse to take any script in advance; (c) if it can do so, whether or not it thus lays itself open to a charge of discrimination and suppression of freedom of speech. This whole subject is a very complicated one at best. Even the matter of whether or not a station operator could, or could not, refuse time for material containing Communist and Fascist doctrines, was obviously not at all clear in the minds of the Committee after considerable discussion revolving around this point.

At various points in this discussion, Mr. Dunton said: "I think the corporation, in the light of what has been said today, will be looking a good deal more into the actual quality and kind of service rendered (by community stations). ... Following the suggestions made today, we will look into that more carefully, (referring to allocation of time to political parties) "Yes, and that kind of thing will be looked into a little more carefully from now on" (in answer to the question "you do check the schedules to see if a fair proportion of time is given to public affairs?")

Advertising expenses reported by Minister of Health Brooke Claxton during discussion of his department's estimates: "In 1945-46 there was spent on publicity and information a total of \$108,341.15. In the year beginning with November, 1944, expenditures were made for newspaper advertising, \$80,053.34. That was advertising in connection with registration ... there were also advertisements regarding income tax and family allowance payments ... and their cost is included in the expenditure for 1945-46 of newspaper advertising of \$79,771.17 ... radio advertisements during the week of February 1, 1945, \$167.87 ... similar radio announcements week

of March 22nd, \$5,121.69. scriptive cartoon: \$3,129. booklet called "Family Allowance a Children's Charter" 7,882. motion picture \$259.82 ... a clip \$1,725.95 ... another clip, \$1,368.79 ... artwork \$8 and \$134.36 ... posters \$9 and \$1,159.80 ... cartoons pictographs \$478.19 and \$1,75 ... graphic sheets: \$5,204. film strip \$1,723.65 ... film still in preparation: \$250.6 ready spent ... booklet "A Winter Diet" ... \$195.45 ... relatively small items."

Cut-and-dried department: dio Committee Minutes of 20, 1946, Page 129: The Chairman: (Ralph Maybank, Lib nipeg): "As far as CFRB is concerned one does not have to a very long bow to assume going to lose its present frequency. That is not any assumption need to be wondering about whether that is going to happen. They are really in no difficulty there at all."

Mr. Smith: (P.C. Calgary) Are you saying definitely that are going to lose it?

The Chairman: I do not think there is any doubt they are to lose it.

Mr. Smith: What is this mitte here for?

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**CJOB**  
"Working for Winnipeg"

# PROFILE of a BEAVER

## 2. Earle Connor

by Frank Fleming

Earle Connor was winner of a Beaver Award for his co-operation during the equipment shortage. But it wouldn't be correct to say he was fired with the determination to help out all his fellow engineers in their equipment and personnel shortage. The truth of the matter drives him mad to hear the quality or see poor efficiency at a radio station. And it doesn't matter whose radio station. He will step on anybody's toes if it will improve technical broadcasting. He will work to any hour of the day or night on equipment, and he will demand—that the other engineers do the same.

Earle has a name mania for efficiency that has even in his early days of broadcasting, when he began at CKMO in Vancouver. Before radio was a part of his life, he operated a garage and is still a mechanic any day. He would be glad to have—if he could put up with his exacting standards. The odd thing is that he works on a messy part of a machine and still keeps his hands clean. He wears interminable strings of beads and never gets a yellow stain on his fingers. ("All in the name of the Lord," he says).

He works at CKMO for CKWX, where he spends a great deal of time building condenser microphones. Now, in the good old days, these mikes were the pride of their period, but required painstaking exacting precision machine work, and care in assembling. A microphone was subjected to a hundred tests. It was dropped from the ceiling to the floor several times, then checked. If it failed, it was opened up; and with a pair of tweezers and glass Farle would examine the interior for tiny particles of dust. These were removed with a camel-hair brush, and the microphone reassembled. If the microphone survived the dropping test, it was given what Earle says was the most gruelling test of all; it was placed in operation at the station. If it could withstand the station treatment, it was ready for any job, remote jobs, or any other type of pickup.

For these many years it is probably safe to admit that two of the best time-made mikes were used in the Vancouver pickup by CKWX and in the NBC network broadcast of "The Force's Gang"—and NBC

sent a wire remarking on the excellent quality of pickup!

Those were the days when a radio man was chosen first for his technical knowledge, then became an operator, announcer, script writer and producer all rolled in one. As a producer, Earle Connor was probably the toughest man to work for anywhere in Canada. His technical precision made itself felt as he tyrannically wielded the whip for "Leckie Familiar Melodies" which was produced in the Capitol Theatre, utilizing pipe organ, vibraharp, violin, and a male quartet. The artists had to work on that show, but hard. The results, however, were a smooth presentation which would have commanded a high E-H rating if there had been such things then.

He still has a passion for proper microphone placement which overrides any desire for sociability. Once in Calgary, when a symphony conductor told him where to place microphones, he openly roared: "You stick to your music and I'll stick to radio! You make sure your orchestra is doing its job, and I'll see it sounds right in the customers' radios!"

As chief engineer of CFAC, Calgary, he has perhaps the most complete workshop of any radio station in Canada. His tools range from drill press to jeweller's screw drivers, from magnetizing units to oscilloscopes. He and his assistants build anything and everything from electric pickups to door handles—and every job looks like a factory unit. About the only tool which may not be found is a slide-rule, known to the formula boys as a "slip-stick." Earle is not a theory man, resorting to mathematical formulas only when the practical occasion demands it.

His skilled workmanship and high standards have resulted in a technical installation which, though not on the scale of the big radio "nerve centres", is probably unsurpassed in Canada for completeness and flexibility. There are two main control rooms, each an independent unit. Without becoming too technical, it can be said that six separate programs could be originated from CFAC simultaneously, while two incoming programs could be recorded at the same time.

There is a total availability of eighteen microphone or pickup



channels. Dozens of relays are in use; and a highly complicated interlocking system, designed by Earle, makes "board" operation as simple as the multiplicity of equipment will allow. An inspection inside the equipment racks reveals a cable wiring job that is as neat as that in a good telephone office—and that is high praise indeed.

Earle Connor has indeed earned his reputation as a top flight engineer. Because of his obsession to radio engineering he has also earned a reputation among some people of being anti-social. But anyone who talks his language says Earle is a "good egg".

# SHOW BUSINESS

by Geo. A. Taggart

## Haskett Has It!

**DON HASKETT** has just about everything necessary for success in radio, stage and concert fields. That's why we are proposing him to you as one of the best bets for your 1946-47 plans.

**HANDSOME**, 22-year old Don has an excellent tenor voice and a sparkling personality—currently featured on Wishart Campbell's very fine CFRB program "Home on the Range" (Thursdays—9.30 P.M.)

**AS** a one shot guest on Cashmere Bouquet's "House Party" Haskett drew a surprising amount of fan mail from all parts of Canada.

**THIS** ex-R.C.A.F. lad has travelled all over Canada, the United States, England and the Continent as featured vocalist with the Air Force show "All Clear" and was a solid success.

**YES SIR**—Haskett has it—Watch him go.

165 Yonge St. Toronto  
Adelaide 8784.

**940**  
ON THE DIAL

800 CHAB MOOSE JAW    900 CKBI PRINCE ALBERT    940    980 CKRM REGINA    990 CKY WINNIPEG

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NETWORK  
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Representatives:  
Horace N. Stovin & Co.  
Toronto  
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# MONOPOLIZING THE PUBLIC MIND

## CJOR Airs Fortright Discussion on Public Radio

### Radio Artists Telephone Exchange

- Ruby Ramsay Rouse
- Maurice Rapkin
- Mona O'Hearn
- Austin Willis
- Barry Wood
- Howard Milsom
- Pat Barry
- June Whitley
- Laddie Dennis
- Russ Gerow
- Michael FitzGerald
- Barbara Kelly
- Bernard Braden
- Larry Henderson
- Bob Christie
- Bernard Cowan
- Jack Thompson
- Marjory Chadwick

who can be reached day or night thru

### RATE

WA 1191  
TORONTO

Four west coast speakers discussed the CBC on "Town Hall of the Air", over CJOR recently. One termed it a "fascist-like system," and another suggested that an attempt is being made, "very subtle and gradual, on the part of the CBC a government owned and operated monopoly, to create a monopoly on the minds of the people."

John F. Tener, associate editor of the magazine "Tic Toc" asked: "Why should nine men, who know nothing of the broadcasting business, be appointed by the Liberal government to attempt to run such a complex business as that of a national broadcasting system?"

The discussion, one of a weekly unsponsored series, was carried on by a panel of four on the question: "have we full and effective freedom of radio and the press?" Moderator Arthur Phelps guided the discussion.

Speaking of the CBC's gradual monopolization of the public mind, Tener said that England has the same situation completely in their BBC.

"They release just what they, the BBC, want the people to hear," he

said, "and the people pay for it with their taxes. In Canada it is only getting under way, but it is growing. This is a much too dangerous power to allow to any one group. This goes counter to the whole right of free speech and undermines the basic principle of Magna Carta."

As an example of what he meant Tener mentioned the Saskatchewan government.

"They tried to obtain a license to operate a broadcasting station," he said. "This was refused by the CBC. They then tried to buy an already operating station, but the CBC flatly refused to allow them to purchase it.

"In Alberta," he went on, "the license for CKUA was summarily cancelled by the CBC with good and sufficient cause to, it is believed, the CBC only."

Tener admitted that the CBC did a good job in news, talks and musical programs, but added that the problem resolved itself into the question of why the CBC, in any dispute between itself and its rival and competing independent broadcasting systems, should be both judge and jury in cases where the CBC itself was highly interested in the outcome, financially or politically.

He saw the solution in the setting up of an independent radio commission, divorced from political influence, to control not only the small stations, but CBC also.

Peter Fisher, former Calgary News commentator, asked whether it was the corporation's business to set itself up as arbiter of what is and what is not good taste. He was discussing the matter of mentioning prices of advertised products on the air.

"Personally" he said, "I believe it is the obligation of a government to make the fullest possible use of the facilities of radio for the advancement of culture and education and to encourage development of talent.

"It is not their job, he continued, "to subsidize life-long careers for second rate artists and intellectuals."

So far, he said, he had dealt only "with the destruction and loss of freedom under the Fascist-like system that has been created by the CBC."

Another front on which to look for a possible threat to individual

liberties was in private groups which might, under conditions where their own were involved, be expected to seize control of a given medium of expression and stifle the voice of an opposing interest.

But so far, he believed, private owned radio, like the private owned press, had managed to serve its integrity against such periodic assaults by outside interests. However, the full freedom was under discussion did not because of the CBC's power, the Broadcasting Act, to control other private commercial broadcasting.

By this act, he said, the mental liberty of a citizen engaged in any legitimate commercial enterprise had been deliberately and effectively taken away, so far as the broadcasting industry was concerned.

Fisher admitted that so far as himself had not been denied the right of free speech on the air, but maintained that there was no guarantee that he would continue to enjoy it.

As an example of "the effect of private broadcasting on the CBC," Fisher mentioned the issue of the appropriation of certain frequencies by the CBC to private radio stations. This, he said, was particularly objectionable at the moment and was still unsettled.

John Prior, a journalism commentator, said he believed press and radio freedom today were not enough.

He did not, however, go into the lengths of Tener and Fisher's references to the CBC. Prior suggested the present CBC-stations relationship be maintained as common sense indicated. Canada could not afford the duplication of network duplication; that the governors be chosen more carefully to ensure acceptable representation of large groups in society, and that in minor cases, over regulations, an individual board of reference should be set up with the difficulty.

Barry Mather, news editor of the VANCOUVER NEWS-HERALD, said that control of both radio and press, judging from trends in the U. S., is alarmingly toward centralization in too few hands.

He believed that the way to get full freedom was to encourage competition.



### HOW TIME FLIES!

S'help me, it fairly leaves a fellow's head in a whirl keeping track of the way time is going since the buyers started crowding me for good spots on CKCW now that we're on 5 kw. I'm weak in the knees... all six of 'em.

Better speak now, chum, 'cause any way you look at it there's very little time left. Lionel's pal, Horace Stovin, can help you out.

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



# WHEN DO WE EAT?

by GORDON SINCLAIR

four Ontario towns visited for broadcasts of Willard's "Ontario Panorama" and only one really good meal—in Collingwood. So says Gordon Sinclair, world travelled reporter, who returned with Alan Savage as emcee of the program which is scheduled to return this fall for the same sponsor.

When it comes to travelling in Canada the listener has a creamy fudge-like advantage over the weary performer.

Yes man, he doesn't have to taste the gastronomic monstrosities of the towns and villages serve up as he travels.

For two seasons through 68 Ontario towns and villages Alan and I carried Willard's "Ontario Panorama."

We came away from our 64th town, Oakville, with the realization that the bright boys live in the same places.

We've met some of the finest, the gayest personalities on the radio in the spots of 500 to 20,000 watts.

The brother that food was awful, mean terrible. The great Canadian tourist (and his great Canadian dollar) is being sought for Ontario as he was seldom sought for elsewhere.

He's being told about the beauty of the shooting and the boat-riding. He hears about our forests, lakes and streams. He hears about our friendly natives and our Canadian dollar; but please, for his sake, let somebody warn him about the food.

Walk into any eating place in any town Ontario and, it seems to me, you are looked upon with suspicion. If not suspicion then you look on you as a sucker.

Get a job in the 64 smaller places scattered about the province about their interesting features and their interesting people.

If we'd told about the food we'd probably have been lynched. Thank God we carried a few chocolate bars (Willard's).

In one town, Collingwood, we had a real meal. It was excellent in every sense of that word.

In a couple of others it was not



too bad. Lindsay was one; Penetang another.

In most places the food was not fit for human consumption, the places in which the food was served were depressing and the service was surly. They were doing us a favor to serve us at all.

In the towns that boasted most widely of their fishing we were seldom offered fish although our every broadcast was on a Friday.

Five times by actual count a country eating place told us they had no eggs and could not get eggs. This, in the very heart of the Ontario countryside! !

At the time, I was doing some writing for the premier, George Drew, so I asked him why the government couldn't encourage some kind of eatable cooking by awards, scholarships, prizes or just a simple letter from the head man. George thought the idea pretty good, but there it lies.

Next September we hit the road again but we'll be prepared. We'll carry a spot of food with us.

This particular scribbler has travelled in most of the countries on earth. He regrets to moan and groan but this, his native province, offers the worst cooking in the whole wide world.

And next fall we endure it again. Quick Watson, the bicarbonate!

# Commencing

# 5000 Watts

# NOW!

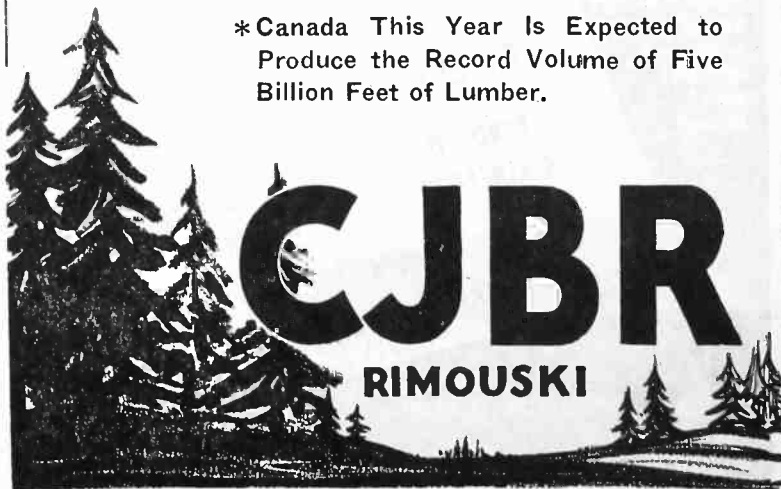
CJBR is now operating on 5000 watts in daytime. Early this summer new direction ray antenna will give 5000 watts both day and night.

**\*NO IMMEDIATE INCREASE IN RATES TO BE MADE.**

*A survey, now under way, will show extra coverage... will show the extra value delivered by CJBR to advertisers in this market. \*Here is plus value with no increase in rates until all the facts are available.*

**NOW!** is the time to sell this market through the proven channel. At present CJBR delivers your nighttime message to over 250,000 buyers with an annual potential spending power of \$40,000,000. Moreover, this market, based on one of Canada's most important industries... **LUMBER**... will continue to show big retail trade returns.

\*Canada This Year Is Expected to Produce the Record Volume of Five Billion Feet of Lumber.



SYDNEY BROWN  
PRODUCTION - IDEAS - SCRIPTS

54 Iona Avenue  
Toronto  
Oxford 1244

SUNWAPTA BULLETIN

SATURDAY AT SEVEN-THIRTY IT'S "THE BARN DANCE"

Since 1934 CFRN has catered to the country audience. Included in this service is the weekly Barn Dance, a solid hour of authentic hoedowns and hillbilly tunes. Played by Gabie Haas and his Rhythm Rangers, with vocals by "Dixie Dean the Barn Dance Queen", it's a live-wire jamboree for listening or dancing. Added attractions are a Mystery Tune Contest and a studio audience sing song.

The Barn Dance is a well-developed habit with followers of rural rhythm in Edmonton and Northern Alberta.

FOR FARM SERVICE IN EDMONTON — IT'S



When all hell broke loose with the disastrous tornado over Windsor, Ontario, on the night June 17, CKLW found itself the only means of keeping a chaotic city informed. Pict above in various phases of their tough job that frightful night, we have (1) in the foreground Grace Sabbith, emergency control operator; centre, Mary Capparone relaying a telephoned broadcast over the air; background, Val Clare, CKLW newsman, preparing notes on his tour of devastated area. (2) standing left, chief studio engineer, Doug Wilton plans emergency operation by battery-powered equipment; production director, Cam Ritchie instructing his staff by telephone; at the switchboard, Gordon Allen, blind announcer, takes care of frantic calls. (3) CKLW Commentator, Mary Morgan, interviews Mrs. Doree concerning a Red Cross appeal for clothing; newsman, Cliff Hopkins in background. (4) Detroit feature news join CKLW staff members in an MBS coast to coast broadcast. Left to right: Tony We (News); Mark Beltaire (Free Press); Jerry Pettit. (Times); Cliff Hopkins, Val Clare Cam Ritchie (CKLW).

HELL OVER WINDSOR

Mary Capperone joined CKLW, Windsor, on the very day of the disastrous tornado as a switchboard operator, but wound up that night as an impromptu newscaster.

With teletype service interrupted, and the city blacked out by the tornado, she took storm reports from International News Service by telephone and read them into the microphone by candle-light. She found time meanwhile to answer hundreds of calls from frantic people seeking news from the storm area. Jim Van Kuren, the announcer on her newscast, assured her that every day in radio is NOT like this.

CKLW staff members were among the few in the entire city of Windsor who had advance warning of the disastrous tornado which devastated vast areas on the outskirts of the city, on the evening of June 17. The warning, however, was only a matter of seconds. From CKLW's tenth floor studios Doug, Wilton, chief studio engineer, and announcer Frank Burke witnessed the huge black twister circling the city and uprooting everything in its path. In a matter of minutes Windsor

was without electricity. The stop clocks registered the power failure at 6.20 P.M. Meagre reports reached the news room of terrible happenings in the vicinity, but had been completely demolished. Mangled bodies of whole families were strewn over the open space. Huge trees had been completely rooted, complete chaos was prevalent among those who had survived. CKLW was forced off the air momentarily while battery operated equipment was being put into operation. The teletype news service was also interrupted.

(Continued on next page)

**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

COOPERATING WITH "LE DROIT"

Stretch YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

SPARKLING THAT'S DOROTHY DEANE

CANADA'S TOP GIRL VOCALIST


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

Management GEORGE TAGGART ORGANIZATION A Delaide 8784

...ed from previous page)  
 ...vered. There were no  
 ... Director of Programs,  
 ... Ritchie was soon on the  
 ...atching CKLW's news men  
 ...ene of the disaster. Assis-  
 ...s Editor, Jim Van Kuren,  
 ...the first man to bring an eye-  
 ...account from the affected  
 ...With him were five wit-  
 ...no had withstood the ter-  
 ...bits of the tornado. They  
 ...their almost unbelievable  
 ...turn, on a special half  
 ...rogram at 9.00 P.M. As the  
 ...antastic story of havoc and  
 ...as revealed throughout the  
 ...hours, CKLW continued to  
 ...audience the latest news  
 ...Most of them were ad-  
 ...there was neither time nor  
 ...facilities with which to  
 ...pewritten copy. CKLW's  
 ...ontrol room, and switch-  
 ...ire lighted with only flick-  
 ...andles. As the elevators  
 ...of order, due to the power  
 ...broadcast participants,  
 ...necessary to climb ten  
 ...air their stories.  
 ...after ten o'clock, CKLW's  
 ...ditor, Val Clare, and his  
 ...gathered the important  
 ...s of the disastrous event,  
 ...enough details available to  
 ...ncise broadcast to the net-  
 ...Unfortunately the tele-  
 ...nes east of Windsor had  
 ...rupted and CKLW could not  
 ...ect contact with the Can-  
 ...roadcasting Corporation.  
 ...the Mutual Network in  
 ...ed States was eager for an  
 ...oot account of the happen-  
 ...n Van Kuren offered an  
 ...account of the "twister"  
 ...ican listeners in a coast to  
 ...vs broadcast over the Mut-  
 ...etwork which was followed  
 ...in the evening by another  
 ...elight" review by leading  
 ...er men of the Detroit area,  
 ...Beltaire, DETROIT FREE  
 ...Jerry Pettit, DETROIT  
 ...and Tony Weitzel, DETROIT  
 ...rian Red Cross Headquar-  
 ...n Windsor issued an urgent  
 ...ed for funds, clothing and  
 ...eat, as the needy victims  
 ...did in the mid-evening.  
 ..."Quiet Sanctuary", conduc-  
 ...y Rev. M. C. Davies, M.P.P.,  
 ...doted entirely to the Red  
 ...apeal. CKLW officially open-  
 ...drive by donating \$500.00  
 ...y midnight more than \$1100  
 ...bn subscribed through lis-  
 ...s. Since that time the fund  
 ...wn steadily into the thous-  
 ...ay morning June 18  
 ...b little relief to the CKLW  
 ...lectric power was still non-  
 ... There was still no outside  
 ...vice available. News Edi-  
 ...Clare once again toured

the stricken areas for late reports,  
 and broadcast the first direct news  
 from Windsor over the CBC on  
 the News Roundup at 11.55 A.M.  
 EST via a special receiver which  
 picked up CKLW's transmission at  
 Chatham, Ontario, and relayed to  
 network lines. In an effort to give  
 listeners a fuller coverage of the  
 damage, Cliff Hopkins, CKLW  
 newsman flew over the area in a  
 CKLW chartered plane and describ-  
 ed his view in a fifteen minute re-  
 corded show. A matter of hours  
 later Cliff travelled over the same  
 area, this time on land, accompa-  
 nied by CKLW's Women's Page Edi-  
 tor, Myrtle Labbitt, and Rev. M.  
 C. Davies to interview the unfor-  
 tunate residents whose homes and  
 possessions had completely disap-  
 peared. Those who listened to the  
 CBC News Roundup heard an inter-  
 view with an English war-bride  
 and a Sandwich housewife both of  
 of whom had lost their homes dur-  
 ing the twister.  
 Jim Van Kuren who had so ac-  
 curately described the scene the  
 previous evening to a vast Ameri-  
 can audience over the Mutual net-  
 work was invited to repeat his ac-  
 count on a neighboring station  
 WWJ, Detroit, on a special "Tor-  
 nado" review program. Mary Mor-  
 gan CKLW Fashion Editor, gave  
 willingly of her time and effort in  
 promoting the CKLW Red Cross ap-  
 peal. Miss Morgan was instru-  
 mental in procuring a donation of  
 \$500.00 worth of clothing from  
 one of her sponsors . . . Crowley's  
 of Detroit. One of the most  
 amazing feats during the entire  
 emergency operation period of  
 CKLW was the work of CKLW's  
 blind switchboard operator, Gor-  
 don Allen. Gordon stuck to his  
 job hour after hour answering hun-  
 dreds of inquiries during the entire  
 night, called staff members to spe-  
 cial duty, and generally facilitated  
 the operation and service of CKLW  
 Gordon didn't mind the darkness  
 as he has never seen daylight, but  
 he did a superb job in Windsor's  
 greatest emergency. During 24  
 hours when no other programming  
 was available, staff pianists Wally  
 Townsend and Gordon Fleming  
 kept an anxious audience entertain-  
 ed with more than 15 hastily pre-  
 pared instrumental programs. The  
 candle light performance continued  
 in CKLW's studios for 24 hours.  
 Three days after the severe storm  
 had done its deadly work, the  
 CKLW transmitter was still operat-  
 ing on locally generated power.  
 Now that emergency is over a  
 slightly bewildered staff looks back  
 over three of the most hectic days  
 ever experienced in Canadian  
 Radio. But the show went on,  
 with CKLW the only public service  
 operating in Windsor immediately  
 following the twister.

### they just LOVE US in St. Catharines!



Yes, the people in the Niagara Peninsula really go for CKTB. Just as people everywhere take more interest in the goings-on in their own community.

That's why CKTB wields such a strong influence for advertisers in the Peninsula market. And \$70,238,000 worth of retail sales is worth influencing.

*'Phone or write NBS for further information and market data.*

**CKTB ST. CATHARINES**

*Representing*

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

\*MONTREAL ONLY

## NATIONAL BROADCAST SALES

Bank of Commerce Bldg., TORONTO, AD. 8895

University Tower Bldg., MONTREAL, HA. 3051

**CFPA**  
Serving The Lakehead

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

CFPA Can Do That  
"Inside" Job  
Economically.

Port Arthur - Fort William

**Re-Employment Service  
FOR SERVICE MEN**

File CB 44 Announcer, 27, single High School graduate. Veteran of RCAF. Desires connection with live progressive station. Experience includes 2 years announce work on live and recorded shows, newscasts and continuity writing. Presently attending Academy of Radio Arts. Available July 1. Western station preferred. Apply Box CB 44, Canadian Broadcaster, 371 Bay Street, Toronto.

File CB 45 Young man would like a position on a radio station as a salesman. Very willing to do other work as I have some announcing experience. Just discharged from the Canadian Army Shows after a tour of Great Britain and Europe as an entertainer. Very ambitious anxious to get into radio selling with either a radio station or rep. Age 22, married but willing to leave Toronto. Physically A-1 Apply Box CB 45, Canadian Broadcaster, 371 Bay St., Toronto.

File CB 46: I want to get advertising the hard way. Age 21, single, 4 1/2 years naval service, including one year as Ship's Writer. Senior matric standing. Willing to enter any phase of the business which offers opportunities for learning the business. As salary to commence, I am asking enough to cover living expenses. Write Box CB 45, Canadian Broadcaster, 371 Bay St., Toronto, or phone Dick Lewis at AD 5075.

**Radio Execs  
Hold General Meet**

Jim Knox, former sales manager of Horace N. Stovin & Co., and latterly account executive with Ruthrauff and Ryan, Toronto, was appointed president of the Toronto Radio Executives' Club at a lunch meeting in the King Edward Hotel last Thursday. The new board, also elected by acclamation, consists of Spence Caldwell, All-Canada Radio Facilities Ltd, vice president, Sid Lancaster, Radio Representatives Ltd, secretary; Ted Rutter, Horace-N. Stovin & Co, treasurer. C. W. Wright, founder and first president, and Harry E. Foster, past president, were also elected to serve as ex officio members of the board as previous presidents.

A resolution was passed that the club should meet once a month at least, and it was also decided that these regular meetings should take place the second Wednesday of each month commencing August 14.

Appointment of sub-committees was not completed, but will be considered by the board in due course.

Walter Enger, retiring treasurer reported that the club's financial standing was sound, and the meeting was also informed that the club has a paid membership of "at least fifty-seven."

**ACCENTUATE  
The NEGATIVE**

If CKCW Moncton's Berk can keep the provocative that prevails in the audit of his program "Sporting with Perk Brean" his show "ring the bell surely sell. ing aside caustic comments, the title, this program merits local interest because it is that considerable pains were taken to dig up facts on both sides of the question of the eligibility of certain players to play with the Moncton Juniors. His presentative combination of smoothness, crispness, with an inclination to be "naice," but only just overall. Incidentally this disc us the first opportunity to playback since we bought pecially for this purpose th

Something new has been to Jack Murray's program, "Listenin'" by the discov Jack Dawson as a zany Jack's patter is entertainin not repetitions. One of these nights I'm going to wat through the control room to see if he looks as enth as he sounds. Cy Strang shares the emcee spot with does what amounts to a "st opposite Jack's comic, and cent addition of Gordon Co handles the commercials ve ficiently, adds speed to th gram, and incidentally di Murray's contention that yo be better that best.

Dawson's suddenly emer an emcee reminds me rather advertising man for whom been writing an endless s jingles around his product day he showed me a piece someone else had prepared —in prose. Asked how I I said it was all right, but I could have done as well. adman blushed a pale sh lavender and said shee "Gosh, Dick, I never thou asking you to write anyth verse." Typed, see.

One of the best pieces of er relations" I have heard, r these ear-drums in a bac somewhere behind Bowm via the car radio June 23, fortunately it was plugging wrong side of the fence. John Fisher on "John Fish ports," and although his scr an attempt to extol the n ized broadcasting system f impartiality of its program found that it first held me t and then proved both inte and convincing. He was about the mail received CBC. By straight recital of without any opinions stated told me how the CBC acts mail... the joe with the bee Belleville... the guy with chid from Orangeville. He me feel that this CBC is biting off a mouthful when to please its wide audien faces its criticisms with stoic pans... it made me feel wasn't doing a damned thin CRC, that wasn't done by t vate stations since lon fore the CBC existed... it me wonder why in hell the l stations weren't using their ties to get their story over public, just as the CBC is the public airwaves to pres own case.

**ASK YOUR  
Agency**

A New and Complete  
Radio Service  
Available Through  
Your Advertising  
Agency

Ask Our  
Representative To Call

**JOHN ADASKIN  
PRODUCTIONS**

67 YONGE ST. TORONTO

**CKCR**  
KITCHENER

A *Wright* STATION

Mr. Advertiser...  
YOU CAN'T OVER THE \$21,000,000  
KITCHENER - WATERLOO MARKET  
WITHOUT  
**CKCR**

see  
WILLIAM WRIGHT  
Victory Bldg.

AD. 8481

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

**CKNW**  
NEW WESTMINSTER, B.C.

**CHNS BULLETIN BOARD**

**CHNS**  
"The Voice of Halifax"  
For 20 Years  
NATIONAL ADVERTISERS' BEST OUTLET  
IN THE  
MARITIME PROVINCES

**5000 WATTS SOON!**

ASK THE ALL-CANADA MAN  
MONTREAL TORONTO

**960 ON YOUR RADIO**

# THE TARGET IS RADIO

## Dorwin Baird Speaks To Junior Board

Radio is the least understood and most misunderstood profession in modern society. It is the target for every crackpot who wants to write letters to the editor or speak in meetings and pass pious resolutions. It is considered fair game for political sniping of all kinds.

In this introduction, Dorwin Baird, public relations man for Vancouver, gave 300 members of the Vancouver Junior Board a 30 minute briefing on radio at a recent board meeting.

Following the arguments of the multitudinous critics, Baird pointed out that radio is a young medium, new enough to most people to be fair game for all kinds of public discussion and criticism.

In a billion dollar industry, the colorful in North America is the possible exception of the radio, which is alternately a hero and a villain, he said, "depending on the last program you heard."

New York Philharmonic spot announcement for a

ing figures for 1945, Baird pointed out that the great American radio, with millions of dollars of commercial time, still has an almost 50-50 ratio of advertising time.

"The truth is," he went on, "radio has grown too fast, and at all times maintained the highest possible standard. For some strange reason, when radio makes a mistake, there are always a lot of people ready and willing to criticize."

Board members were given a capsule history of radio in Canada. The part played by private radio in building programs and developing talent was stressed, with the accent on some of the

Canadian radio stars developed in B.C.—mostly by private stations.

Radio's public service job, not only during wartime but constantly, was covered by Baird with a mention of the many charitable and service organizations who receive free time on a regular basis from private stations.

Speaking of the future, Baird declared that radio will have much to do with bringing about the "one world" people hope for. In Canada, he said, radio as a social force can do much to unite our nation and break down the barriers put there by geography and stupidity.

"Your job as citizens and business men," Baird said in conclusion, "is to strive to know and understand radio and use it wisely. Our job, as radio men, is to strive to guide our industry along the best paths of progress."

### Ringside With TV

NBC's telecasting of the Louis-Conn fight has met with a wave of approval from the press and public that were fortunate enough to be able to televise the fight.

Newspapermen said that the broadcast did for TV what the Dempsey-Carpentier fight did for radio.

An Associated Press feature writer said "In many ways it was better than ringside. The TV spectators saw more than a fan sitting in the eighth row at the stadium."

Ben Gross, radio editor of the "NEW YORK DAILY NEWS" said: "The clearest thing about TV is that it has changed from short to long pants. The camera work was excellent, and the closeups of the action in the ring were sharply defined, better than we have ever seen."

# Fast moving Popular Shows

that add

## VARIETY AND SPARKLE TO YOUR PROGRAMMING WORLD LIBRARY

### The Finest in Transcribed Entertainment

The WORLD LIBRARY SERVICE gives you BIG NAME Artists at their best.

WORLD VERTICAL CUT, Wide Range Recordings that insure faithful life-like reproduction of every note and word of a song.

WORLD CONTINUITY SERVICE—84 expertly written scripts for 33 outstanding Shows weekly, designed to build TIME SALES.

Write today for complete details on the WORLD PROGRAM SERVICE. You will be pleasantly surprised to learn how easy it is to get this leading Library Service for your Station.

#### A Few of the Many WORLD ARTISTS at your service.

- David Rose
- Andrew Sisters
- Milt Herth Trio
- Erno Rapee
- Dorothy Lamour
- Nat Brandwynne
- Les Brown
- Johnny Long
- The Jubilaires
- Jimmy Wakely
- Lani McIntire
- Ethel Smith
- Jesse Crawford
- Rudolph Ganz
- Jerry Sears
- Charlie Spivak
- World Light Opera Group
- Alfred Wellenstein conducting The Los Angeles Philharmonic Orchestra, etc., etc.



11-6-8

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

# CKOV

LOWNA ★ Okanagan BROADCASTERS LTD.

**Northern Electric**  
COMPANY LIMITED

24 BRANCHES ACROSS CANADA  
DEPT. 918, 1261 SHEARER STREET, MONTREAL, QUE.



**"More Hope THAN CHARITY"**  
Elsa Hope

Our postman doesn't ring twice; he knocks—and only once. That doesn't mean the mail is less important, though. Just the other day I received an airmail letter from Kathleen Kidd written on the S. S. Esperance Bay.

You mean you've forgotten her! That goes to show you how the public is unable to recall to mind a clever radio actress when she's away from the mike even a short time. In that case, I'll tell you about her. Kay Kidd is an accomplished character actress and has had much experience both in radio and on the theatrical stage.

Kay joined an entertainment unit bound for Sydney, Australia. Since then she has been to Hong Kong, Rangoon, Burma, Singapore, Java, Suez, Port Said and is now bound for Southampton. Her modes of travel have been by aircraft-carrier, plane, truck and troopship. She writes "In about seven months I've travelled approximately 35,000 miles. What an experience, Elsa, and it really happened to me."

In her letter Kay mentions Joan Ryan, a singer from Montreal, who is in the same unit. She also told me about a quiz show over the air for the troops. It sounds like joining an entertainment group and getting around doesn't it?

I'm not even going to try to 'get around' this one. Instead I'll admit I've listened and noted several "boners." Occasionally I've heard a newscaster "muff" a word, though that's understandable. Then an announcer clears a hurdle like "super-sifted" and I wonder who wrote that script. Once in a while Fibber McGee "blows" a line and the whole cast roars with laughter and gives with a certain amount of heckling. But "Science a la Mode"—no, never. You just don't expect it, but it may happen.

Scripts for this half-hour show, written by Tommy Tweed, are aired on Dominion network Monday nights. Usually they lean toward the serious. Usually, that is. This time it wasn't a light matter, in fact, it pertained to medicine. But when actors John Drainie and Tommy Tweed were making like deep-sea divers, the air bubbles came over the mike as gales of laughter. For a matter of seconds the cast, Lorne Greene narrator, producer Dick Gluns, the engineer, the listeners et al enjoyed hearty laughter.

It could be that CKSO Sudbury studio audiences have funny funny-bones. And it could be that emcee Stan Francis and announcer Cy Mack were running in high gear. Whatever it was, when Colgate's "Share the Wealth" program was broadcast from Sudbury, the looker-on-ers laughed and laughed, 'cause they knew they were seeing both a quiz show and top-flight comedy thrown in.

Turn the corners of your mouth up—it not only looks better, it feels better.

'Bye now.

—ELDA.

**AUTO GOLDEN JUBILEE**



During the recent Automotive Golden Jubilee held in Detroit, CKLW, Windsor gave complete coverage of every major development.

Programs were arranged by Budd Lynch and Campbell Ritchie in cooperation with the Jubilee Radio Committee, assisted by Tom Slater of Mutual.

Programs included a gathering of pioneer notables of the industry,

interviews with the Detroit "Queen" Mary Grace Simescu, and a veritable bird's eye view of the mammoth parade. The parade which included all the oldest and newest in cars was four miles long and its procession was described by Budd Lynch, high above the city in an American Airlines passenger ship and by others on the 33rd

**Political Broadcasts**

A Davidson Dunton, CBC head, has announced the set-up for the free national network broadcasts for qualifying national political parties. The fifteen week series will begin July 3rd, and will provide one fifteen minute period per week instead of two half hours per month as it was before.

The allocation of time for each party is in the same ratio as that between the government party and opposition parties. This was laid down in the "white paper" on political and controversial broadcasting approved by the last Parliamentary Committee on broadcasting. The following division of periods has been agreed to by all parties.

Liberal, 6; Progressive Conservative, 4; CCF, 3; Social Credit, 1; Labor Progressive, 1.

**EVERYBODY'S LISTENING to RUSS TITUS**

Canada's Favourite Male Singer

Management  
GEORGE TAGGART  
ORGANIZATION  
ADelaide 8784

floor of Detroit's City Hall. CKLW carried an exclusive broadcast of the official opening by General William S. Knudsen. The show was climaxed radioly a salute from the "Happy Gan

**TAKE ADVANTAGE OF OUR LISTENABILITY**



News of the Hour on the Hour



Use **CKFI** The Good Neighbour Station  
FORT FRANCES, ONT. Serving Northwestern Ontario

SEE JAMES L. ALEXANDER — Toronto and Montreal  
A. J. MESSNER—Winnipeg  
ADAM J. YOUNG JR. INC.—New York and Chicago

*By actual survey—*

**TORONTO'S MOST LISTENED-TO STATION**

DIAL 580

**CKEY**  
TORONTO

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

Question and answer column conducted by radio engineers who invite readers to submit their questions. The editor has the right to print any letters received, or to refrain from printing them. Personal replies will be sent if a self-addressed envelope is enclosed. Anonymous letters are not acceptable for publication or for reply. Address: "Technicolumn", Canadian Broadcaster, 71 Bay St., Toronto.

How can playback equipment, particularly the stylus, be "standardized" when discs made by the three major recording companies and numerous independent companies vary in lines per inch, groove width, and groove shape?

Bill Baker  
CFRB Toronto.

In the case of lateral cut recordings, that is recordings in which the reproducing stylus is caused to move sideways by the "wiggles" in the groove, the recording stylus in the form of a wedge with sharp edges which dig into the creases of the record disc. To reproduce again the movement made by the recording stylus, the reproducing stylus should be identical with the recording stylus. Such a shape is impossible, however, since such a stylus would wear records very quickly and, in addition, would probably chatter. As a result, the reproducing stylus is made with a round tip which rides smoothly in the groove. It will be obvious, however, that the tip tends to skate over the top of the "wiggles" if the wave length is sufficiently short to be comparable to the dimensions of the stylus end. The result is a fall-off in amplitude at the high frequency end of the audio spectrum and the introduction of a certain amount of distortion. A proportioned stylus should be cut in the record by the recording stylus and without touching the bottom of the groove. It has been seen that the dimensions of the groove are thus made relatively unimportant, and one size stylus can be made to reproduce recordings made by various sizes of recording styluses, the reproducing needle riding at different depths in the groove to compensate for the variations in dimensions of the groove. The consideration governing the grooves per inch of a recording is the amplitude of swing of the recording stylus. Enough clearance must be left between grooves to allow the stylus to ride during use. The number of grooves per inch does not, therefore, affect the shape of the reproducing stylus required unless the size of the grooves are radicalized to accommodate more grooves per inch.

In the case of vertical cut recordings, the reproducing stylus is caused to move vertically in recording the recorded material. In this case the reproducing stylus rides on the bottom of the groove. As long as the reproducing stylus is sufficiently small so that it can ride on the bottom of the groove without touching the sides of the recorded material may be reproduced.

In order to allow the needle to ride smoothly in the groove without chattering, the stylus is held at a slight tilt backwards from the direction of the motion of the record. The amount of this tilt varies from approximately 5 degrees in a good pick-up, to as much as 45 degrees for cheap pick-



This is what greeted Ralph Ingersoll Percival Crotty when he returned from a recent holiday. Dreamed up by the boys of CKWX as a play on his initials, it was aided by a sign hung on the door, which said, "This space for rent. Owner deceased. Spotitis did it."

ups. The greater the angle of tilt, the greater the tendency for the needle to skate over the high frequency "wiggles" in the groove.

An interesting pastime is to draw for oneself large sections of a record groove with the needle in position and see for oneself how accurately the needle will follow any pattern of "wiggles" one wishes to draw.

## Denazification by Radio

One of the first moves in the re-education of the German youth has been the resumption of school broadcasts which were discontinued by the Nazis in 1933.

The broadcasts, originated by the education control officer, are made possible by the co-operation of the BBC.

The educational programs cover languages, sciences, history, geography, music and interpretation of the news. Emphasis is placed on Germans who contributed to the good of humanity.

The shortage of receiving sets is being overcome and teachers are being schooled in handling the radio classes.

## RADIO TIME SALESMAN WANTED

National and Local time salesman for Montreal. Must have outstanding ability. Apply with references to

Box 555  
CANADIAN BROADCASTER  
371 Bay Street

Our staff has been advised of this advertisement.

# CFCN's

- Power (10,000 watts)
- Coverage
- Facilities
- Know-How
- Programs
- Dominion Network

add up to

## 81.7% WEEKLY CIRCULATION

in

## 108,696 RADIO HOMES

(BBM Primary Area)

with bonus coverage

## 113,031 RADIO HOMES

(BBM Secondary & Tertiary)

# CFCN CALGARY

Represented by

Radio Representative Ltd., Toronto-Montreal

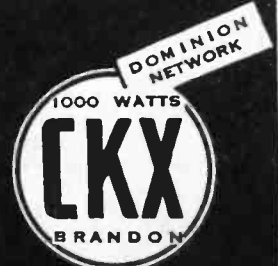
# OUTSTANDING IN POWER, POPULARITY AND PROGRAMS

# CKY WINNIPEG 15000 WATTS

TRANS-  
CANADA  
NETWORK

EXCLUSIVE SALES REP.:

HORACE N. STOVIN  
TORONTO WINNIPEG MONTREAL





"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

Pacific Drizzle by Robt. Francis

Alan Young, ex-CJOR Vancouver star and now on the top step in Hollywood, returns here for a holiday and originates a Dominion network broadcast, July 4, at 10 p.m. EDT.

Newest and best item on CKMO Vancouver's schedule is a beach news service for listeners, heard weekdays at 11.55 a.m. and Sunday at 10.55 a.m. It's called "Beach Bulletin" and covers essential news for holiday makers, including dope on tides, weather and sport events at Vancouver beach playgrounds.

The national clothing drive for Europe is getting a big hello from CKNW, New Westminster. It gets plugs on the station's News-on-the-Hour broadcasts and on the Barn Dance remote broadcast, every evening.

CJOR's staff had a fright, when they read on the news teletype, that George C. Chandler, address unknown, was among the dead in the Iowa hotel fire. But George turned up okay, motoring back from the Quebec CAB meeting after business conferences in New York, Toronto and Chicago.

When the Ad and Sales Bureau of the Vancouver Board of Trade had their annual June Christmas Party, which winds up their fiscal year or something, CKWX staffers lent a hand with the entertainment. Production manager Laurie Irving and chief announcer Ken Hughes,

were end men and Dick Meisener, played straight man in the Board's minstrel show.

After a long stretch, the jackpot at CKMO's "Play It or Pay It" program, went to a Vancouver housewife. She pocketed \$64 when the boys couldn't get her request on the air within 60 seconds. The program pays off when the combination of Al Reusch, Vic Fergie and Eric Lavell fail to get the requested item on the air in one minute after Phil Baldwin reads the title of the song from letters opened at the mike.

Fight fans who didn't happen to be home at the time of the eight round Louis-Conn minuet, could hear the piece by dropping in at CJOR radio theatre where seats were set up for the occasion.

"Music from Home," sponsored by Home Oil, has been booked for its nineteenth season on the west coast and will be presented from the beautiful Malkin Memorial Bowl in Stanley Park. It goes Sunday at 9 p.m. over CBR. The program has been one of the best known on the coast since it was scheduled in 1927, by Harold Paulson, now a member of Kaltenborn's exclusive 20 Year Club. He is now commercial rep of the CBC here. This year the show features Harry Price's orchestra, Bill Carr and his old time quartet and guest stars.

There's still some work done, but there's a lot of holiday talk at CKNW. Jim Cox is in Victoria. Continuity editor Dorothy Tupper is flashing air tickets to San Diego. manager Bill Rea is back from six weeks in the east, and so help me he's got a new car. Traffic director Anne Papay leaves for a U.S. tour shortly. Ben Pollett of Compton Advertising, New York, was a visitor in the studios.

It's the same at CKMO. Traffic gal Betty Rousselet, sales member Gordon Carpenter, sales manager Tom Slattery, announcer Al Erskine, program engineer Wilf Ray, are packing their other shirts for a two week break.

CKNW carried a description of the Peace Arch ceremony at Blaine, Washington, when the old hands across the border ceremony came off last week. The New Westminster and Fraser Valley Pipe Band led the parade through the arch for the affair, which marked 100 years of peace since the boundary treaty.

Dick Diespecker of CJOR, who with Dorwin Baird is writing Vancouver's jubilee show, is going to see B.C. first. He'll fish for what ever you fish for, off the west coast of Vancouver Island, off

S.S. McQuinna. And Dick's bringing out. He's been asked to give the commencement day address the Victoria school which daughter attends.

CKNW is airing a dozen nouncements daily to remind people to spend a minute sometime one of the mobile chest X-units which are touring the vince.

CBC's "Classics For Today" program is going into a summer series with outstanding west coast musicians and singers as guests. It goes on the net at 7.30 p.m. PDT Wednesday.

Vancouver Sun feature writer Pierre Burton, takes CBR Tuesdays after the 10 o'clock for a series of talks on oddities of the city's past and present.

Recent bookings at CKNW, Westminister, include Colgate Palmolive-Peet, through L. Heagerty & Associates, Toronto, who have contracted for four days, three days a week "Verbatim transcribed announcements; Hold Finance Incorporated, through Shaw-LeVally, Inc., Chicago, renewed their contract for a day transcribed announcement for year; Bromo Seltzer, through Hayburst Co., Ltd., Toronto, renewed their contract for transcribed announcements.

Fairsex Quiz

Look out if you find yourself at CKNW New Westminster between 10.30 and 10.45 in the morning because somebody will likely as rush up to you, clamp on a set of handcuffs, toss the key out of the window and tell you to go find it.

That's what happened to a housewife. She looked in on "Fairsex Quiz" sponsored by Wright's Limited, who offered a prize to the person bringing in the largest amount of clothing in the drive.

Daily prizes, maybe for the youngest bride or the oldest grandmother. You don't know till you get there. You don't know what prizes Warren Johnstone, Hal D. and Freddy Baglo are going to give. One contestant had to beat Johnstone eating a strawberry shortcake without a spoon. Then there was the handcuff incident. "It must be you wonder," the dame said as she came back with the key.

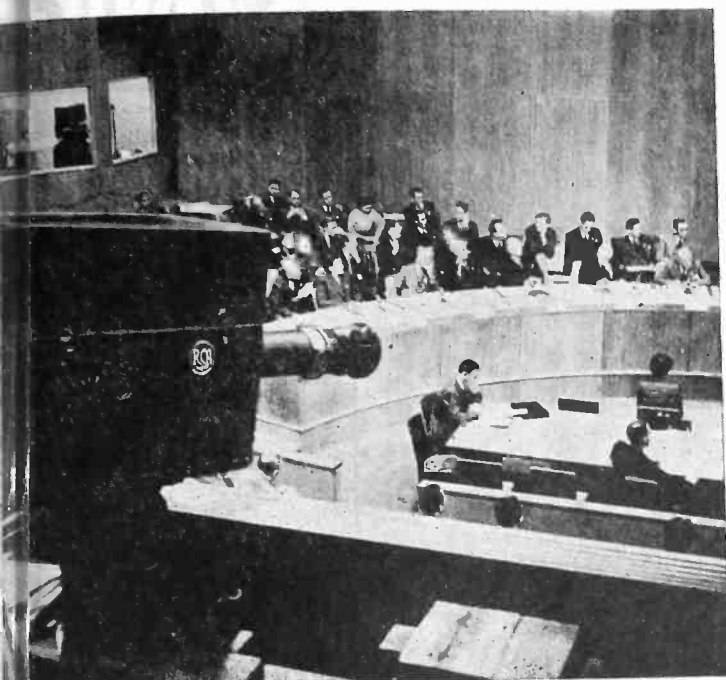
Advertisement for CJOC Lethbridge, Alberta, featuring a banner that says 'PUT YOUR SALES MESSAGE IN EVERY RURAL AND URBAN HOME in SOUTHERN ALBERTA' and the station logo 'CJOC Lethbridge, Alberta GOING TO 5000 WATTS'.

Advertisement for Radio Representatives Limited, featuring a large circular logo with the text 'Radio Representatives Limited' and 'TORONTO AND MONTREAL'. Below the logo is a list of stations: CJAV PORT ALBERNI - CKMO VANCOUVER, CKNW NEW WESTMINSTER - CFRN EDMONTON, CFCA CALGARY - CFCJ CALGARY, CFQC SASKATOON - CJOB WINNIPEG, CKPR FORT WILLIAM - CHUM TORONTO, CKCH HULL - CJSO SOREL, CKCV QUEBEC, CKTS SHERBROOKE - CHGS SUMMERSIDE.

Advertisement for CHEF station, featuring the text 'Dial 1200 CHEF GRANBY, QUE.' and a schedule: 'FIRST on the air 6.00 a.m.', 'FIRST with Live Talent 6.15 a.m. (Roland Tetreault & his songs)'. It also includes the slogan 'NO network affiliation. It's THE real community Station of the Eastern Townships - your MUST station' and the motto 'NO TIME LIMIT TO SERVE OUR AUDIENCE'.



# UNITED NATIONS BY TV



Complete visual picture of important happenings in the United Nations Security Council Meetings being held in Hunter College, New York, is made possible by the RCA Victor television camera, pictured above, which is located in the press room. The camera, equipped with the new super-sensitive image Orthicon tube, gives reporters a clear and complete running picture of proceedings in the council chamber.

## BEER AND BOOZECASTS FOR BERMUDANS VIA ZBM

As front page news in Bermuda newspapers when the island's radio station, ZBM, hit the air last month ago. "All local sets go to station on its first day," reads the headline.

The local sets number 10,000, including those in use at the big American and military establishments on the island. The station operates on 250 watts power at 130 kc. Through special arrangements the station carries select programs from the American Broadcasting Company in the U.S., the British Broadcasting Corporation and the CBC.

The Bermuda Mid-Ocean News celebrated the opening of the station, finally removing complaints against a government radio tax for

which no benefits are offered in exchange."

ZBM, though the island's only radio station, will carry advertising including beer advertising.

The station is owned and operated by the Bermuda Broadcasting Company, Cole Wiley, manager. It is represented in Canada by Horace N. Stovin & Co. and in the U.S. by John Blair.

### Stovin Re-Union

Manager Bill Stovin of CJBQ, Belleville, had to get up early the other day to welcome home his British bride and his young son. Following right behind on another train was Bill's brother, Lance Corporal Gerry, just back from Heine-land.

## CAB Suspends Ratings

The U.S. Co-operative Analysis of Broadcasting has suspended its radio broadcast ratings, effective July 31st. The reason given for the suspension was the excessive cost of maintaining a program rating service and opening fields of new research. They will now concentrate on research to develop the "ideal program audience measurements needed and wanted by all parties."

## Record Court Proceedings

What is believed to set a precedent in Canadian Court proceedings was established in the Alberta Supreme Court when proceedings of a trial were recorded through four microphones set up in the court. The recordings will be used at a conference of Judges to be held in Edmonton.

# C J A V

Voice of the Alberni Valley

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

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

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

# Introducing

# CHOK

SARNIA ONTARIO

## Coming

in

## July

5,000 WATTS DAY  
1,000 WATTS NIGHT  
1070 KILOCYCLES

Complete Coverage of  
**WESTERN ONTARIO  
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Represented by  
NATIONAL BROADCAST SALES  
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**CKAC**  
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A *Bright* STATION

42% of the purchasing power of the entire Province of Quebec is located on Jesus Island, representing only 1/10th of the primary area of

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facts and data from  
**WILLIAM WRIGHT**  
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AD. 8481

# NOTE FOR A "FALL" GUY

When planning Fall and Winter allotments make a note to investigate these feature presentations on CHUM for high coverage at low cost

- HALL OF FUN
- WAKE UP AND SMILE
- MERRY-GO-ROUND
- HOURLY NEWSCASTS

# CHUM

## TORONTO

*Representatives*

TORONTO  
JAMES L. ALEXANDER

UNITED STATES  
WEED & CO



### HOBSON'S CHOICE

If you get the opportunity listening (to CBC program) for a day or two, I'll guarantee that you'll either be cured or cured.

You're half right any Ernie.

\* \* \*

### ERRATUM

We acknowledge a letter from a distant reader writes: "After reading issue's 'Shades of M. Royal,' I feel that sharp, in bringing up guy Parker to stage, Baker's program from Montreal, was distinctly unfair. Waterman's and Reynolds

\* \* \*

### PAN MAIL

I think that I shall never rag as stupid as "C.B." For if the CBC should "C.B." would be no use a

\* \* \*

### A FOR INITIATIVE

Maybe there should be a special Beaver for the surprising lad who set a high in individual listener response, when he wrote 450 times in one week CFRN, Edmonton's "Bies Unlimited."

\* \* \*

### PRODUCTION DEPT

Maybe the CBC propose missing all its married fee producers, because it want them to go home and duce more license fees.

\* \* \*

### EMPLOYMENT WANTED

Radio agency account executive wants position of furnaces or mowing lawns. Desirous of making change before the CBC establish its agency department.

\* \* \*

### ANNIVERSARY

The talkies are just now preparing to celebrate their twentieth birthday, and May Canadian Commercial Radio hits the quarterly. Yet you never hear talkies trot out the cliché "...we're such a young industry."

\* \* \*

### SAFETY FIRST

CKNX decided to cancel old Victor Pym and E. Gage's regular weekly program "Music for Sunday" this week, in order that blame could not be attributed should the atomic bomb explosion blow up the world.

\* \* \*

### VOX POP

Unfit, according to the CBC for Canadian listeners. E. Cantor has been invited to attend the Vancouver Jubilee as acting co-mayor of the city for the duration of the shindig.

*Step Up  
and Meet  
our New*



**DIRECTOR of PROGRAMS and PRODUCTION**  
*S. Campbell Ritchie*

• When the above job opened up several weeks ago, Vice-President and Managing Director J. E. Campeau could have selected any one of several qualified men to handle this important post. But he naturally turned to "Cam" Ritchie . . . and for good reason. "Cam's" background of experience was tailor-made for the job.

Since 1934, when at nineteen he entered radio as a baritone soloist, thereafter joining CKLW in 1936, he has been an Announcer, Continuity Director, Traffic Manager, and Producer. In 1942, he was commissioned an Infantry Officer in the Canadian Army, serving overseas until June, 1944, after that, producing shows for the AAFP (Allied Expeditionary Forces Program) . . . as Major in charge of this service until its termination in February, 1946. Honorably discharged May 1, he's ready for peacetime action once more. We assure you that he's adept and experienced for a job that's mighty important . . . especially since we at CKLW are famous for having a far more than average alertness to world and home events . . . plus an intelligent, friendly way of presenting the times in which we live. It's a formula that makes sales for our sponsors, and builds good will for their companies and themselves.

*Representatives*

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

5,000 WATTS — 800 KC  
DAY AND NIGHT

At the Border It's CKLW, Windsor

**CKLW**

CANADIAN BROADCASTING CORPORATION  
MUTUAL BROADCASTING SYSTEM  
MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS

# Programs Audience Coverage

***CFRB has them all!***

For twenty years, CFRB has maintained a policy of providing the very best available in every phase of radio. This, with the exclusive broadcast of top Columbia shows, has gained for it a reputation as the station where most of the favourites are . . .

8 of the first 10 highest-rated programmes broadcast from Toronto are heard over CFRB.

This careful planning of the broadcasting

schedule . . . designed to supply a variety of shows to please the largest possible number of people . . . has built up a large, loyal audience . . . CFRB delivers the highest weekly share of listeners of any Toronto station.

And, day and night, this station can be heard throughout Ontario, with a primary coverage area of over 75% of the Province . . . more than 40% of Canada's rich market.

Write today for complete details

# CFRB

**860 kc., Toronto**

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UNITED STATES

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All-Canada Radio Facilities Ltd.

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