

# CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 5

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

March 8th, 1947

## NEWS in BRIEF

Before the CBC recommends the renewal of private stations' licenses, operators will be called upon to submit undertakings of the services they intend to give; to submit undertaking that they will "faithfully perform their duties as trustees of radio frequencies"; to indicate the amount of broadcasting time they are prepared to devote to local community events, local talent, public affairs and religious, educational, agricultural and other types of local live broadcasts. They must indicate the proportion of their revenue they propose to devote to local talent and other live non-commercial programs. This information was disclosed in a statement given the press last week by CBC chairman A. D. Dunton.

\* \* \*

The CBC's Toronto station CJBC is expanding into the commercial field, handling national spot business as well—presumably—as continuing as key station of the Dominion Network. CJBC operates on 1010 kcs, but with the surrender of CFRB's frequency (860 kcs) still slated for June, indications are that plans are on foot for the CBC to walk in on CFRB's market before the changeover is effected. Bob Kesten has accepted a six months' contract for the management of the station, and it is understood that H. N. Stovin & Co. have been appointed national agents.

\* \* \*

CFRN, Edmonton, has issued invitations to the CBC Dominion Network Coast-to-coast broadcast ceremonies, marking the station's increase to 5,000 watts, at the Cicadero Ballroom, Edmonton, March 3. Congratulations of the industry go out to Dick Rice.

\* \* \*

The new 5,000 watt unit for CBC, Lethbridge, was delivered to the transmitter site last month. No date has yet been set for the power increase to go into effect.

\* \* \*

Harry Dawson and Doug Scott brought back three new applications for CAB membership which they picked up during their western trip. Applicants are CJNB, North Battleford, Sask; CJIB, Vernon, B.C.; CFFA, Port Arthur.

Due to the fact that Canadian Cavalcade goes on the air at 8 p.m. sharp March 7, guests at the Beaver Awards Dinner are requested to arrive punctually at 4:45 p.m., as dinner will be served at 6 sharp. The dinner will be held in Simpson's Arcadian Court and the Bay Street entrance will be used.



At left, two veteran newsmen, Gordon Sinclair and Greg Clark hold forth during CFRB's 20th Anniversary program, February 19. At right, last year's Beaver Claire Wallace chats with a beaver of another ilk, Merv Caueba one of the contestants in the Sudbury Carnival "Beaver Contest." While in Sudbury, Claire described the carnival on two of her "They Tell Me" broadcasts.

## OUIMET BELITTLES HIS OWN VIEWS

### Says Many Are Socialists Without Knowing It

J. A. Ouimet has shrugged off charges that his statements in his address before the Institute of Radio Engineers in Toronto February 4 were socialistic, claiming they were only two unimportant sentences in a talk which "dealt mainly with technical considerations of special interest to engineers."

He told the MONTREAL GAZETTE that: "Mr. Lewis is giving my views on economics much more importance than I personally attach to them." However, in the same statement he said: "If the thoughts I have expressed identify one as a socialist, then a lot of people might be socialists without knowing it." Ouimet, incidentally, is known to have expressed the view on a number of occasions that advertising adds to the consumer cost of merchandise.

In an address to the Radio Executives Club of Toronto Feb. 19, Richard G. Lewis, editor of this paper, charged Ouimet, who is assistant engineer of the Canadian Broadcasting Corporation, with voicing the views of the socialists.

(Ouimet said in his talk to the IRE: "In Canada the radio set owner pays about ten dollars for his program service—two fifty in license fee and about \$7.50, indirectly, in advertising." Speaking of television, he added that the new medium would cost from

three to ten times as much: "a little more if you pay for it in small installments every time you wash your teeth or your underwear; a little less if you pay it all in one shot in your license fee".)

Commenting on these statements, Lewis charged Ouimet with saying, in effect, that the goods we buy "are not reduced in price by the mass production which comes from advertising, but that

they cost this much more.

"He is saying under what amounts to a CBC by-line (because CBC issued press copies of his speech)—as all socialists say—that the advertising business in which all of us in this room are engaged is a racket and a gyp," he continued. "In fact he is voicing the precise views of those who live only to destroy our system of business—the socialists."

## BEAVERS FROM 6 PROVINCES

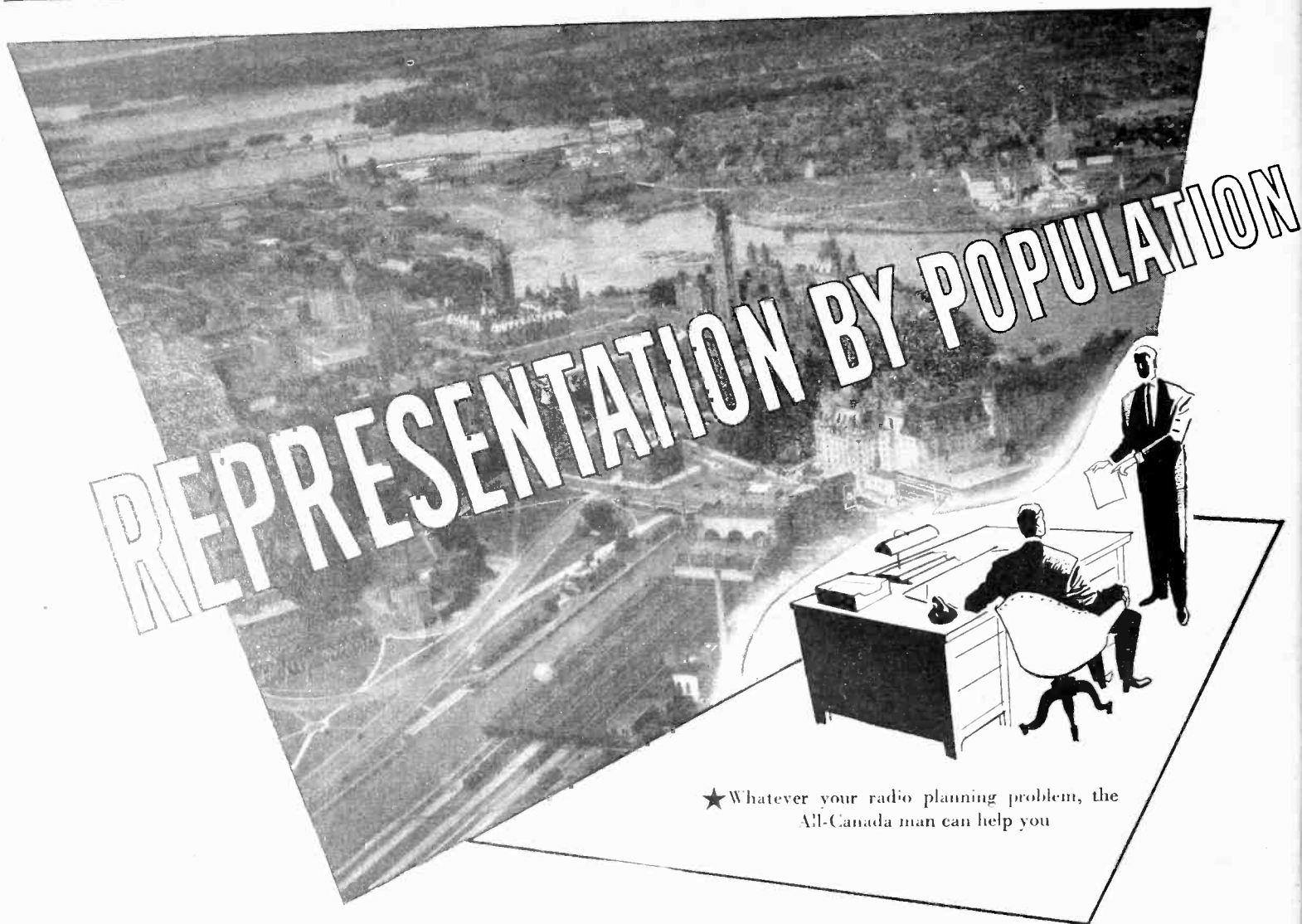
Beaver Award winners this year hail from six of the nine provinces and will travel many thousand miles to Toronto and back to accept their certificates at the Radio Executives' Club dinner in Simpson's Arcadian Court March 17 over Borden's "Canadian Cavalcade" on the Trans-Canada network.

The staff and regular writers of the trade paper CANADIAN BROADCASTER deliberated long and long over the selection of this year's winners, toothcombing the large number of nominations received from all over the country, which were added to their own selection. Winners were finally chosen not as being the best in a list of pre-determined categories, but, as in past years, for distinguished service to Canadian radio in 1946 beyond the performing fee

or salary, irrespective of category. Actually two Beavers will be awarded this year in closely parallel fields.

There will be fewer Beavers for 1946 because the committee found that, in its opinion, program experimentation is lacking in this immediate post-war period. The committee has gone on record as expressing its view that current programs should not be thrown in the discard as outmoded, but rather that there are many which might well be rebuilt, on the original pattern, into 1947 models.

A total of 12 awards will be made this year as against 17 for each of the past two years. Presentations will be made by your editor over the coast-to-coast network program, "Canadian Cavalcade", 8 p.m. EST, March 17.



★ Whatever your radio planning problem, the All-Canada man can help you

**ALL-CANADA**  
**IN THE MID-EASTERN PROVINCES**

Canada's middle east represents almost two-thirds of the Dominion's total buying power. In one year, Ontario and Quebec rang up over two million dollars in retail sales . . . more than four times as much as any other two Provinces combined. This rich market can be reached through the six All-Canada stations covering the area.

"Rep by Pop," once a burning question in the Dominion, is an accomplished radio fact, with All-Canada! Whether you wish to cover the crowded markets in the "middle East" or the vast spaces of the Peace River country, All-Canada can show you how to reach people at a price in proportion to population.

National, regional or local, *your* radio planning can be simplified by the advantages All-Canada offers:

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

Does *your* problem have to do with timing, coverage or budget? Whichever it concerns, the All-Canada man can help you find a solution.

# ALL-CANADA RADIO FACILITIES

*Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

**SOUNDING BOARD**

**London Letter**  
(The following is condensed from a letter to your editor from Guy Strange, former CFRB announcer, who is just terminating six month's stay in London.)

**Dear Dick:** It is embarrassing to be a Canadian in England during the crisis. It hurts him to let his friends see the nasty state of affairs in the family household. He wants you to know that what twenty-five years and two wars couldn't do, eighteen months and socialism have accomplished.

You are smart enough, to add it up in terms, not of dollar credits or the wild fluctuations of the stock market, but rather in terms of only being able to get a couple of pounds of potatoes, at least a couple of which will be frozen. You will know that when restriction is placed on top of Government Direction, which in turn was issued by the Ministry of a certain department under authority granted by an Order-in-Council, that honest men become Black Market men. They have no choice.

an example? Three days after drastic cuts in electricity the price of a pack of Player's cigarettes went up to three shillings and ninepence. Why? Only essential businesses were allowed to operate, which meant tobacco factories were closed. The distributor gets on deliveries to the wholesaler who has to pay extra. He, in turn, gives the retailer the business, and he has to make a bit of profit as well, because he only has a small stock to enable him to be open for a couple of hours. What the result? Players at three shillings and nine.

Perhaps a more sinister note struck in the opening blast from Mr. Shinwell when he announced the restrictions. Among the first items announced as non-essential was all the periodicals. This move earned the blanket condemnation of the entire British press. The only exception was the "Daily Worker".

One of the papers I am sending you, you will find a picture



"Open the door, Richard".

of breakfast at the Cumberland Hotel by candle-light. Follow that candle-light one step further to the kitchen and you will realize that there is no light or heat out there either.

It is not funny to see the same type of farm lanterns that are used at home sitting on the mahogany desks of the world's greatest men of business; or stenographers typing by candle-light in overcoats and gloves.

It is hard to believe that such indignities could be visited on a people by the utter incompetence and bull-headedness of the Ministry of Fuel. Ever since I have been in England I have been reading in the press, warnings from the industrialists that a fuel shortage was bound to develop unless the Ministry told the people the truth and started a program of conservation. Mr. Shinwell would always laugh and call it a Tory plot to discredit the government. Newsreels, papers, posters told us there was lots of coal. Even when he announced the restrictions in Parliament, he didn't tell the truth. He said it would last a week. Now Britain knows that she will have fuel rationing, not for a week, but for at least two years.

I'm not complaining. I am just trying to tell you that, since you

left even, some of that optimism which you sensed here has gone. It will certainly take a lot more than this crisis to get this country down, but, for the people themselves, it seems such a great pity that peace brings more problems than war.

When I get back to Toronto, wait at least three days before you mention CCF. When I let go I want to make sure I have the strength to do the subject of socialism justice.

As ever,  
Cy Strange

**BROADCASTERS**

**Going to higher power ?  
Going to F. M. ?**

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

Contact:

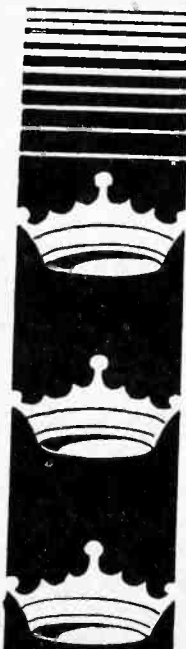
G. R. Mounce  
Eric Leaver

**ELECTRONIC ASSOCIATES LIMITED**

2498 Yonge Street  
Toronto 12

*Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.*

*Specialism..3*



The acoustic requirements of transcription studios are more exacting and complex than those used in live broadcasting.

At Dominion's studios we combine perfected acoustics with flexibility of operation and expert recording technique.

*Duophonic Transcriptions*

**DOMINION BROADCASTING COMPANY**  
4 ALBERT ST. TORONTO

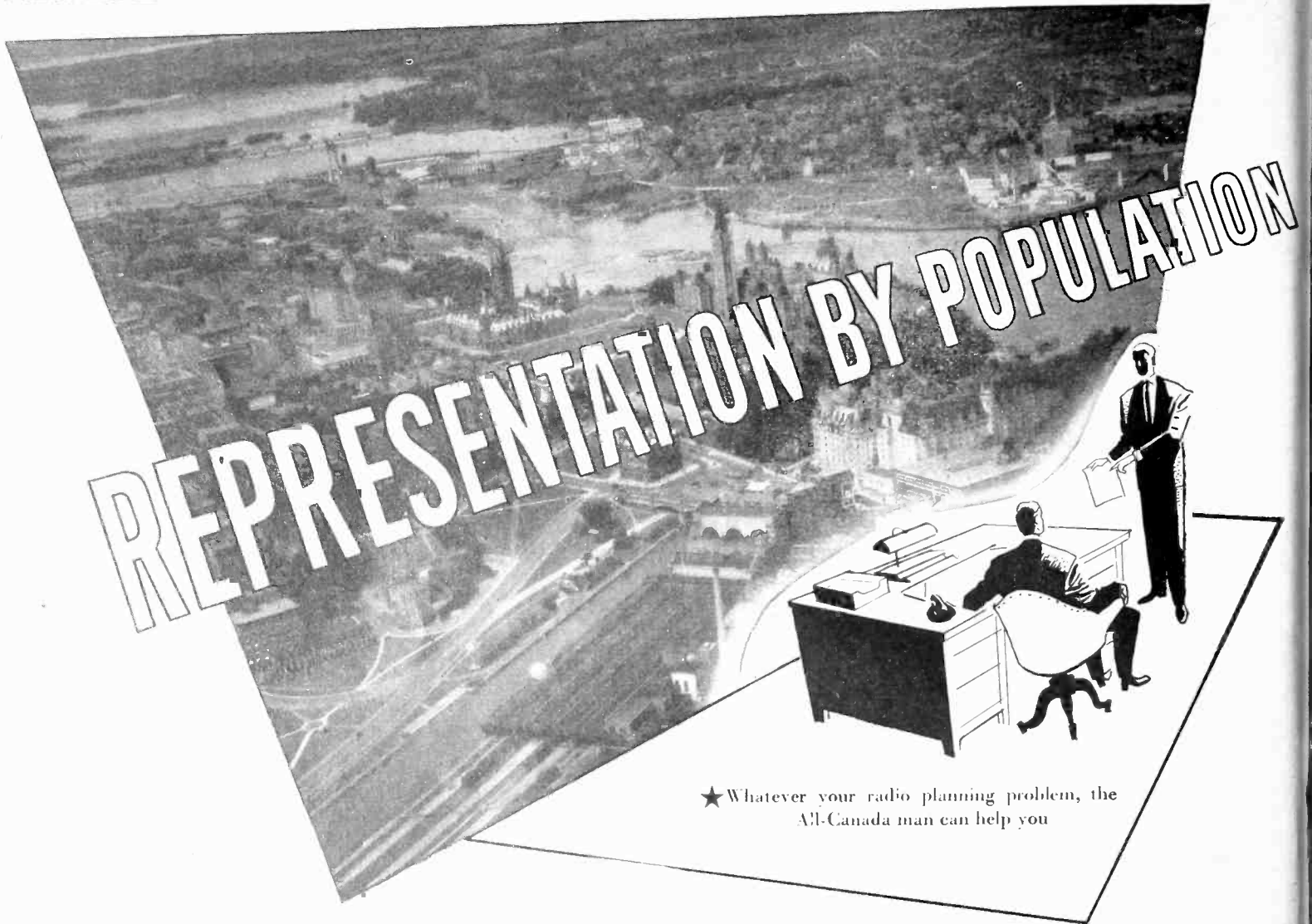
**KAC**  
MONTREAL

*A Wright* STATION

**"THE MARKET BASKET"**  
a participating programme over  
**CKAC, Montreal**  
featuring  
**Jacqueline Garneau**  
11.05 - 11.30 a.m., Mon. through Fri.

See  
**WILLIAM WRIGHT**  
Victory Bldg.

AD. 8481



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AD. 8481

# CAB TO HELP ADVERTISERS

On the subject of the use of broadcast advertising by retailers, Scott outlined an extensive program of material now available to member stations for the assistance of retailers in the preparation of retail campaigns. He told the station men that a great portion of his time will be devoted to assisting stations in being of service to retail advertisers.

Scott went on to outline the wide fields of activity in which his department of the CAB is engaged.

Meetings were also addressed by Jim Allard, CAB Director of Public Relations, on plans for getting the story of private radio across to the public, both through his own office and through the stations themselves.

## Friendly Border

U.S. radio has an excellent opportunity to supply complete information about Canada to Americans said T. Jim Allard, public service director of the Canadian Association of Broadcasters, speaking at the annual radio conference of the University of Oklahoma.

Pointing out that Canadian publications do not have a wide circulation in the United States, Allard suggested that more news of Canadian developments, particularly political developments, be included in news broadcasts. The source of such material, said Allard, should be accurate in order to avoid the dispersal of misleading information which would do Canada more harm than good. Items are available through the Associated and United Press Services and the speaker suggested that the C.A.B. office in Ottawa would be willing to supply such information by mail, wire or direct.

A greater exchange of programs having networks and stations in the US carry a larger number of Canadian-originated programs would be possible, suggested Allard. "Many such have considerable merit, and could stand on their own feet when it comes to a diene value," he said.

Jim Allard suggested other means of keeping Americans posted as to Canadian activities. Airwaves of distinctively Canadian music, an "international forum" composed of Canadian and American participants; educational broadcasts and broadcasts by US network correspondents from Ottawa.

"One thing is certain," said the speaker. "Canada is of increasing importance to the United States. We are now a buffer state between the two most dynamic and powerful nations and ideologies of the world. . . . Canada's destiny inexorably linked with your own what we do or fail to do will have its effects—and they may be found—upon the United States. There will therefore be urgency and importance in keeping you fellow-citizens more and more informed about what Canada is doing."

To enable them to deal more individually with station men's problems, the CAB regional meetings held in Toronto this week were conducted in two sessions. Monday's meeting was attended by station operators located in smaller trading areas, and stressed problems of interest to this group. Tuesday's meeting was staged for the metropolitan and larger market stations.

Morning sessions were addressed by Harry Dawson, CAB Manager, who outlined the scope of CAB operations under the new set-up. He urged stations to get in behind their association so that its management and officers might speak with the voice of a unified industry. Speaking of the newly-instituted regional meetings, he expressed appreciation for the enthusiasm shown and the encouragement received.

Meetings were held in Toronto this week at the Royal York Hotel. Besides the two meetings referred to above, a meeting of Ontario representatives was held March 6. This meeting will be reported in our next issue. A meeting with the Montreal reps has been scheduled for March 10, and on March 12 Harry Dawson, Doug Scott and Jim Allard will conduct a Maritime regional meeting in Halifax.

Doug Scott, director of broadcast advertising, split his time at the two first Toronto meetings between national and local radio. He disclosed plans for addressing business clubs and other groups to help advertisers use radio to their own greater advantage. Pointing out that it was not in his province to sell radio for specific groups, he went on to say that he is establishing himself as the association's information bureau, and that he is permanently at the disposal of agencies, national representatives and advertisers on all questions pertaining to the use of the medium.



## Our Guest Speaker Is:

**GEORGE C. CHANDLER**

Owner—Manager  
Radio Station CJOR  
Vancouver, B.C.

"Here at CJOR we have an excellent example of the broadcasting truth that a program properly designed to meet the specific needs of a client can do a job for that client.

"A year and a half ago, H. A. Roberts Limited, real estate and insurance, went on the air with a nightly broadcast of 'Off The Beaten Track' featuring Dick Diespecker in a ten-minute commentary. While the program has never developed an outstanding rating, it has proved its effectiveness time and again. Aside from selling real estate—and the program has effectively done that—'Off The Beaten Track' did a public relations job for the client when new offices were opened at several points on Vancouver Island and in other B.C. centres. Mr. Roberts reported to us that managers of his branch offices found immediate acceptance and business waiting, due directly to the CJOR broadcasts. Mr. Roberts is firmly sold on the use of radio.

"We believe that his success with our medium is due in no small degree to his willingness to allow experts in radio to select the right program, and then give that program full opportunity to prove its worth. This intelligent approach to the purchase of radio advertising benefits both client and station, to say nothing of the obvious service to the listener."

*George C. Chandler*

GEORGE C. CHANDLER  
Owner-Manager  
Radio Station CJOR  
Vancouver, B.C.

# HORACE N. STOVIN

& COMPANY

*Radio Station Representatives*

**for these Live Independent Stations**

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

\*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

**RADIO GETS YOUR MESSAGE HOME**



# CJOL

*Lethbridge, Alberta*  
**GOING TO 5000 WATTS**

# CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

R. G. LEWIS & COMPANY, 371 BAY STREET, TORONTO 1, CANADA



L. 6. No. 5

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

March 8th, 1947

Editor: RICHARD G. LEWIS  
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Ottawa	James Allard
Vancouver	Robert Francis
Winnipeg	Erith Smith

## As It Was In The Beginning

This paper does not aspire to tell the radio industry how to run its business. It does however aim to unearth what is new in radio entertainment and determine what makes it tick. This season the task is a hard one because most national programs seem to have one pattern—year's pattern.

Here is the proof.

Take a dub of any program next week. Dig up an air check disc the same broadcast as it was done one, two or three years ago. Then take a neutral individual and ask him which is the new version and which the old one. The same thing goes for the U.S.A. too. But there seems to be a line of thought in Canadian radio that if it's right in the States it must be right in Canada. The fact of the matter is that States radio (and by United States I do not mean Manhattan and) is crowding in the plug-uglies worse than we are.

My complaint is that the program boys hit a pattern, and often it's a hard one. In fact it is so good that it cannot be improved—according to the program boys. So we have the same show week after week, often the same commercial, the same singer, the same drama coming in at the same time. And this goes so far that when someone offers the courage to put on something a trifle out of the ordinary, the poor audience thinks it's an invasion from Mars or something.

I expounded this thought to one of these same program boys the other day. His retort was: "You shouldn't write about things you don't understand." I hadn't written about them then, but I'm doing it now. As for understanding, well maybe the program boys should be forced to go home and listen to some of their own offerings once in a while. It might make quite a difference. I know, because I do have to listen to them.

What is the remedy?

According to the production boys, you daren't try anything new, unless the sponsor won't go for it unless it's "tested." Stations can't do much in this respect, because most of them have let the agencies do the programming out of their hands.

Undoubtedly there are plenty of able program brains in Canada. Unfortunately those of them whose talents are applicable to commercial radio have deserted the broadcasting business for the agencies. If a few could be found of getting the program men back in the stations, and the writing brains of the publishing business are to be found on newspapers, then radio would have some control over what goes out on its own frequencies. It would soon be found that the sponsors would accept the entertainment fare the stations offered just as cheerfully as they tie their sales messages onto the editorial contents of a newspaper or magazine.

The program boys are the greatest asset the business has. Why has the industry closed its doors to so many of them by letting them go over to the agencies?

Editor

## LOCAL PROGRAM MAKES GOOD

by D. M. ADAMS

Are Canadian radio advertisers missing some good bets? A study of the latest Elliott-Haynes ratings throws some light on the value of many local productions. This article by no means covers them all, simply citing some outstanding examples.

Winnipeg's youthful newcomer, CJOB, has a program heard at 9.30 Monday evenings which has earned itself a rating of 16.1. This half hour show, "Artistry in Rhythm," is first choice among the Manitoba capital's radio listeners at that time, well ahead of the Winnipeg audience earned by CBC's network offering "National Farm Radio Forum" (13.4).

An opportunity seems to offer itself in Saint John, N.B. "Memory Lane," over CHSJ at 8.30 p.m. on Tuesdays, is heard by a local audience far greater even than the Sunday favorite, "Charlie Mc-Carthy." Its rating is 40.4. This audience is definitely not accidental, and is not a carry-over from some highly popular show immediately before it, because the "Jack Smith Show," which it follows, has an average rating of 34.2, 6.2 points below the sustainer.

Turning to French Canada, the figures for Montreal show several highly placed sustainers that should have high sponsor-appeal. There are examples to fit the tastes of all manner of listeners.

One of the strongest Montreal offerings shown in the February rating report is "Fernand Robidoux," at 8.30 on Tuesday over CKAC. This might not seem like an ideal time slot, with Colgate-Palmolive's "La Mine D'Or" in opposition over CBF. But "Robidoux" evidently thrives on such competition, for it manages to roll up a 31.7, against the 23.9 earned by the French version of "Share the Wealth." In this case, however, the high rating is achieved obviously with substantial help from the preceding program, Standard Brands' new and popular "Juliette Beliveau" (34.9).

The tables are turned on Thursdays, when two of CKAC's commercial shows take second place to a pair of French Network sustainers aired over CBF. At 9 p.m. "Ma Chanson" with 21.3 leaves "Dick Haynes" (16.8) well behind—due perhaps to the handicap of an English-language program being aired over a French station. At 9.30 p.m. the French Network's "Studio G-7" with 21.6, maintains a similar lead over Miles Laboratories' "On Chante Dans Mon Quartier," on CKAC.

CFRB can boast a live sustainer, "Home On the Range," that's currently drawing over 40% of Toronto's Saturday evening listeners for a rating of 17.2. And this despite a network commercial show, Ronson's "Twenty Questions," heard over two other Toronto stations which between them can claim barely half as many listeners. "Home On the Range," as the title indicates, is a cowboy style variety show, featuring zippy arrangements of popular favorite tunes, interspersed with a dash of humor and a seasoning of homey philosophy. It's sandwiched between two sponsored favorites, Mother Parker's "Musical Mysteries" and "Mayor of the Town," which rate respectively 19.1 and 16.8.

The same story can be told in cities across the Dominion. CKWX, Vancouver, has a 3-a-week quarter hour show, "Cisco Kid," whose 6.9 average rating, representing 21 per cent of the Vancouver audience, merits attention. CJOR has a dance band slot on Saturday nights that pulled down 8.9. "Spotlight On a Star," which follows "Bing Crosby" on CFRN, Edmonton, managed to hold almost the entire audience that listened to The Groaner—the rating only fell from 20.3 to 18.7.

### CB Called Fascist

(From "Canadian Mineworker")

CANADIAN BROADCASTER fears the trend toward public ownership. It says: "Slowly but surely nationalized radio is showing the way to general socialization of business. Slowly but surely other industries are going to be swamped and submerged unless immediate steps are taken to stem the tide. For years now the electrical power business has been operated—and well operated—by governments. Banking, insurance, aviation, liquor, the telephone business in some provinces, and latterly milk, are right under the gun. Only the co-ordination of all private business can remove the menace that besets it and attack is the best means of defence."

Such a wholesale co-ordination in the interests of private corporations would be Fascism.

### Radio Writes The Rules

Eight rugby rule changes which were originally suggested on "Quarterback Club" programs on CKOC, Hamilton, will be included in the nine proposed changes for the 1947 Football season. The decision was made at the recent annual meeting of the Ontario Rugby Football Union held in Toronto. The changes will be submitted to the Canadian Rugby Union late this month.

The "CKOC Quarterback Club" series is handled by Ron Cook, CKOC sportscaster.

### CCF LEADER BRANDS LIBERALS FASCISTS

There was something of a "pot-calling-the-kettle-black" quality to Saskatchewan's CCF Premier T. C. Douglas' charge that the Saskatchewan government was barred from securing ownership of station CHAB Moose Jaw, "because the government of this province is of a different complexion than that of Ottawa".

In a fifty minute unfinished address, the socialist Premier declared that by allowing "vested interests" to control the media of information, and by its own "pro-

paganda" devices, the federal government has "laid the prerequisites of a fascist state."

"Freedom of speech depends on whether you have a radio station and enough pull in Ottawa to get a license to operate," Mr. Douglas charged. "You can have freedom of the press," he added, "only if you have enough money to buy a newspaper or belong to the Liberal party."

Liberal Leader W. J. Pattison branded as "absurd" the CCF's plan to introduce a bill of rights, coming from a government "whose orders have all been along the lines of restrictions to individual freedom". Claiming that the Federal government was dropping its wartime controls every day, he charged that in Saskatchewan, "government by order-in-council grows from day to day."

#### Plan TV

H. G. Walker, CBC's Dominion net manager, and J. A. Ouimet, CBC engineer, have been assigned by the CBC to study the latest TV programming and operating costs in the U.S. and Britain. The study is expected to aid the CBC in making an estimate of operating costs.

### CHUM Building

The new studio and administration building of CHUM, Toronto, is expected to be ready for occupancy about March 17. The building, centrally located on Mutual Street at Granby, one block from the Maple Leaf Gardens, houses a spacious auditorium which will be used as a public meeting place for worthwhile civic organizations as well as a radio theatre for audience participation programs. The main entrance leads into the auditorium while studios are located in the main part of the building. Business offices are located in the wings on either side.

### Padlocked

Radio Aconquija in Argentina has been closed suddenly by government action. No explanation of the move was given to Carlos Guyot, owner, who acted as Argentine delegate to the Inter-American Broadcasters' Conference held in Mexico City last year. It is not believed that political implication is involved as Guyot has not participated prominently in political activities.

Other station owners are reported to be uneasy as a result of the government's action.

## Radio Artists —

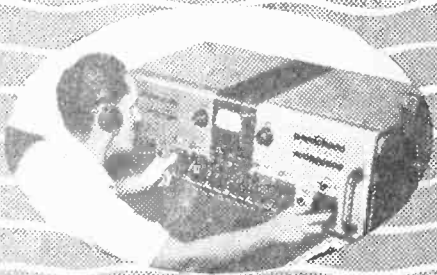
Don't miss those important telephone calls!

LET RATE BE YOUR TELEPHONE SECRETARY

For Details Call

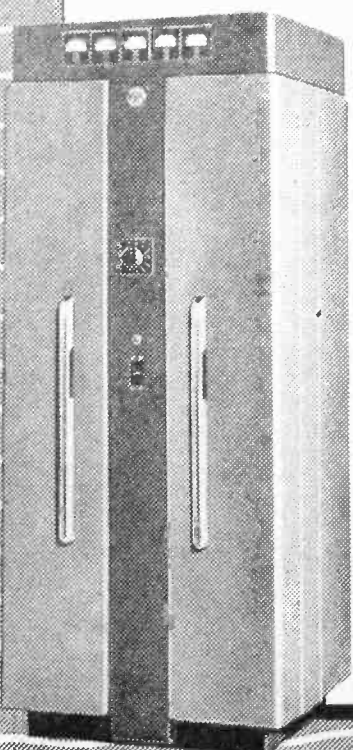
# RATE

Waverley 1191



# RCA VICTOR

## FM BROADCAST EQUIPMENT FOR STATION LEADERSHIP



**When planning installation of FM broadcast equipment—remember—RCA Victor will continue to lead the way in FM development and standard of quality.**

An outstanding example of engineering excellence in FM station equipment, RCA Victor's TE-444-A 250 Watt Transmitter features low operating costs, low distortion and a new simplified RF circuit. Can also be used as the exciter unit of a 3 Kilowatt transmitter.

Include, too, in your future installation plans RCA Victor's Two-Bay Turnstile Antenna. Designed for use with the TE-444-A this low cost, high gain radiator will prove an invaluable modern asset to your station.

If you are contemplating FM service, have RCA Victor help you prepare your technical brief for the Dep't. of Transport.

*From microphone to antenna RCA Victor Supplies all your needs*

## RCA VICTOR

RCA VICTOR COMPANY LIMITED

Halifax Montreal Ottawa Toronto Winnipeg Calgary Vancouver

**WRITE TODAY TO:**  
 Engineering Products Sales Department, RCA Victor Company Limited, 100<sup>2</sup> Lenoir St., Montreal, Que., for complete details about the TE-444-A and Turnstile Antenna or the preparation of a technical brief.



*Shades of*  
**MOUNT ROYAL**  
 by WALTER DALES

Most any radio game is legal as long as the listener has no stake in the pot, according to a ruling by Recorder Plante, of Montreal. You can bingo or zingo or share the wealth to your heart's content, as long as you're not sharing the winners' wealth.

Months ago gaming charges were laid against producers of the Pierre St. Laurent, a dairy company radio program broadcast on CKAC. Recorder Plante, in dismissing the charges, pointed out that since stake, prize and luck were all involved in evaluating gambling games, the absence of the first left him no alternative but to dismiss the complaint. With this, it has always been the absence of the last which caught up on you. Try telling your wife you were not gambling, because one of the important factors involved is not present!

Snagging hotel rooms for visiting firemen is a rough game and getting tougher hereabouts. The other day I saw Ralph Bowden checking George Chandler (CJOR) into the Windsor, bags and all. King of a suspicious nature, I went over and picked up the bags. One was empty; the other squealed. Besides, the initials on the bags were H. J.

Chandler, CJOR, Vancouver, expected to visit Montreal at an early date.

Bell's on the billboards, Bell's in the press. Will Bell use radio? That's anybody's guess!

Which is lousy poetry, but reflects current coffee-shop talk these days. The question seems to be "Who will persuade Bell to celebrate the 100th anniversary of Alexander's birth by radio?" Will it be the stations, because they're customers? Will it be the Reps, because they yearn for commissions, or will it be the Department of Broadcast Advertising of the CBC? Or a combination of all three? Will CBC do it free?

Current gossip is that CAB will work on it hard. My own opinion is that this Bell baby is virtually dead, and CAB's new department will probably leave it to the legal practitioners as their baby. Plenty of other accounts, static at the moment, could receive special care from CAB with better results. Doug Scott would probably be run ragged if he tried to ride in on the tail end of this current campaign which slights him. His department was born a bit or so too late to handle this. This is just one more glaring example that the establishment of a new department within the CAB is a wise, if belated, move.

meantime, who will bell the

Alexander Graham  
 Certainly did slay 'em  
 And things continued peachy  
 With Don Ameche.  
 But Centennial celebrations  
 Brought the wrong appropriations.  
 The billboards and the press  
 Are the white-haired boys, I guess.  
 We don't like to sound disgruntled  
 Or to make an undue fuss;  
 But a bell went to Adano—  
 Why can't Bell come to us?  
 We pay plenty for their service;  
 It seems hardly fair, somehow,  
 That we don't get any of it back—  
 For whom the Bell tolls now?  
 (Editors Note: This is Walter Dales' first and last outburst in verse)

**Let The Chips Fall**

"Anything Goes" is the self-explanatory name of a new program heard over CKSF, Cornwall, weekdays, 4.15 to 5 p.m. Conducted by Reg Finnemore and Carl Fisher the program consists of transcribed music, gags, and commercial announcements, which undergo considerable clowning.

Mail response has numbered over 100 letters daily since the first program was aired February 10.

**TV Government**

A TV expert has voiced the opinion that government by television is possible today on a limited scale. The opinion was in answer to a senator's query as to what would happen to the U.S. government should an atomic weapon wipe out the President, his cabinet and Congress.

Five cities, Schenectady, New York, Boston, Philadelphia and Washington, are now linked by a TV network which will be extended to Chicago within a year and a half and eventually will reach the west coast, thus making it possible for the government to disperse yet at the same time continue its work.

**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

**PROOF OF PERFORMANCE**

*now being established*

*for*

**CKOC's**

New 5000 Watt Transmitter

—AND IT'S ALL GOOD!

Tune in 1150 **CKOC** HAMILTON

**THE STATION OF THE STARS**

Names like Bob Hope, Fred Allen, Jack Carson are "big news" to any radio listener—and you'll find plenty of Big Names on CJOR's schedule! CJOR advertisers keep the best company, for in Vancouver, CJOR is the Station Of The Stars!

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

OUR 21st YEAR  
 5000 Watts, 600 K.C.



**CJOR**

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



**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

# CBC PRO AND CON

Following our recent review of Walter Dales' series "I See By The Papers", we have received a script showing cross-country editorial opinion on the broadcasting problem.

In this script, one of a series being made available to stations across the country, the MILD MAY GAZETTE wonders just why it is that "the laws which have been adequate for two centuries to control the outbursts of the press are not sufficient to control similar democratic use of the radio stations."

Speaking of the proposed new high-power CBC station for Red Deer, Alta., the INNISFAIR PROVINCE complains that: "Alberta is well served with radio stations . . . Can nothing be done to stop this wicked waste of the tax-payer's money?"

Taking a different slant, the editor of the RED DEER ADVOCATE says: "It is admitted that they (the CBC) are bitterly and many times unfairly attacked by private radio stations, newspapers and others, but even allowing for that, they have not done what the ADVOCATE and many other organizations and individuals who believe in them think they should have done."

"Why not let commercial stations take over all legitimate com-

mercial programs," the VANCOUVER SUN wants to know, "and develop the CBC to concern itself solely with more serious and ambitious entertainment and discussion?"

From New Brunswick, the CHATHAM GAZETTE says: "It was a mistake to give CBC the power to regulate its competitors."

The CHRONICLE-TELEGRAPH in Quebec complains about the free time the CBC gave the TORONTO STAR.

From New Brunswick again, the HARTLAND OBSERVER urges parliament to see to it that the CBC becomes "one of the greatest public agencies for the betterment of the Canadian way of life."

The MONTREAL STAR commends the CBC for its "larger number of sustaining programs without commercial content than is offered by the private stations. The MONTREAL GAZETTE, on the other hand, believes that "the government monopoly will drive out private initiative".

On the other side, again, the KENTVILLE ADVERTISER feels that "the sorry state of radio in Canada today can be blamed, not on CBC officialdom, but on the radio listeners themselves. They should have aroused themselves long ago."

## Nab Hit And Run

A Toronto Police bulletin, aired over CKEY, was responsible for the apprehension of a hit-and-run driver. After broadcasts on two successive days of the description of the hit-and-run automobile, a telephone call was received by Chief Constable Padgett of New Toronto with information as to the location of a car similar to that sought by the police. Investigation proved it to be the wanted vehicle.

"The party responsible for the tip-off," said Chief Padgett, "heard the news and description of the car through CKEY."

## Re-Employment Service FOR SERVICE MEN

To assist in re-establishing men and women returning in civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting of advertising business.

**File CB 60:** Have you an opening for an operator, age 21, now employed on an Ontario station who can offer satisfactory reasons for making a change and first class references? Experience can be measured in months only but includes operating, recording, maintenance and assisting with installation of new transmitter. Graduate of Domestic Broadcasting Course of Toronto Rehabilitation School. **Apply Box CB 60, Canadian Broadcaster, 371 Bay St. Toronto.**

## Apartment Bans TV

Tenants of 100 apartment buildings in New York have been advised by a real estate company that permission will not be granted for them to install TV receivers in the apartments until a master television aerial has been developed. The firm has taken this action due to lack of sufficient space on roofs of apartments for every set owner; poor appearance afforded by a maze of wires, as in the early days of radio; and lack of insurance protection in the event of damage to property or person caused by falling antennae. Building owners are insured against personal injury liability but the policies do not cover TV antenna installations.

## WOW Flashcaster

A 61-foot "travelling new flasher" with letters 4 1/2 feet high and 30 inches wide, is being erected by wow, Omaha, Nebraska, on a downtown building. The Flashcaster will be visible for several blocks in all directions during day and night hours.



**"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

**CHNS BULLETIN BOARD**

**CHNS**  
1926 to 1947  
PIONEER to LEADER  
**100 WATTS to 5000 WATTS**  
HALIFAX, NOVA SCOTIA  
CONTACT THE ALL-CANADA MAN

**960 ON YOUR RADIO**

"LA SOIREE  
AU VIEUX  
MOULIN"



APPROVAL

AUDIENCE

STAMPS ANOTHER  
FRENCH RADIO SUCCESS  
DIRECTED BY

**McKIM**  
ADVERTISING  
*Limited*



ONTARIO - TORONTO - WINNIPEG - VANCOUVER - LONDON, ENGLAND



SPONSOR: Purity Flour Mills Limited  
PRODUCT: Purity Flour  
TIME: 9 p.m. - Fridays  
STATIONS: CBC French Network

# You'll Want To Hear

- ★ **GISELE LA FLECHE**  
T-Can Tuesdays 7.00 pm  
T-Can Wednesdays 9.00 pm  
Dom Sundays 8.15 pm
- ★ **TONY STETCHESON**  
Dom Tuesdays 8.30 pm  
T-Can Wednesdays 9.00 pm  
T-Can Thursdays 7.00 pm
- ★ **LINDA WHITE**  
Dom Tuesdays 8.30 pm
- ★ **FRANK EGAN**  
(Niosi Vocalist)  
CBL Mondays 11.30 pm  
CKEY Thursdays 9.30 pm

(All Times EST)

*Exclusive Management*

The  
**BOB SHUTTLEWORTH**  
ARTISTS' BUREAU  
83 Bloor St. W., Toronto  
Midway 2437



Universities in the western provinces are planning a student radio network which they hope may go into operation in the fall. Representatives of student bodies in the prairie provinces and B.C. are reported to be working on plans with CBC and independent stations.

At Chilliwack, B.C., CHWK staffers took recording equipment into the court house to record five brand new Canadian citizens taking the oath of allegiance. County court judge Harry J. Sullivan gave permission for use of the equipment in the court, and every cough, echo and shuffle of feet was heard as the new citizens took on their responsibilities.

Valuable radio equipment, and plans for a new type of receiver developed during the war were destroyed in a two alarm fire at Radio Laboratories plant in Vancouver recently. More than \$50,000 damage was done as 60 employees fled the building.

Lloyd Bulmer of CKMO Vancouver has commenced a new feature, "Speaking of Sports" at 8 p.m. Saturday, sponsored by General Business Exchange. The piece includes a sports review and a special story on the big sports personality of the week.

A new booklet, "The Story of CKNW," is just off the presses in New Westminster, and has Department of Education's approval for use in high schools. The brochure, containing photos taken in CKNW studios, contains information on every branch of the industry in which a prospective radio man might be interested.

Special events man Bill Herbert at CBR Vancouver decided to cover the Red Cross free blood transfusion service, opening shop on the west coast, by being a donor himself. With his mike in one hand Bill gave away a pint of blood, purely for the story, he said, only to find that he had been their first donor.

Stan Moncrieff, CKNW news editor, has returned to the Vancouver Daily Province, where he worked before joining the navy. His CKNW colleagues figure he left because of the results of a feature he had just inaugurated. When he inserted plugs in news broadcasts asking listeners for neighborhood news, he got so many calls that he spavined an arm and never had time for lunch.

"University Report," a series designed to bring UBC closer to the people it serves, is under way over CBR Vancouver. UBC President N. A. M. MacKenzie took part in the opening broadcast, which features a member of the faculty each week.

With CBC's recent announcement that an FM station will be operating on the west coast by spring, interest in the development has grown. Bruce Lanskaill, sales engineer for the local RCA office, visited the Fraser Valley recently and demonstrated a two-way FM radio. Jack Pilling and Bill Teetzel of CHWK Chilliwack talked to RCA man Ralph Marsh in a car at the top of the British Properties development in West Vancouver, about 55 air miles away. Pilling said reception was good.

CBR Vancouver carries special coverage of the new session of the Provincial legislature from J. K. Nesbitt, veteran press gallery reporter in Victoria.

Pianist Cy Cairns at CKMO Vancouver is getting into plenty trouble with a new game he thought up, but he only has himself to blame. Here's what happens, if you can follow it. The program is called Musical Monicker and as usual you write to the station. Cairns takes your name, and within 3 minutes has to play part of tunes whose names start with the letters of your name. It was okay until Mrs. Y. Zboyorsky got in the game.

The Fraser Valley Milk Producers' Association, part of B.C.'s fifth largest industry, has inaugurated a series of programs, "Community Showcase," over CHWK Chilliwack.

If you met musician Al Erskine and then found yourself talking to announcer Erskine Allan at CKMO you might think you'd found identical twins. They're identical all right, but they're the same person. Al made up the new handle for his announcing duties in order to keep the two enterprises separate.

Colin Fitzgerald, CJOR's GG Man, found himself the centre of a big deal the day he drove up to the station in a new Packard. One of the boys who needed any kind of a car right away picked up the phone to Colin's desk to try and get the old one. He found he was already No. 5 on the list, but nobody won because the Packard dealer was using it himself.

## Valentine

Radio singer Frosia Gregory's Valentine gift to hubby Bob Shuttleworth, Toronto talent manager, was a baby boy, born February 14. Vocal practising is now the order of the day with Poppa Bob waiving his 10%.

## CGIT Broadcast

A 30-minute program saluting the Canadian Girls in Training was broadcast last month by CJOC, Lethbridge. Featuring members of local branches of the CGIT and a teen-age girls' choir, the broadcast outlined the organization and accomplishments of the CGIT in Canada and throughout the world.

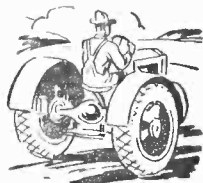
# "Night and day, day and night--"

CJGX YORKTON REACHES

OVER 70% OF THE RADIO HOMES IN NORTHEASTERN SASKATCHEWAN

The 1946 B.B.M. Report reveals that CJGX delivers to sponsors a 75% daytime, and 70% night-time, station audience in its primary area, i.e. within a radius of approximately 70 miles of Yorkton. And a total audience of 30,350 radio homes by day and 24,240 at night, extending from Dauphin, Manitoba west to Central Saskatchewan and from northern Nipawin south to the border.

CJGX is essential to complete coverage of this rich agricultural territory. Ask us or our representatives for complete report.



# CJGX YORKTON

WESTERN CANADA'S FARM STATION

*Dominion Network*

Representatives  
HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg  
ADAM J. YOUNG Jr. Inc., U.S.A.

## Advertisers!

Here is a *real* market for you . . .

Radio stations, talent, producers, radio-minded advertisers, advertising agencies, representatives.

Reach them through the book they all *buy* and *read* — the only broadcasting directory in Canada.

1947-48  
**CANADIAN RADIO YEARBOOK**

109 Laird Dr. S.,

Toronto, Ont.

For information on rates—call Jack Boothe, MO. 9719

### BURNT OUT



John Collingwood Reade, CFRB news commentator, had his house in Unionville, 20 miles north east of Toronto, burnt to the ground. The house, which was only nearing completion, was a total loss, as were the contents including furniture, his and his wife's clothing, and a considerable collection of English china and other antiques. Temporary accommodation was found for them by radio announcements, and they are hoping to choose permanent quarters in a few days from the list of accommodation which was offered in reply to the broadcasts.

### Stork Market

A baby girl was born on February 27 to Mr. and Mrs. Ray "Butch" Harrison. Ray is on the radio engineering staff of CFRB, Toronto.

### Auxiliary Power Unit

An auxiliary Diesel power unit has been installed at CJBR, Choussy, P.Q., transmitter. It will prevent interrupted service as was the case during recent weeks when hydro power was intermittently cut off due to the most severe blight in the history of the Choussy district.

### Tin Can Receiver

There is a piece of radio equipment operating right in downtown Vancouver which none of the 'experts' ever set eyes on, but if they did it would shake them to the very core.

It's in a dreary rooming house in Chinatown and looks like a cross between a Rube Goldberg nightmare and a 21st century control room for a push button war.

The mass of wire and gadgets which fill the room is a radio receiver which Timothy Skrebeneff, a veteran of the old Imperial Russian Navy, has put together.

On city relief and unable to afford anything different, Skrebeneff collected old tin cans, wire, some clothes pins, pieces of metal and other junk which he fashioned into a radio.

"And it works," he says happily, "only I'm afraid if the city electrical inspector saw it he might tell me to break it up. But let me tell you, it's safer than the ones you buy."

The old time sailor doesn't say where he learned his radio, but from the results he gets there's no question that he learned it right as far as he went.

### FM Channels Crowded

Frequency modulation interference has been reported in the New England area, where stations are said to be filtering through on top of each other. The Washington FM Association has stated the reason is, in part, due to poor selectivity of certain FM receivers.

The Association will suggest to the FCC that a two-channel, rather than the present one-channel, separation be provided between FM channels. It is believed the change-over at the present stage of the development of FM could be effected without upsetting the band. On the other hand, it would be a major undertaking to make changes at a later date when more FM outlets are operating.

**A PLACE OF DISTINCTION  
IN THE COMMUNITY**

*Created by*

LOCAL NEWS COVERAGE  
ACTUALITY BROADCASTS,  
HUMANITARIAN APPEALS,  
PERSONALIZED PUBLIC  
SERVICE

**CJCA**  
EDMONTON

**MAPLE LEAF MILLING CO. LTD.**  
"Adventure Assignment" and  
"Red River Ranch Boys"  
Five quarter hours weekly

*Selects*

630 Kc. **CKRC** DOMINION NETWORK  
WINNIPEG

*- and Here's Why!*

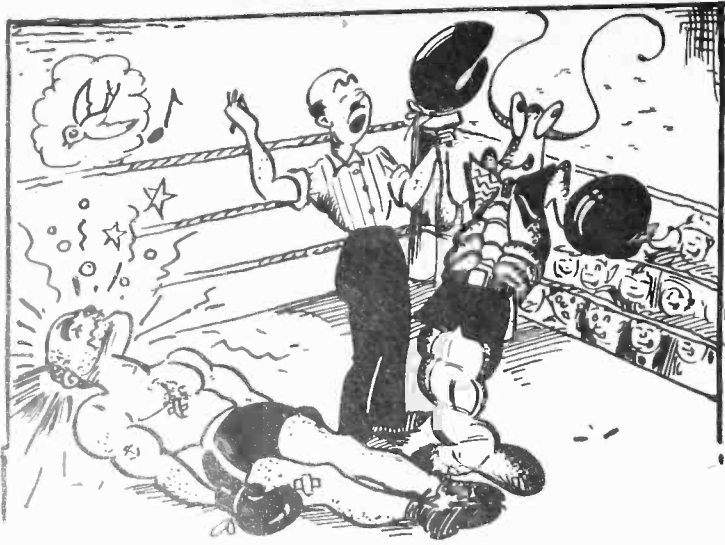
CKRC is steadily gaining  
in listener preference and  
Dollar for Dollar is—  
**CANADA'S BEST RADIO BUY!**

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

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

**CKOV**

KELOWNA ★ Okanagan BROADCASTERS LTD.



### LIONEL LIKES 'EM TOUGH

"Wise money" figured the BREAKFAST CLUB would stop Lionel cold. And you've got to admit that the odds looked bad with a big network show and established star in the opposite corner. But Lionel uncovered a right hook in THE MAN WITH THE QUESTION to gain an overwhelming verdict.

The judges' (Elliott-Haynes) scorecard gave 82.2% of the 10.15 a.m.-10.45 a.m. local audience to CKCW while ringsiders applauded to the tune of 296 letters in the first two days attempting to answer questions.

Let CKCW punch home your sales message.

**CKCW**

MONCTON      NEW BRUNSWICK

*The Hub of the Maritimes*

Representatives **Stovin & Co.,** Toronto - Montreal ..

## OTTAWA Letter

by JIM ALLARD

**Question:** (by George Heon, Argenteuil, P.Q., Independent) "What steps have been taken to erect a building to house the administrative offices and broadcasting studios of the CBC in Montreal? Where will this building be erected? Have any plans been made for the proposed buildings and grounds? If so, who are the architects and engineers? For what location were these plans specifically drawn up? How much has been spent on the project to date? What is the estimated cost of the project?"

**Answer:** (Hon. J. J. McCann, Minister of National Revenue): "Various projects have been studied, but none has been adopted and the CBC has no definite plans as yet. Two: see answer to Number 1. Three: No. Four: See answer to number three.

**Question:** (Ross Thatcher, CCF, Saskatchewan): "Did the CBC refuse a licence to the Saskatchewan government to purchase Radio Station CHAB, Moose Jaw. If so, on what grounds? Are any provincially-owned stations operating in Manitoba or Alberta? If so, what stations? Has the CBC taken any action regarding a change in the ownership of these stations?"

\* \* \*

Best indication of the worries that beset the chief government Whip at this session comes in the announcement of a new train out of Ottawa. It will leave the capital city for Montreal Friday nights at 11.30, arriving in the metropolis two hours later and proceeding to Quebec City. This arrangement will permit Quebec Members to get home for the weekend, yet still be present on Friday night sessions. Hitherto, they have been forced to leave at four in the afternoon to get home for the weekend; leaving their seats in the House vacant most of the afternoon and all night. Toronto members have always had this advantage, as trains leave the capital city at 11.30 and midnight for their home-town.

Stories about waste time in the House and dull repetitious proceedings need not always be taken too seriously. Fact is that proceedings often seem much slower or boring than they are to Press Gallery Members, who are spectators, not participants. Some very important business (estimates, for instance) is deadly dull to watch, almost impossible to report, and naturally takes a great deal of time. Sitting in the gallery watching these proceedings day after day, with very little to write about, tends to exaggerate the situation in the mind of a correspondent.

Rumors persist that Dr. G. M. Geldert has sold his broadcast operation (CKCO), oldest established of the two capital city stations. Short time ago reports that CKCO had been sold to the "Ottawa Citizen" became so per-

sistent and widespread that both the newspaper and Dr. Geldert were moved to deny them. At that time, Dr. Geldert said he planned expansion of his operation and appointment of a manager. Now it is very strongly rumored that he has sold to a group of long-established Ottawa citizens, including one Senator. Fact is the Dr. has incorporated, brought in some additions but is retaining what is understood to be control.

Expected that Ottawa's new (third) station, CFRA, will be in operation by early summer. New operation is headed up by Frank Ryan, one-time manager of CKLW Windsor. Issuance of the license for this station was reported in the local press shortly after confirmation had been received by the licensee. Fact that papers had the news caused considerable furore at high levels in the notoriously secretive Department of Transport. This feeling was transmitted to Transport's various branches (including radio division, which had not been the source of information) and later caused cautious refusal of certain other information to local press, including date of summer opening of Rideau Canal. This policy of secrecy then came in for caustic criticism in one local daily (Ottawa Citizen).

Requests for financial statements now in hands of stations are made pursuant to already existing (but somewhat indefinite) legislation. Suggestion was made at the last Parliamentary Radio Committee that this clause should be put into execution (and by implication, treated as mandatory rather than optional in its wording). Search of official records shows that (a) although some interim reports of the 1946 Radio Committee were adopted, the final report was not adopted by Parliament; (b) the Bill arising from the report was withdrawn; (c) the report itself was a "majority" job—that is, some members of the committee did not agree with it. It is well known that some committee members, in fact, were ready to oppose adoption of the report should it be presented to the House for ratification; and generally believed that the dissident group cut across party lines.

### Opportunities In Radio

An eight page booklet showing opportunities for employment in community radio stations has been issued by CKNW, New Westminster. It is being distributed to senior schools of British Columbia by the Vancouver Board of Trade and the B.C. Department of Education.

### Civic Improvement

CJOC, Lethbridge, recently cooperated in a campaign resulting in passing of a by-law authorizing erection of a new hospital in that city. By providing free time, CJOC aired speakers supporting the by-law which was passed 1438 to 135, thus permitting erection of a new and modern hospital.

**1000 RADIO PROGRAMS**

**WILL BE RECORDED THIS SEASON**

**BY RCA VICTOR**

*The Only Complete*

**TRANSCRIPTION SERVICE**

*in Canada*

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

**RCA VICTOR** **TRANSCRIPTION STUDIOS**

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

**Hot To Sweet**

Urging radio men to arrange their programs to attract increased numbers of mature listeners, Norman Clouthier, musical director of CBC radio recording division, told a meeting of All-Canada station men in Winnipeg last month that the musical trend is from hot to sweet music. He pointed out that several top name bands in the States are attempting to switch to meet the increasing demand for more melodic music.

**New Contest Slant**

Each day at a different time, CKCW, Moncton, telephones a local home, offering to purchase a label, lid or other proof of purchase of products advertised on CKCW. When no purchase is made, the prize is increased on the following day and a different sponsor's product is sought.

The actual article sought is not named until shortly prior to the telephone call, thus insuring attentive listeners throughout the day.

**U.K. Hams Still Curbed**

Radio amateurs of Britain are up in arms over the BBC's refusal to restore all their pre-war privileges.

Some 3,000 amateur transmitters in Britain were silenced at the outbreak of war to prevent improper use and to release wavebands for war purposes. Restoration of the wavelengths has not been brought about, except for one crowded band. The British Radio Society, representing some 5,000 amateur enthusiasts, describes the BBC's policy of sharing wavebands with private transmitters as "little short of chaotic."

"We feel neglected and discouraged," said one amateur. "We made considerable sacrifices willingly during the war when our members contributed valuable technical knowledge. Naturally we think it unfair that we should be badgered by the BBC."

Within the last year, some 5,000 applications have been made for renewal of transmitting licenses and an additional 2,000 applications have been made for new licenses.

In Canada, all amateur channels, with the exception of the 160-meter band, were restored to "ham" use in November, 1945.

**NEW TAPE RECORDER**

Col. Edward Schroter, who is preparing to open a new station, at Vernon, B.C., later this year at 940 kc, has more tricks than simply getting a radio station assembled.

He and his brother, Squadron Leader Bernard Schroter, working from a machine they found in Germany during the early days of the peace, have developed a dodge that is going to make letter writing a cinch.

The device is a type of tape reader, using a magnetized paper which can be used virtually ever.

The tape is so sensitive, Schroter says, that when the machine is in a room every sound is caught, so that

a complete interview can be recorded for future study without the aid of a stenographer.

If letter writing gets you down, you simply speak your piece and mail the tape to your correspondent. Radio and newspaper reporters who want to lug the machine around—it's going to be about a foot square when all the bugs are worked out—will be able to prove to their subjects that they weren't misquoted.

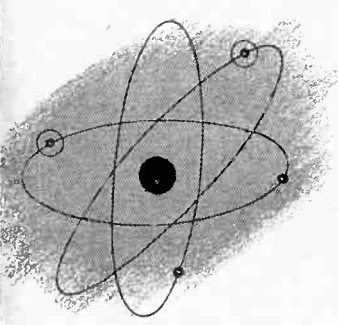
**Power Boost**

CFOS, Owen Sound, increased its power to 1 kw on March 1. Frequency has been changed from 1400 to 1470 kcs.

**IN EDMONTON  
FIRST  
WITH  
5,000**

In keeping with its traditions of greater service to advertisers and listeners alike, CFRN now offers even greater coverage of the rich Northern Alberta market. CFRN IS EDMONTON'S MOST POWERFUL STATION!

EDMONTON'S  
DOMINION NETWORK STATION



**EVERYTHING**  
for your broad-  
casting station

**FROM MICROPHONE TO ANTENNA**

- Broadcast Transmitters
- Speech Input Equipment
- Microphones
- Microphone Booms
- Reproducers
- Vacuum Tubes
- Antennae
- Transmission Lines
- Antenna Phase Units
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- Ground Systems
- Test and R.F. Monitoring Equipment
- Monitoring Loudspeakers
- "World" Library Service
- "World" Feature Transcriptions
- Engineering and Installation Service
- Consulting Service



**A NATIONAL ELECTRICAL SERVICE**

**Northern Electric**  
CORPORATION LIMITED

**25 BRANCHES ACROSS CANADA**









During Boy Scout week in Vancouver, Home Gas arranged an interview with members of the 23rd St. James Troop during intermission time of a hockey broadcast over CKMO, Vancouver. While sportscaster Leo Holson rests between periods, announcer Bob Willett, squatting at right, interviews a grinning Cub. Scoutmaster Rendel Tring looks on from the right.

**TRADE WINDS**  
 Edited By Art Benson

commercial department at NW, New Westminster tells us General Paint Corporation contracted for 29 5-minute programs 2 a week handled through the Vancouver office of Canadian Advertising Agency. Campbell Finance has started a series of 15 minute 5 a week programs for 39 weeks while House Finance has started the day night hour show "All the Hit Parade" for one year.

Wart-Lovick's Vancouver office reports "The Chuck-Wagon" going to Dominion net from CJOR, Vancouver. Sponsored by Burns Company (Meat Packers) the hour show can be heard Tuesday (7.30 Pacific Time).

Ray E. Foster's Toronto office reports that Globe & Mail started a week spot campaign March 15 over 15 Ontario stations.

Smith & Son report that the Industrial Manufacturing Co. Ltd. has

returned "Queer Quirks" for its 16th season to CFRB, Toronto. The 15 minute program features Alec Phare as "The Old Philosopher" and can be heard Wednesdays at 7.45 p.m. EST.

Harold F. Stanfield's Toronto office tells us that Cities Service Oil Company is starting a 13 week spot series over 10 Ontario stations week of March 16. The 5 minute 2 a week transcriptions include "Melody Lane"; "Fact or Fantasy"; "5-minute Mysteries" which will be spotted on different stations.

CFRB, Toronto was added to Imperial Tobacco's "Smoke Rings" February 28. Formerly called "Light Up And Listen" the Friday night half hour musical originates in Montreal and is handled through Whitehall Broadcasting.

McConnell Eastman's Toronto office report that Libby McNeil and Libby has started a new show featuring songstress Lucille Dumont over CHRC, Quebec and CKAC, Montreal. The 15 minute 3 a week musical has been contracted for one year.

**CKSB**  
 STATION  
*A Wright*  
**SWEET CAPORAL**  
 with  
**"Le Ralliement du Rire"**  
 picks CKSB St. Boniface  
 See  
**WILLIAM WRIGHT**  
 Victory Bldg.  
 AD. 8481

★

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**We'll be Seeing You**  
*at the*  
**BEAVER AWARDS**  
**DINNER**  
*of the*  
*Radio Executives Club*  
*of Toronto*  
*in the*

**ARCADIAN COURT**  
 Robert Simpson Co. Ltd.  
*(Bay Street Entrance)*

**Monday, March 17th**

Following the Dinner the Awards will be presented over "Borden's Canadian Cavalcade" which will be broadcast at 8.00 p.m. on Trans-Canada

**DOORS OPEN 5.45 P.M.**  
**DINNER AT 6.00 P.M. SHARP**  
**TICKETS . . . \$2.00**

*Limited Number of Tables Available for Parties of 6 and 12*

TICKETS FROM THE FOLLOWING

SID LANCASTER Radio Representatives Ltd., WA. 6151  
 ART BENSON Canadian Broadcaster - AD. 5075



### 10,000 Newscasts



Last month, Jim Hunter, CFRB, Toronto,, newscaster, delivered the news for the 10,000th time. For 16 years, eleven months annually, six days a week, and twice a day, he has presented his newscasts over CFRB. Originally the TORONTO EVENING TELEGRAM's Talking Reporter, he has been sponsored by Alka Seltzer, Maple Leaf Milling Co. Ltd., and, currently, Canada Bread.

Jim broke into radio at WBBM, Chicago, in 1929 and in 1930, joined CHML, Hamilton. The following year, he went to CKCR, Kitchener, and shortly after moved to CFRB.

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

A question and answer column conducted by two radio engineers who invite readers to submit their questions. The editor reserves the right to refrain from printing those submitted, or to refrain from printing them. Personal replies will be sent if a stamped self-addressed envelope is enclosed. Anonymous letters are not acceptable either for publication or for reply. Address "Technicolumn", Canadian Broadcaster, 371 Bay St., Toronto.

Of interest to F.M. broadcasters are the results recently published of a series of tests made in the U.S. to compare the signal strength between line of sight on the new vs. the old F.M. band. Two transmitters were set up, one on 45.5 megacycles and the other on 91 megacycles and the signals from these two transmitters received at a point 76 miles distant. A recorder registering the field strength received was connected to two receiving systems, one for each transmitter. The equipment was operated over a period of approximately three months. The results were analysed in order to show as clearly as possible, the comparison between the two frequencies.

The field strength at the receiving location was calculated by means of curves supplied by the F.C.C. and this calculated value compared with the average field strength measured by the recording apparatus. In the case of the 45.5 megacycle signals, the average value was some 100% greater than the calculated value, whereas for the 91 megacycle signal, the average value was some 30% less than the calculated value. In addition it was pointed out that due to the decrease in wave lengths in going from 45 to 91 megacycles, and considering that dipole receiving antennas will probably be used on most domestic F.M. receivers, there is an additional loss in terms of signal input to the receiver, due to the decrease in size of the antenna. For example, approximately 10 microvolts would be applied to the receiver using a dipole antenna for a field strength of 5 microvolts per meter on 45 megacycles, whereas a field of 10 microvolts per meter would be required to produce the same signal to the receiver at 91 megacycles. When this factor is taken into consideration, in addition to the difference in field produced by the same radiated power, there is a factor of approximately 6 between the effectiveness of a transmitter on 45 megacycles compared to that on 91 megacycles for the conditions of the test.

In addition, the 91 megacycle signal was found to fluctuate much more rapidly and to a greater extent than the 45 megacycle signal. There were periods during which the 91 megacycle signal dropped completely out, and although this condition also occurred on the 45 megacycles, the frequency of this occurrence was much lower.

It would seem that from the point of view of the F.M.

broadcaster interested in covering as great a rural area as possible with a given investment in equipment, the shift in frequency from the old experimental F.M. band to the new band, has resulted in an appreciable lesson of service area. The outer limit of rural coverage as set forth in the F.C.C. standards, is set at the 50 microvolt contour. It would seem that the service in areas where the field strength as calculated from the F.C.C. curves is approximately 50 microvolts, a certain number of dropouts (times when the signal strength falls to a value below that required to actuate domestic receivers) could be somewhat of a problem. There may however, be some compensating advantages attending the use of the higher frequency band, such as less likelihood of skywave interference and a lower noise level.

### Columbia Airs CBC Schoolcasts

The "School of the Air" series of CBS, broadcast Monday through Friday, is originating during the current week from the Toronto and Montreal studios of the CBC. Termed an "experiment in international broadcasting," the programs are composed of drama, talks on current affairs, English and French folks songs typical of Canada, and music by Canadian composers.

## RADIO SALESMAN

FOR

### A MARITIME STATION

A vacancy on the staff is now open on one of the busiest maritime stations, for a salesman to service local accounts.

In making application state age, experience and anything you feel we would want to know. Ability to write spot announcement continuity essential.

Apply Box 5003  
Canadian Broadcaster  
371 Bay St., Toronto

**Jean Baptiste says:-**

The first slave sale recorded in Canadian history took place in 1628 when Sir David Kirke sold a Madagascar boy at Quebec for fifty half crowns. Slavery was abolished in Canada in 1893.

You will record NEW sales in the prosperous French-speaking market if you use the radio stations of Quebec Province to make new friends.

CHNC	CHRC	CHLN	CHLT
NEW CARLISLE	QUEBEC	TROIS RIVIERES	SHERBROOKE
5000 Watts	5000 Watts	250 Watts (soon 1000)	1000 Watts

For Information, Rates., 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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"Spot radio gives advertisers more results faster at less cost than any other medium."\*

## RADIO REPRESENTATIVES LIMITED

TORONTO AND MONTREAL

\*Report of a recent survey in the U.S.

MORE of New Westminster's 43,686 RATION BOOK OWNERS Listen to CKNW then to all other radio stations combined

REACH THIS RICH MARKET through **CKNW** NEW WESTMINSTER, B.C.

# ACCENTUATE The NEGATIVE

Our printer's delivery boy says "I takes all kinds," and I'm beginning to think he may have something.

One day I'm going to write a book. I think I'll call it "Great People Who Have Met Me." They'll all be different. But they'll all have one common denominator. They all read the "Canadian Broadcaster."

First off there'll be the station operator who comes in, in one shape or another, about every second month. His particular slant "Go ahead, Dick and give 'em hell. Only for God's sake don't mention me. And, incidentally, if anyone tells you I've been heard calling you a so-and-so around the corner of Jarvis and Carlton, think nothing of it. You see I have to work with them."

Then there's the sponsor who writes us letters. Usually they run about four pages single spaced. Once we went to work and expected a paragraph for the "Sounding Board" column. He dug up and tried like hell to disguise the pleasure in his voice as he protested that he'd never expected we'd publish it.

Oh and the agency man. Excuse me, I mean men. First place goes to the one who told me the paper was growing by leaps and bounds. I never read it at all until six months ago," he informed me, "and since then it's really started going places." I also got a bit of bang out of the one who wrote that he'd read the last issue from cover to cover, and then enclosed an article from another magazine for us to reprint. The only trouble was we'd just reprinted the article in the issue he'd just read—from cover to cover. Ah me!

You can tell the way things are shaping with some of our following, by the way they react to our critical articles. It's funny, but the one who's just trying to go basic on one of the CBC networks develops an amazing affection for that body, and resents our suggestion that the Broadcasting Act is quite a stretch from Magna Carta. But let him get the side-eye's nod on the prize he is seeking and he'll supply us with a string of adjectives for use at our own discretion.

When they make me general manager of the CBC, there's one phrase I'm going to ban from the Canadian vocabulary. That's "Off the Record." We get enough material each week to fill an issue but it's "strictly sub rosa old boy... not ready to break yet... and not that sort of thing." Maybe we could solve the problem by running a column called—you've guessed it—"Off the Record."

I have a special corner in my heart for the guy who strides into the office with an expansive grin on his face, spends five minutes telling us what a "fine job we're doing for the industry," and then sneezes into the story he wants to

give us—exclusive—about the wide audience he has—wider than any other station in the province.

About the only correspondent of ours for whom there will be no room in my book is the hard-working guy who, whenever anything off the beaten track occurs, gambles a sheet of the boss's paper and a few minutes of his time and bangs it out and sticks it in the mail just on the off chance that it might get a plug for his station, agency, client or product. Often he fails to get into print, but what does he care? He keeps on sending 'em in until they start appearing with amazing regularity.

On second thought I don't think I'm going to bother about writing the book, after all. Instead I'll just take out the hard-working guy who sends us his stories and buy him a drink—two maybe—because he's just about the most important person I know.

## Radio P.R.

Participation in community affairs and active community leadership was one of the responsibilities broadcasters must assume in developing realistic public relations within the industry, said Gilmore Nunn, chairman of the Public Relations Executive Committee of the NAB, which met in Washington recently.

Other obligations Nunn enumerated were: recognition of the importance of sales regulations; development of better understanding between radio and the local printed media; maintenance of program standards under competition; close contact with local, state and federal representatives with a view to developing increasingly better service in the public interest; combating local discrimination against radio; and proper use of material furnished by the industry for the purpose of improving local broadcasting.

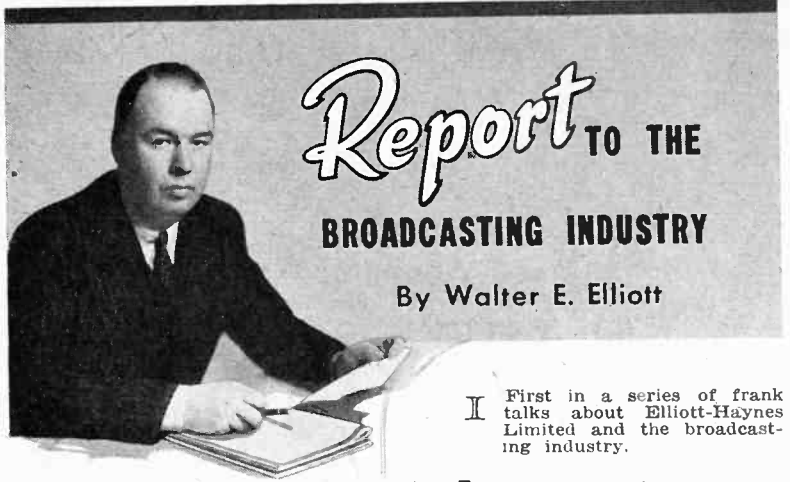
## Posthumous Decoration

F/O. Russell K. Nickle, formerly on the announce staff of CJKL, Kirkland Lake, has been posthumously awarded an operational wing for gallantry against the enemy.

Russ failed to return with six other members of a Lancaster crew from a mission to Oplanden, December 28, 1944.

## "Naturally—It's FM"

The General Electric Company is preparing a film, "Naturally—It's FM", as an aid to broadcasters and dealers in popularizing FM broadcasting in their areas of operation. Non-technical in content, the film illustrates the advantages of FM and is timed to tie in with the growth of FM in the U.S. during 1947.



I First in a series of frank talks about Elliott-Haynes Limited and the broadcasting industry.

## We Inaugurate A Series . . . .

ELLIOTT-HAYNES Limited is pleased to announce the inauguration of a series of "advertorials" in successive issues of the "Canadian Broadcaster."

This series is designed to clarify the thinking of the industry, on how we, at Elliott-Haynes, measure Canada's radio audience. It is also intended to assist in the more intelligent interpretation and use of the E-H rating.

Let this serve as a forum for the enquiries of the industry: please feel free to write us regarding any clarification on how radio audiences are measured—how information is processed—and how the results are to be interpreted and applied.

In the next issue we discuss—"The Selection of the Interviewer."



*Elliott-Haynes Limited*

[Continuous Radio Audience Measurements Since 1940]  
Sun Life Building 515 Broadview Ave.  
MONTREAL TORONTO

*By actual survey—*

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

**DIAL 580**  
**CKEY**  
**TORONTO**

# CFCH North Bay

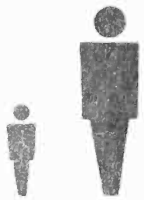
NOW

# 1000

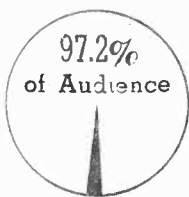
## WATTS on 600 KCS

Due to its location and shipping facilities, North Bay has been chosen by many distributing organizations as operational centre for Northern Ontario. Check these factors that make North Bay an attractive market for advertisers:

- C.P.R. and C.N.R. divisional shops and offices
- head office and terminal Ontario Northland Railway
- mining equipment and drill manufacturing
- T.C.A. stop
- supply centre for tourists visiting Northern Ontario (who spend over 2½ million dollars each summer in North Bay)
- agriculture, lumbering, trapping



CFCH, with a power increase to 1000 watts, offers advertisers complete coverage of the 56,312 listeners in the North Bay district. Latest Elliott-Haynes survey shows that CFCH delivers 97.2% of the audience.



CFCH's resident sales promotion staff is available to assist advertisers with personal calls on wholesalers and retailers, letters to dealers, promotional announcements and distribution of display material supplied by advertisers.

## CFCH NORTH BAY

1000 WATTS

600 KCS.

*A Basic Trans-Canada Network Station.*

For further information and market data, phone, wire or write:

## NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg., AD. 8895

MONTREAL: 106 Medical Arts Bldg., HA. 3051

U.S.A. Donald Cooke, Inc.

### Swiss Listeners Beef

A petition demanding better programs with longer broadcasting hours has been submitted by Swiss radio listeners to the Federal Council at Berne. Dissatisfaction is reported to have arisen as a result of the airing of U.S. programs over stations of the American Forces Network operating in the occupied section of Germany. (Army transmissions, however, have not carried commercial announcements.)

The use of funds collected for radio licenses has been questioned. Listeners in Switzerland pay approximately fifty cents a month for this privilege.

The three main Swiss transmitters have cut broadcasting hours due to electricity shortage prevalent throughout the country with the result programs are aired only 11 hours a day.

The petition also demands that the government investigate the introduction of commercial radio to Switzerland.

### Toronto Execs Admit CBC

A proposed amendment to the constitution of the Radio Executives Club of Toronto, virtually excluding CBC men from membership, was defeated at that association's meeting February 19.

Article 3 of the constitution reads: "Membership in this club shall be granted to anyone engaged in radio and its allied fields at the discretion of the membership committee, who will determine the eligibility in accordance with qualifications set forth in Article 3 of the by-laws."

It was moved by C. W. Wright and seconded by Harry Sayers "that the constitution be amended by the inclusion of the word 'private' before the word 'radio' in article 3 thereof."

The amendment was defeated by a vote of 22 to 10.

## PROMOTION IN PRINT

We have some coated stock available for printed promotions, which we shall be glad to produce for you.

PRINTING DEPT.  
CANADIAN BROADCASTER



### PAN MAIL

Sir: If your ruthless and unjustified attacks against the CBC continue, a group of which I write as a representative will feel compelled to lodge a complaint with your principles.

—Patriot

Sorry, Patriot, we have no principles.

\* \* \*

### DEPT OF DEFINITIONS

"I'm to the right to the extent that I recognize the wrongs of the right and still won't turn to the left."

\* \* \*

### REGULAR CONTRIBUTOR

We should like to acknowledge Wis McQuillin's advice that he will "steal a little time out of my busy day to attend the Beaver Dinner."

\* \* \*

### MIRACLE DEPARTMENT

It is easier for a camel to go through the eye of a needle than to get Byng Whittaker on a television screen.

\* \* \*

### QUESTION BOX

Why would the Canadian public pay \$2.50 a year for a national radio service which they can't distinguish from the commercial service they get for nothing.

\* \* \*

### FOURTH DIMENSION

There doesn't seem to be any news value in "Time's" story that KOMO, Seattle, has a "Thinking Room" for writers where an odor of garlic helps them think a script about Polish refugees onto paper.

\* \* \*

### LAST PLUG

There is no truth in the rumor that we are bringing in our Beaver Award winners on specially equipped dog-sleds.



RCA 833-A  
1,800 WATT INPUT RATING\*

# RCA POWER TUBES

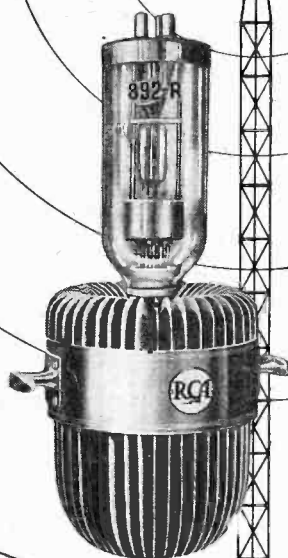
## Give you PLUS values



RCA 828  
20 WATT INPUT RATING\*



RCA 9C22  
50,000 WATT INPUT RATING\*



RCA 892-R  
10,000 WATT INPUT RATING\*



RCA 7C24  
3,300 WATT INPUT RATING\*

\*For Class C Telephony

# Performance + Durability + Economy

YEAR AFTER YEAR, power tubes developed by RCA set the pace in value and performance for broadcasting service. No tubes offer a better example of engineering excellence coupled with true operating economy.

The ever-increasing demand for these RCA tubes in broadcasting and industrial electronic equipment has made possible improved manufacturing and quality-

control techniques—resulting in greater performance, longer life and dependability—all for the same dollar.

Comparison will convince you when renewal tubes are required, you'll gain by specifying RCA.

For technical data on any RCA tube type, write: Engineering Products Sales Dep't., 1001 Lenoir St., RCA Victor Company Limited, Montreal, P.Q.

For  
Radio Communication  
Today and Tomorrow  
Look to  
RCA VICTOR

# RCA VICTOR



RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

41.5% OF THE AUDIENCE\*  
IN  
CANADA'S RICHEST MARKET

A CFRB

*Live Musical Show*

**"HOME ON THE RANGE"**

*produced by WISHART CAMPBELL*

8-8:30 P.M. SATURDAYS

Rating-17.2\*!

Toronto's Highest Rated Sustaining Program

A leader in the field of commercial broadcasts . . . as proven by current listenership ratings . . . CFRB also puts the most popular sustaining programs on the Ontario air. Top shows on the Favourite station, reaching Canada's richest market . . . that's what CFRB's twenty years of radio experience offers advertisers.

\* Elliot-Haynes Evening Ratings for February.

**CFRB**

TORONTO

REPRESENTATIVES

UNITED STATES—Adam J. Young Jr. Incorporated

CANADA—All-Canada Radio Facilities Ltd.

*Where your favourites are!*