

Stewart Griffiths of the CBC International Short-Wave Service contributes our left hand picture this issue, showing German prisoners recording their personal messages to be short-waved back to Germany. At the right, we have the ceremony in the RCA Victor Company Limited plant in Montreal when the first post-war domestic receiver came off the production line.

# CANADIAN BROADCASTER

TWICE A MONTH

VOLUME 4, NUMBER 19

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

OCTOBER 6, 1945

## CUBA BLOCKS FREQUENCY AGREEMENT

### CAB Engineer Reports On Rio Conference

#### Wants Parity With Press

A resolution was tabled by the Cuban delegation before the Third Inter-American Radio-Communication Conference in Rio de Janeiro on September 10th urging governments to accord radio the same freedom of expression as is enjoyed by the press.

The motion read as follows:

"CONSIDERING that freedom of thought is one of the dearest conquests of civilization and is the fundamental basis of democratic system of government:

"CONSIDERING that radio constitutes a privileged medium for the expression of human thought, comparable by its reach only to the press, whose function it complements:

"THEREFORE the Third Inter-American Radio Conference assembled in Rio de Janeiro agrees:

"1. To recommend to the American Governments the promulgation of such measures as are necessary to give the expression of thought by the radio the same effective guarantees of freedom which the press enjoys.

"2. To recommend to the American governments the adoption of the measures necessary for lowering the cost of the services, for equalizing radio transmitting and receiving equipment, and especially the suppression of fiscal charges which oppress the said agencies for the expression of thought and to give radio the same fiscal treatment given the press."

Something resembling a monkey-wrench was thrown into the deliberations of the Third Inter-American Radio Conference last month, when Cuba said she was not interested in renewing wave length agreements between the Americas, which will come up for renewal in March 1946. The door has, however been left open for further discussion the first week in December.

Reasons advanced by Cuba for taking this stand were that under present arrangements she is only able to use 70% of the frequencies on the broadcast band.

Harry Dawson, who went to Rio de Janeiro to attend the conference as Canadian Association of Broadcasters engineer, pointed out the unreasonableness of Cuba's attitude. Canada, he said, with nearly three times the population and dozens of times the area of the South American republic, uses only 55% of the channels, while Cuba is dissatisfied with 70%.

When the renewal question came up for discussion, Dawson said, Canada, through her representatives from the Ministry of Transport, asked that agreements be extended for two years, but the United States disagreed on any extension of longer duration than one year. It was at this point that Cuba lodged her objections as stated.

A meeting has been called in Washington for the first week in December, and Dawson suggests

that the other countries will endeavour to make some individual concessions to Cuba, and it is hoped that a renewal will be effected for at least one year.

He points out that should they not be able to reach an agreement, there would inevitably be a return to the aggravating interference which prevailed in pre-treaty days, before 1941 when the Havana Treaty was first ratified.

The agreement, which is generally known as the Havana Treaty, but which should more correctly be termed NARGA (North American Regional Broadcasting Agreement), functions in the North American countries only, and deals practically exclusively with the sharing of frequencies by these countries.

The Havana Treaty proper, or, to give it its full name, The Inter-American Radio Agreement of Havana, originally signed at Havana in 1937, revised and renewed in 1940 at Santiago, Chile, was up again for revision and renewal at Rio de Janeiro last month, and this was the main business of the conference.

The functions of this treaty are to allocate bands throughout all the Americas for various kinds of broadcasting such as AM, FM, television, commercial, aviation, police and so forth. It also operates a control office in Cuba called OIR (Office of Inter-American Radio) to act as an international registry

of radio frequencies, to keep a permanent check on frequency deviations, and to act as a liaison between all the countries and as a clearing house for their radio legislation.

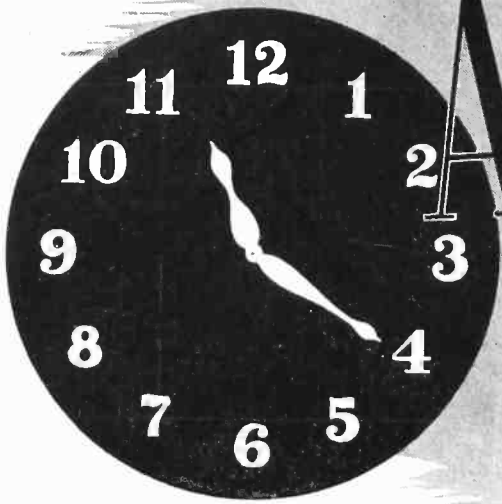
Under this treaty there has now been set up an office to expand these functions to take care of many of the difficulties and shortcomings of OIR. This office is called OIT (Office of Inter-American Telecommunications).

The Rio Conference reached an agreement to be presented later to a World Conference on the assignment of frequencies of from 0 to 10,500 mc, whereas the old treaty designated services only up to 300 mc. Conforming with US recommendations it has also designated wave bands for FM and television, and has extended the standard broadcast band from the previous 545 to 535 kc.

#### N.H.L. Hockey

Imperial Oil Hockey Broadcasts will be returning to the Trans-Canada Network, with supplementary stations, October 27. Foster Hewitt will be in his usual seat in the Maple Leaf Gondola, and the Hot Stove League will be holding forth between periods.

Montreal games will be broadcast from the Forum, with Doug Smith, former Western sportscaster returning for the second year to do the games in English, and Michel Normandin doing the French versions.



# Around the clock.. Across Canada!



**F**OR broadcast at any hour,  
in any market, for any product, All-Canada  
offers a wide variety of packaged  
shows . . . comedy, adventure,  
mystery, sports, drama, public  
service. These programs are  
planned to give sponsors network  
talent and professional production  
at reasonable cost. And remember,  
Mr. National Advertiser,  
syndicated programs can be scheduled  
for the best times in *each of*  
Canada's five time zones.  
Write or phone today for any  
additional information.



**JANE ARDEN**—170 fifteen-minute episodes of thrilling adventures with that famous comic strip character.

**IN-LAWS**—130 fifteen-minute episodes of hilarious comedies . . . real good, clean fun.

**PLEASURE PARADE** — 78 fifteen-minute episodes of top musical entertainment featuring big name network artists.

**COME AND GET IT**—156 fifteen-minute episodes. An enlightening and entertaining quiz show featuring noted nutrition experts.

**THE NAME YOU WILL REMEMBER** — 350 five-minute episodes of interesting personality sketches. The title will give a perfect tie-in with the sponsor's product.

**CALLING ALL GIRLS**—52 fifteen-minute episodes of excitement for the teen-agers. A big name guest star highlights each program.

**YOUTH COURAGEOUS** — 26 fifteen-minute episodes of the deeds of young heroes, past and present.

**MANHUNT**—39 fifteen-minute episodes of powerful, dramatic entertainment. Mystery at its best.

**CARSON ROBISON**—117 fifteen-minute episodes of America's best loved folk-tunes sung and played by native Westerners.

**COUNTRY CHURCH** — 65 fifteen-minute episodes of sacred music and inspirational home-spun chats by Parson Josiah Hopkins.

**TIME OUT**—65 fifteen-minute episodes of music and hilarity featuring Allan Prescott, better known as the "Wife Saver," with Ted Steele and Gwen Williams.

**PARENTS' MAGAZINE** — 26 fifteen-minute episodes of helpful and inspiring information on child care and family home management.

**ALL-CANADA PROGRAM DIVISION**

**ALL-CANADA RADIO FACILITIES**  
*Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

*Leaders in syndicated programs . . . bigger audiences . . . better service*

Sounding Board

reader has furnished the following and from the New Glasgow (N.S.) Chronicle.

A publication called the Canadian Broadcaster has been making awards for the best broadcast in Canada and gave first place a feature to a knitting factory that presents Singing Stars of Toronto. It is good entertainment, is not carried by local stations difficult to connect with. The broadcast was declared to be Francis who is responsible for Share the Wealth. He is not hot, a sort of slap dash artist whose humor is rather strained who sells some nostrums that call for a box cover and there must be cellars in Canada filled with stuff in the hope of hearing his names over the air and by the chance winning a small prize. It is not a very high order of radio entertainment and he gathers his audience largely in cultured Toronto. It was amusing a few evenings ago when a Toronto lady called to the "mike" and had the most remote idea on what the city of London was situated and failing in that went down more the second question as to what river on which the city of Montreal was situated. The prompt suggested that the city of Quebec was also on the same river, but the questioned lady passed that also for lack of knowledge. The culture and education of Toronto must have been at the hockey game.

More ridiculous of the session when the award of first place honor for broadcasting was awarded to the publisher and editor of the magazine tried his hand at broadcasting and what a mess he made of it.

For us we will prefer Clyde Inn of CJFX and his pal, Percy Baker of Linsmore. It may be clumsy to the effete ears of Toronto but to listeners in the far west it ranks first and has a real humorous tang.

Anonymous letters continue to reach your editor's desk. We regret that these cannot be published unless their writers disclose their right names to the editor.



"I can't help it if Big Sister IS in love with Dr. Brent, whose heart beats faster for John's Other Wife, who Ma Perkins always says is trying to break up Pepper Young's Family. The meat's burning and I'm hungry."

Rep. Change

Reg. Beattie has terminated his exclusive representation of CHML as of September 30. Reg. plans expanding his operation to cover one station each in several markets across the country, and explains that his association with Ken Soble

has been brought to a friendly conclusion because, under his agreement he has been handling CHML's business exclusively, which precluded the expansion he wants to make. He says he is organizing his office on a new plan of representation with what he terms "a short hand-picked list of stations". He is keeping on his office at 217 Bay Street, Toronto.

Toronto representation of CHML reverts to Metropolitan Broadcasting Service, 21 Dundas Square, Toronto, its original reps. Winnipeg and Montreal representation remains with H. N. Stovin & Co.



Stork Market

Writer Fletcher Markle and Announcer Herb May are both handing out the cigars celebrating the dead heat arrival of their sons, which took place September 26th. Asked for views on the baby bonus, Herb said "Well, a dollar here and a dollar there, it all mounts up."

Of the top nine daytime programs as reported by Elliott-Haynes

CFAC

carries them all except one not released in West

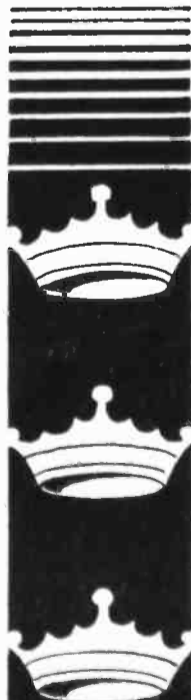


Another reason for the CFAC listening habit— TAKE ADVANTAGE OF IT 1,000 watts— soon to be 5,000

STUDIOS: SOUTHAM BLDG. CALGARY

REPRESENTATIVES: CANADA: ALL-CANADA U.S.A.: WEED & CO.

Why "D. D." Duophonic Recordings?



The Duophonic principle of recording permits unlimited frequency selection over the critical ranges, 20-100 cycles, and 4,000-10,000 cycles.

This compensates for brilliance-loss at the slow 33 1/3 R.P.M. of transcription discs, and for response deficiencies of pick-up and receiver, by boosting the higher frequencies from 4,000 to 10,000 cycles, without loss of bass.

This "QUALITY - CONTROL" is your safeguard for complete fidelity of reproduction over the whole audible range.

Duophonic Recordings

DOMINION BROADCASTING COMPANY 4 ALBERT ST. TORONTO

CHML logo with frequency scale showing 860, 900, 930 and station names CFRB COLUMBIA, WBEN N.B.C. HAMILTON



# RADIO GETS YOUR MESSAGE HOME

More than a slogan—a selling fact. Radio gets your sales message right into the home, before every member of the family. The live, independent stations we represent gather loyal and appreciative audiences, who depend on them for entertainment, news, education and Community Service. The advertiser who uses these stations proves, by results, that Radio gets his message HOME.

CJCH Halifax	CHOV Pembroke	CKY Winnipeg
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
CFBR Brockville	CKLW Windsor	CFPR Prince Rupert
CKSF Cornwall	CJRL Kenora	CJOR Vancouver

\*Represented by us in Montreal only



**HORACE N. STOVIN**  
& COMPANY  
*Radio Station Representatives*  
MONTREAL TORONTO WINNIPEG

# CANADIAN BROADCASTER

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

VOL. 4, NO. 19

OCTOBER 6, 1945

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

Editor: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

## Coming Events Cast Their Shadows

The government's continued rape of the First Freedom — Freedom of Speech — through its Canadian Broadcasting Corporation, must be evident to everyone except the private stations and their association, who prefer to keep their heads buried deep in the sands of complacency.

In its issue of August 4, this paper told how the government is said to be preparing to make funds available to the CBC for the erection of 4 new 50 kilowatt stations across the country.

Tears of compassion for our long-suffering fellow-citizens from the remote regions gleam in the CBC's crocodile eyes as they explain that they are trying to bring these fellow-Canadians within ear-shot of such programs as the CBC "Farm Forum" and the endless inundations of amber music which gush from the same source. But the fact is that in establishing these high-powered outlets the CBC will be creating, for its masters in Ottawa, an even more effective broadcasting machine, government-controlled and advertiser-subsidized, to enable it to disseminate the information it wants the citizenry to hear, and also to suppress that from which it feels the public should be "protected".

So far the government is only able to broadcast its propaganda across the country by using the private stations to complete its two networks. But the day is not far distant when, having acquired an adequate number of these high powered transmitters, the CBC will be able to give the government complete coverage of Canada without help from the "independents". Then the moans of the private broadcasters will ring out in every studio across the country, for the private stations will by that time have outlived their political usefulness.

Undoubtedly the CBC will have obstacles to overcome in accomplishing this purpose, but evidence of this organization's ability to leap over hurdles is apparent on every side. May we cite one example?

Under a CBC statement of policy, programs cannot be aired simultaneously on more than one outlet in the same area. Yet only last month the CBC, unable by any artifice it could devise to convince agencies that station CJBC, Toronto, was giving Dominion Network sponsors adequate coverage in this area, made it possible to duplicate Toronto coverage by the use of CJBC and CKEY, so that programs may now be aired by the CBC, simultaneously, on two Toronto stations, in direct contravention of its own stated policy!

This arrangement will last as long as it suits the CBC's convenience, but when CJBC boosts its power to 50 kilowatts, the second station will be cast off in the hope that advertisers will be satisfied with just the one Toronto outlet operating on greatly increased power.

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

*Richard G. Lewis*

Editor.

## RADIO AND THE RETAILER

—by Phil Glanzer—

Sponsors of network programs have had their share of attention since the inception of broadcasting. But there is another man who has not always been given all the attention he deserves, and that is the retail dealer who actually serves as the contact between the sponsor-manufacturer and the listener-consumer.

In the United States, radio stations have pioneered in their efforts to create a strong triple impression in the mind of the listener-consumer whenever he listens to a program or sees or hears anything which would call it to his mind. This triple impression is "product-program-dealer". It functions on a mutually helpful and co-operative basis between the station and the dealers handling the sponsors' products.

Two services which are rendered to dealers by station WKBN, Youngstown, Ohio, take the form of "Grocery Briefs" and "Druggist Briefs", both monthly mimeographed bulletins, issued by the station for the benefit of the retail dealers in those lines. Material is compiled by national authorities in the fields, and the back pages are used to keep dealers informed on products advertised on the station.

This dealer service was started some three years ago, when a letter was sent out to druggists in the station's area, as follows:

"Dear Mr. Druggist: Very often we have found it mutually advantageous to request your co-operation in the placement of special store posters prepared for network sponsors whose products you carry and sell. We have asked your help in the gathering of local information for use in the research necessary in making a survey. In these and other requests you have always been very co-operative.

"We've very often wondered how we could demonstrate our appreciation of your friendship, and now, at last, we believe we have developed something which will be beneficial and useful to you.

"Starting this month we are buying a special druggists' news-letter. Each month this letter will be compiled by experts in your trade field who will report for you the latest developments in your business. We are underwriting the cost of this service which will be sent to you without any charge. Henceforth

you will receive your copy of "Druggists Briefs" every month with our compliments.

"We hope you find 'Druggists' Briefs' interesting and helpful. If you have any suggestions or comments in connection with this service, we'd be glad to have you let us know about them".

A similar letter was received by grocers in the area.

Since this service was started, both druggists and grocers have been kept informed on new developments and trends in their respective fields, and have learned how to take the greatest advantage of radio advertising in merchandising the advertised products in their own places of business.

A new co-operative era in promotion, merchandising and general public relations faces business in general and retail business in particular, in that it is the retailer who has direct contact with the public.

This station seems to have blazed a trail in medium-dealer co-operation.



**CECIL L. BERRY**

Canadian radio has lost one of its best-loved and most colorful personalities in the death last Sunday, September 30th, of Cecil L. Berry, owner of Radio Station CFGP, Grande Prairie, Alberta.

Cecil, who preferred to be called Mush Mush by his friends, was taken suddenly, with a heart attack.

In years he was probably about sixty. In spirit he was eternal youth.

As the news comes, it is difficult to realize that the mailman will never again deliver one of his amazing letters, that industry meetings will never more be brightened with his unpredictable humor.

In consolation we can say that his passing was swift, and this is as he always said he wished it to be.

# FORWARD WITH CANADA

ACCENTUATE  
the NEGATIVE  
by R. G. L.

To

The CBC  
(Dominion Network)  
for 90 solid weeks of  
"Reminiscing".

To

JOAN GREEN  
and  
FRANK ROCKWOOD  
for a grand job  
of singing.

To

CLIF STEWART  
for his fine  
production.

To

THE ORCHESTRA  
for their loyalty  
and co-operation.

To

THE ENGINEERS,  
WRITERS AND  
ANNOUNCERS  
who have contri-  
buted to the success  
of the series.

A Sincere  
"THANK YOU"



Feature of the Northern Electric Hour, elaborate musical to be launched by the Harry E. Foster Agencies, with Paul Scherman and a forty piece orchestra include "Forward with Canada", which advance notices describe as "word pictures", being impressions of Canadian cities, one on each program, dealing with that city's past, present and future. It is hoped that it will be possible to present an outstanding guest artist who is a native of the "City of the Week". First city to be recognized is Montreal, with Claire Gagnier appearing as guest singer.

Pictured above, from left to right, are Gordon Forsyth, Harry

E. Foster Agencies Ltd, producer; Paul Scherman, orchestra leader; Allan McFee, announcer; Bill Cory, account executive (standing); Horace Brown, writer; John Drainie, narrator.

### No Soap

Keith Rogers, president of CFCY, Charlottetown, P.E.I., has used newspaper announcements to acquaint his listeners with the reason for the disappearance of the daytime serials from his station's schedules. The text of the announcement, as it appeared in the press, follows:

"The management of CFCY wishes to assure listeners that the removal of the daytime serial stories from CFCY was in no way due to CFCY action. This station was obliged to go on the Dominion network last year at the insistence of the CBC, which is the government corporation controlling all broadcasting in Canada. For the first year we were left with the daytime commercial shows.

"In this, the second year of the Dominion network operation, the CBC has, as of September 1st, removed all daytime commercial shows from CFCY—causing us the loss of many thousands of dollars—and you, our listeners—the loss of many fine programs. The business we have lost through this change has been transferred to the CBC's own station in Sackville.

"We shall be glad to have a return of the Lever Bros., Procter & Gamble and Colgate-Palmolive-Peet business at any time."

### CFPA

"Serving The Lakehead"

"NEVER PUT BANANAS  
IN THE REFRIGERATOR"

and

Never buy Lakehead Radio without getting CFPA

Availabilities from NBS.

Port Arthur - Fort William

Nominations for "Beaver Awards" which are coming in growing regularity suggest there are gaps in Canadian radio and probably the most significant is comedy.

It is almost inconceivable in a country of twelve million people there has scarcely emerged one single individual who is to appear before the microphone with the sole purpose of making people laugh. When you consider that almost without exception the top-rating artists in the United States dish out a fare of comedy it is even more unbelievable that Canadian radio has completely missed out in this field.

There is no rule without exception, and we cannot pass by without mentioning "The Happy Gang", which certainly contributes humor to the daytime hour. Neither would it be fair to mention of the many masters ceremonies of quiz programs and other audience participation shows who undoubtedly attract people to their programs who are more interested in a chuckle than in somebody's futile efforts to answer a string of questions.

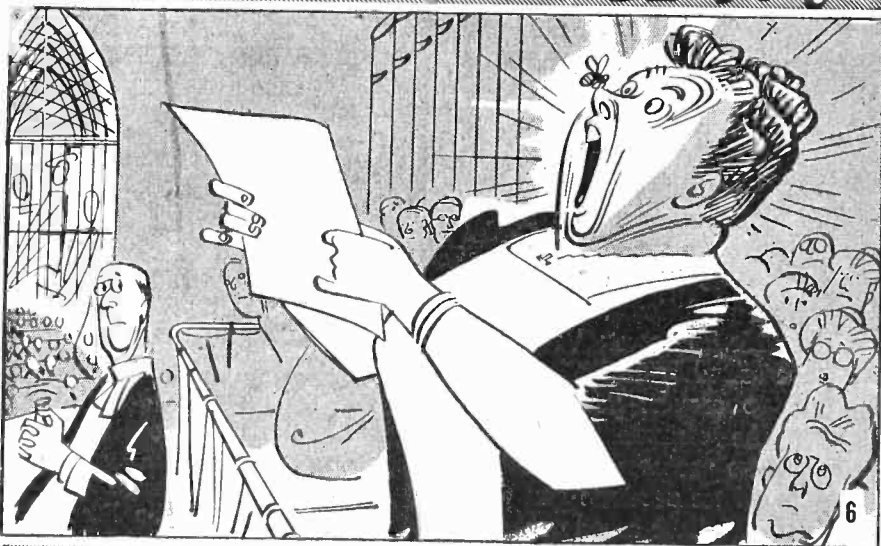
Eddie Cantor was the first daytime comedian to attract us to radio's risible potentialities. Since Eddie Cantor, we have had the Bennys and the Hopes and all others whose weekly appearances before the mike keep thousands of people at home when they are not in the air, for the sole purpose of hearing their programs. There has never before a medium of advertising with such power as this. Canadian sponsors and Canadian producers seem quite content to dismiss the comedian problem with a shrug, and the CBC, who should exist to bring people the programs they want to hear, has made no attempt to fill this serious gap in their schedules since they fired "The Happy Gang" and since Buckingham Cigarettes made Alan Young a more interesting proposition than "Stag Party".

Those who have returned from the war are quick to commend those Canadians in the services who have been able to entertain the troops. Obviously comedy cannot have been entirely lacking from this entertainment. And among these entertainers there must be those who could bring a little more to Canadian programs, and we would welcome the opportunity to do so.

This paper sincerely hopes that at least one Canadian comedian can be "discovered", and pledges itself to do everything in its power to promote such a comedian if he or she can be found.

It is part of the purpose of "Beaver Awards" to attempt to uncover talent which may be lying hidden across the country. Radio owes it to itself and to its talent to co-operate in every possible attempt to dig out what buried treasure there may be. It owes it to its listeners to deliver the best that is obtainable.

## WHAT A SPOT TO BE IN!



### WHAT A SPOT TO BE IN!

THERE are "no flies" on our Community Hour—12 to 1, Monday through Saturday—as any sponsor will quickly find out who places his own spot in this Participating Program. We appeal to both urban and rural listeners in this "Community Hour"—which includes World News as well as Local and Town happenings, and Market Reports.

CFOR ORILLIA

Represented by

HORACE N. STOVIN

& COMPANY  
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME



# "PROGRAMS ARE FOR PEOPLE"

Fourth in a Series of Excerpts from a Talk Given to the N.Y. City College Radio and Business Conference

By CLARENCE L. MENSER

NBC Vice-President in Charge of Programs

Anyone with an eye to the future knows that, as news drops it, news programming will have to find some substitutes. It isn't going to be possible for us to repeat news over and over and over again, and the probabilities are that the news picture will change that we will have the alternative of either repeating many times a day or using fewer regular news programs.

So I think we need to give consideration to what we are going to substitute in types and methods of treatment. The public has become keenly news-conscious during these past few years. They aren't going to give up their habits easily. They are going to be just as avid in their interest in knowing what is going on. The future has great promise for the news aspect, if we will use ingenuity and imagination in our planning and not rely completely on a ticker tape.

The facility with which we have been able to cut to all parts of the world for interesting programs will certainly enhance our interest in our ability to use the international picture. In connection with the news, I should like to get off my feet on one other idea.

Perhaps because I have had practically no newspaper experience, I have always felt that radio went overboard in the matter of "scoops," particularly the people in radio.

We get ourselves into a great clutter from time to time because another network or another station has announced a bulletin 31 seconds before we got it. I believe that is an entirely erroneous idea. It is based primarily upon the assumption that every radio listener isn't listening to the program going on, but is rather sitting in front of his radio, feverishly twisting the dials

to see who is likely to spring a bulletin on him.

That doesn't happen with the listeners. The people who are listening to our programs are going to listen until they get ready to tune out. They certainly are not going to be breaking up the program constantly to find out whether Phil Carlin or someone at Columbia or somebody else has a "scoop" on us by announcing a tragedy 30 seconds before we get to it.

There is a current idea that we must follow the newspaper pattern. I would only like to submit to those of you who are in radio and have to do with that aspect of the news that our general pattern of operation is so different from that of a newspaper that we shouldn't get too excited about this business of "scoops." A newspaper has to get the report, set it in type, print it and get it out on the street. In that interim, there is ample time for further consideration and for checking, during which time the edition can be called back if the report happens to be not what they thought it was.

In radio, when a bulletin comes over the ticker-tape and somebody rushes to a microphone to broadcast it, it's said, and there is no calling back the spoken word. So I would like to comment, I say again, in the attitude toward "scoops" in the news reporting end of radio, in the hope that we may take the radio industry for what it is and not for something which it is trying to imitate.

### Civvy Street

Squadron Leader Andy McDermott is expected home shortly, and, after a month's leave, will rejoin Horace N. Stovin & Co.

### Eastern Port

Pearson McCurdy, vice-president of the Chronicle Co. Ltd., operating CJCH, Halifax dropped in at the "BROADCASTER" office to tell us that the "eastern port" is looking for considerable building activity on a number of government projects as soon as the labor situation permits.

Besides widespread government activity, the general departure of thousands of service men and women who have been stationed in and around the city through the war years, has been the cue for a general refurbishing which is running into hundreds of thousands of dollars in terms of paint, lumber and general building materials within the limits of available labor.

Mr. McCurdy advised us that he has received authority to boost his power to 5 kilowatts, and to locate on a lower frequency. Installation of the new transmitter and towers will commence as soon as the equipment is available. The transmitter and other equipment will be Northern Electric throughout.

### New Studios

Clyde Mitchell and Gib Liddle will shortly be announcing a move of station CKCR, Kitchener, into new and spacious quarters in the Arcade Building on King St.



### AH, RATINGS, RATINGS

EVERY year we welcome back just about now what we shall call "the rating season" —that delightful moment which rolls around twice a month when the rating books are scanned with beating hearts for a look at baby's temperature. It's lots of fun, but here's a suggestion: perhaps the monthly sales figures ought to be consulted along with the ratings.

For Shows That Sell Call

THE GEORGE TAGGART Organization

166 Yonge Street, Toronto Adelaide 3784

# JUST A MINUTE!

YOUR SELLING TALK CAN BE TOLD IN A MINUTE—WITH

## SPOT BROADCASTING

CKMO  
CKNW  
CFCN  
CFRN  
CFQC

CKPR  
CHUM  
CKCH  
CJSO  
CHG



**CKCR**  
KITCHENER

A Bright STATION

Outselling because we are excelling!

**CKCR**  
KITCHENER

see WILLIAM WRIGHT  
Victory Bldg.

AD. 8481

BUY NEW WESTMINSTER  
 & GET VANCOUVER FREE  
 BUY NEW WESTMINSTER  
 & GET VANCOUVER FREE  
 BUY NEW WESTMINSTER  
 & GET VANCOUVER FREE

# FIVE AND A HALF YEARS OF WAR-CASTING

An interview with Gerry Wilmot

Canadian talent has missed its chance to earn the lifelong goodwill it would have built in the hearts of front line boys, according to Gerry Wilmot, CBC's London liaison with the BBC, who was back in Canada for a few days last month, and has now returned to London to continue his work.

The Canadian Forces Radio Service, and other agencies have always received splendid co-operation from the CBC and the private stations, he told the CANADIAN BROADCASTER in sending over recorded programs, but they have been handicapped by the lack of visiting talent from the ranks of radio.

"We have never had the privilege of airing our own talent like the Americans aired their Bob Hopes, their Dinah Shores and their Bing Crosbys", he said, "and it is a pity, first because we'd have been damn glad to see them, and secondly, because they will never know the life-long goodwill they would have built in the hearts of the front line boys, to whom even one dissonant note from a familiar voice would have been a breath of home."

Gerry Wilmot went to Great Britain in 1940 to "cover London for the CBC." His instructions, he said, were to make himself useful to the BBC.

Since then, Gerry has arranged BBC airings for many Canadian programs including "The Canadians Entertain" and the "Beaver Club Quiz". He has dug up entertainment which is at present doing camp shows over there, but which should undoubtedly embellish Canadian radio schedules when they get home.

the Forces and to the United Kingdom, all spreading the Canadian gospel. "(Captain) Bob Far and his Canadian Army Orchestras are in the top brackets in music circles", we learned from a 5-year veteran war-caster who said that the only reason why he has done the most broadcasting "there" was because he has been there the longest.

Gerry dismissed his own activities as "just routine", but we know that he has put in half a decade including the blitz periods, as a combination news reader, comedian, producer, as well as an emcee (known in the UK as a compere). Between periods he has appeared in plays and films, spoken to radio clubs and so forth.

Army Officer in charge of the CFRS is (Major) Cam Ritchie, formerly of CHML and CKLW. He performs virtually as program director, but is also great guns as a singer. This inspires Gerry's comment—"Watch for him when he gets back, commercial radio."

Another member of the unit is (Pte.) Paul Charpentier, formerly with CKAC and once on the French "Happy Gang" (Joyeux Troubadours). Gerry says Paul is a perfect "bi-lingual" and has developed into one of Britain's leading Swoonatrads. These artists are in great demand by the BBC, he adds.

Another wellknown radio man who has linked up with the CFRS is (Captain) Court Benson, once a announcer on the Hockey Broadcast, who returned to London and he joined the CFRS after seeing considerable service as radio officer with the Canadian Army in Italy. He now is in charge of all talks and information programs heard on CFRS.

There is one exception to the army rule in the shape of Ableman Arthur Laing of Toronto, London, Ontario, who gained his prewar experience, at the Long Leathersgoods Store on Yonge Street but made his "radio" debut when he ran the P.A. system on his ship like a commercial radio station with commercials (?) for the ship's laundry, slops (stores), and so forth.

## Ex-Service Show

"A show-case wherein ex-servicemen and women may display their talents" is the CBC's description of their Dominion Network program "The Ex-Service Show", which takes the air as this issue goes to press.

Ex-Flight-Lieutenant Hugh Green, pre-war London, New York and Hollywood artist, is emceed and 20 ex-servicemen will appear on each show.



A Canadian soldier tried to get the answer to a "Quiz For The Forces" Program, while emcee Gerry Wilmot urges him to guess.

Since the dispersal of the AEF in July (issue of August 25) the Canadian Forces have been entertained and informed by the newly established CFRS, which is operated entirely by the Canadian army, with Gerry thrown in for good measure, and is broadcasting a regular 16-hour daily schedule 7 days a week. Announcers, writers, operators and engineers are all army and all Canadian, and he says they carry as many Canadian programs as possible.

"We have all the CBC sustainers to call on", he said, "some recorded and some we pick up off the short wave. We have recordings of many commercials, though of course the actual plugs have to be cut to conform with BBC regulations. Besides network productions, he said the boys were especially interested in local material, and mentioned as being especially popular "The Western Five" from Ottawa. In reply to our question as to whether the private stations and sponsors could help, he replied "Yes" with far more enthusiasm than we can write it. "Any disc programs, commercial or otherwise, are always welcome", he said, "and we are especially interested in stuff with a local angle. All you have to do is shoot them over to Canadian Forces Radio Services, c/o the BBC, London, England."

Operating as it does on a 112 hour-a-week schedule, Gerry pointed out that literally thousands of programs are being broadcast to

• • N W  
 GIVES YOU  
 THE MOST  
 ON THE  
 COAST!  
 (SEE E-H)

BUY NEW WESTMINSTER  
 & GET VANCOUVER FREE  
 BUY NEW WESTMINSTER  
 & GET VANCOUVER FREE  
 BUY NEW WESTMINSTER  
 & GET VANCOUVER FREE

IN THE WEST - it's



22 years of operation keeps  
 CKY's finger on the pulse of  
 the nation.

Another Manitoba-owned Station:  
 CKX BRANDON — 1,000 watts

Exclusive Sales Rep.:  
 H. N. STOVIN  
 Toronto - Winnipeg - Montreal



# TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by  
ART BENSON

Bill Byles at Spitzer & Mills tells us that Cashmere Bouquet House Party opening October 6 over the Trans-Canada gives Colgate Palmolive a full hour block with "Share the Wealth" on Saturday night. The same agency has completed arrangements for client Quaker Oats fall plans. "Lone Ranger" starts on CFRB October 3 for Quix Flakes. A 31 week spot campaign is under way over CKEY for Aunt Jemima, while the French show, "Pierrot Latulipe" returns to CKAC and CHRC on November 9th.

Cockfield Brown, Toronto, tell us that Laura Secord's "Music of the People" featuring Rex Battle at the piano got under way September 24 for 26 weeks over 7 stations from London to Montreal.

Lyall Holmes at Cockfield Brown's Winnipeg office reports that Blue Ribbon's "Musical Telequiz" has returned to 11 stations between Victoria and Winnipeg, having added CFQC, Saskatoon; CKWX, Vancouver; and CJVI, Victoria this season.

Dave McMillan at Grant Advertising says that W. K. Buckley is starting "Carson Robison" over CKLW, Windsor, October 9. The 2 a week transcription series (All-Canada Program Division) is scheduled for 26 weeks.

McConnell Eastman's Vancouver office has started spots for Vancouver Supply over CKNW, New Westminster.

Dan Carr at Vickers & Benson reports that Grove Laboratories have a flash announcement cam-

paign under way for 26 weeks over 19 English stations coast to coast along with 8 French stations. The same agency has started "The Shadow" for Blue Coal going to 7 Ontario stations between London and Ottawa and also CFCF, Montreal. "Inner Sanctum" is being piped in from CBS for T. J. Lip-ton commencing over CFRB and CKAC Tuesday last.

Harry O'Connor at MacLarens says that Peoples Credit Jewellers have started their fall radio schedule. "Hollywood Radio Theatre" with a movie star line-up went to CFRB, CKCO, CKCW and CHML Sunday last. The 5-minute "Tune-Quiz Time" can be heard over CFRB daily. Same sponsors are also taking a 15 minute portion of Make Believe Ballroom every morning over CKEY and have 1 minute spot announcements over CFRB daily. MacLarens have also started a flash announcement campaign for Noma Electric Corporation which goes for 13 weeks over 10 stations coast to coast. A 13 week spot campaign is on the way for Sutcliffe & Bingham (Chemico) starting October 1 over CHML, Hamilton.

The Pinex Company (Cough Syrup) has contracted for 110 spot announcements starting last Monday to go for twenty-six weeks over CKEY. Pfunder's Limited (Tablets) have also commenced spot and flash campaigns (130 each) over the Toronto station.

Baker Advertising report a transcribed spot campaign for White Laboratories (Feenamint and Chooz) which goes to a number of Ontario stations October 15th through July 12th, 1946.

*Along the St. Lawrence  
burn the beacons of  
Old France!*



## Jeanne Maubourg

... the immortal flame of French drama kindles in her roles over CKAC

Imagine bringing Ethel Barrymore to the English-speaking radio audience regularly! That's what it means for adored Jeanne Maubourg to portray her dramatic roles to the vast French-Canadian audiences of CKAC.

To French-Canadians, CKAC is more than a prime source of entertainment. It is the pioneer radio station which for over 23 years has fostered all that is best in French culture and traditions.

To you, CKAC is the key to this "nation within a nation"—a compact market spending over \$600,000,000 annually. Consult us without obligation as to how to merchandise your product successfully in old Quebec.

**CKAC** MONTREAL  
affiliated with CBS

Representatives

Canada: C. W. Wright, Victory Building, Toronto, Ontario.

United States: Adam J. Young Jr. Inc.

## For want of a SHOE...

This may sound silly — but it's true! A CFRN listener lost a custom-made shoe, a shoe that would have taken six months to replace. He asked us to announce his loss, and enlist listeners' aid. We did. The first announcement found the missing shoe in five minutes. It goes to show you that when Northern Alberta thinks of shoes, or motor cars — it thinks of CFRN. And it listens too!



EDMONTON

**CFRN**

1260 kc 1000w



Another  
**B.U.P.**  
**PEACETIME**  
**FEATURE**

**HAVE YOU SEEN**  
**"IN THE**  
**WOMEN'S**  
**WORLD"**

What Women Are Doing  
What Women Are Saying  
What Women Are Thinking

Sponsored by  
**84%** of our clients

Another Famous  
**B.U.P. Feature**

Another  
Favorite  
For  
Sponsorship

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

231 St. James St.  
MONTREAL

# RADIO'S KHAKI COLLEGE

by Hugh Newton

The Business of Broadcasting, in both its public and private manifestations, including the CAB and CBC, is setting its own pace in the armed services rehabilitation field, achieving a rather remarkable degree of cohesion and giving Johnny Home a concrete break, in helping set up and maintain one of the continent's most unique training institutions, the School for Electronics at the Training and Re-establishment Institute on Church and Gould Streets in Toronto.

A separate corner of this "Khaki College" in Toronto, the first of its kind to be opened in Canada and a model for similar schools to follow, has been set aside for the Electronics department. A good part of this department is being devoted to the teaching of commercial broadcasting, principally in its technical phases.

It is unique in that it is not only training young men—and a young former airwoman, Helen Cuyler, of Kincardine, Ont.—to service and handle studio and transmitter controls, but it actually has two men training as announcers. This last curriculum is still a little vague, in that it is explained, no one seems to know how one trains announcers, they are apparently supposed to train themselves.

It is, without doubt, however, the first institution in Canada to take a young man in and hand him a microphone and a typewriter and give him the run of an extremely well equipped studio and tell him to go ahead and learn to announce. The two in training now are Reg Finnemore of Toronto, formerly of the 5th Division's Westminster Regiment, and Bob Gray, also of Toronto, with the First Division in England in 1939 and just out of Christie St. Military Hospital after nearly five years on his back recovering from injuries he suffered in the first year of war.

Both are studying elementary

studio control and microphone technique. Although neither has previous professional experience, Gray has a bit of an edge on Finnemore as he spent a good part of his Christie St. time handling a one-man show from the hospital. He has been assured a job by the CBC school officials state.

They read each other their own scripts, cut them and play their own voices back. The CBC is keeping an intermittent check on their work and after six months or so of studio work they will be given final voice tests.

Several men are training as technicians of some sort in preparation for entering the broadcasting field. This already has so many ramifications and is divided into so many classifications that it is difficult to categorize in this space.

Basically however, the School of Electronics is divided into these principal departments. Domestic receivers, their repairs and construction; Domestic Broadcasting, control and maintenance; Industrial Electronics; Marine and Aerial Navigation, which includes radio communications, and Theatre and Allied Sound Equipment Operation and Maintenance. Built to handle 90 students, it is already overcrowded with 105.

The student, who only has to have been in the armed services, any branch to qualify for admission, starts off by taking a 3 to 4 months basis course in which he learns how to handle a soldering iron without spilling hot lead on his shoes and how to build simple receivers, as well as a good smattering of mathematics. The announcer-trainee doesn't have to go through all this as a preliminary, as announcers aren't supposed to have to bother with such mundane things, anyway.

From here he branches into either communications or indus-

trial electronics. We won't touch on the latter, except to mention that it covers everything from electrical motors to x ray and prepares a man for an endless variety of jobs with manufacturers and research laboratories.

If the man taking communications doesn't go into sound system radio manufacturing or servicing he heads into commercial broadcasting.

This could be a separate school in itself, so vast are its potentialities. At the moment the training due to lack of equipment to date covers only standard studio technique and transmitter work (standard A.M. broadcasting equipment). This is due to branch off momentarily as new equipment comes in.

Present equipment includes double studio and control room built to specifications of broadcasting men, plus a scattering of such technical trivia as microphones, piano, turntables, recorders, a couple of console panels and four sample central control panels, supplied by different manufacturers. Coming into the school now, piece by piece as it is made available, equipment for frequency modulation, television and facsimile broadcasting. F.M. theory is already being taught and television experimentation and instruction will start shortly.

It is stated, yet without official confirmation, that the studio plan to hook up with Rochester, N.Y. on television, and already tests are being conducted with Rochester receiving quality—so far, so good incidentally.

The entire course whether industrial electronics or communications, takes about a year.

The Training and Re-Establishment Institute is being operated, no cost to the student, by a joint effort of the Dominion, the Pr  
(Continued on Next Page)

## CHNS BULLETIN BOARD

Our obligation to our listeners extends a bit further than time signals — as was proven by twenty-four hour service during the magazine explosions in July. Our obligation to our sponsors is just as carefully considered.

Ask the All-Canada Man.

• 960 ON YOUR RADIO •



part of their post-war re-organization program, RCA Victor announces the appointment of H. S. Walker (left) to manage the Broad-Equipment Sales Division of the Engineering Products Sales Department of the company. K. G. Chisholm (right) becomes Resident Engineer in charge of Engineering Products commercial sales in Toronto territory.

(Continued from Previous Page)

of Ontario and Industry. Industry is represented on advisory boards and makes known the needs and demands for labor, thus saving the school from over or under-producing.

The Canadian Association of Broadcasters and the Canadian Broadcasting Corporation has come in hand with industry in the School of Electronics to set this program. The CAB and the CBC have demonstrated their eagerness to get good, fresh and intelligent programming, and at the same time their intention to help Johnstone find his place in the nation's lifestream.

On the advisory civilian board to the School of Electronics are such men as H. S. Dawson, chief engineer for the CAB; Gordon Olive, Montreal, chief engineer of the CBC; H. O. Merriman, chief engineer of the Radio Inspection Branch, Department of Transport, Ottawa; Joseph Thwaite, Industrial Electronics Engineer, Canadian Manufacturing Co., Hamilton and one of the top men behind radar, Leaside Enterprises Ltd., Leaside, and of the Bell Telephone Co. and others.

Because, as in this case, industry and government have got together, my Canuck, former fighting pilot, is finding that getting home sliding back into the stream of life isn't so tough after all.

### So You Want To Be An Announcer

If you want to be an announcer in Halifax, you apply to station CJCH, get a spot of instruction, and then you're on the air for a fifteen minute program. The audience is asked to assess your talents, and if the answer is "aye", you either get a job on CJCH, or said station turns cartwheels getting you placed elsewhere. Ron Morrier conducts the show.

### China Radio

The Canadian Broadcasting Corporation in Montreal was host to four eminent Chinese visitors recently. The experts included T. Y. Penn, deputy director of the Central Broadcasting Administration, in China; S. T. Fan, chief engineer, T. Y. King, chief architect who is also an expert on acoustics, and H. K. Hsu, program director.

The experts have been touring the U.S. and are now in Canada to study the country's system of broadcasting. They are especially interested in technical operations, in programming as well as in short-wave broadcasting.

### Returns From Trip

Breakfast in Bournemouth on Thursday and a late dinner in Toronto Friday evening was the record Roy Thomson, president of Northern Broadcasting & Publishing Ltd., when he returned by plane from a lightning tour of the British Isles and Europe. During 19 days spent in Europe, Roy says he put in five in Berlin, including a visit to the Reich Chancellery. There he gathered several Iron Crosses and other medals and a piece of Hitler's desk. He jeeped and trucked through Westphalia, Central Germany and the Ruhr.

According to the grape-vine he went over to investigate the possibilities of opening up in commercial broadcasting on the Continent. On his return, he said he had nothing definite to report "on his investigation of commercial radio overseas."

*For best value and proven radio effectiveness*

*buy*

**NBS**

## NATIONAL BROADCAST SALES

Bank of Commerce Bldg., TORONTO, EL. 1165  
University Tower Bldg., MONTREAL, HA. 3051

**REPRESENTING**

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

\* MONTREAL ONLY

**"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



# "QUEBEC IS HERE TO STAY"

## Paul L'Anglais Addresses Toronto Ad Clubber's

The  
Voice  
of  
Authority

Lorne  
Greene

RADIO  
ARTISTS  
REGISTRY

WA. 1191  
TORONTO

"When you come to sell goods in Quebec, you must sell them in French", Paul L'Anglais, head of the Montreal firm of Radio Programme Producers, told the Toronto Advertising and Sales Club at a luncheon meeting September 25.

"The majority of advertising campaigns of English-Canadian manufacturers are good", he said, "because the majority of them were adapted to the mentality of Quebec." He pointed out, however, that others failed to influence French Canadian buying because either nothing was done in French or else the English campaign was merely translated into French. "When you come to sell goods in Quebec", he insisted, "you must sell them in French, in good French, and your campaign must be conceived in French or adapted to French; no mere translation is adequate."

He told the meeting that Quebec is here to stay, not only as a profitable market for the rest of the country's goods, but as a dominating force in all the fields of Canadian endeavor.

"Jean Baptiste", he said, "whether you like it or not, is one of the two partners united by Confederation in 1867, and he is not

a minority shareholder either. He is not one of a subject people but a partner in Empire and should always be treated so."

Mr. L'Anglais affirmed emphatically that "Jean Baptiste wants fair play, because that's what British rule means to him."

### Conscription

Speaking of the conscription problem, the speaker traced the origin of the problem back to 1899 and the Boer War. "Unfortunately", he said, "the Boer War was not exactly a popular one, and there lies the beginning of the conscription issue."

Between 1900 and 1914, he continued, this "anti-Empire war attitude" took enormous proportions, and the principle of volunteer participation became the popular platform in Quebec, and was even used by the majority of English speaking political leaders when they addressed Quebec audiences.

"When conscription came in in World War I," he said, "it was unexplained, unpublicized, beyond the comprehension of a province which had done its duty on a voluntary basis. The necessity for conscription was even misrepresented by the politicians", he went on, "and then and now it is the main issue in every federal election. You can't preach a theory consistently for 22 years without convincing the people you are preaching to. Had Jean Baptiste been anti-war you might have a case against him", he added, "but he was only anti-conscription not anti-war."

In corroboration of this last statement, L'Anglais pointed out that the first battalion to be fully and voluntarily mobilized was a French-Canadian unit, Le Régiment de Maisonneuve. Sixteen French-Canadian regiments completed

mobilization of at least one battalion during 1939, and kept on enforcing them. From the beginning of the war, Les Fusiliers Maritimes Royal supplied 500 officers and 12,000 other ranks, and other French Canadian units did as well.

Citing some general statistics, he stated that Quebec gave the services 1 1/4 men per family against Ontario's 1 per family. Postponements in Quebec, he stated, were 72,473 against 68,808 for Ontario. But there were 2,606 conscientious objectors in Ontario and only 26 in Quebec.

"French Canada will remain French in culture, tradition and language", he said, "yet British parliamentary tradition. It will fight for its rights, its freedom within Canada, but it will always fight for Canada whenever Canada's fate is at stake?"

He concluded by quoting Etienne Pascal Taché—"Conscription is not a matter of us as brothers, not as bastards, but we must be convinced that we will not forsake our oath of allegiance until the day when a French-Canadian will fire the last gun to be shot on this continent, for the defence of Great Britain."

### New Radio Plan

Britain's radio industry has planned a new system of wavelength allocations to bring better all-round listening for every country in Europe. It is designed to eliminate interference as far as possible and give free and more selective listening for all.

The plan is put forward in a report of the technical committee of the British Radio Equipment Manufacturer's Association. Experts from five of Britain's big radio firms worked for nearly six months on the scheme, which will be sent to all interested governments.

## WHAT A SPOT TO BE IN!



## WHAT A SPOT TO BE IN!

MARKETS, like families, expand — and the Lower St. Lawrence Valley is a market worth concentrated effort now. We have 250,000 buyers with over \$40,000,000.00 to spend. They listen to their radios — Cover this field thoroughly through

**CJBR RIMOUSKI**

1000 Watts now — and 5000 Watts this Fall

Represented by

**HORACE N. STOVIN**

MONTREAL & COMPANY TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

167 CARLOADS  
FRUIT AND PRODUCE  
LOADED AND SHIPPED  
FROM THE OKANAGAN

IN ONE DAY!  
(Season total over 11,000)

The VOICE OF THE OKANAGAN

CKO  
KELOWNA  
B.C.

See All-Canada  
or Joe Weed

## MILESTONES IN CANADIAN HISTORY

Canadian Ideas For Canadian Programs

Canada's most controversial execution was held in November when Louis Riel was executed at Regina . . . time still hasn't ended the controversy. Toronto became the capital of the Province of Canada . . . a lot of important things happened in Canada in November . . .

- |  |  |
|--|--|
| <p><b>November</b></p> <p>1, 1763—End of Pontiac's blockade at Detroit.</p> <p>1, 1847—Normal School opened in Toronto.</p> <p>2, 1863—Money orders first introduced in New Brunswick.</p> <p>3, 1873—The Fort Erie International Bridge was opened.</p> <p>3, 1655—The Treaty of Westminster was signed and special areas allotted to French and to English.</p> <p>4, 1809—The steamer "Accommodation" arrived at Quebec from Montreal.</p> <p>5, 1884—Tidal floods cause great damage in Quebec.</p> <p>6, 1860—Oil found at Petrolia, Ontario.</p> <p>6, 1867—The meeting of the first Dominion Parliament. Sir John A. Macdonald, Prime Minister.</p> <p>7, 1885—Last spike of the Canadian Pacific Railway main line driven in at Craigellachie, B.C.</p> <p>7, 1613—Port Royal destroyed.</p> <p>8, 1873—City of Winnipeg incorporated.</p> <p>9, 1812—Kingston shelled by the Americans.</p> <p>9, 1861—Street Railway opened in Montreal.</p> <p>9, 1896—Pacific cable conference assembled in London, England.</p> <p>10, 1917—Battle of Passchendaele finished.</p> <p>1, 1813—American army defeated at Chrysler's farm. The British armies stormed Fort Niagara and burned Buffalo.</p> <p>1, 1871—Last British troops left Quebec.</p> <p>2, 1775—Montreal occupied by Montgometry.</p> <p>4, 1849—Toronto, then known as York, named Capital of the Province of Canada.</p> | <p>15, 1761—The ship "L' Auguste" lost off the coast of Cape Breton and 114 drowned.</p> <p>16, 1885—Louis Riel, leader of rebellion in the Northwest executed at Regina for treason.</p> <p>16, 1797—"La Tribune" sunk off Halifax.</p> <p>16, 1686—Colonies announced neutrality in the event of a European war.</p> <p>17, 1837—Insurrection in Lower Canada started, then stopped by troops and a report made by Papineau.</p> <p>17, 1886—Vancouver Island united with British Columbia.</p> <p>19, 1869—Hudson Bay Company surrendered territorial rights in the northwest. The Red River Rebellion, led by Riel, started.</p> <p>20, 1903—Moose Jaw, Saskatchewan incorporated.</p> <p>20, 1915—Cornerstone laid for the Montreal Free Municipal Library.</p> <p>21, 1859—The ship "Indian" lost and 27 persons drowned.</p> <p>21, 1841—Public Offices in Saint John, New Brunswick, burned.</p> <p>22, 1784—Parrrtown (now Saint John), made the capital of New Brunswick.</p> <p>23, 1837—Shops use gas for the first time in Montreal.</p> <p>23, 1812—Americans repulsed near Fort Erie.</p> <p>24, 1758—Fort Duquesne surrendered to English.</p> <p>25, 1844—Ottawa Citizen began publishing.</p> <p>27, 1829—The first Welland canal opened. Route was from Port Dalhousie to Port Robinson.</p> <p>27, 1829—McGill college opened.</p> <p>27, 1893—Earthquake . . . heavy shocks felt at Montreal.</p> |
|--|--|

# A Bonus FOR ADVERTISERS

Greater Coverage  
at  
No Extra Cost

# CJGX

## YORKTON

*moves to*

### 940 Kcs.

*from*

### 1460 Kcs.



# CJGX

*Western Canada Farm Station*  
YORKTON, SASK.



*A Dominion Network Station*

*Represented by*

H. N. STOVIN & CO.

*Look to*

# RCA VICTOR

FOR

## ALL-INCLUSIVE SERVICE

PLANNING · TRANSLATING · RECORDING  
MANUFACTURING · SHIPPING



*RCA Victor* TRANSCRIPTION STUDIOS  
TORONTO · Royal York Hotel · AD 3091 · MONTREAL · Lacasse St. WE 3671

## OTTAWA

Letter

by  
JIM ALLARD

Radio has representation in the 20th Parliament, in the person of Roland Beaudry. Well-known in radio business as president of Radio Rouyn-Abitibi Ltee, Mr. Beaudry is now the Member of Parliament for St. James, in Quebec Province. His maiden speech, delivered in the House the afternoon of Monday, September 24th, reflected great credit to him. Mr. Beaudry spoke throughout in English; managed to translate into that language the rolling, polished phrases that mark the masterly French-speaking orators. He held the attention of the House, including that of the Prime Minister and several Cabinet Ministers; drew resounding applause.

In view of the heavy budget of business facing the House; it is far from likely there will be sittings of the Radio Committee before the Christmas recess.

The "Ottawa Citizen" (and others, be it said) may yet evolve a new political philosophy. In its 'let's-get-rid-of-radio' editorial for this week, the Citizen soundly criticized radio advertising; said the real reason for nationalizing Canadian nets was to get rid of commercials. The Citizen, prohibitionist and puritan, also advocates nationalization of brewers and distillers to trap the Demon Rum. Originally, nationalization of certain industries was proposed by some schools of political thought because they felt the industries, in question (rightly or wrongly) would thereby better serve the community. Now we come to the theory: If you have a serious competitor, or a business you don't like — nationalize to get rid of it. All in the name of good clean 'free enterprise', of course.

The brilliant speech by the Honorable James G. (Jimmy) Gardiner the night of September 24th, set out clearly at last the real reasons for meat rationing. Getting down to brass tacks, the Minister of Agriculture pointed out that you can't produce livestock unless you have feed grains. — and said "—we enter the year 1945-46 with only two months supply of feed grains in the bins of the country". Furthermore, he informed the house, it has been noted that in spite of everyone's best efforts in food production, "according to our present information over 300,000 children will die in Europe this winter for want of food".

The same Minister indicated, in opening his remarks, his approval of forthcoming steps to legalize Canadian citizenship status; and his remarks drew heavy applause from every corner of the House. It seems this particular measure will pass with almost no opposition.

The Social Credit group is preparing a vigorous attack on the Bretton Woods international finance proposals when the Government brings these down later in

the session. This debate may be prolonged.

A conference of engineers is now working in Ottawa to standardize sizes and types of parts and equipment manufactured in Britain, Canada, and the States. Interchangeability of parts has been found valuable during war.

Anthony Hlynka, Social Credit Member for Vegreville, asked that radio news and information broadcasts now being transmitted to Europe, be also given in the Ukrainian language.

Commander 'Bill' Strange, well-known to Canadian radio, takes over Directorship of Naval public relations, following return to civil life of H. C. Howard. One of radio's well-known free-lance writers, Commander Strange has already done a first-rate job of public relations for the Navy; well deserves the step up.

The House order paper dated September 24th, carries notice of a question under the name of M. J. Coldwell, asking: "Does the CBC own stations CBL and CJBC in the city of Toronto? Who are the owners of CKEY? Has CKEY been granted authority or permission to broadcast commercial American network programs over their facilities? If so, what programs and what financial arrangements are involved?"

There will also be other questions on the Order Paper concerning radio within a day or two of the time this is written.

## Two-Way Short Wave

The Montreal Tramways Company is installing shortwave radio equipment on its emergency vehicles so that these may keep in constant communication with a central station at headquarters.

By using this up to date system, which played such an important part in the war, the company hopes to improve its service by reducing the time lost through interruptions of trams caused by accidents, fires, broken trolley wires, processions, flooded subways and vehicles stalled on the tracks.

As soon as the report of trouble is received, they will be able immediately to co-ordinate their emergency service to cope with the incident, and will be in constant two-way communication with every emergency vehicle of the system.

Nineteen instruments, one in the dispatcher's office and 18 on mobile units, will be progressively installed during the summer and fall. Nine sets have been allocated to the trucks which repair trolley wires and other electrical installations, seven to the emergency trucks which service street cars and buses and two to travelling inspectors of the transportation dept.

The Tramways' short-wave radio system will operate on its own, independent wavelength, on a frequency-modulated system.

A loudspeaker in the driver's compartment of each vehicle and a handheld transmitter, on a loop antenna, will keep each unit in constant touch with the office of the superintendent. Radio calls to a vehicle from his office will be heard by all vehicles, but individual trucks will be selected by number. Each truck will be able to call headquarters any time and vehicles will be able to converse with one another.

An inspector or foreman handling a delay caused by a broken wire, will not only be able to arrange necessary re-routing of cars, but also to keep the superintendent's office fully advised of the situation and its developments. This will enable the company to reinforce its own emergency service and to summon civic or other aid outside its own authority, should these become necessary.

The emergency truck sent out to remove a stalled vehicle from the tracks will be able to keep the transportation department posted to progress of the work, the speeding restoration of normal service.

The system is similar to that used by the armed forces on active service. The equipment differs in minor technical details and has, hitherto, been difficult to obtain because of priorities.

# C K R C

630  
ON THE DIAL

Spot your program on a station that gives you more sales impressions for less cost.

Ask the All-Canada Man

# WINNIPEG

ON THE  
DOMINION NETWORK





# SCANNING THE SURVEYS

## HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top ten national programs. The first figure following the name is the EH rating; the second is the change from the previous month.

English		
Soldier's Wife	17.8	+3.4
Big Sister	14.8	+2.7
Happy Gang	14.2	resuming
Ma Perkins	11.1	+1.9
Claire Wallace	10.4	resuming
Lucy Linton	10.3	+1.6
Road of Life	9.5	+1.1
Pepper Young	8.9	+1.7
Woman of America	8.5	+2.3
Right to Happiness	6.4	+ .7
French		
Jeunesse Dorée	25.5	+7.2
Quelles Nouvelles	24.2	+6.8
Joyeux Troubadours	21.8	resuming
Rue Principale	19.7	+4.6
Grande Soeur	18.7	+4.5
Métairie Rancourt	18.2	+4.5
Tante Lucie	17.7	resuming
Vie de Famille	15.7	-1.8
Le quart d'heure	15.5	+5.9
Pierre Guerin	15.5	+6.5

Two of the popular national daytime shows are back, namely "The Happy Gang" and "Claire Wallace", standing third and fifth on the national list with ratings of 14.2 and 10.4 respectively.

In comparing these daytime ratings it should be remembered that programs like "Soldier's Wife", which stands on top with a rating of 17.8 and "Big Sister" which is second with 14.8 recruit larger audiences through the use of simultaneous and repeat broadcasts. Here are those who maintain that it would be more equitable for purposes of comparison to use the listener for only the original broadcast where more than one transmission is made. Elliott-Haynes Popularity rating sheet (page 4 in their "Reports") lists programs on this basis. This month the Popularity ratings as opposed to the total audience ratings above are as follows:

Happy Gang	14.2
Big Sister	12.2
Claire Wallace	10.4
Ma Perkins	9.3
Road of Life	9.0
Lucy Linton	8.7
Soldier's Wife	8.1
Pepper Young	8.0
Woman of America	7.5
Breakfast Club	6.3

Substantial increase in listening is apparent right across the board, as is to be expected at this season of the year. Average increase for the English programs is 2.0%, and for the French 4.2%. The only programs on the national list to show a decline are both French. "Vie de Famille" (Procter & Gamble) dropped 1.8 when it had to relinquish the "Joyeux Troubadours" (Colgate Palmolive) slot, when that program returned after the summer layoff. A similar drop for "La Métairie Rancourt" (National War Finance) is presumably attributable to diminishing interest.

The high increase in French program ratings can be attributed largely to four programs which have shown exceptionally high increases. These are "Jeunesse Dorée" (Campbell's Soups) +7.2; "Quelles Nouvelles" (Barsalou Soap) +6.8; "Pierre Guerin" (Johnson's Wax) +6.5; "Le Quart d'Heure de Détente" (Carnation) +5.9.

The upward trend of listening ratings is to a large extent attributable to the all-over ascent of the "Sets-in-use" index, which, for English Canada, showed a gain of 3.5%, and, for French Canada 5.0. The increase in English listening seems to be spread pretty evenly over the whole day, while in Quebec there were several unprecedented jumps around the noon hour which account for the fact that the French SIU increase is considerably higher than the English: 12.00 +10.5; 12.15 +10.6; 12.30 +10.4.



# They ARE Listening!

Yes, Western Ontario Audiences are listening to Station CKNX

*In the Primary Area*  
consisting of the counties of Bruce, Grey and Huron, CKNX shows a BBM coverage penetration of 79.4% daytime and 79% night time. These are figures we are proud to boast about.

*In the Secondary Area*  
which embraces Middlesex, Perth and Wellington Counties, CKNX shows 36.4% daytime and 38.2% for night time.

May we invite your enquiries?

**CKAC**  
MONTREAL

A *Wright* STATION

THE MAJOR PROBLEMS OF ADVERTISING,  
Saying the RIGHT thing  
At the RIGHT time  
To the RIGHT people  
are in capable hands at

**CKAC**  
MONTREAL  
WILLIAM WRIGHT  
Victory Bldg.

AD. 8481

920 KC **CKNX** 1000 WATTS

The WESTERN ONTARIO FARM STATION

Representatives J. L. ALEXANDER TORONTO & MONTREAL

AN INDEPENDENTLY OPERATED STATION

### RE-EMPLOYMENT SERVICE

#### FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE VETERANS

To assist in re-establishing men and women returning to 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 or advertising business. This department is being run with the full knowledge and co-operation of National Selective Service. Advertising copy, which should be as brief as possible, should be written clearly—typewritten preferred—on one side of the paper only. Include your regimental number and date of discharge, and please bear in mind that this free service is available only to men and women who have been on active service. Address copy to "Rehabilitation", Canadian Broadcaster, 371 Bay street, Toronto 1, Ontario.

File CB 18. I'm back and I want a job commercial announcing and radio acting. Five years experience as freelance, also staff announcer at CFRB and CBL. Anxious to locate with Toronto station or agency radio department.

**BARRY FITZGERALD**  
35 Sutherland Drive  
Toronto 12  
Telephone MOhawk 4642

### FM Converters

FM Broadcasters Inc., have announced that Radio Engineering Laboratories of Long Island, N.Y., have opened a new production line for the manufacture of 1,000 watt power frequency converters, which will enable existing FM stations to emit on both low and high frequencies.

It is understood that REL will be able to take care of deliveries by the service deadline of January 1st provided orders are filed by October 10.

### "World Peace Primer"

"World Peace Primer," a booklet written by H. V. Kaltenborn, which traces the events to World War II and lists the steps taken by the United Nations to outlaw war in the future, is being offered to listeners in the cities in which his daily news program is heard under sponsorship of the Sun Oil Co.

Contained in the booklet are excerpts from the Atlantic Charter, Four Freedoms, the Potsdam and Dumbarton Oaks Conferences, and the United Nations Conference at San Francisco. Lesser known but equally important ways and means which are being utilized by the United Nations to insure world peace are also reported.

Listeners may obtain the booklet without charge by writing to their local stations.

## MUSIC FOR CANADIANS



"Music for Canadians" Sunday evening offering of Tip Top Tailors Ltd., returns to the Dominion Network for its second season October 7th. Produced under the guidance of McConnell Eastman & Co. Ltd., the program retains the same general format as last year, with Evelyn Gould, last year's winner of York Knitting Mills' "Singing Stars of Tomorrow" as featured vocalist in place of Gabrielle, who has gone to Hollywood.

Scripts are being handled by Johnny Wayne, co-writer with Frank Shuster of the "Johnny Home Show", who has recently come out of the army.

Pictured above are Evelyn Gould; Samuel Hersenhoren, who again leads the orchestra; Frank Willis, at lower right, who narrates the program and is featured in each program in a reading of poetry; and in circular inset, with Johnny Wayne.

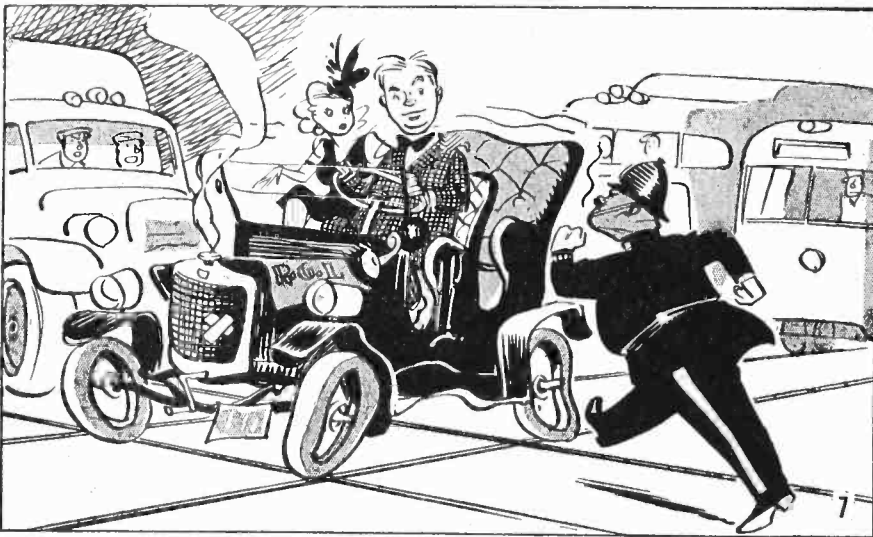
### ACA Convention

With the Convention veto officially lifted, Athol McQuarrie says that the 31st ACA Convention will take place at the Royal York Hotel, Toronto, November 7-9. With accommodation still very limited he advises non-members wishing to attend to reserve early.

### Purcell Heads CP

Announcement has been made of the retirement of Mr. J. A. Neill from the general management of The Canadian Press. Mr. G. Purcell succeeds him as CP general manager, and also becomes chief executive of Press News.

## WHAT A SPOT TO BE IN!



### WHAT A SPOT TO BE IN!

No doubt these are strangers to town, and the minion of the law is hastening to tell them that CKCW's afternoon feature, "She Shall Have Music" is the favorite show with the ladies in this territory. Light, cheery melodies offer a refreshing "lift" to household duties — Mon. thru Fri. — 3.30 - 5 p.m. It's a grand spot for YOUR spot.

**CKCW MONCTON, N.B.**

Represented by  
**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO WINNIPEG

**RADIO GETS YOUR MESSAGE HOME**

**The Ottawa Valley Market is over 40% FRENCH**

Talk their language to the Ottawa-Valley French. 227,800 French Canadian people live in this area, and radio surveys continually prove that their favourite station is CKCH. It's a prosperous and responsive market for the bilingual sales dollar.

**CKCH**

85 Champlain Ave., HULL, Quebec  
Promotion - D. L. BOUFFORD, 112 Yonge St., Toronto

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES LIMITED  
Montreal Toronto

HOWARD H. WILSON COMPANY  
New York, Chicago, Etc.

COOPERATING WITH LE DROIT







### Casanova of the Air



Between rehearsals for "Clary's Gazette" (Wednesdays 10.30 p.m.E) Clary Settell the observing Casanova of Earl Street (R.A. N. Dolph 8587) brings a little sunshine into the hum-drum lives of radio actresses Alice Hill and Arden Keay outside the new CBC studios on the busy thoroughfare of Jarvis Street, Toronto.



OOGLI

We think mascots are cute . . . . . Oogli is our worry-wart.

He's the fellow who feels sorry for clients who do not even enquire about our service, personnel or programs.

*Ask Adaskin*

### Cockfield Brown Promotions

Wis McQuillin, manager of the Radio Division of Cockfield Brown & Co. Ltd., reports a number of promotions and changes in the Radio Department of the Toronto office.

L. F. Chitty, formerly time buyer, has been promoted to media manager for the Toronto office. P. C. Logan, who has been in the Montreal media department since 1945 and who has just returned from service overseas with the RCAF takes charge of radio time buying and traffic; Alan Savage remains in charge of production; Ross MacRae, former CKCK, Regina, program manager, has joined the writing staff; and Frank Strange is charged with special publicity and promotion work.

### New Station

More than a hundred Canadian stations, including casualties, have registered their call letters, and all of them have missed the logical combination until now announcement is made that Station CHAT is about to open in Medicine Hat, Alta.

### Broadcasting In Hebrew

The International Service of the CBC recently sent a Hebrew program directed to the Jews of Palestine by arrangement with the Canadian Jewish Congress on the occasion of the Jewish High Holy Days. The broadcast featured a message in Hebrew and English from the Canadian Jewish Congress and a summary of the Canadian war effort and Jewish participation, read by Ft-Lt. Sidney Shulemson, D.S.O., D.F.C.

### New News Technique

"After VJ-Day", says PRINTERS' INK "there is not the avid desire to hang onto every news broadcast, and there must be new and ingenious ways of presenting every news item so that all listeners will want to listen. The fact that quantity and quality of news will change means that advertisers too will suffer. We don't want mere readings of bulletins off a ticker tape."



### GRAPEVINE STUFF

It is definitely understood that if Cy Mack lands a more commercials, the C is going to call him in and give him a saliva test.

### DAY IN AND DAY OUT

Harry Dawson says he only has to go to Rio Janeiro and make history (story on page 1), but he is going to do so he's forced to traipse over to the Broadcaster office and write it.

### PAN MAIL

Sir: Maybe you think you are the apostle Paul with your crusading and campaigning, but I'm willing to bet you'll never get an answer to your Epistle to Corinthians.

### VOX POP

"New World" refers to Stations 44-5-6 as the most talked about series in Canadian radio, but aren't they forgetting the BO spots?

### EMBALMING FLUID

What with private static wave lengths, private lines and heaven knows what else falling under threat of our liberal government's fiscalistic axe, it is to be hoped that the CAB will not be compelled to change its initials to RIP.

### AMBITIOUS

On week-ends that are cloudy and damp we like to put out old clothes and serve as voluntary aide to the street cleaning department.

### DETOUR

It appears that the CAB is endeavoring to arrange change programs with Australian stations. We learned this from an Australian trade paper.

*Vancouver's*  
**CHWX**

**First**  
**IN CANADA'S**  
**THIRD MARKET**

**1000 WATTS**  
*going to*  
**5000**

*Mutual Network*

REPRESENTED BY  
**ALL-CANADA RADIO FACILITIES**

**CJCH**

**"The Friendly Voice of Halifax"**

Representatives: HORACE N. STOVIN & CO., CANADA  
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

**JOHN ADASKIN PRODUCTIONS**  
MONTREAL TRUST BLDG.  
TELEPHONE ELGIN 9296-7  
67 YONGE ST. TORONTO



**"More Hope THAN CHARITY"**  
by Elda Hope

If famous words require an inspiration, it must have been a voice such as that of John Fisher that stirred the creative impulse of Robert Louis Stevenson when he wrote:

"Bright is the ring of words when the right man rings them". CBC's John Fisher has a voice with a perfect intonation and his delivery is excelled only by interesting material. On a recent "John Fisher Reports" broadcast on CBC weekdays, Fisher told a fascinating story about the meeting of identical twins after years of separation. I've heard more favorable comments about this program than I've earned by many 1/2-hour shows. It may be called taking direction from her husband but Barbara Kelly turned in an ace performance of one of Bernard Brann's recent "Hometown" shows. As Kelly was supported by Merrilee McLeod and they proved to be a perfect team.

Femmes are back on the air in full force. Joan Baird's talks on "CRB with Herb May for Crisco" captivate me. Her interview with Margaret Ecker, only female war correspondent present at the signing of the peace treaty in Europe, intrigued me. Claire Wallace, with Wood Glover announcing, for Bin Hood Flour Mills still holds a tremendous audience with her stories behind the story. Mrs. Aitken for Tamblin's heard daily on "CRB" covers everything from recipes to fashions to the news of the day. She is most friendly and, together with Horace Lapp on corn and Ross Millard doing commercials, turns out an excellent show.

One of the most welcome signs of Fall is the return of Colgate's "Happy Gang". Without any argument their broadcast is one of the brightest and most talented half-hours of the day. The addition of Bobby Gimby on trumpet is a clever stroke of business because he plays this instrument with extreme skill. Anything that lacks in quantity, it makes up for in quality. The sponsor, however, seems to have overlooked the value of discreet advertising when an entertaining show like this is overloaded with product mentions. It cheapens the show and costs me my money.

This same sponsor's quiz show "Share the Wealth" follows much the same format as last year. Emcee Stan Francis and announcer Mack seem even peppier than usual and make the show a blend of quiz and comedy. One outstanding feature is the intelligent type of questions asked.

Probably they were originally intended for children, but I find the stories in "Just Mary" series very appealing, even at my advanced age. The writing of these is done by Mary Grannan who plays all parts.

—ELDA.

**"Let's Talk It Over"**

No political party is left out when CKWX's new discussion forum, "Let's Talk It Over" takes the air each week from the Vancouver station's playhouse. and while men are by no means barred from participating, either as listeners or as guests, it is a program that puts milady in the driver's seat, right up on the Playhouse platform.

Under the chairmanship of Mrs. Frank Stead, prominent clubwoman in Vancouver and B.C. organizations who formerly conducted her own program, "Letters from Overseas", guests heard on the premier airing included Mrs. Minerva Cooper, identified with the Labor Progressive movement; Mrs. Grace MacInnis, closely connected with the CCF; Mrs. F. J. Rolston, a Progressive Conservative and a member of the B.C. Coalition Legislature; and Mrs. Norman A. MacKenzie,



wife of the president of the University of British Columbia and prominent social worker.

The opening topic was "Are Women Pulling Their Weight as Citizens?" The consensus of opinion said "Yes, within the limitations of their home and economic responsibilities, and they should have greater freedom to participate in public affairs."

Participants make three minute opening statements and then the subject is thrown open for discussion in which the Playhouse audience participates.

Because of the live interest displayed during the first program, the discussion continued long after the show was signed off!

Topics already selected for future programs include "Are Parents to Blame?", "The Removal Of All Economic Wartime Controls", "Trends in Immigration", "The Future Of The Employed Woman", "The Future Of The Home Maker", and "Canadian Unity".

**Play By Play**

CBC Program Administrative Officer John de B. Payne has developed a new format for auditioning play-by-play sports commentators in Montreal. Past auditions, based on a hypothetical game, were held in a studio. New idea uses films with sound-effects, giving the commentator a chance to describe a real game with cheers, boos, popcorn and peanuts.

There are  
**DEFINITE REASONS**  
Why  
**CFNB**  
Fredericton  
is the  
**Rural Listener's Choice**

*Here's Proof*

32 programs in a weekly mail "Quiz" series drew over 12,500 entries — a large percentage from Rural communities in New Brunswick, Nova Scotia, Prince Edward Island and the State of Maine.

**CFNB**

assures MAXIMUM and EFFECTIVE COVERAGE

plus

RESPONSIVE LISTENERS

and

**RESULTS**

**CFNB**  
FREDERICTON N.B.

**ASK THE ALL-CANADA MAN  
OR WEED & CO. — U.S.A.**

# Do you SELL...

# or do you BUY?

Is YOUR JOB merchandising? . . .

you should have a look at your potential market! Is your job radio time buying? . . . you should have a look at the facilities for reaching this market most effectively!

And when you make this review, remember that ONTARIO REPRESENTS MORE THAN 40% OF CANADA'S BUYING POWER! Remember, too, these additional factors . . .



## Influence!

CFRB is Canada's most influential station . . . this is a *fact* and not a boast. As the most popular station and that with the biggest coverage, CFRB is in a position to influence more people . . . more sales. This is demonstrated by the number of advertisers who send their messages over CFRB. Check the list . . . we'll be glad to send it.



## Popularity!

People know CFRB as the station where their favourites are! This reputation has been built up over years of maintaining a policy of widely varied programmes . . . most of the shows, by actual listenership ratings, most of the people want to hear. Added to this is the fact that CFRB is the only Toronto outlet for the Columbia Broadcasting System.



## Coverage!

The facts of CFRB's coverage are clearly shown in the reports of the Bureau of Broadcast Measurement, of which this station is a charter member. Check these reports . . . CFRB has the largest primary coverage of any station in Ontario, largely concentrated in the densely-populated, south-western area. And CFRB operates on 10,000 watts, day and night.

### REPRESENTATIVES

ADAM J. YOUNG JR., INCORPORATED

New York - Chicago

ALL-CANADA RADIO FACILITIES LTD.

Montreal

# CFRB

**860 kc. Toronto**

**10,000 WATTS OF  
SELLING POWER**

FIRST FOR **INFORMATION!**

FIRST FOR **ENTERTAINMENT!**

FIRST FOR **INSPIRATION!**