

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 20

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

October 18th, 1947

AD MEN TO HEAR RADIO BIGWIG

Radio's story will be told at the 3rd annual convention of the Association of Canadian Advertisers, at the Royal York Hotel, Toronto, October 29-31, by Robert D. Swezey, vice-president and managing director of the Mutual Broadcasting System, New York, who will address the ad-men on the subjects, "The Increasing Importance of Radio as a Force in Nation Building."

Swezey's address will be delivered at a luncheon on the third day (Friday).

Also featured on the tight ACA agenda on the morning of the third day is a talk by Dr. Gallup, founder of the Gallup Poll and president of the newly-formed Audience Research Inc. This latest of the Gallup interests has developed a new system of pre-testing radio programs, as well as performing a variety of other qualitative analyses of advertising in all media. It is assumed that he will go into the details of these new developments in his address, which is entitled, "The Scope of Market Research."

The Wednesday evening dinner, open to members and special guests, will be attended by the directors of the Canadian Association of Broadcasters, and heads of the various advertising agencies.

Prime Function To Sell

"Keep Your Eye On The Target" is the slogan of this convention, which will have for its theme, throughout the entire three days, The prime function of advertising is to sell."

Outside of the luncheon, the first day will be open to members only.

The luncheon meeting will be addressed by H. M. Shackelford, vice-president and sales promotion manager of Johns-Manville Sales Corporation, New York. Mr. Shackelford, who sits on the joint committee of the ANA and the AAAA to "Sell the Public on the Present Economic System", will speak on this subject.

Concerning "Copy"

The Thursday morning forum will be led by two speakers. Don Bill of Duane Jones Co., New York, specialists in the advertising of packaged products, will speak on "Ideas in Copy". He will advocate hard-hitting, strong sell-



Princess Gaw-Go-Wan-Na-Rya-Nee Claire Wallace Made Six Nations Princess

Claire Wallace is an Indian Princess.

Women's commentator of many years standing, the girl who forsook newspaper for radio, has broadcast from under the sea, an airplane, from the crater of a volcano, and from the San Francisco Peace Conference.

Last month, members of the Six Nations Council, largest Indian group in Canada, honored Robin Hood Flour's featured commentator by making her a princess of their nation in a colorful ceremony on the Six Nations reservation at Oshwegon, near Brantford, Ontario.

The originator of the program "They Tell Me" is now Princess Gaw-go-wan-na-ryanee (Princess Loud-Voice-Heard-All-Over-The-Land) of

the Mohawks. She is one of the few white women ever given this honor by the Six Nations Council.

Little Bear, a chieftain of the Six Nations Indians, performed the tribal ritual which made Claire a Princess at the Indians' Fall Fair at Oshwegon, when she did her broadcast from the fair grounds.

Members of the Six Nations Council made up of the Cayuga, Mohawk, Seneca, Oneida, Onondago and Tuscorora tribes met in the council lodge to debate the addition of a princess to their nation. When agreement was reached, the beaded wampum of invitation was sent to her. Women of the tribe drilled her on its history and gave her an outline of her duties and prerogatives as an adopted tribeswoman.

(Continued from column 1)

ing, "reason why" copy. Charles J. Felton, Layout Consultant, New York, has chosen as his topic "Physical Appearance of Advertising".

In Support of Business

"On Behalf of Liberty" is the title of the Thursday Luncheon address. It will be delivered by Leonard E. Read, president, Foundation for Economic Education, who has succeeded in "Human Mind and Industry's Future" will be the title of an address by Dr. Claude Robinson, president, Opinion Research Corporation, Princeton, N.J. Keith B. Powlison, vice-president, Armstrong Cork Co., Lancaster, Pa., will talk on "Explaining the Facts to Employees". Finally, L. N. Brockway, vice-president, Young & Rubicam, New York, has chosen as his subject, "Selling Free Enterprise Externally at Community and National Levels".

The Thursday evening dinner will be addressed by "Billy" Wells, Film Production Chief of the United Nations, who will attend on the invitation of the Film Producers Association of Canada.

Friday morning will be devoted to Dr. George Gallup's Market Research Forum, as stated above. This will be followed by Robert D. Swezey's address on the radio medium.

Printing and Movies

Friday afternoon will be split into two forms: (1) "Technical problems involved in advertising production", which will take the form of a "quiz", with a panel of experts provided by the Toronto Graphic Arts Association answering the questions; (2) a discussion on the "New Developments in the Production and Utilization of Commercial Motion Pictures". This panel will consist of experts representing the film industries of Canada, the United States and Great Britain.

Annual Awards

Closing event of the convention will be the annual dinner and presentation of the ACA's annual gold and silver medals for distinguished service to Canadian advertising, slated for Friday evening. Guest speaker at the dinner will be Captain Norman Rawson, of Hamilton, who will let loose his wit and his inspiration on the convention slogan, "Keep Your Eye On the Target".

During the dinner, music will be supplied by Mart Kenney and his Western Gentlemen, from "Borden's Canadian Cavalcade".

(Continued on column 4)

In the 10th annual
"BILLBOARD"
PROMOTION
COMPETITION
(Canadian Section)

4 OUT OF 5 AWARDS

WERE WON BY

"ALL-CANADA" STATIONS

Congratulations to:

CFBC ST. JOHN, N.B.

SINGLE CAMPAIGN
 "showed considerable ingenuity in its use of mailing pieces"

CJCA EDMONTON, ALTA.

SINGLE CAMPAIGN
 "One of the freshest Canadian entries"

CKCK REGINA, SASK.

PUBLIC SERVICE
 "furnished an interesting entry detailing the development of a public service program by "self-propulsion"

CKWX VANCOUVER, B.C.

OVERALL PROMOTION
 "Entry indicated a strictly big-league promotion effort"

ALL-CANADA RADIO FACILITIES
Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

ACCENTUATE the NEGATIVE

News of two major Montreal accounts purchasing recorded programs for this year's national campaigns has set Montreal talent back on its heels, judging by an editorial in RADIO WORLD, virtual house organ of talent, in which the journal flies to the attack, in defence of the artists.

The first disappointment in the live talent field is the failure to materialize of a live variety program, which the Canadian Marconi Company heard and eventually turned down in favor of the recorded Ronald Colman series.

The other major advertiser to embark on a recorded show on a nation-wide scale is Imperial Tobacco, who have contracted for 6 half-hour programs called "The Smiths of Hollywood", featuring Arthur Treacher, Harry Von Zell and a top-flight cast. In this instance, however, according to present information, Imperial's network feature, "Light Up and Listen" will not be disturbed.

RADIO WORLD castigates the Marconi Company for being "so short-sighted as to ignore completely not only the effect on their own prestige, but also the feelings of Canadian radio artists and listeners." It goes on to say that it would have been much more advantageous for Marconi to have played off the air completely than to foist an American transcription, regardless of its worth, on the Canadian public."

While agreeing that Canadian talent is taking a rough ride, this column maintains that blame for this state of affairs lies in the fact that the logical outlets for "live talent", the private stations who will air the transcriptions, are prevented by law from producing network programs on a commercial basis, and the artists and their paper, who never lose an opportunity to defend the CBC and its monopolistic tactics are simply kicking the wrong horse.

Private stations are forced to compete with the CBC on a most equitable basis. They have to appear after business and listeners without the right to organize their own networks, with which to compete against the CBC chains. Therefore they have one means of survival at their disposal, and that is to go out and sell transcriptions, the only medium with which they can meet the CBC in the national field.

Sooner or later the government will have to realize that running business is a full-time job, not a side-line to bureaucracy. And if it wants its share of commercial revenue, will have to subscribe to this view too, because business can lick the pants off government any time at its own name of business, wire network wax network.

History may be about to be made in private stations' program departments, if a plan formulat-



"Sure, pop, I know. We Murgatroys have been strictly bankers since before Confederation, but I still want to be a disc jockey."

ed by the CAB for exchange of programs between member stations is made to work. All that is required to put it into effect is for station men to put on their long range glasses and co-operate with one another.

CAB last week released a bulletin asking stations to advise them if they would be interested in a plan, the fundamental points of which might be summed up as follows:

Stations lining up with the plan would have to undertake to originate one program per week or month, in return for which it would receive one program from each other station. With 30 participants, each would get 29 shows in return for producing one.

Stations would be required to purchase tape recorders, this being deemed the most practical way of shipping shows.

Programs would have to be of a neutral character as to both time and place.

Benefits of this exchange plan

are obvious, and it is to be hoped that its many advantages, to stations and listeners alike, will be recognized, because, through it, radio has an opportunity of doing a job in the acquainting of the various regions of Canada with one another, network taboos notwithstanding. If it is going to be considered, turned over to a committee, and then shelved for the CAB Convention in Chalk River in 1956, it will be quite useless.

Apart from anything else, through this plan, private radio would be making a major additional use of live talent. Assuming that thirty stations lined up with the project, each producing only one program a week, 1,560 programs would be produced in a year, and after these had been heard on all of the thirty stations, the total airings across Canada would amount to 46,800. Think it over, gentlemen of the production departments.

MARCONI ENGINEERING CONSULTING SERVICE

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

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

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

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

Our Guest Speaker is:

G. B. QUINNEY

Manager
Radio Station CFAR
Flin Flon, Manitoba



"You've often heard the saying 'What Does Main Street Think About It?' when some important question, whether Local or National in character, is being discussed. There's good logic behind that reaction, be it from politician or businessman.

"We figured National Advertisers might be interested in just what Flin Flon's Main Street thought about CFAR . . . especially since the Main Street of MANITOBA'S THIRD LARGEST MARKET is a mighty busy place.

"Out of 50 active business places, some 25 use various forms of advertising steadily. During 1946-47, those 25 steady advertisers placed 60 PERCENT OF THEIR GROSS ADVERTISING BUDGET WITH CFAR. Two daily tabloids, billboards, bus cards and miscellaneous advertising shared the other 40 percent. With the 25 irregular advertisers, radio accounted for from 8 to 25 percent of their budgets.

"Take a tip from Main Street . . . use CFAR."

G. B. QUINNEY

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

for these Live Radio Stations

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

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

STATIONS

CFRB APPOINTS ANNOUNCER

A group of advertising agency radio executives was invited by CFRB to sit in on auditions for a new announcer.

Around a dozen agency men showed up and displayed a lively interest in the proceedings.

As would be expected, accent in agency ear-drums when an announcer is being chosen is primarily on the selling power of the "voice", although stations are interested beyond this important qualification.

Chosen for the job was Loy Owens, who was a member of the CFRB announce staff before he went into the army.

COME TO THE FAIR

During the three-day Belleville Exhibition last month, CJBQ, which has recently been made a supplementary station to the Dominion Network, broadcast fifty-three programs from its special-events booth in the Merchants' Building. A complete control system was set up by the station's engineering and news departments. Live talent shows and some of the regular disc jockey programs were aired direct from the fair. Staff cars were used to transport personnel and artists to and from the "Ex".

NEW SHOWS ON CKSB

Crowded fall and winter schedules have forced CKSB to add an hour to its broadcasting time. The station now goes on the air at 7 a.m. and signs off at 10.30 p.m. Formerly the mikes were opened at 7.30 and closed at 10 p.m.

Some of the new programs being featured by the station are: "Les Feux de la Rampe", a dramatic show originating in Montreal sponsored by Security Flour; thrice-weekly, 15-minute speeches on Western Canadian history and education; a half-hour weekly quiz show with Henri Bergeron as M.C.; a half-hour once weekly mystery show with local actors taking leading roles; a twice-weekly 15-minute home service show conducted by Madeline Painchaud; and a weekly news analysis by Louis Souchon, news editor.

PENSION PLAN

A new pension scheme for employees of CKNW, New Westminster, has been announced by manager Bill Rea. The plan, which calls for employees to contribute 5% of their earnings, affects 95% of the staff, with the company making up the balance of the cost of the scheme above employee contributions.

TOWERS THREATENED

The transmitting towers of CJFX, located one mile from Antigonish, were threatened by a small forest fire recently. Volunteer firefighters, hampered by a strong wind, were successful in quelling the blaze.

STAFF DINNER

Annual staff dinner of CKW took place at Hotel Vancouver with manager F. H. Elphicke and caretaker Herbert Green sharing oratorical honors. Green delivered the keynote speech, on the subject of office workers leaving the windows open. Promotion manager, Don McKim later denied a report he had replied that it was to let the hot air out.

FM LICENSES

FM broadcasting licenses were granted by the Department of Transport last month to CFRA, Ottawa, CHML, Hamilton, CJBK, Rimouski, CKEY, Toronto, and CKLW Windsor.

One AM broadcasting license was issued to M. J. Werry, Montreal to operate a station Woodstock.

BUNDLES FOR BRITAIN

CJGX, Yorkton, is planning a weekly radio program to solicit funds for a "Bundles for Britain" campaign sponsored by the Yorkton Rotary Club. The features expected to be aired on Sunday afternoons with live talent.

CKWX TRAFFIC

Dave Pomeroy has joined the technical staff of CKWX as program engineer, and Al Klenmeyer, formerly on chief engineer Jack Gordon's staff, has shifted to sales staff.



FOR THESE ARTISTS

- 1 Abbott, Laurence
- 2 Barry, Pat
- 3 Bochner, Lloyd
- 4 Bond, Roxana
- 5 Braden, Bernard
- 6 Chadwick, Marjorie
- 7 Cowan, Bernard
- 8 Davies, Joy
- 9 Dennis, Laddie
- 10 Gerow, Russ
- 11 Kelly, Barbara
- 12 Lockerbie, Beth
- 13 Milsom, Howard
- 14 Nelson, Dick
- 15 O'Hearn, Mona
- 16 Owens, Loy
- 17 Rapkin, Maurice
- 18 Rouse, Ruby Ramsay
- 19 Scott, Sandra
- 20 Wood, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

R. G. LEWIS & COMPANY, LTD., 371 Bay Street, Toronto 1, Canada

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 Vancouver

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CCAB

Vol. 6, No. 20

\$3.00 a Year — \$5.00 for Two Years

October 18th, 1947

CITIZENS OR SOAP

A conception of the tremendous scope, in terms of contributions to Canadian citizenship, which could be given the CBC, comes to light in a pamphlet, published by the Corporation, which has just reached this office, entitled "Young Canada Listens". It describes, in some detail, the school broadcasts the CBC will present during the 1947-48 school year.

The pamphlet lists, in its 48 pages, 7 series of broadcasts for national transmission. These include "Canadian Legends", 5 programs, dramatizing Indian and French-Canadian folk tales; "Gentlemen Adventurers", programs on the history of Canada's northern and western regions; "Canadians at Work", four broadcasts in which John Fisher reports, by means of on-the-spot broadcasts, on typical Canadian industries; "Four Canadian Poets", 4 biographical broadcasts each on one living Canadian poet; "Hamlet", a six-part serialized version of Shakespeare's great tragedy; "Visit to Parliament Hill", three broadcasts, designed to increase understanding of free political institutions, including the right to vote, in a democracy.

It is safe to assume that these programs—and we have listed only part of them—are going to contribute to a rising generation of Canadians, blessed with a greater knowledge of the country than their parents have. But what of the present crop?

There is scarcely a program or series of programs in this pamphlet that does not merit airing, at peak listening time, to enable thinking adult Canadians to learn more about their country and the world at large, and also, in the hope that those less prone to think and to enquire might be subtly lured into the knowledge that the story of their own ancestors is not as dull as they have always believed.

Is the time not ripe for our national broadcasting system to start performing the functions it was intended by its creators to perform? This it cannot do while lack of finances forces it to devote its peak hours to commercial broadcasting to enable it to broadcast the limited number of cultural programs it manages to squeeze into its schedules.

The Covent Garden in London and the Metropolitan Opera in New York do not have to sell soap flakes and headache tablets in order to dispense a reduced quotient of music, because generous endowments take care of any deficits which may arise. In exactly the same way there would be little if any opposition to passage of a new Broadcasting Act which would provide the CBC with the "endowment" it needed to perform a completely national and cultural service.

The adoption of such a plan as this would enable the CBC to straddle the country with its non-commercial network. Surely the private stations would cheerfully donate a specified number of hours a week to make this network complete. Then Canada would have a complete national radio service which was not subjected to the indignity of peddling soap, but could concentrate on the truly vital work of selling citizenship.

And the risky side of broadcasting, entailing the hard-boiled experience of men of business rather than the brains of artists, would be left in the hands of business, to sink or swim according to the ability of its leaders to attract popular favor.

Richard G. Lewis

Editor.

INTERNATIONAL

Between Two Furious Notions *

Over in France, radio listeners have had their fill of State-owned radio, but they don't seem to want to go back to the pre-war system of complete private-ownership, according to a press release from the French Information Service in Ottawa. A French Parliamentary Commission, paralleling, it would seem, the Canadian Commons Committee, favors the principle of State-owned chains leased for limited periods to private enterprise.

Appropriated As War Measure

In June, 1944, as the liberation of France approached, the State decreed itself a monopoly on broadcasting, because it felt that the emergency required the concentration of all information facilities in its own hands.

The war over, radio control remained, while other restrictive war measures were relaxed. Now, it would seem, public demand is clamoring for the re-establishment of a free system, to which the government spokesman adds—"either completely free, or subject to some degree of control."

Favors Amphibious System

In support of its case for private operation of government-owned stations, it is pointed out—and the tune is a familiar one—that "one cannot start a radio station as simply as one can open an entertainment hall or found a newspaper." Since, under international agreement, only a few stations are able to function in France, the government expresses itself as feeling charged with the duty of seeing to it that "such stations do not try to take advantage of their small number to sacrifice the general interest to their own particular interests."

Picking up his introductory theme, the writer of the article, Jean Pierdet, points out that

there are four types of radio administration: (1) the completely free system; (2) the monopoly (direct or leased); (3) the mixed system (co-existing government and private broadcasting); (4) the monopoly of technical installations combined with freedom of programs and information.

With a muted roll from the percussion section, M. Pierdet proceeds: "at the moment France seems to be tending towards the last-named solution . . . there never has been any question of re-establishing these (private stations) as they functioned before 1940."

State Can Withdraw Or Compete

The government appears to be presenting a strong case for the Number 4 plan through the article, which points out that, under the government-favored plan, "the State alone can build and maintain the stations and technical facilities, it alone looks after broadcasting, but it can grant private persons the right to operate the studios and make up the programs." The melody reverts to a lilting tempo with: "private interests become, in a way, the providers of entertainment." And then, with a crash of cymbals; "but there is no chance of their actually acquiring a monopoly since the State can withdraw their operating licenses or build other stations."

The State Must Be Dignified

Then comes this closing pastorate. "People's tastes are so varied that State radio, with two or three chains, could not possibly satisfy them. State radio must try to please the majority and this results in the middle-of-the-road non-descript character of some of its broadcasts. As a producer of entertainment, the State must also maintain its dignity. Now, in the artistic field, invention and initiative sometimes involve mistakes or poor taste. But State radio does not like to make mistakes, so it avoids anything new or daring."

*Apologies to Dick Diespecker's "Between Two Furious Oceans."



**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**

TECHNICAL

Can Prairies Stand FM?

Radio experts passing through Winnipeg these days can't seem to get together on whether or not the vast prairies can stand the cost of Frequency Modulation.

The other day, E. Kelsey, Montreal, consulting engineer, Electronics Engineering department, Northern Electric Company, ventured to say that Frequency Modulation radio stations will not become common in Western Canada for some time.

"The best FM fields are in large metropolitan centres", he pointed out. "The considerable expense of installing FM equipment requires a large listening audience to make the project pay.

Continued Mr. Kelsey:

"Of the two CBC FM stations now operating in Montreal and Toronto I doubt if either has more than 50 listeners.

"FM must be run at a loss until people begin to buy receivers for it. They won't buy these more expensive sets until broadcasting stations are in existence."

According to Mr. Kelsey, Vancouver and probably Winnipeg are next on the CBC list for FM broadcasting stations. "Private stations won't find enough profit to make it worth while", he added.

Another expert took exception to Mr. Kelsey's remarks.

Talk that FM was too ex-

pensive for Winnipeg was not correct, declared F. W. Radcliffe, commercial vice-president of the R.C.A. Victor Company Ltd. With existing studies an FM transmitter could be installed in Winnipeg for \$10,000, he said.

—Dave Adams

FM Over-Rated

Radio technicians in B.C. believe that the capabilities of FM have been greatly over-rated, according to comments made at the convention of the Associated Radio Technicians of B.C. when it met in Vancouver.

Al Johns, president of the organization, said that the public seemed to believe that all it had to do was snap on an FM set and all reception worries were over.

Because ultra high waves will not "bend", he pointed out, reception will be possible in a restricted region around each transmitter, at least until further technical advances are made.

Would Revise Dial

Mexico's sweeping demands for a complete revision of the AM dial have resulted in the American Government and its representatives arranging for a meeting on Oct. 17 to consider proposals of other signatories of the North American Regional Broadcasting Agreement. At this meeting petitions of the Bahamas, Canada, Cuba, the Dominican Republic, Haiti, Mexico and Newfoundland are being aired.

This may be considered a preliminary to the treaty revision scheduled for Oct., 1948,

in Canada. However, further developments will probably bear on the discussions to take place in Havana.

Mexico's revolutionary demands call for the segregation of all clear channels into the lower frequencies and the relegating of the local channels to the grave-yard end of the band with the regionals in between.

Canadian engineers feel that it will be most unfortunate if industry's views are not sought and obtained before a decision is reached on the stand which Canada should take.

TO MEET ON SUPP. QUESTION

Following CBC's announcement that it will open shortly a 50 kilowatt station at LaCombe, Alberta which will function as a basic outlet of the T-Can network in the province, a special CAB committee will meet a CBC committee in Toronto October 30 to discuss the whole problem of supplementary stations.

The matter came to a head when stations CFAC, Calgary, and CJC Edmonton, both basic Trans-Canada outlets, found that the new CBC station would replace them in the chain. They went after supplementary status but the CBC refused to concur without a complete review of the matter from a national standpoint.

PAPER

is a little easier.
We can now accept those extra subscriptions for your office or studio.

Circulation Dept.
CANADIAN BROADCASTERS
371 Bay St. Toronto



Mighty Mike Sez---
INCOME!
\$37,000,000 Total payrolls
in Regina city. \$111,390,360
Farmer income in Trading
Area.

COVER THIS BUYERS MARKET WITH

CKCK

REGINA
5000 WATTS

OTTAWA

Re-imposition of some controls, or introduction of new ones, is far from impossible during the next twelve months. Cabinet may be forced into such a move, however reluctantly, by the imperatives of the international and domestic exchange and trade situations.

Canada will be called upon to assist in the financial and physical reconstruction of Europe visualized in the Marshall plan (adoption of which is made almost certain by announcement of the new Balkan Comintern). Our share might at minimum be restricted to no definite buying assistance from the States, thus leaving us without a potential aid to our own dollar deficit. It had been suggested that the United States might assist Canada's dollar situation by purchasing a fair volume of goods here for European shipment. If the full Marshall plan is adopted, such a course of action will be most unlikely. Congress will be almost certain to adopt the Marshall plan now, with an uneasy eye on the latest Communist development. But it would not be willing to help Canada at the same time, in view of the tremendous commitments otherwise necessary on the part of a country which is anxious to cut prices and taxes.

Canada will then be faced with necessity of maintaining exports to Europe, enabling Europe to finance those goods, perhaps even to the extent of further loans, and of correcting her own dollar deficiency. The three things simply cannot be accomplished at the same time, without either drastic moves that would be politically unpopular, or on the other hand, re-imposition of certain controls or introduction of other forms of control, especially in the financial field. The current international situation points up very sharply indeed the fact that the crying

need of the moment is increased production, by whatever means necessary to ensure it. Pure logic, as divorced from the theories of finance and political necessities, would even indicate that a large volume of production be given, not sold, to European countries by the two North American producers.

Postal Dept. Reorganization

Among the many domestic concerns which must be left over until pressing reconstruction needs at home and abroad are met, is the question of reorganization of the Post Office. The present Postmaster-General apparently has moderately ambitious plans to that end in mind; but these must be shelved until the more pressing matters are resolved. At the last session of Parliament, methods of awarding rural mail contracts came in for severe and prolonged criticism. The report of the Auditor-General showed that the Post Office is not making a profit, as is generally supposed, but is actually taking a loss on its operations. Now, the Post Office admits that speed of mail delivery is most unsatisfactory in many places. Blame is placed on the limited number of mail-cars available, and fact that each car will only hold so many sorters.

The present Postmaster-General (Bertrand) is anxious to have all first-class mail carried

by air, which would speed deliveries if sufficient flights were available. Apart from that, when times are sufficiently normal to permit, some study may be made of the number of Post Office employees and distribution of them (some branches in particular are hopelessly understaffed); of rates; and of methods used in sorting, collecting, and distribution to see if any of these can be made more modern and efficient.

South African Trade

News from South Africa brings Trade and Commerce Minister James A. MacKinnon to the fore again for a brief moment. Quiet, pleasant and soft-spoken, MacKinnon is a businessman's businessman. He is virtually unknown outside

his own sphere; makes few speeches in the House. These are never resounding orations about abstractions, but reports of a very practical nature. Yet, efficiently and effectively, he has been quietly building up Canada's trade with Mexico, Latin America, a dozen other countries, and now with South Africa.

Current developments reflect growing anxiety about the housing shortage. Repercussions caused by inability to secure decent shelter have unquestionably been of great help to totalitarian political philosophies operating in Canada.



**Continuous Radio
Audience Measurement
Since 1940**



Elliott-Haynes Limited

Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GErnard 1144

A Tribute to a "Wright" Smart Representative

C. W. "Bill" Wright & Organization

George Arnot — Fred Phillips

Marion Jackson — Gwen Dorsey

Victory Bldg., Toronto



On Our Completion Of
A Quarter-Century of Broadcasting

CKAC La Presse
MONTREAL
CBS Affiliate
NOW 24 HOURS A DAY

1922
1947

Phil. Lalonde,
General Manager

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

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



FOOTBALL!

CFPL Scores Again!

... bringing a major national advertiser to radio through London Life Insurance Company Sponsorship of the Intercollegiate Football Series over an Ontario-Quebec network.

Still another reason why CFPL is Western Ontario's Most Progressive Station

Reaching 143,000 Radio Homes in the heart of Canada's Richest Market

CFPL 5000 WATTS DAY and NIGHT

For availabilities, rates and full information . . .

TORONTO—Contact Station Direct—
Dial 110, ask for Zenith 58000
(no toll charge)

MONTREAL and WINNIPEG—Horace N. Stovin & Company

U.S.A.—Weed and Company



TALENT

Studios By The Hour

Something new has been added, in Toronto artist circles, with the formation, by the George Taggart Organization, talent agents, of "The Rehearsal Club", which is not a club in the true sense, but makes studios available at modest rates, for rehearsals, practice, teaching, meetings and social gatherings, to any one needing them.

Advance publicity emphasis that the management of "The Rehearsal Club" does not teach or organize classes itself, but simply rents studios by the hour to any one who needs them.

There are fourteen studios, two of which will accommodate up to a hundred people, and they are equipped with pianos, chairs, and other furnishings. One large studio will have a control room, microphones and talk-back facilities.

Located at 292 Jarvis Street, just below Carlton, the studios are within a minute's walk from the CBC, and handy to other radio studios, Massey Hall, Maple Leaf Gardens and other amusement centres.

"The Rehearsal Club" maintains a check room and offers storage space for instruments, music and equipment; a secretarial service takes care of correspondence, mailing lists, design of advertising and other needs of performers.

Facilities are available to artists, teachers, business men and any one interested. There is no membership fee, and accommodation is available to all and sundry at rates which start at 25c for a half-hour tenure of one of the smaller studios.

BMI Plugs Canadians

Two former Air Force Joes, Lou Snider and Jackie Rae, respectively pianist and CBC producer, can now turn out competition to their song-writing brethren in the States without flying away from home.

"Missing", by this team, is the most recent work to come off what makes like its shaping up to be the Snider-Rae music production line. It is also the first popular number to be published by the recently re-organized BMI Canada Ltd., now operated in affiliation with Broadcast Music, Inc., New York, by the Can-

adian radio industry as a publishing and performing right organization.

The song has been featured since its preview by Len Hopkins at the CAB Convention at Jasper last June, by most of the name bandleaders in Canada, including: Art Hallman, Don Miguel, Geoffrey Waddington, Mart Kenney, Norm Harris and Frank Bogart. It has been played by pianist Oscar Peterson and M. Chamitov, and sung by Tom the Troubadour, Gisele, Edmund Hockridge, Dorothy Ayer and Dorothy Deane. John Desmond, RCA record artist, has listed the song for his next recording session.

Lou Snider, still in hospital recovering from his recent plane crash, has been interspersing his plastic operations with tune conferences with his partner, and the team is said to have come up with another song which will be published also by BMI.

Canadian March

The U.S. Navy Band opens its Monday, October 6, broadcast with a march, entitled "Maisonneuve", another Canadian composition, published by Victoria Musical edition, a BMI affiliate. It was written by Ulderic Allaire, of Victoriaville, P.Q.

SYMPHONY DAY IN WINNIPEG

Attempts to promote symphonic music in Winnipeg received support of local radio stations. At a special "Symphony Day" concert in the civic auditorium, three stations spared 30 minutes from their crowded schedules to air the works of well-known composers. Stations carrying a portion of the concert were CKY, CB and CKS.

WOODBRIIDGE FAIR

Radio was right on deck with the town of Woodbridge, 17 miles northwest of Toronto, staged its one hundredth fall fair last week.

Claire Wallace did her radio coast Robin Hood program, "Tell Me" before several thousand of her admirers; Walter Bows, Toronto newscaster, did his Dominion network newscast from the fair grounds; and Whitell Pharmacal's CBC and Trans-Canada Network audience show, "What's Your Beef?" carried word from Woodbridge from coast to coast.

In response to popular demand of the people of Woodbridge, Claire Wallace has promised to do everything in her power to make her appearance an annual event. This year was her second.

Leadership!

TRANS-CANADA NETWORK

CKY

WINNIPEG
15000 WATTS

- YESTERDAY
- TODAY
- TOMORROW

DOMINION NETWORK

CKX

BRANDON
1000 WATTS

Exclusive Sales Representative
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL



RCA 833-A
1,800 WATT INPUT RATING*



RCA 828
200 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*

RCA POWER TUBES

Give you PLUS values

*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

**How
to make
a
timebuyer
Lazier!
show
him or her
(God Bless 'em)**

THE RATINGS ON . . .

CJOB



Superman—Back For a Flash!

Although "Superman" had concluded his cavortings for ALL WHEAT over CKCW, some months hence, Lionel put in another plug for the product as a courtesy, last month.

When the prize list of an ALL WHEAT contest contained a Moncton winner, CKCW tracked down the lad and programmed a special presentation program. Thus, listener interest in a former account was again revived. Following through in this manner is a phase of "LIONELIZING" which aptly demonstrates that once an account is "LIONELIZED"—it stays "LIONELIZED".

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

CBC

Announcers 14-60

About two out of the 400 or 500 people who turn up annually at CBR, Vancouver, wanting to become announcers make the grade, according to special events chief Bill Herbert.

In his column, "Street Corners", in the Vancouver Daily Province, John Graham described a visit to Herbert at CBR to find out what happens to a person who imagines he has a voice for the airwaves.

Applicants range from 14 years to 60, according to Herbert, with the best voices coming in the age group from 20 to 30.

During the war, Herbert told Graham, there were two women to every man and nearly all had marked English accents.

"What CBR likes best", he said, "is a fresh, natural voice with no pronounced accent or style."

Stage experience might be of benefit, he added, but did not believe elocution lessons helped. That's only his own view, he said, and was not necessarily CBC policy.

Graham read a couple of pieces for Herbert, to see how he'd make out as an announcer. Then he looked at Herbert for an opinion.

"Can I quote you that I'm the worst you've ever had?" Graham asked when he saw the expression on Herbert's face.

"No, that would be unfair", Herbert replied. "Once I had a man with a harelip."

CBC SHORTWAVES HAMILTON SHOW

Last month a pre-season broadcast of CHML's "Youth Discusses" was beamed to England by short wave over the International Service of the CBC. It was the first time the CBC had requested a program.

The Hamilton station expects that the series will soon be broadcast to coast by the Dominion network as in previous years.

During the last two seasons topics discussed in the shortwave programs were "Sex Education" and "The Examination System". This year the youngsters debated on "Juvenile Delinquency".

"Youth Discusses" originates CHML, Hamilton, and is written and directed by John J. Carey.

WEEKLIES

SEE "CARSON FAMILY"

The originators of Farm Broadcast, one of CBR, Vancouver's leading rural features, had a chance recently to show themselves to the representatives of the people they serve.

At Victoria, where the Canadian Weekly Newspaper Association was in convention, the characters of "The Carson Family", the characters on Farm Broadcast, appeared at a luncheon at the Empress Hotel.

Farm director, Tom Lead, script writer David Savage and announcer, Bill Inglis, were with the show. Savage has been writing the piece since it started years ago, with time out for stretch in the air force.

ADDRESSED OKANAGANITE

Ada McGeer of CBR, Vancouver, producer of "Mirror For Women", toured the interior of B.C. on a combined business-holiday trip and addressed women's groups at various points in the Okanagan and Kootenay districts.

"VOICE OF THE FRASER VALLEY"

CHWK
CHILLIWACK

RESULTS
 of a recent telephone survey:

CHILLIWACK CITY
 100% of the Radio-Homes listen to CHWK in daytime.
 84% of the Radio-Homes listen to CHWK in nighttime.

CHILLIWACK VALLEY
 96% of the Radio-Homes listen to CHWK in daytime.
 90% of the Radio-Homes listen to CHWK in nighttime.

(The survey was conducted by an entirely independent agency. Affidavits on file.)

REPRESENTATIVES
ALL-CANADA RADIO FACILITIES • WEED & CO. U.S.A.

RESEARCH

E-H Monitor Service Pars Printed Media

Paralleling the Advertising Linage Audit (ALA), which they have been operating since 1944 in the printed media, Elliott-Haynes Ltd. are in the course of setting up a comparable service in the radio field which they call their Radio Advertising Audit.

Just as the ALA service was instituted to enable users of publication advertising to study the activities of their competitors in both lineage and copy content, RAA has been established to give radio advertisers an opportunity to study the extent to which the radio medium is being used by others in their fields. It also enables them to determine what proportion of their own expenditures should be charged to the various products which they are advertising.

Parity With Press

Unlike printed advertising, lining away radio copy is not as simple as making up a scrap book of tear sheets. This has been the basic problem in building a radio advertising audit which could be used in comparison and in conjunction with the publications' lineage reports.

To beat this, Elliott-Haynes have established five listening posts, in Halifax, Montreal, Toronto, Winnipeg and Vancouver, and expect to implement these with two more, one in Regina and one in Calgary. These five posts will, Elliott-Haynes feel, enable them to do a country-wide audit on both network and regional campaigns. Users of spot programs and network cut-ins will be able to obtain individual break-downs, taking into consideration changes of commercials from one region to another.

Each listening post is operated by a full-time employee, many of them with previous experience on E-H telephone surveys. They work with a radio and portable recording attachment. Only the commercials are recorded, and these are sent in to the Toronto office on discs where they are timed, broken down by products, synopsized as to content and then catalogued for future study. The RAA operation is under the supervision of David M. Adams, who once monitored US news-

casts and commentaries for the British government.

Elliott-Haynes are offering two kinds of reports. First, total radio expenditures are computed by applying the time and the line costs to the programs, and then allocating the proper percentage of these costs, as determined by the proportion of commercial time occupied in advertising each given product. Production and recording charges are not included. Then, just as tear sheets are furnished to cover printed advertising, in the same way these radio audits can give subscribers reports on the themes in current use by their competitors. The two services can be purchased together or separately.

Reports are available at the present time covering the complete drug and food fields, or they can be purchased by specific product groups, such as breakfast foods, soap flakes, etc.

Myles Leckie, E-H statistician, points out that this additional radio yardstick should act as a stimulant to advertisers, in that they will now be able to chart broadcast advertising, both their own and that of their competitors with the same accuracy and assurance as is offered by other media.

Haynes Eyes Radio



Paul Haynes, formerly associated with Walter Elliott in Elliott-Haynes Ltd., market researchers, has opened a Toronto office for International Surveys Ltd., which he has been operating from Montreal since he broke with Elliott in December, 1945.

For the past two years, International Surveys, Canadian affiliate of Sam Barton's Industrial Surveys Inc., Chicago and New York, has been operating the "Consumer Panel of Canada", a continuing study of distribution of consumer goods from coast to coast, by what Haynes terms his "Diary System", besides undertaking any individual research projects. They plan expanding their activities to embrace consumer reaction to radio programs at an early date.

The Toronto office is under the direction of Marjorie Stepan, who joined Elliott-Haynes in 1940. Since the severance of the partnership, Miss Stepan has been secretary-treasurer in charge of production of Haynes' International Surveys.

Town and Country

International Surveys' "Diary System" functions through a cross-country urban and rural panel of housewives, who are paid off with premiums calculated on a point system, points being awarded according to the amount of information they file and their punctuality in filing it. Currently, the panel consists of 1,200 women, but this will be expanded shortly to 2,000.

Through each month, these women report in their "diaries" their purchases of household goods by brand name, type and sub-type (such as cakes or flakes in the case of soap), size of package, type of store and price. "Diaries" are sent in each month for tabulation, and reports are then furnished to subscriber companies.

Could Easily Add Radio

Introduction of radio into

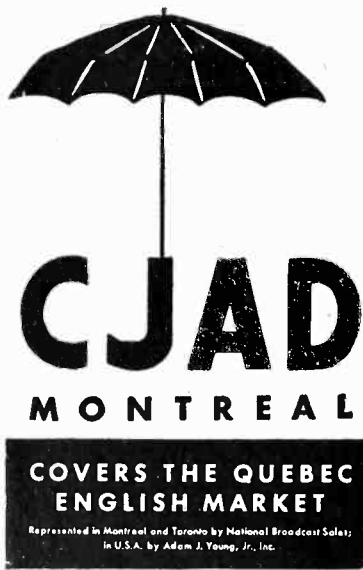
this project appears to be a simple matter, and steps will be taken if radio and its clients favor the idea, Miss Stepan says. If this is done, it will be a matter of furnishing present panel members with a special radio diary in which they will record their choice of radio programs and that of their families throughout each day. As in the case of the "Consumer Panel" now operating, this new type of radio measurement, already in use through Industrial Surveys Inc. in the United States, will give a complete cross-section of program preferences of all economic groups, either collectively or individually. It will also cover, as it does now, both urban and rural listeners.

CUSTOM RESEARCH

V. C. Gruneau, whose research office at 110A Dundas St. W., Toronto, is in process of incorporation as Gruneau Research Ltd., is making a bid for specific assignments in consumer or media (including radio) research. He has just completed a survey for CANADIAN HOME JOURNAL on consumer preferences on radios, copies of which are available to anyone interested.

"Bing Crosby has joined the 30 national program accounts (network and transcribed) to give CKOC its greatest star-studded lineup of programs in the station's history. Definitely 1947-8 is CKOC'S GREATEST PROGRAM YEAR."

CKOC
Station of the Stars



CJAD
MONTREAL

COVERS THE QUEBEC ENGLISH MARKET

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

ASSOCIATIONS

Quebec Broadcasters Meet In Montreal

The Quebec Association of Private Broadcasters accepted the resignation of Narcisse Thivierge, former manager of station CHRC, Quebec, from their board and elected Alpee Gauthier (CHLT, Sherbrooke) in his place. They also chose Gauthier to represent them on the board of the CAB.

Meeting at the LaSalle Hotel, Montreal, September 29, the French-language broadcasters decided to admit into

their association as associate members, producers and national representatives. This step was taken last year by the CAB insofar as the national association was concerned.

Harry Dawson, CAB manager; Doug Scott, CAB director of broadcast advertising; and Jim Allard, director of public relations attended as representatives of the CAB.

Operators' Licenses

Following an explanation of the proposal by Harry Dawson, the meeting expressed itself in accord with the plan under which CAB and CBC engineers would co-operate in

drawing up a CAB-CBC operators' license. Standards knowledge and efficiency would be established by a joint committee, so that they would be satisfactory to both groups and the holding of the license would be necessary for a man before he could accept an operator's job with any CAB-CBC station.

Why Radio Sells

Doug Scott showed to the meeting the film "Why Radio Sells" and led a discussion following the screening. Primary topic of the discussion was the question of promiscuous giveaways. Discussion took the same line as it did at the WAB Convention in Miami and the meeting expressed itself of the opinion that "something should be done about it without specifying just what

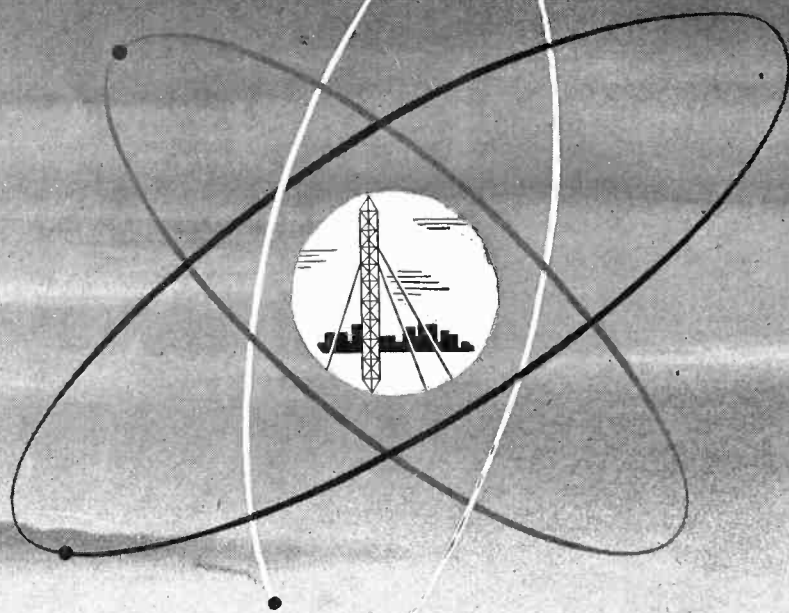
Beat Depression

Jim Allard outlined his plan for a series of programs produced on a co-operative basis by broadcasters across Canada and the Canadian Chamber of Commerce, and designed to combat depression by encouraging discussion of the threat of it. The Quebec broadcasters expressed themselves as being completely in accord with the project.

Among Those Present

The meeting was attended by Paul LePage (CKCV, Quebec); Henri LePage (CHEF, Quebec); Jacques Thivierge (CHEF, Granby); Alpee Gauthier (CHLN and CHLT, Sherbrooke); Raymond Benoit (CKCH, Hull); C. A. Bertin (CHLP, Montreal); Bonlay (CJSO, Sorel); G. Caron (CJBR, Rimouski) and J. Grenier, executive secretary and treasurer.

BROADCASTING...

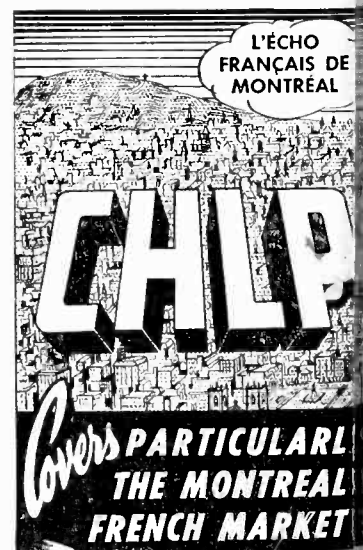


*Everything
for your
Broadcasting
Station...*

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

Northern Electric
COMPANY LIMITED

25 BRANCHES ACROSS CANADA

L'ÉCHO FRANÇAIS DE MONTRÉAL

CHLP

Covers PARTICULARLY THE MONTREAL FRENCH MARKET

Representatives:
Toronto: James L. Alexander
U.S.A.: Joseph Hershey
McGillvra Inc.



New Faces On Old Features

What's new in radio? That question confronted me when I inadvertently spoke to an interested listener after his summer out of town.

Well, when you add it all up, what is new in radio? There seems very little to report. True enough there have been changes made, but no shows entirely new and different.

Being keen on comedy, my friend asked me if "Wayne & Shuster" were on the air this year. I explained that after piping themselves as a sustainer to the NBC network during the summer, the 60-minute Beaver comics were back Trans-Canada for RCA Victor. Their show follows much the same format as last year, with the exception that in the Stooze Department Dick Nelson is replacing Max McKee. Bernard Braden again plays "Gabby" and makes an excellent side-man. Hershey conducts, Georgia Dey sings and Herb May announces. As previously, Wayne and Shuster are the spotlight — with no eighth man to feed them their wits.

Then he asked me about "The Happy Gang".

They are much as usual with their newest acquisition being a Hammond organ, played skilfully by Kathleen Stokes. The mikes are evidently set in the right spots, the new instrument, because pick-up is good. Oh yes, there is something else new, too. Bert Earl, it seems, is contemplating the purchase of a dog, and the public is asked to name it. Of course, we know this is only a merchandising hook, but maybe it's a good idea, and anyhow, it's new.

This seeker of "something new" admitted that "Music for Canadians" had been a favorite in his home last year, and wanted to know if Tip Top Tailors were

Newscasters!

You shouldn't miss "NEWS ON THE AIR" by Paul White \$4.00

BOOK DEPT.: CANADIAN BROADCASTER 371 BAY ST., TORONTO

broadcasting it again this year. I told him they were, and he wanted to know how it could be improved on the 1946-47 version. They have hit the air with the same set-up except that Beth Corrigan, one of last year's "Singing Stars" has replaced Evelyn Gould in the vocal department. Bettering last year seems like a good trick if it can be done, but, believe me, this Beth Corrigan has an extensive range plus plenty of appeal.

Borden's "Canadian Cavalcade" was the next show to be mentioned. This year it's accent on music, with only one interview each program. The baton has passed to Mart Kenney, who conducts his orchestra through the programs. He replaces Howard Cable.

Our conversation drifted towards dramas. I informed my inquisitor that Tuckett's "Curtain Time" had returned, with mood music by Lucio Agostini, replacing Eric Wild who has moved to Winnipeg. (I heard and enjoyed Eric's new T-Can program, "Music With Eric Wild" the other night). Some of the "Curtain Time" dramas are very appealing and star clever actors. "Stage 48" returns at a new time (10 p.m., E.S.T.) but it's too early to comment on this.

Then this mere man stuck his neck right out and asked what's new in shows for women. I could have gone on for hours because there is little doubt that the female of the species plays a mighty important part in broadcasting, but there's little that could be called new unless it is CFRB's new women's commentator, Helen Quinn, who makes like she's going to win friends for herself, and customers for Eze Products. Wish I could hear Beaver Eve Henderson, who has transferred her affections from CKRC, Winnipeg, to CFRN, Edmonton. Eve made quite a hit in these parts when she came here to collect her award last March.

I couldn't pass over Kate Aitken, whose programs, he said, were the long suit of his wife. So I proudly informed him this remarkable commentator was again on CFRB for Tamblin's—same time and same station. I mentioned the others of course — Monica Muga, Jane Weston and Joan Baird.

I asked him if he had heard Princess Gaw-go-wan-na-rya-nee, and a great light came into his eyes. "At last," he cried "there is something new." I had to disappoint him by explaining that the Princess whose name in English is "Princess Loud Voice Heard All Over the Land" is none other than our old friend (and Beaver, too, bigosh) Claire Wallace, who is given to cropping up for her Robin Hood women's talks in all corners of the globe.

My friend's shoulders sagged a little. The glint went out of his eyes as fast as it had come in. His parting shot gives food for thought. He said: "What's new in radio?"

OWNED AND OPERATED BY ITS LISTENERS

CKSB

ST-BONIFACE, MANITOBA

1000 Watts 1250 Kilocycles

The only way advertisers can reach the FRENCH speaking population of Manitoba effectively is by using THEIR station.

CKSB blankets an expansive and entirely new territory via 55,000 French speaking listeners who buy products advertised on THEIR station.

WESTERN CANADA'S FIRST FRENCH LANGUAGE STATION

C. W. Wright - Canada

Adam J. Young Jr. Inc., U.S.A.



CKCH
350 W. 1240 K. C.

The FRENCH VOICE OF THE OTTAWA VALLEY

211.246

FRENCH PEOPLE IN CKCH COVERAGE AREA

TORONTO 4 ALBERT ST.
MONTREAL DOMINION Sq. Bldg.
RADIO REPRESENTATIVE LTD.
UNITED STATES. HOWARD N. WILSON

Stretch YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

COOPERATING WITH "LE DROIT"

CKNB CAMPBELLTON N.B.

October 18, 1947

Dear Mr. Timebuyer:

I'd rather talk to you about the Autumn foliage on October hills to-day. By the time you read this the glory of our hills will be memory for another year...but right now it's something to behold!

Also we sell radio time on our station, service our accounts, get results, love you people who place business with us; and in just about all the usual ways, keep grinding for the welcome dollar in the belief that the better we do for you, the better we're doing!

I wish you could be here to see our Matapedia Valley and the colour of our leaves!

Stau Chapman

CSC/GD

STATION MANAGER

AN ALL-CANADA STATION

PROGRAMS

Aid Red Feather

The radio industry in Vancouver got behind the opening of the local Community Chest drive with a Sunday night show at the Strand Theatre featuring an all-local cast.

About 50 artists gave \$3,000 worth of time to the effort, which was written and produced by Dick Diespecker, Bill Buckingham and Tommy Lee.

The 35-piece orchestra of Harry Pryce, with Ed McCurdy as singing emcee, featured the piece, which included such names as Isabelle McEwan, Bev Fyie and his chorus, Ray Norris and his trio, Eleanor, the well-known negro singer, and the Cooper sisters.

Half an hour of the show was recorded for later use by CKMO, CJOR and CKWX.

The free show was staged at 9 p.m. Sunday, despite some reported opposition from local church groups.

Audience Programs Every Night

8.30 every evening will be studio audience time at CFRB right across the board, when present plans are completed. Studio 1, with a seating capacity of over 200, will be open to the public every evening at this time. Mondays the program will be Maher's "Double or Nothing", produced by Woodhouse and Hawkins; Tuesdays Roy Ward Dickson does his "Fun Parade" for

Shirriff's; Wednesdays, Bu-ley's "Spin to Win", a Woodhouse and Hawkins production. This program followed at 9.30 by a game program of Roy Ward Dickson's, "Yes or No" by Champ Laboratories. Thursdays Roy Ward Dickson again holds the centre of the stage with the Lyon's Tea program "Money-Makers"; Fridays, is another double-header, with Jack Murray's "Treasure Trail" at 8.30 for Listerine and Ca-stock's "Lucky Listenin'" at 9.30; Saturdays there is a show which started last week for Brylcreem, "Auctioneer" with Monty Hall in the lead role; Sundays there is a "Search for Talent" slated for 8.30 p.m., to be produced and handled by Rai Purdy.

Horizontal Programming

The thought behind the move of "horizontal programming" is believed in some quarters to verge towards the establishment of a system where just as every night studio audience night at 8.30 in the same way other day night times will be set aside for drama, women's programs, news, sports and various types of music.

THE WORLD IN PRINT

Latest scripts from W.D. Dales' Montreal office are the "The World In Print". Considerable reports on magazine articles, the first covers seven topics: "What's Wrong With Canada" (LIBERTY) to "How To Buy a House" (WOMAN'S HOME COMPANION).

HOW THEY STAND

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

DAYTIME			EVENING		
English			English		
Happy Gang	16.2	resuming	Lux Radio Theatre	30.8	resuming
Pepper Young	12.9	+ .8	Charlie McCarthy	23.3	resuming
Ma Perkins	12.7	- .4	Ozzie and Harriet	16.1	resuming
Lucy Linton	12.4	+1.2	Fred Waring Show	15.9	-1.9
Big Sister	12.0	- .9	Meet Corliss Archer	14.8	-1.5
Claire Wallace*	11.8	+3.1	Alb. of Familiar Music	14.2	-2.7
Life Can Be Beautiful	11.5	- .2	Take It Or Leave It	13.0	-1.3
Road of Life	11.5	+ .4	Waltz Time	12.6	-1.1
Laura Limited	10.4	- .3	Kraft Music Hall	12.2	-1.0
Right to Happiness	7.9	- .1	Wayne and Shuster	12.0	resuming
(*Three a week—all others 5 a week)			French		
Rue Principale	22.2	+3.5	Un Homme et Son		
Jeunesse Doree	20.7	+1.0	Peeche	37.1	resuming
Quelles Nouvelles	16.7	+1.7	Qui Suis-je	24.0	resuming
Joyeux Troubadours	16.6	resuming	Les Talents de Chez		
Tante Lucie	15.6	+2.4	Nous	22.8	resuming
Le Quart d'Heure*	14.9	+2.5	Metropole	22.5	resuming
Grande Soeur	13.6	+1.3	Juliette Beliveau	22.3	resuming
Francoise Louvain	10.0	new	On Chant Dans Mon		
Madeleine et Pierre	9.5	resuming	Quartier	15.8	
The Platter Corner	8.8	+2.5			
(*2 a week—all others 5 a week)					

Alberta's
most listened to
Radio Station

(LATEST B.B.M.)

CFGN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS

Ask
RADIO REPRESENTATIVES LTD.
TORONTO — MONTREAL

TELEVISION

Pardon Me While I Telecast My Operation

A super-sensitive RCA Image orthicon television camera was installed by RCA Victor on a specially constructed track about the operating table in the New York Hospital. Lying on the table was a patient suffering from a hernia. The camera was focussed on the patient, and as the surgeon worked, a microphone, mounted near the table, picked up the running commentary.

Across town, in the Waldorf-Astoria, thousands of surgeons from all over the States, attending a Clinical Congress, heard this and a number of other operations, transmitted to the hotel by means of a highly directional television relay link—a narrow "line of sight" beam which could be picked up by other receiving antennas.

A cable, running through a window of the 10th floor operating room, carried the signal to the dish-shaped reflecting parabola of an RCA microwave relay transmitter set up on the roof of a nine-storey extension of the 27-storey skyscraper hospital. From this parabola, programs were beamed directly to a receiving parabola on an 18th-floor terrace of the Waldorf-Astoria.

At the New York Hospital, the American College of Surgeons, Johnson & Johnson Research Foundation, and the RCA Victor Division of the Radio Corporation of America, which Canadian RCA Victor is an affiliate, co-operated to produce these telecasts. The operations included a hernia repair, a stomach resection for

duodenal ulcers, and a gall bladder removal.

Dr. Arthur W. Allen, of Boston, president of the American College of Surgeons, declared: "This is a teaching medium that surpasses anything we have had in the past—I never imagined that television could be so effective until I actually saw it demonstrated here."

Dr. Malcolm T. MacEachern, associate director of the American College of Surgeons, stated: "This is a wonderful development; we are enthusiastic over its potentialities." He also remarked that this phase of television "greatly extends the teaching value of the hospital clinic."

WIREPHOTO BY TV

During the World Series in New York, photographers of the NEW YORK POST snapped photos from a 9½" by 12¾" screen of a "Club" Model teletest set up in the newsroom. The successful experiment took place on Monday, September 29, at the opening game.

The POST described the method as "a startling advance in time saved over existing wirephoto services. Compared with time spent in delivering plates and negatives from on-the-scene photographic assignments, hours are saved, it is said.

BALL GAMES BOOST TV

A twenty percent increase in video sales was noted the first day that the World Series was telecast. This was the report based on a survey of department and retail outlets in metropolitan New York.

"The World Series appears to be doing everything for television the experts said it would," one retail executive commented.

The purchasing public seemed to have no grasp of the technical difficulties involved with respect to television transmission and they bought receivers without hesitation. The purchasing trend was toward table and lower priced models during that period.

BMI Pin-up Sheet

CANADIAN HIT TUNES OCTOBER

* A Girl That I Remember

(BMI)
Tex Beneke—Vic. 20-2497 Victor Lombardo—Maj. 7269
Tommy Tucker—Col.* (Capitol-Langworth-Thesaurus)

Castanets and Lace

(Republic)
Sammy Kaye—Vic. 20-2345 Bob Houston—MGM 10074
(Associated-Langworth-World)

* Forgiving You

(Mellin)
Harry James—Col. 37588 Johnny Johnston—MGM 10076
Sammy Kaye—Vic.* (Associated-Capitol-Langworth)

* Hills of Colorado

(London)
Guy Lombardo—Dec. 24179 Robert Scott—Mercury 3069
(Langworth-World)

I Wonder Who's Kissing Her Now

(Marks)
Perry Como—Vic. 20-2315 Jerry Cooper—Diamond 2082
Jean Sblon—Vic. 25-0101 Bobby Doyle—Sig. 15057
Danny Kaye—Dec. 24110 Foy Willing—Maj. 6013
Dick Robertson—Dec. 1512 Perry Como-Ted Weems—Dec.
Frank Froeba—Dec. 23602 25078
Marshall Young—Rainbow Jack McLean—Coast 8002
10002 Len Yost Singers—Sonora 1084
Four Vagabonds—Apollo 1055 R y Noble—Col. 37544
Dinning Sisters—Cap. 443 D'Artega-Hal Horton—Sonora
Joseph Littau—Pilotone 5132 2012
(World-Standard-Langworth-Associated-Thesaurus-U.T.S.)

Just An Old Love of Mine

(Campbell-Porgie)
Billy Eckstine—MGM 10043 Dick Farney—Maj. 7248
Tommy Dorsey—Vic. 20-2371 Peggy Lee—Cap. 445
Doris Day—Col. 37*21
(Associated-Langworth-World-Thesaurus-U.T.S.)

Lolita Lopez

(Encore)
Freddy Martin—Vic. 20-2288 Dinning Sisters—Cap. 433
(Associated-Capitol-Langworth-Standard-Thesaurus)

Smoke! Smoke! Smoke!

(THAT CIGARETTE)
Tex Williams—Cap. 40001 Phil Harris—Vic. 20-2370
Lawrence Welk—Dec. 24113 Johnny Bond—Col. 37831
Deuce Spriggs—Coast 263 (Standard)

Tennessee

(Stevens)
Blue Barron—MGM 10058 Charlie Spivak—Vic. 20-2422
(Associated-Langworth-Standard)

The Story of Sorrento

(Pemora)
Buddy Clark-Xavier Cugat— Bobby Doyle—Sig. 15079
Col. 37507 (Langworth-Standard-U.T.S.)

Wait'll I Get My Sunshine in the Moonlight

(Vanguard)
Ginny Simms—Sonora 3014 Gordon Jenkins—Dec.*
Jack McLean—Coast 8009 Foy Willing—Maj. 6013
Four Chicks and Chuck— The Mel-Tones—B & W 852
MGM 10048 (Capitol-Langworth-Standard-World)
* Soon to be released

COMING UP

AS SWEET AS YOU (Regent)
DO A LITTLE BUSINESS ON THE SIDE (Valiant)
DREAMING OF YOU (Victoria)
L'AMOUR A LA BOOGIE WOOGIE (Adanac)
LAST NIGHT IN A DREAM (Brightlights)
MISSING (BMI Canada)
THAT MISS FROM MISSISSIPPI (Dawn)
THERE'LL BE SOME CHANGES MADE (Marks)
WHAT EVERY WOMAN KNOWS (BMI)
WHO PUT THAT DREAM IN YOUR EYES (Stuart)
ZU-BI (Republic)

* NEW PIN UP HITS

† CANADIAN SONG HITS

CHNS

Now On the Air

with 5000 Watts

First in Halifax!

BMI CANADA LIMITED

229 YONGE ST TORONTO 1, ONT.
MONTREAL NEW YORK CHICAGO HOLLYWOOD

DON'T BE AN

"Old Mother Hubbard"



"Old Mother Hubbard went to the cupboard, to get her poor dog a bone, but when she got there the cupboard was bare, and so the poor dog had none." You can easily find your business in the same predicament if you don't look to the future and prepare for a "rainy day." Your best bet for a promising future for your product in the rich Western Ontario markets, urban and rural, is a "Sales Producer" like CKLW. This progressive radio station has concentrated on the sales development of this market for over 15 years. Today it is Western Ontario's and one of Canada's most popular stations with a B.B.M. rating of 95,710 homes in the daytime and 87,314 homes at night... a total of 183,024 homes in a day.

Advertising and Sales Managers, when making plans for an advertising or sales campaign in this lucrative market, make CKLW a MUST on the schedule.

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

CKLW

"THE GOOD NEIGHBOR STATION"
WINDSOR * ONTARIO

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

PEOPLE



Last month, military authorities ally caught up with CKRM production manager, Bill Walker, and his father, E. D., rushed them to Saskatoon, hauled them up before Lieutenant-Governor R. J. M. Parker, who applied to their estates a D.F.C. (on Bill) and an B.E. (on Ed). It appears that the authorities have been looking for the Walkers for some time, but in vain. Had they been readers of the CANADIAN BROADCASTER, they would have read in a recent issue that Bill is the wonder boy who won the "best actor" gong at the Saskatchewan Dominion Drama Festival last year.

NAVAL VETS GO RADIO
Three Royal Canadian Navy veterans have joined the staff of radio station CFRN at Edmonton. They are Lieuts. Tony Lefroy, Wally Clarke and Tommy Graham.

Tony Lefroy, who saw five years active service, has joined the news force of CFRN. He is a former insurance and newspaper advertising salesman.

A professional musician, orchestra leader and entertainer of 10 years' experience, playing and conducting dance bands from coast to coast, Wally Clarke has joined the continuity staff of the station. He served with entertainment units while in the navy.

Prominent in newspaper circles in Canada and the United States, Tommy Graham, who served ten years with the Royal Canadian Navy during World War II as Public Relations Officer, has taken over the position of Promotion-Publicity Director of the station. Fifteen years of newspaper reporting and editing, advertising, promotion and public relations from coast to coast is his pass into his present position.

WINNIPEG PERSONNELITIES

Frank Stanley has left CJOB and henceforth will do his announcing for CKY. Bill Guest, formerly of CKFI, Fort Frances, has joined CKRC's announcing staff. Peter Burgess, CKY operator, is taking bows these days having been presented with a baby boy.

LONG DISTANCE NEIGHBORS

CKMO, Vancouver, which plugs itself as "Your Neighborly Station", has a hot one under its collective hat to expand the policy over the North Pole to take in the dreaded Reds! A note from the station's publicity department (under new management by new production manager, Geo. Dewey) remarks that Al Reusch's "Name It Play It" program is making friends in the State of Washington. "With increased wattage," the note reflects wistfully, "this could easily be carried on into a good neighbor policy with Russia."

RCA APPOINTMENT

C. W. Smith of Moncton, has been named as the new manager of RCA Victor's Calgary District office. Mr. Smith is to succeed F. T. Myles, who has been appointed manager of the Vancouver branch. This announcement was made by the company's commercial vice-president, F. W. Radcliffe.

NEW CKMO BOSS

Robert T. Bowman, former overseas correspondent and veteran newspaperman, has been appointed manager of CKMO, Vancouver, succeeding John Hunt, who left the station last month and has not revealed his future plans.

Bowman has been associated in past years with World Wide Radio Federation, Boston; CBC, Overseas; Southam newspapers (Washington correspondent). Latterly he has been acting manager of station CJCH, Halifax.

JOINS BROADCASTER

Desmond E. Wainright has joined the CANADIAN BROADCASTER after completing a secretarial course at Rehab School. His duties are secretarial and junior editorial. He succeeds Tom Holub, who resigned to take up a job as assistant editor with Hugh C. MacLean Publications Ltd., Toronto.

WINNIPEG AD CLUB

Harold G. Plant has been named president of the Winnipeg Sales & Advertising Club for the coming year. Other officers are: A. L. Garside, past-president; G. A. Wood, vice-president; Louis E. Leprohon, secretary-treasurer, and Sidney L. Bowley, Arthur E. Parker, H. A. K. Lane and Roy C. Halter, directors.

NAMED MANAGER

Charles J. Rudd, recently with CKNW, New Westminster, has been appointed manager of CJAV, Port Alberni, on Vancouver Island. The announcement was made by Miss Margaret Rea, president and managing director of the station. The appointment was effective Oct. 1.

The new manager was with west coast radio stations before the war and served with Canadian Forces Radio Service in U.K. and Holland.

EVE HENDERSON IN NEW POST

Eve Henderson, formerly women's commentator at CKRC, Winnipeg, and a 1947 Beaver Award winner, is to resume her radio career in Edmonton.

Eve resigned her Winnipeg job to move with her family to Edmonton. She had decided to retire from radio but just couldn't take it. Only a short time after her arrival she accepted an offer from CFRN.

Mrs. Henderson has been associated with radio since 1935, and her assignment with CFRN will see her as producer and commentator of the daily program, "In the Women's World", sponsored by the C. Woodward Limited Department Store.

In addition to her radio program, which commenced on Monday, October 6, Eve, who will be known to her radio audience as the new Helen Kent, will be Home Service Director of Woodward's Edmonton branch.

IT'S A FACT!

ONLY CKRC WINNIPEG

CAN REACH EVERY RADIO HOME IN MANITOBA

IT'S CANADA'S BEST RADIO BUY

COMPARE RATES AND COVERAGE

REPRESENTATIVES
ALL-CANADA RADIO FACILITIES
U.S.A. - WEED & CO

This is a Field Intensity Meter

(CFAC... 5000 WATTS... CBC TRANS-CANADA NETWORK... ALL CANADA)

by its actual measurement

CALGARY'S CFAC

is the most powerful signal in Calgary

SERVING

THE LAKEHEAD

- The majority of vast Thunder Bay District's population is located in and around Port Arthur-Fort William. . . .
- . . . within CFPA's primary service area, available at CFPA's low cost per listener.
- No Canadian station located outside the Lakehead serves CFPA's coverage area; and American stations may only be heard at night.
- The number of programs being produced for local sponsors on CFPA is evidence that local merchants get results.

CFPA Port Arthur

250 WATTS

1230 KCS.

Get the facts from
NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Bldg.—FI. 6388

ROUNDUP

UNIVERSITY NETWORK

The Western University Radio Federation will meet at Saskatoon some time in October, where the top item on the agenda will be discussion of establishment of a university network.

Manitoba, Saskatchewan, Alberta and B.C. colleges are represented in the federation.

Ernest Perrault, president of the University of B.C. Radio Society, said this week that they would discuss the possibilities of linking university stations through either CBC or independent station facilities.

At U.B.C., a new control room and studio is under construction and is expected to be in use this fall. More than 200 applications for membership in the U.B.C. Radio Society have been received from the student body, Perrault said.

Instruction is offered in various phases of radio work, but the activity is extra-curricular for UBC students.

Exchange of discs of dramatic presentations is the principal connection between university stations at present.

Establishment of an actual transmitter at UBC is under consideration by the Board of Governors, according to Perrault, who said the Department of Transport had okayed the Society's application.

YEARBOOK WILL APPEAR DESPITE ACCIDENTS

CANADIAN RADIO YEARBOOK, already behind schedule due to printing difficulties, received a double-barreled set-back last week when Jack Boothe, its general manager, and Mike Mallory, its advertising manager, became casualties.

Boothe was hospitalized for several weeks in a freak motorboat accident, when the flywheel on his outboard motor disintegrated while at top speed, injuring him painfully. He received a bad cut over his left eye, lacerations to his left hand and a long and deep gash on his left thigh. Mallory went to Christie Street Military Hospital for treatment of an overseas hip injury. Hugh Newton, editor of

the YEARBOOK has been working overtime alone to complete publication, now in its final stages. He expects it out by the end of October.

Although not superstitious, a believer in such fables as misfortune striking in threes, Newton is carrying two rabbits' feet in his pocket, a pressed leaf clover in his wallet, is crossing streets only on green lights and is considering hiring an official bad taster.

FIVE YEARS TO TV

Canadians will have to wait at least five more years for domestic television. This was the opinion of J. P. Pettigrew, managing director of Philips Industries Montreal and Toronto. He said that the chief drawback was that transmitters would have to be constructed at twenty mile intervals before home telecasting would be practicable.

The Philips Company maintains its headquarters in Eindhoven, Holland, from where it controls over one hundred manufacturing units in twenty-six different countries. It was here that the petrel tube was developed. During the war, over 25% of the facilities in Eindhoven were destroyed but they have been rebuilt and the company is employing a staff of over 40,000.

FM NETWORK REINSTATED

James C. Petrillo made a temporary but tactful retreat from a New York meeting with representatives of the FM Association and American Congressmen, a stormy petrel of the music union rescinded his order that Continental (FM) network stations would not be permitted to carry the Rochester Symphony broadcasts. This program, sponsored by Stromberg-Carlson, returned to the air October 3 to complete the remaining eleven of thirteen weeks.

The move sets no precedent for future chain broadcasts of the industry Petrillo said. He added it to be merely a concession to honor an agreement signed in good faith by the orchestra and the Rochester local. James C. Petrillo pointed out that he had no authority to arrange network contracts and that such matters must, in the future, be dealt with by the federation.

COMMANDING ATTENTION . . . EARNING RESULTS

Winner of the 1947 Billboard Radio Promotion Competition

Vancouver's CKWX 5000 WATTS The Station with PROMOTION YARDSTICK

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

CKOV
KELOWNA ★ Okanagan BROADCASTERS LTD.

Let CFCY serve you too!

More than doubled in Six Months

THE GOODMAN COMPANY LTD.
Truro, N. S. Antigonish, N. S.
New Glasgow, N. S. Point of Mailing

New Glasgow, N. S.,
July 28, 1947.

Island Radio Broadcasting Co. Ltd.,
Charlottetown, P. E. I.
Attention R. F. Large

Dear Bob:
You have forced yourself out of business as far as we are concerned.
Our stock will not hold up during the month of August to excessive mail orders and it will be September before we shall be able to supply the many requests made upon us.
Therefore, please discontinue the daily plugs during the month of August but rest assured that you will hear from us again when circumstances permit.
Best personal regards.

Very truly yours,
GOODMAN COMPANY LTD.
R. F. Large
RFL

HJG-JYM

NELSON'S DELUXE DRY CLEANERS
DRY CLEANING
DIAL-608
DRESSING
DRESSING
DRESSING

AMHERST, N. S.

April 15, 1947.

Island Broadcasting Co. Ltd.
Charlottetown, P.E. I.

Dear Sirs,-

This is to advise you, that we are more than pleased with the results of our radio spot ad. We are receiving orders from all parts of N.S., N.B. and P.E. I. and so far away as Gaspe, Que.

Our mail orders have more than doubled in the past six months as well as a definite boost in our local trade.

Enclosed please find cheque for March account.

Yours truly,
NELSON'S DRY CLEANERS
O. Nelson

.. stock will not hold up ... To excessive mail Orders

CFCY HARLOTTETOWN

DOMINION NETWORK

630 KILOCYCLES

5000 WATTS

ISLAND RADIO BROADCASTING COMPANY LIMITED
Reps.: CANADA—All-Canada Radio Facilities.
U.S.A.—Weed & Co., New York.
GREAT BRITAIN—Fremantle Overseas Radio, Ltd.

PROMOTION

More Plugs For Better Shows

Announcement was made at the recent NAB Convention at Atlantic City that Don McKim, promotion manager of station CKWX, Vancouver, had received the U.S. paper "Billboard's" award for all-over station promotion during the past year.

The CKWX copyrighted "Promotion Yardstick", which was no doubt a contributing factor in the judges' decision to choose him for the award, was devised by him shortly after his leaving the services, and it has proved an equitable basis for the apportionment of

"promotion" to programs, according to the time expenditures involved.

Bonus Better Programs

Under the plan, CKWX blueprints the supporting promotional campaign for every program series well in advance. The amount of promotion to which an advertiser is entitled is worked out on a point system. Thus, 3 points are awarded for a series of 13 five-minute programs; 13 points for 13 fifteen-minute programs; 26 points for 13 thirty-minute programs. Exact multiples of these figures apply to campaigns of longer lengths, "B" and "C" time campaigns of the above values, which are for "A" time, score two-thirds of the above values. In addition, advertisers earn point bonuses up to 50% of their normal

value if their programs rank above average in listener appeal, public service or sponsor promotion.

Point By Point

A circular issued recently by the station shows exactly what promotion a sponsor received in the case of Super-Service Stores who contracted for 5 fifteen-minute programs a week for 52 weeks.

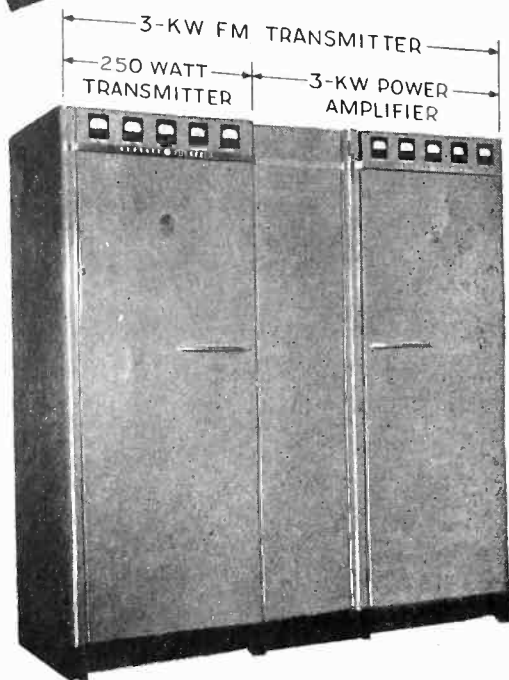
Points in this particular campaign were assessed as follows: Basic—173; Listener Appeal—26; Sponsor Promotion—17; Total 216.

Apportionment of the "promotion credit" was as follows: (1) Studio "Open House" for sponsor's dealers—8 points; (2) Broadcast Promotion—64 "Builder" Flashes and 32 "Builder" Announcements—135 points; (3) Street Display



at studio entrance—2 points; (4) Daily Newspapers—26 ads in 3 Vancouver evening papers and 20 5" ads in morning daily—40 points; (5) Dealer Publication—3 spots for the trade in station's monthly dealer publication—3 points; (6) Weekly Newspapers—4" ad in 18 weekly newspapers circulating through rural coverage area—8 points; (7) Window Display—station provided 10 program-promotion window displays—20 points. Following a recent poll of time-buyers regarding preferences in promotion material for their programs, certain revisions have been made without changing the fundamentals of the plan. These revisions pattern the media distribution of promotion to meet advertiser preferences, and alter the values of various types of promotion to meet current conditions.

WILL YOUR FM STATION BE EXPANDABLE?



SAVE MONEY REACH MORE LISTENERS

by block-building
with

GENERAL ELECTRIC BROADCAST EQUIPMENT

- FM and AM Transmitters
- Consolettes
- Antennas
- Television Equipment
- Audio Equipment
- Wire and Cable
- Recorders
- Tubes
- Test Equipment

Look ahead when you buy your FM broadcast transmitters. Plan your station so you can expand from watts to kilowatts at minimum expense and small space requirements.

Start with the 250 watt General Electric FM transmitter and have a reliable, top-performing driver for the power amplifier you will add later to obtain more solid coverage—more listeners. Well over a hundred of these transmitters now in use have proven their dependability.

Dependable operation of all your station equipment results from your choice of General Electric—the first and greatest name in Electronics.

47-RT-6

CANADIAN GENERAL ELECTRIC LTD

HEAD OFFICE - TORONTO

RADIO IN EVERY ROOM

More radios in American homes is the goal of the Third Annual National Radio Week (Oct. 16—Nov. 1) sponsored by the Radio Manufacturers' Association and the NAB in the States. It will feature the all year "Radio in Every Room" campaign of RMA.

Observed by radio dealers, broadcasters, and advertisers, the object will be to display the most modern electronic devices. Dealers, like the dealers, will also have promotion material at their disposal in the form of posters, streamers, and radio spots.

GET 'EM YOUNG

At New Westminster, CKWX is getting right in on the ground floor in an effort to get present and future listeners. Latest move is a distribution of 50,000 hoodoo book covers throughout Vancouver, the Fraser Valley and Vancouver Island. The covers feature pictures of Bill Rea, Bill Henderson, Warren Johnstone, Bill Dickson with the "Deep River Boys" and "Rhythm Pals" and Arnold Nelson.

AGENCIES

New Brusch Sweeps Clean

Spitzer & Mills new radio account, the Toni Company (some Permanents) has just bought a program through an audition, staged in Montreal, and relayed to them and their clients in Toronto.

Seated in RCA Victor recording studios in the Royal York Hotel, the sponsor, the agency and the rep. heard a CAC program fed from the Montreal studios over a special leased line and bought the show.

The program was a meet-the-public interview show which had previously been recorded on CKAC's new Brusch Magnetic Type Reader. It was then played directly onto the line for auditions in Toronto.

W. Wright, CKAC representative who made the arrangements for the Toronto part of the demonstration, lays down the gauntlet when he claims something of a record for this long-distance audition. Reps., agencies or others who may have audition programs from Halifax to uncover by carrier pigeon megaphone should communicate with this department without delay.

MacLAREN ADVERTISING CO. LTD.

MacLaren's Toronto office reports that Imperial Oil starts the "H. L. Hockey Broadcasts", Foster Hewitt, on October 18. 46 stations of the T-Can and such networks. Court Benson commute between New York and Toronto to handle the commercials, while the "Hot Stove League" will again be a feature. Starting the middle of October, Department of National Defence has two series of spots going out for navy and air force recruiting. For the navy campaign there are 70 spots which will be aired on 25 English and French stations. For the air force there are 76 spots and 9 flashes on 40 stations. Stations in single station areas will get the entire series; where there is more than one station, they will be divided.

Henry K. Walpole (Cod Liver Oil) resumes its regular winter campaign on November 1. 30 stations coast to coast. Buckett Ltd. has a flash campaign under way for Buckingham cigarettes over CKGB, CJKL, CFCH, and CFGP.

RONALDS ADVERTISING AGENCY LTD.

Ronalds Montreal office is piped in "Duffy's Tavern" from NBC Bristol-Myers, going to CKEY, Toronto, Wednesdays at 9 EST, with a repeat to CBM, Montreal, following Tuesday.

SULLIVAN, STAUFFER, COLWELL & BAYLES

Noxema Chemical is bringing in "Mayor of the Town", with Lionel Barrymore from ABC Wednesdays at 9 EST, delayed, to all regions of the Dominion net, plus CFBC, Saint John, with a repeat to CFRB, Toronto, on the following Monday at 10 EST. Sullivan, Stauffer, Colwell and Bayles, New York, handle the account.

E. W. REYNOLDS & CO. LTD.

West York Motor Ltd. is sponsoring Michael Fitzgerald's sportcasts 5 minutes, 6 a week, over CFRB, Toronto, beginning October 13 for 6 months.

GRANT ADVERTISING

W. K. Buckley Ltd. started October 13 a 4-month spot campaign over a wide list of stations between CKPR, Fort William, and CIVI, Victoria, while the eastern campaign between CJIC, Sault Ste. Marie, and the Maritimes commences on November 3.

SPITZER & MILLS LTD.

The Toni Company (Toni Home Permanents) has taken the 1.45-2 p.m. EST slot over the T-Can network on Tuesdays and Thursdays with "Sing Along" featuring Russ Titus. Same company has also picked up a segment of "Club 580" over CKEY, Toronto, Monday through Friday. Toni has also scheduled a portion of "Club 800" over CJAD, Montreal, 5 a week beginning October 20 and has taken the first 15 minutes of "The Breakfast Club" over CJBC and CFCF, Monday through Friday. To round out its radio campaign, the new company has a 10-minute interview program, "Toni Asks" going to CKAC, Montreal and CHRC, Quebec, beginning October 20, Monday through Friday.

Colgate-Palmolive-Peet is piping in "Can You Top This" from NBC to CKEY, Toronto, Fridays at 8.30 p.m. EST.

COCKFIELD BROWN & CO. LTD.

Miles Laboratories for One-A-Day Tablets, has started a 33-

week series of spot announcements over 21 stations coast to coast.

Maple Leaf Milling has spots going to 16 stations coast to coast for Monarch Flour and to 17 stations advertising Cream of the West Flour.

Shirriff's Ltd. has added 13 stations to the network show, "Fun Parade", this fall, including 10 Canadian stations, station VONF, Newfoundland, ZBM, Bermuda and Radio Trinidad. Same company also participates on the "Early Morning Frolic" over CKLW, Windsor.

McCONNELL EASTMAN & CO. LTD.

McCormick's Ltd. (Biscuits) will renew the transcribed "Corinne Jordan" show for 39 weeks as of January 1, 1948, over 19 eastern stations. Same firm is also sponsoring the French language, 15 minute twice a week "Collette et Rolland" show over CKAC, Montreal, and CHRC, Quebec, beginning first of the year.

F. H. HAYHURST CO. LTD.

Canadian Canners Ltd. (Aylmer Products) has started "Aylmer Playhouse" over KCOC, Hamilton, and is heard Sundays at 6.30 p.m. EST. Same program now going to CFRB is now heard an hour earlier at 5.30 p.m. EST, Sundays.

F. W. Fitch has returned the "Phil Harris Show" to CKEY, Toronto and CFCF, Montreal, from NBC.

GARRY J. CARTER OF CANADA LTD.

Taylor's Service Stores has started the half-hour weekly transcribed "Hollywood Radio Theatre" over CKEY, Toronto, for 26 weeks.

Alberta's Hardware has brought back the 15-minute Sunday feature, "An Orchid To You" to CKEY for 26 weeks.

Leader Fur has taken two 15 portions of the "Tommy Dorsey Show" weekly over CJBC for 13 weeks.



CHESTY - - -

You may think the gull a show-off, but what you see is a natural pose. In radio it's natural at times to be just a little "show-offy"—as long as there's a good reason for it.

At present, CJCA has two good reasons to be just a little chesty. We came first among Canadian stations in Public Service Promotion (Billboard) and on September 22 CJCA's Dogpatch Dodgers were the winners in Edmonton's Third Annual Community Chest Fastball Game, before the largest sports crowd in Edmonton's history—(11,000 in the park and thousands turned away).

Yes, we have reason to be just a trifle chesty!



FIRST IN POPULARITY!

CKCR KITCHENER

BUSINESS BY CHEQUE
IN KITCHENER - WATERLOO AREA
August, 1946—\$24,414,881.00
August, 1947—\$33,240,336.00
An Increase of **36%**
(Ontario Average: 2%)

GET YOUR MESSAGE INTO THE BOOM-BELT through **CKCR**

— See —
WILLIAM WRIGHT
MONTREAL
Empire Life Bldg.
H.A. 7240
TORONTO
Victory Bldg.
AD. 8481

CKCR

CKCR CKCR CKC



Jos. Hardy Talks
ON

QUEBEC MARKET NO. 2

"Because there are many of you, and only one of me, I cannot greet you all in person as often as I should like to do. But, in this new series of "talks", I can visit you in print, and tell you about Quebec Market No. 2.

"What is this No. 2 Market? Why, all that part of Quebec Province lying east of Montreal Island and the Ottawa Valley. In it are over 1½ million prospects, and 92% of them are French. In it are the prosperous centres of Quebec City, New Carlisle, Trois Rivières, Sherbrooke and Jonquière. You need Quebec Market No. 2 in your Sales plans! Then let me help you reach it by Radio — through these French-speaking stations."

For any information on
Quebec Market No. 2
Telephone, Wire or Write to

Jos. A. HARDY & CO. L^{td}
MONTREAL QUEBEC TORONTO

CHRC	REPRESENTING	5000
CHNC	QUEBEC	WATTS
CHLN	NEW CARLISLE	WATTS
CHLT	TROIS RIVIÈRES	1000
CKRS	SHERBROOKE	WATTS
	JONQUIÈRE	250
		WATTS

ADVERTISERS

ACA Set For Convention

The Association of Canadian Advertisers, which is holding its thirty-third annual convention in the Royal York Hotel, October 29-31, is an association with a membership of 145 companies which are national advertisers in any or all media.

The purpose of the Association, which has been under the executive direction, for over six years, of Athol McQuarrie is "the improvement of advertising practice and helping advertisers to get more for their advertising dollar."

Protection

When discriminatory legislation against advertisers is advanced, the ACA spearheads the opposition marshalled to oppose it. A year or so ago ACA successfully opposed a proposed sales tax on live talent on radio programs. More recently it has led a campaign to combat an attempt to remove signs from city streets in Toronto and Montreal.

Information

ACA issues several bulletins for the benefit of members and

also publishes the "ACA Blue Book". Bulletins include a weekly "Library Service Bulletin" which digests important articles on all phases of advertising, and indicates how such material may be procured from the ACA library. "Association News" provides a quick review of items of interest to executives in sales and advertising fields. Views of individual members are compiled into a bulletin called "Members Forum". The "ACA Blue Book" is contributing a continuing service of up-to-date information on the breakdown of circulations of all Canadian printed media with hopes of adding radio at an early date. Members receive the book free while agencies and media may purchase it for \$25 a year.

Promotion

ACA has been instrumental in helping to establish several research and kindred organizations. These include, in the radio field, the Bureau of Broadcast Measurement, and in the trade paper field, the Canadian Circulations Audit Board. Both these operations are designed to supply advertisers with listener and circulation audits. The Association operates these organizations on a tri-partite basis, with advertising agencies and media deliberating with the advertisers.

ACA was instrumental about a year ago in bringing about the incorporation of the Film Board Producers Association of Canada to facilitate the securing of important information on the production of 16 mm industrial films

The Canadian Statistical Research Committee brings together, under ACA, over a dozen different organizations to function as a composite body in making recommendations to the Dominion Bureau of Statistics. The two chapters of the American Marketing Association, recently organized in Montreal and Toronto, have been invited to join this committee.

Membership

Over thirty percent of the 145 companies of ACA have maintained their membership for over twenty-five years. The extent of advertising appropriations in all media of ACA member companies is stated by General Manager McQuarrie to be \$42,000,000 of which \$8,000,000 is spent in radio.



PROGRESS

Once upon a time a producer got out of radio the easy way. He got fired.

* * *

IMMORTALITY

A headline in the OTTAWA CITIZEN reads: "CBS Reives Pompeii Burial", which rises to the reflection that they should live so long.

* * *

HUMANITY

"CHAB news editor boy Shaunavon".

—Shaunavon Stas... Maybe that's what the need.

* * *

DEPT. OF DEFINITIONS

Free speech does not mean that you can say anything you like as long as you pay for it.

* * *

NATIONAL SERVICE

Then there's the radio station which considered its contribution to its community in terms of the amount it has to pay out in income tax.

* * *

R. I. P.

I envied my right foot went to sleep right through the five-minute commercial.

* * *

OHO RADIO

Did you hear about "Doubie or Nothing" master who decided to play when a contestant said the name of the Twin Peaks of California was Jane... sell?

* * *

SHRINKING VIOLET

Mr. Churchill could not possibly have been thinking of a conductor we know who has said that Mr. Attlee vs. a modest little man with much to be modest about.

* * *

ATTENTION ACA

An advertiser is a man who has to pay out in cash for the media man's misinterpretation of what the advertiser thought he wanted.

* * *

ONE ACT TRAGEDY

"In radio you cannot be Original", he cried. "Folks just won't stand for subtlety". And so he never tried.

* * *

HELP WANTED MALE

Script writer, with imagination, to translate CBC governors' bedroom discussions into material suitable for them to deliver in public at the board's open meetings.

OUR EXPANDING UNIVERSE

Not Prof. Einstein's—OURS! Northward into the rich mining district of Red Lake, the field and coverage of CJRL is rapidly expanding. The new Red Lake Highway is completed and officially opened, bringing greater trading facilities to a vast new area. Marching along with this development, new transmitting equipment of CJRL is completed, and in operation. Evidence of deeper penetration and greater coverage is mounting daily.

In this rich mineralized territory, many communities depend entirely on radio for their daily news and entertainment. It is almost exclusively covered by CJRL.

Write us or our nearest representative for the whole story of "MORE AND MORE LISTENERS AT NO INCREASE IN RATES".

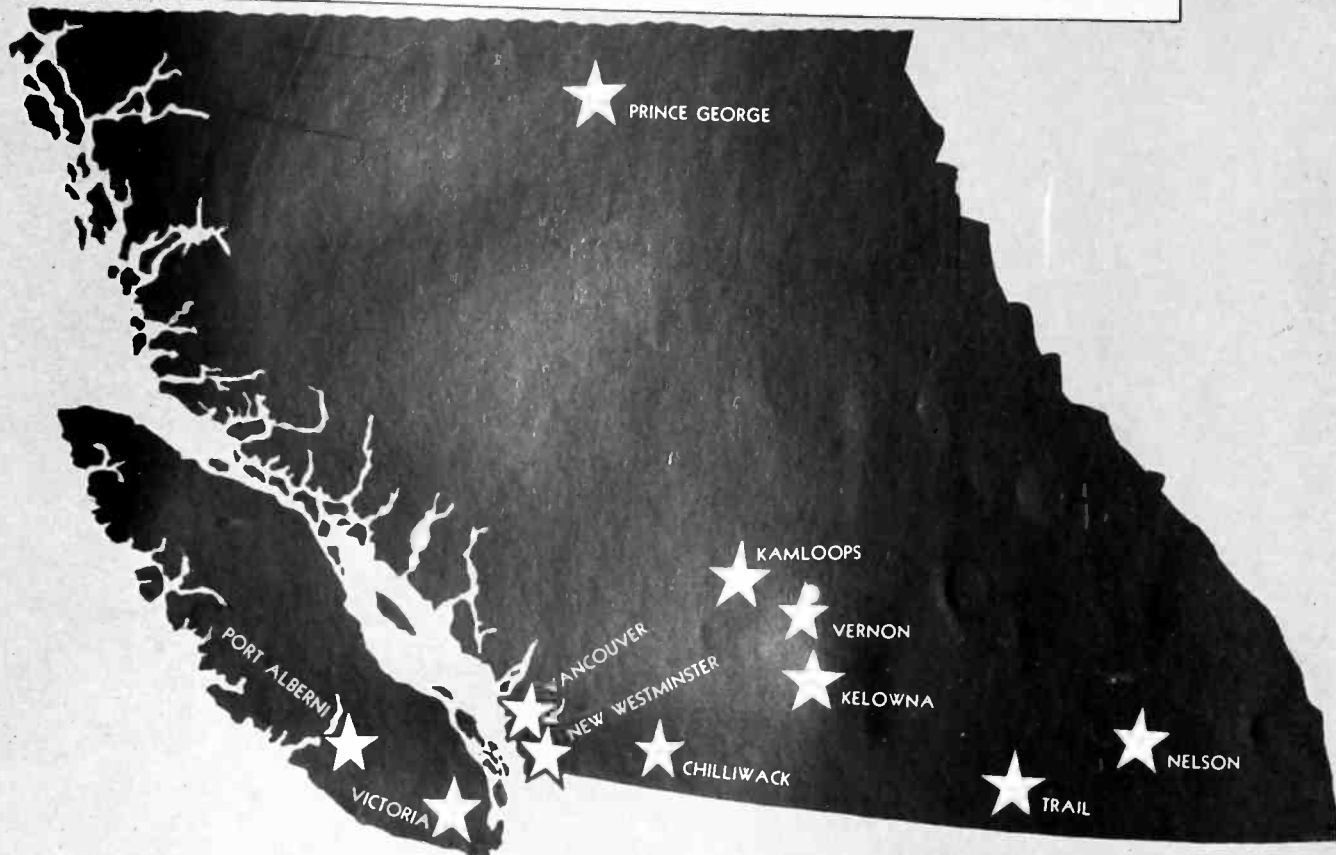
Representatives:

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

DOMINION NETWORK

13 OF CANADA'S 89 INDEPENDENT STATIONS

ALERT...Progressive...And Doing THE Job In A Major Canadian Market



B.C. - A Growing Province!

The industrial muscles of British Columbia continue to bulge! Last year over 1,500 new companies invested nearly ONE HUNDRED

MILLION DOLLARS in this fastest growing province. New workers, with new payrolls for your products and services!

YOU'RE NOT SELLING CANADA ... UNTIL YOU COVER BRITISH COLUMBIA BY RADIO

Chilliwack CHWK	Kamloops CFJC	Kelowna CKOV	Nelson CKLN	New Westminster CKNW	Vernon CJIB
Prince George CKPG	Trail CJAT	Vancouver CJOR CKMO CKWX	Victoria CJVI	Port Alberni CJAV	

The NO. 1 Buy in Canada's No. 1 Market ...that's CFRB!

NOW, that's a big statement — so let's look at it closely.

CFRB reaches more Ontario listeners than any other Toronto station
... the No. 1 Buy!

Ontario represents more than 40% of Canada's total buying power
... the No. 1 Market!

In this sales-rich area, CFRB offers advertisers:

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

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

5,195 potential radio homes at other times ...

for every advertising dollar!

So that's the set-up on CFRB. And that's the reason more than 40 sponsors have advertised on CFRB for 11 years — they've found that they can reach a BUYING audience in a BUYING market, on CFRB!

CFRB

REPRESENTATIVES:

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

TORONTO

Looking forward to the next twenty years!