

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 17

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

September 6th, 1947

PEOPLE

RCA APPOINTMENTS

R. C. Ludlow, credit manager, and W. M. Chamard, assistant comptroller, RCA Victor Co. Ltd., Montreal, have been appointed treasurer and comptroller, respectively, of the firm. Ludlow, born and educated in Toronto, joined RCA Victor in 1934 when he became credit manager for the Toronto district office. In 1938 he was transferred to Montreal as office manager where, in 1946, he became credit manager, as well. Chamard, a native of Saskatoon, went to RCA in 1942 as accountant and soon after was made general accountant. He became assistant comptroller last year.

PAYROLL

Vernon Wileman, who started his radio career 15 years ago at CPAC, has joined CKNW as assistant engineer. He spent the war as a radio operator with Air Transport Command, and more recently did a hitch with CKWX. Ted Reynolds has moved from CFJC Kamloops to CJVI Victoria as announcer-operator.

Hal Rodd, formerly with CJOB Winnipeg, has joined CKMO's announcing staff. Frank James has started work with CKMO sales staff and Bud Smalley, formerly of Port Arthur, has joined the station's continuity department.

THE WOMAN'S PLACE

Eve Henderson, CKRC's women's editor and 1946 Beaver Award winner, has decided to give up full-time radio work and return to Edmonton where her son is attending the University of Alberta. Eve seems happy to be returning to "housework", but agrees that leaving radio will give her quite a jolt. She intimated that she might be persuaded to do a few radio "jobs" in the north Alberta metropolis.

MIDDLE AISLE

Ken Gray of CKRC's technical staff has taken unto himself a bride, the former Ruth Nelson. Bill Deegan, of CKSO Sudbury, middle aisled it last week with Leila Saganiewicz, also of CKSO.

STORK MARKET

Cy Mack became the father of a girl on August 10 while a boy was presented to Walter Elliott on August 21, his third child.



—Photo by Harry Filion, Vancouver

Here is a seasonable scene at the Vancouver Y.M.C.A. Pool, where CJOR and the Y are teaching Vancouverites to swim with their "Swim for Fun" Campaign. After four days plugging on the air, so many people turned out to take lessons that they had to be turned away from the pool. Ranging from teenagers to people over sixty, more than 350 learned to swim in five one-hour lessons, according to Hec Christie, who is in charge for the station.

WAB Geared for Annual Meet

Winnipeg branches of the advertising agencies will be well represented at the WAB Convention in Minaki, Tuesday and Wednesday of this week, according to advance information supplied by president Bert Cairns, who also expects a fair representation of Toronto and Montreal agencies. Eastern CAB directors who have indicated they will be present are Keith Rogers, CFCY, Charlottetown, and Ralph Snelgrove, CFOS, Owen Sound.

Cab Reports

The CAB will be represented by manager Harry Dawson. Doug Scott, director of broadcast advertising and Jim Allard, director of public services.

The afternoon of the first day (Wednesday) will be devoted to two reports from the CAB. At 2 p.m. Harry Dawson is scheduled to give a general report on CAB affairs from an administrative standpoint. At 3.30 p.m., Jim Allard will make a report on the association's activities in the field of public relations having special regard to the recent Parliamentary Radio Committee.

The CAB report will be resumed on the morning second day (Thursday) with a talk by

Doug Scott on advertising and sales scheduled for 10 a.m., followed by a report on the Music Committee by Jack Slatter.

Other topics listed on the preliminary agenda are a further discussion of the formation of a small markets committee which was brought up at the WAB meeting last year. The program is rounded out with such routine matters as committee reports and election of officers.

Social Side

On the social side, the Canadian Marconi Company is holding a cocktail party before dinner on Wednesday. This is followed by the association's annual dinner.

Following adjournment at 4.30 p.m. on Thursday, delegates and their guests will go on a boat trip to Kenora. They will be entertained by CJRL, Kenora, at a dinner at Devil's Gap Lodge.

SHRINERS BLITZ 'PEG

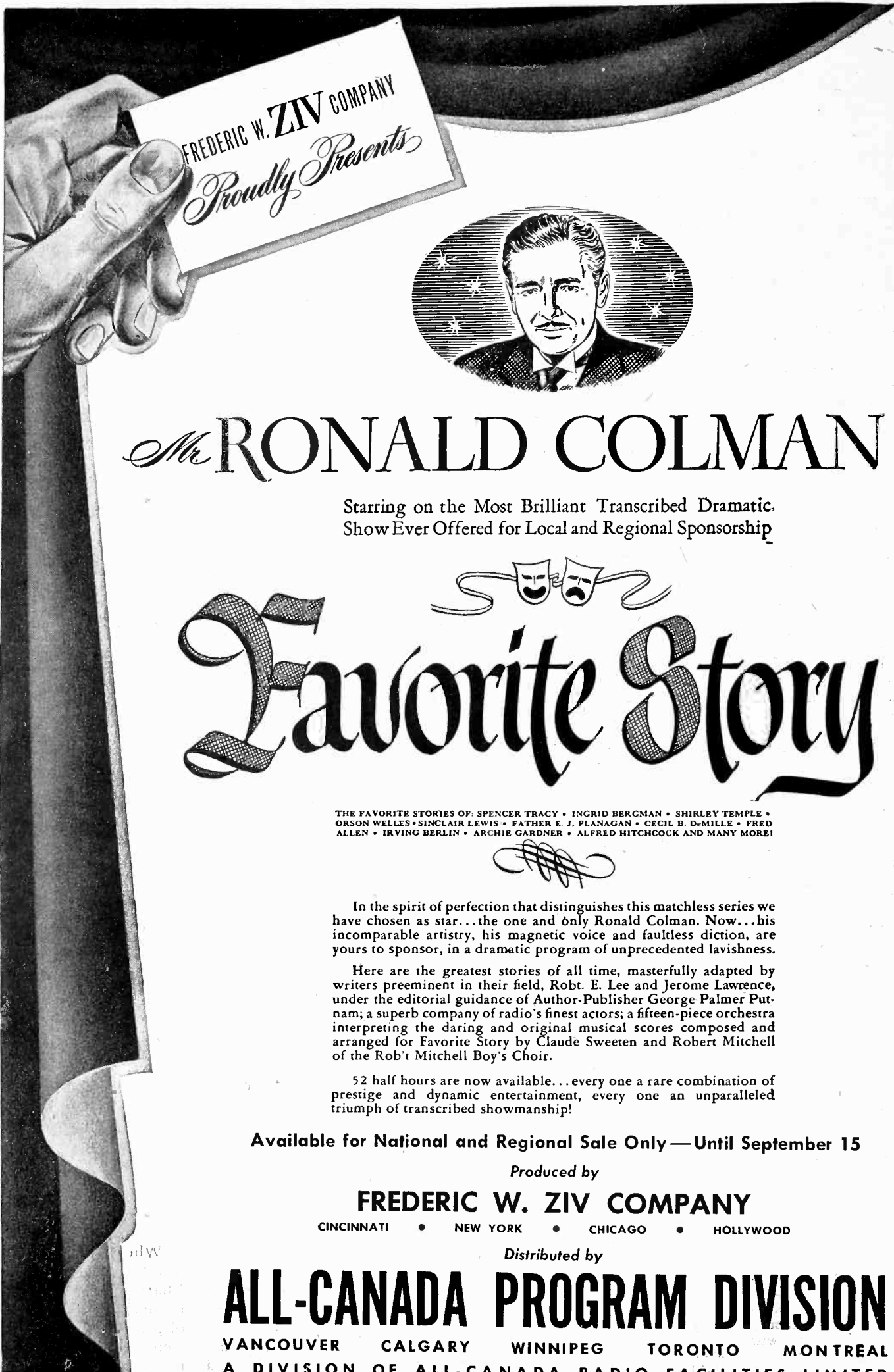
Winnipeg's three radio stations—CKY, CKRC and CJOB—were victims of the friendly "invasion" that engulfed the city when more than 4,000 Shriners from 12 temples of the Midwest Shrine Association travelled north from the U.S. to lay the cornerstone for the \$250,000 Shriners' hospital for crippled children.

The talented Americans presented shows on all three stations.

Chanters from the El Riad Temple, Sioux Falls, S.D., and Osman Temple, St. Paul, Minn., presented two separate programs on CKRC. The latter group's program was transcribed by the station, and the transcription was later presented to

the visitors. The Chanters also were heard over CJOB and CKY. Chuck Cook, CJOB's early morning chatter-box, had some of the boys on his program. CKY officials thought so much of the Chanters that they re-broadcast their program.

When the Shriners pulled into town, Jack Wells and Gene Charbonneau, of CKRC, were on hand to give a word picture of proceedings. Both Jack and Gene were prepared to give a play-by-play description of the Shriners eating breakfast on Main Street, but the rains came and called a halt to the whole affair. CKY had similar plans, however, the weather also put a damper on them.



Mr. RONALD COLMAN

Starring on the Most Brilliant Transcribed Dramatic Show Ever Offered for Local and Regional Sponsorship



Favorite Story

THE FAVORITE STORIES OF: SPENCER TRACY • INGRID BERGMAN • SHIRLEY TEMPLE • ORSON WELLES • SINCLAIR LEWIS • FATHER E. J. FLANAGAN • CECIL B. DeMILLE • FRED ALLEN • IRVING BERLIN • ARCHIE GARDNER • ALFRED HITCHCOCK AND MANY MORE!



In the spirit of perfection that distinguishes this matchless series we have chosen as star...the one and only Ronald Colman. Now...his incomparable artistry, his magnetic voice and faultless diction, are yours to sponsor, in a dramatic program of unprecedented lavishness.

Here are the greatest stories of all time, masterfully adapted by writers preeminent in their field, Robt. E. Lee and Jerome Lawrence, under the editorial guidance of Author-Publisher George Palmer Putnam; a superb company of radio's finest actors; a fifteen-piece orchestra interpreting the daring and original musical scores composed and arranged for Favorite Story by Claude Sweeten and Robert Mitchell of the Rob't Mitchell Boy's Choir.

52 half hours are now available...every one a rare combination of prestige and dynamic entertainment, every one an unparalleled triumph of transcribed showmanship!

Available for National and Regional Sale Only — Until September 15

Produced by

FREDERIC W. ZIV COMPANY

CINCINNATI • NEW YORK • CHICAGO • HOLLYWOOD

Distributed by

ALL-CANADA PROGRAM DIVISION

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



"And you wanted to stay in Toronto for the Ex, Hampstead."

LETTERS

Agencies Cause Gimmicks

Sirs: In your last issue, I read "Station Manager's" condemnation of promiscuous giveaways with alternative feelings of agreement and concern.

I too am a station manager, and deplore the bad effect and lowering of standards caused by the unfortunate system of bribing listeners instead of attracting them, which is growing to be a common practice.

"Station manager" admits that he is guilty, and so do I. He says he will persist with his giveaways as long as his competitors do. I should like to go one further. I shall persist with mine until time-buyers look a little farther than just the rating figures when buying time.

Under the present system of buying, the station with a rating indicating a listening audience of 10,000 people, wins the account away from the station with a smaller audience rating, in spite of the fact that the larger audience consists mainly of bridge players who have the radio on for background

music, while station 2 is airing a serial drama with an audience of women who have rushed home to catch the show and listen attentively, because they feel that if they missed an episode they would really be losing something.

I don't mean that soap opera is the only way to program, because there are plenty of other shows which demand and acquire concentrated listening, because of their quality, human interest or news value or because of the station's prestige in its community.

Agencies don't seem to realize that, from a sales viewpoint, it is better to get the attentive ear of five thousand motorists when you are selling tires than a disinterested audience of 50,000 streetcar riders.

I'm proud of my little station, I'm proud of the kids who first faced a mike in my studios and have since found fame and fortune in the bigger centres; I'm proud of a loyal staff which has grown up with me. But if I am going to continue to hand out pay increases, I have to be sure my revenue goes up commensurately. That's why, as long as the agencies buy by the book, which I admit is a sloppy way to work, I am going to continue giving them what they want — ratings.

— Another Station Manager

Jean Baptiste says:

Quebec Province produces annually about one million pounds of the finest salmon in the world, mines 85% of the world's total output of asbestos, and is known all over the continent for Oka cheese.

Quebec is prosperous, progressive, and has money to spend. Assure getting your share of Quebec's rich market No. 2 by using French Radio — on all or any of these stations.

CHRC Quebec 5000 Watts	CHNC New Carlisle 5000 Watts	CHLN Trois Rivières 1000 Watts	CHLT Sherbrooke 1000 Watts	CKRS Jonquière 250 Watts
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For Information, Rates, etc., telephone, wire or write to:

Jos. A. Hardy & Co. Ltd.
1405, PEEL ST.
MONTREAL
Tel. Harbour 2515

39, ST. JOHN ST.
QUEBEC
Tel. 3-6693

80, RICHMOND ST. WEST
TORONTO
Tel. Adelaide 8482

CFPL

**5000
WATTS**

in
Western Ontario
Greets
the
West
at Minaki



BASIC DOMINION IN LONDON

AGAIN EXPANDS FARM SERVICE

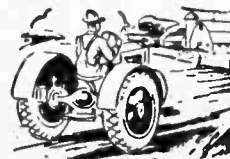
CJGX Inaugurates New Live Stock Market Program

"On-the-Spot" Feature Direct From Union Stockyards, St. Boniface

Informal, informative broad- casts right from the Stock- yards, featuring the market story of the day. Interviews with members of the trade; up-to-the-minute news on the live stock market, for the

benefit of Prairie farmers, shippers and live stock men. A new advance in live stock market reporting, and special- ly valuable to CJGX list- eners.*

* Yorkton & District is the heaviest shipper of live stock to the Union Stock- yards at St. Boniface.



CJGX YORKTON

WESTERN CANADA'S FARM STATION
Dominion Network

Representatives:

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

Our Guest Speaker is:

GERRY E. TONKIN

Manager, Radio Station CJRL
Kenora, Ont.



Did you ever become so keen on a certain radio program that you'd forego other entertainment rather than miss it? It could happen you know. In fact, it does happen. It took me only a few days in the Kingston Hospital last year to realize this. I overheard a visitor's remark to another patient that she wouldn't be in on Saturday night because she must hear Stan Francis on "Share the Wealth".

To say the very least, I was surprised—surprised that listeners took their radio so seriously. But the very next day a visitor said to me "I'll be in Sunday afternoon—but early. I insist on hearing "Singing Stars of Tomorrow" There it was—and in plain English. I soon learned the CKWS listeners were CKWS fans.

Right here and now I may as well admit I would't miss hearing a "Manoir Gisele" broadcast My enthusiasm plus a little curiosity made me visit the studio the other night during one of these shows. I'd like to tell you about it and maybe you'll share my feelings.

Everything in the studio was quite as usual—orchestra, soloist, guests, announcer and producer.

Up to now, I've never done the program justice, but since you're here, I'm keener than ever.

Front and centre stood Gerry Waddington conducting over thirty men in music which was not only stimulating, but clever and exciting. Approaching the microphone with every apparent confidence came Gisele La Fleche to give us in song everything. Not only was she a charming chanteuse, but she plays violin and piano with equal artistry.

Her guest, Johnny Desmond of the Club Norman, proved to be what I thought was a crooner. He ended all crooners. Maybe you have heard his recording of "Milk and Honey" which was, to say the least, terrific. The appearance of Wayne Shuster added a touch of comedy to the show.

Let's not forget announcer Howard Wood Glover who does a outstanding job in perfecting a show. As for production, a great deal of credit is due Jack R. for a truly top-flight program.

The engineer who is responsible for good controlling is Harry Hollingshead.

It has always been my thought that these boys behind the scenes deserve much more praise than they get. So here's a pat on the back to the engineers all along the Trans-Canada Network.

Although it is only a half hour show, I could take much more time to say Gisele has a way with a song isn't fully correct—she has a way with music.

"Out in this part of Ontario advertisers don't measure the value of a radio station by coincidental telephone surveys. They measure it by results—its ability to get listeners, to keep them listening, and its power to SELL.

"As a matter of fact it would be hard to stage a telephone survey in the area covered by CJRL. It's because they haven't telephones that CJRL has to act as the message carrier and telephone for thousands of people for 100 miles around this booming town.

"And because such services keep people listening, CJRL really does a selling job. Take Jewel Stores Ltd., for instance. Their Kenora self-service groceries is experiencing record business which A. Johanneson, Manager, ascribes to the fact that 90% of his advertising budget is used to buy daily advertising on CJRL fifty-two weeks of the year.

"He expects to do more business, and so do we, now that CJRL has just installed powerful new 1,000 watt transmitter and new antennae."

G. E. TONKIN

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

NOW

5000

WATTS

CKRM REGINA

"THE SASKATCHEWAN FARMER STATION"

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. 17

\$3.00 a Year — \$5.00 for Two Years

September 6th, 1947

LABOR IS YOUR BEST CUSTOMER

Business is taking a complete trouncing from labor and hasn't the slightest idea what to do about it. In basic English, the situation is this. Labor is out to get what it is after, while the getting is good. Labor leaders are strengthening their own positions in their followers' eyes by encouraging this attitude. Labor itself sees no reason why it shouldn't, now that the war is over.

This attitude has stopped production lines rolling; it is keeping prices up and supplies down; it is retarding conversion to a peacetime economy. But the solution does not lie in anything as simple as a wage adjustment.

Turning out goods is only half of labor's function. Labor is also needed to buy the goods it helps make, because labor is far and away the biggest customer business has. Business needs labor to buy its goods; labor needs business to supply the cash. But — and here is the snag — labor's voting power is so great that it could — if it wished — give business the complete go-by by voting in a socialist government to give it employment, because it could not get what it wanted from free business. The situation is as grave as that.

The public, which is actually the rank and file of labor, simply does not understand the economics of business, and neither labor nor business leaders supply the information. John Doe knows the plant where he works turned out 5,000 hair brushes last week and he's seen those brushes selling in the stores for \$2.50 apiece. \$12,500.00 a week is a lot of money—more than John makes in five years, so why should the boss get it all?

Not only is John unaware that it takes more than wages and materials to put those brushes on the market, but no one has ever found a satisfactory way of explaining it to him. Sales costs, advertising, excise and income taxes, depreciation and all the other hidden costs are beyond his ken. But this is not because he has not the brains to understand these mysteries. It is because his employers and their advisers have not had the intelligence to explain it to him.

It is true that individual business houses try to tell the story to their staffs through their house organs. Associations like bankers and broadcasters have tried to gain sympathy—for their individual woes—is by various means. But while labor stands fighting for a common cause, united in its unions and its federations of unions, business has never yet joined its scattered forces to tell labor its side of the story in the same language. And the survival of our whole system of competitive business depends on just this being done.

It should be obvious that the only means for business to employ to sell itself back to its predominantly labor public is the same means that was used with the greatest success to finance the war, to recruit men, to build blood banks, to promote conservation, to sell Canada. This means was of course radio, the only medium of expression which reaches everyone — the whole family — right down in their hearts.

But mark this. Business does not need a radio which pours forth the polished phrases of the chairman of the board, pleading — in a very refined way of course — not to be forced to give up his Hispano Suiza rumabout. Business needs radio's most popular and far-reaching programs — its comedians, its top-flight singers and dance bands, its soap operas.

One thing more. Business needs radio to equip its doors with a strong lock, with keys supplied only to the highly-skilled publicity and production brains, who have been employed to do a completely uninterrupted job of selling it back to the people.

Richard G. Lewis.

Editor.

ROUNDUP

HIGHBROW STATION FOLDS

WQQW, Washington's \$100,000 "model" station which commenced operation last January, is now up for sale. Financed by 125 Washington businessmen, doctors, housewives and government employees who claimed they were sick and tired of conventional radio, the station's program policy has led the venture to doom. Planned to operate minus children's crime programs; without housewives' soap shows; refusing patent medicine advertising except those products approved by the station's medical advisory committee; with no singing commercials and with a maximum of four one minute commercials per hour, but with a schedule of long hair music, medical, literary and scientific talks, the experiment has failed. WQQW found the going tough when advertisers, faced with survey reports of a regular audience under 50,000 families coupled with WQQW's strict advertising policy, did their business with a dozen other competing stations.

AIR FISH STOCKING

The re-stocking of Georgian Bay with trout by the Ontario Department of Games and Fisheries recently provided Owen Sound listeners with a 30-minute broadcast of the event on CFOS. Ralph Snelgrove, CFOS manager, took portable recording equipment aboard the tug "Arthur M", which cruised more than 100 miles distributing 100,000 fingerlings on spawning grounds. The broadcast included descriptions of the Wiarton hatchery and methods of gathering and releasing the young trout. Highlight of the broadcast was an "attack" by a flock of gulls which dived for the fish before they reached deep water, only to be dispersed by rifle fire.

ST. THOMAS MYSTERY

No license to operate a radio station in St. Thomas, Ontario has been granted, said Hon. Paul Martin, Federal Minister of Public Health, when queried recently about reports that a broadcast station is to be established there, according to a recent news item in the ST. THOMAS TIMES-JOURNAL. The Minister did admit, however, that "there are at the present time a number of applications which have been filed for such facilities."

A question on the matter posed to C. D. Coyle, M. P., for Elgin brought the reply that while he was in Ottawa, he had talked to Mayor J. B. Caldwell of St. Thomas, who admitted "it was pretty well settled."

SHORT WAVE BAND CROWDED

A possibility that nations may have to reduce their short-wave international broadcasting and relinquish certain frequencies was pointed out by William Benton, U.S. assistant Secretary of State for Public Affairs, to delegates of the International High Frequency Broadcasting Conference meeting at Atlantic City. The need has arisen because of the crowding of short-wave transmitters of 68 countries, and to provide frequencies for other services.

Benton declared that the US is willing to reduce its operations and give up a number of channels now in use provided other nations follow suit.

CHECK THERAPEUTIC DEVICES

Most therapeutic radio frequency sets and appliances used by Canadian doctors, chiropractors and others, will not be permitted at the end of the year, unless modified, according to a ruling issued last month by the radio branch of the Department of Transport, in an effort to improve reception and prevent interference with water, air and other radio communications.

In Ontario alone, there are approximately 2,000 therapeutic devices causing interference. Operators of such equipment will be permitted to continue their use only if the present equipment is installed in a shielded room large enough to accommodate patient and operator, or, as an alternative, they may purchase new equipment which will not stray from the three frequencies now allocated for this purpose.

FM & FX MEN ON NAB BOARD

A recent new By-law adopted by the National Association of Broadcasters makes US television, facsimile and FM stations eligible for direct representation on the Board of Directors of the NAB, indicating the extent to which these services have developed. The present six directors-at-large on the Board are two each from small, medium and large stations, one from each group of twenty-five stations from the category concerned. The four new directors will be selected from Class A, FM, Class B, FM, TV and FX stations.

EMERGENCY TRANSMITTER

Bert Hooper, CKRC's chief engineer, reports that he now has the 50-watt FM studio transmitter link in operation in the new plant. This is a standby for emergency purposes only and is put in use during program line failures.

EXCLUSIVE

presents

— via Transcription —

**Musicals — Drama —
Sports — Mystery**

**Just Received
FROM HOLLYWOOD**

“MELODIES THAT ENDURE”

200 ¼-hour musical shows
starring Tenor Jimmie Nolan

“SOMETHING FOR THE FAMILY”

26 ¼-hour Variety Shows
starring Georgie Jessel,
Joan Barton and the
Orchestras of Eddie Oliver
and Bill Bunt

“CAPTAIN DANGER”

78 ¼-hour shows—children's
serial

“HOLLYWOOD RADIO THEATRE”

200 1/2-hour dramas, starring
top names of stage, screen
and radio

WHILE YOU'RE AT IT

Ask us for auditions of “David Street's
Song Shop”, “Look and Listen”,
“Fact and Fallacy”

**EXCLUSIVE
RADIO FEATURES CO. LTD.**

New Address:

**225 Mutual Street, Toronto
Waverley 9419**

AGENCIES

Haven For Hacks

A current assumption that agencies spurn the work of Canadian playwrights in providing dramatic fare for audiences is not borne out by a check of plays bought by MacLaren Advertising for their Tuckett program, “Buckingham Theatre”. Figures obtained from MacLaren's show Canadians adapted 24 of the 30 plays broadcast last year and wrote five of the nine original plays, used.

\$200 is the minimum the agency pays for originals and \$150 for adaptations. Writer Alan King headed the list last year with 15 plays to his credit: one original and 14 adaptations. Other Canadian writers included Al Pearce, Leo Ornstein, Max Braithwaite, Ray Darby, William Angus, Peggy and Aubrey Green, and Bud Pike.

Formula favored by King is to query the agency before writing on the advisability of adapting a story. If the agency agrees the work is undertaken on an assignment basis. However, MacLaren's have rejected stories for adaptation as too difficult, only to have King do the work on his own and come up with a salable product.

“Buckingham Theatre” returns Monday, Sept. 17, on the Dominion network. Production again is by Howard Milsom, music by Lucio Agostini replacing Eric Wild now in Winnipeg to found a civic orchestra.

Another McLaren Advertising account, “Listen Ladies” for Christie Biscuits, returned August 18 on CKEY. The show's commentator, Monica Mugar, is back from the Maritimes where she added a six mile under-water tour of the Cape Breton coal mines to her experiences, along with a descent into the Malagash salt mines and a whirl at deep sea fishing.

The F. H. Hayhurst Co. Limited, Toronto, has been appointed to direct advertising for three national accounts. The accounts are: The F. W. Fitch Co., Des Moines, Iowa; Nu-Enamel Corporation, Chicago; and Pierce's Proprietaries Inc., Buffalo.

No immediate changes are planned for F. W. Fitch advertising. “Rogues Gallery” summer replacement for the “Fitch Bandwagon”, carried on NBC, CKEY Toronto and CFCF Montreal, will be continued under the new agency, and newspaper and magazine advertising will remain on a national scale.

Radio spots will probably form the major portion of the advertising program for Golden Medical Discovery and Favorite Prescription, the two Pierce's Proprietaries products to be advertised. The Nu-



T. G. Vatcher (left) for many years Public Relations Director at Spitzer and Mills Ltd., Toronto Office, has moved to the Vancouver Office where he is continuing his PR work for the same agency. E. B. Higgins of the Toronto PR Department moves into Vatcher's former managerial seat.

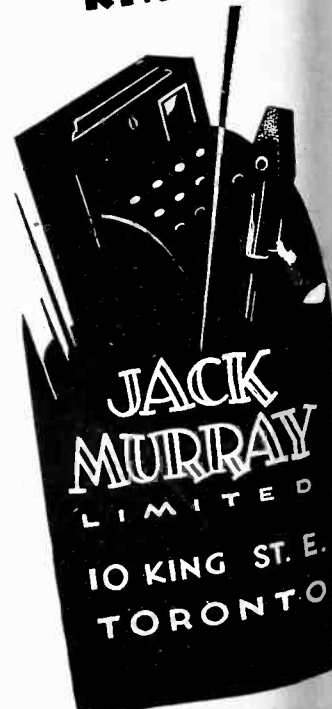
Enamel products are to be advertised via other media.

Canadian distributors for the three products are Better Proprietaries, Limited, Toronto, (Fitch); F. J. Whitlow and Co. Ltd., Malton, Pierce's Proprietaries; and Rexford Industries, Ltd., Toronto (Nu-Enamel).

* * *
Spitzer and Mills have dreamed

**Murray
Built
Shows**

**KEEP
THE
CASH
REGISTERS
RINGING**





E. W. Reynolds & Co., Ltd., has appointed Howard C. Caine, Radio Director. Caine a former Program Manager of Imperial Radio Productions, Toronto, and recently salesman with CKOY, Toronto, gained his earlier radio experience at CKOC, Hamilton.

...CKOY, Toronto, gained his earlier radio experience at CKOC, Hamilton.

...ation-wide "Name My Puppy" contest plugging Colgate Toothpaste and Toothpowder to usher in the "Happy Gang" for Colgate-Palmolive Peet, September 10. Bill Byles, Agency Radio Director, says the contest will feature cash prizes for retailers as well as cash and merchandise prizes for consumers. The contest has been announced via other media since the week of August 30.

* * *
...field, Brown radio promotion of the Canadian National Exhibition has centred on Gordon Sinclair and Violet Dunn. In the quarter hour shows each evening, Sinclair on CFRB and CKEY and Dunn on CBL presents a montage of highlights recorded earlier at the R. Fair.

...newsman Sinclair, former traveling reporter for the TORONTO DAILY STAR, starred on last year's Beaver-winning "Ontario Panorama" and needs no introduction in these columns.

...is no newcomer to radio, Toronto. Prior to leaving for the States, she played with local talk companies, later graduating to the New York stage and to Fox Movies. Recently she appeared with Conrad Nagel in "Tomorrow the World", and in radio she played Peggy O'Neill on "The O'Neill".

* * *
...E. W. Reynolds Advertising Co., Ltd., has begun a ten-week spot campaign for two Sisman Shoes products, "Treaders" and "Thor-Bilt". Spots are running five-a-week on eight Canadian stations.

* * *
...New comes from MacLaren

Advertising of a Canada-wide campaign to launch the new "Her Excellency" group of 21-jewel ladies' watches for the Bulova Watch Company.

The campaign has been launched with teaser catch-lines heard at every twist of the dial which say: "The day to remember—the 10th of September".

Besides using this line on the 55 stations which regularly carry the Bulova time signals, arrangements are under way to get the line gagged on many of the top network and local programs.

While Bulova does not use any medium other than radio on a national basis, material is being made available to Bulova jewellers across the country for use in all media, building up to the opening radio announcement, September 10.

Special radio material, both live and disc, has been made available to jewellers, without charge, for use on local stations. In addition they may obtain, also free, newspaper mats, window and counter displays, direct mail folders, postal cards, and blotters; also street car cards.

Bob Day, president of the Bulova Watch Company, is a staunch believer in the radio medium, as evidenced by the slogan "on your wrist as on the air, faithful forever". Time signals used across Canada by this company run into well over 75,000 every year.

— Jack MacRae.

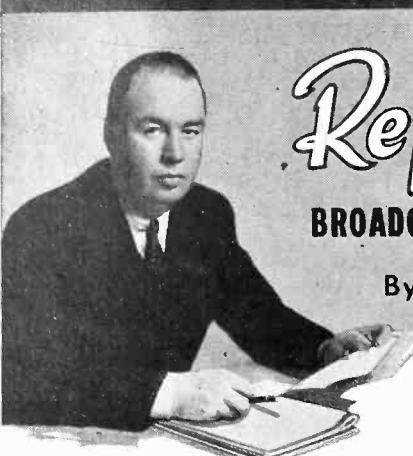
EMPLOYMENT SERVICE

File CB 63: Ex-navy Lieutenant, 25, married, desirous of position in radio or agency. Experienced in all forms of advertising. Sound knowledge of production, media, contact and creative work. Special flair for copy and radio script writing. Versatility gained through varied creative work on several nationally advertised accounts. Personable and well acquainted. Want opportunity to display work and ambition and become established. Salary secondary. Excellent references. Adaptable and anxious to demonstrate at fuller length my capabilities. Give me the chance to convince you TOO that I can meet your requirements. Box CB 63 Canadian Broadcaster, 371 Bay St., Toronto.

William Wright
serving agencies, stations
and advertisers

takes pleasure in
welcoming
CKCL
Truro, Nova Scotia

into the select circle
of
"Wright Stations"



Report TO THE BROADCASTING INDUSTRY
By Walter E. Elliott

12 Twelfth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

Sponsor Identification

SPONSOR IDENTIFICATION represents that percentage of the listeners to a given program who are able to correctly name the sponsor of the program and/or the product advertised.

If a survey shows that out of 525 listeners to a particular program, 438 can correctly name the sponsor, the product or the service advertised, the Sponsor Identification is determined by dividing 525 into 438 and multiplying the result by 100 to give a percentage of 83.4.



Elliott-Haynes Limited

(Continuous Radio Audience Measurements Since 1940)

Sun Life Building
MONTREAL

515 Broadview Ave.
TORONTO

CFCO-Chatham

now covers "Southwestern" Ontario like a blanket with the 1 Kw. Northern Electric day and night all-Canadian coverage directive array. Ask anyone.

JOHN BEARDALL,
Manager-Owner.

Representing . . .

N.B.S.
continues
to
provide
full
information
on
these
progressive
stations
and
select
markets

CKWS	KINGSTON
and Frequency Modulation CKWR	
5,000 watts	960 kes.
CJKL	KIRKLAND LAKE
5,000 watts	560 kes.
and Frequency Modulation CFKL	
CJAD	MONTREAL
1,000 watts	800 kes.
CKRN	ROUYN
250 watts	1400 kes.
CKMO	VANCOUVER
1,000 watts	1410 kes.
CKGB	TIMMINS
5,000 watts	680 kes.
and Frequency Modulation CKRT	
CKTB	ST. CATHARINES
1,000 watts	1550 kes.
CHOK	SARNIA
5,000 watts Day	1070 kes.
1,000 watts Night	
CKVD	VAL D'OR
100 watts	1230 kes.
CHEX	PETERBORO
1,000 watts	1430 kes.
and Frequency Modulation CKEX	
CFPA	PORT ARTHUR
250 watts	1230 kes.
CHAD	AMOS
250 watts	1340 kes.
CFCH	NORTH BAY
1,000 watts	600 kes.
and Frequency Modulation CHNB	
CHGB	St. Anne de la Pocatiere
1,000 watts	570 kes.
*CKEY	TORONTO
5,000 watts Day	580 kes.
1,000 watts Night	

* Montreal only.

Sales for Stations - Service for Accounts

National Broadcast Sales

Toronto: 2320 Bank of Commerce Bldg., AD. 8895
Montreal: 106 Medical Arts Bldg., FI. 6388

NEWS

Human Interest In Every Item

A group of newsmen who had worked in four or more cities were sitting around taking newspapers and radio newscasts apart. A couple of them were on a busman's holiday, which gave the bull session something more than a local tinge.

The outstanding verdict: There's a lack of inclination in newsmen today to dig for the hidden angles; not from a political or similar point of view, but in straight reporting of every-day news events.

It's particularly true in radio newsrooms, and it's easily understood.

Half-Working Machine

The average radio news item runs 50 to 100 words. A quick grab at the basic facts and the average radio news reporter is ready to sit down, bat out the story and let it go at that. It isn't reporting. It's just being a half-working machine that digests what's on the plate and doesn't look to the centre for things that make the story more interesting.

Here's an example. A fire occurs. The reporter checks on the location, gets the fire hall on the phone, and finds out it's a house. He learns the cause of the fire, the extent of damage, and the occupants. There's a quick "thank you" and the story is written. A little more digging would have disclosed that a three-year-old boy was carried out of the house by his mother who wakened him from his afternoon nap in an upstairs room.

Another example is strikes. The issues are learned: More pay, changes in working conditions. Few look to see or make inquiries to find out the effect of the changes in working conditions or agreements. Unless this is done, the story is only half told. In one strike settlement, the basic issue was forgotten: The reinstatement of two workers who had been fired.

Lazy Reporting

Radio newsmen can't hide behind the excuse they are racing a deadline and haven't time to dig. They can take the available facts, write the story and get it into the next newscast. Then they can dig for new angles and new facts, and the public isn't going to scream

about getting the same thing over and over again on a dozen newscasts.

Another fault is to take just what is available as it comes in pieces, and put the pieces on different newscasts. This is another lazy way of doing a job. The pieces should be put into a good roundup to tell the whole story, and keep the new stuff at the top or in a well-integrated report that puts all the facts in order. The practice of rounding up related facts or events makes a newscast far more interesting and informative.

Re-Write For Radio

It isn't a re-write job when only a couple of words are changed. The story has to be understood, and then the re-write man has to sit down and let his typewriter tell it to the copy paper. It isn't a re-write job either when a bit of editing is done to avoid the dangle that throws an announcer. Take this example:

"If Newfoundland joins the Canadian Confederation, the trade of both countries, it is believed, would benefit, according to Joseph Smallwood, pro confederationist member of the Newfoundland delegation now in Ottawa."

An attempt to eliminate the



FOR THESE ARTISTS

- Abbott, Laurence
- Barry, Pat
- Bochner, Lloyd
- Bond, Roxana
- Braden, Bernard
- Chadwick, Marjorie
- Cowan, Bernard
- Davies, Joy
- Dennis, Laddie
- Gerow, Russ
- Kelly, Barbara
- Lockerbie, Beth
- Milsom, Howard
- Nelson, Dick
- O'Hearn, Mona
- Owens, Loy
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Wood, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

dagler by editing, brought this result:

"If Newfoundland joins the Canadian confederation, the trade of both countries, it is believed, would benefit. That is the opinion of Joseph Smallwood, etc." Putting in a period, instead of a comma, and inserting "that was the opinion" is a play and unsatisfactory job. It needs complete re-writing for radio use.

A thorough job for the news-caster would read something like this:

A forecast is made that the Union of Newfoundland and Canada will result in increased trade. A Newfoundland supporter of the union—Joseph Smallwood—says the belief is general that trade will be more active if Newfoundland becomes a tenth Canadian province. Mr. Smallwood is in Ottawa...

Radio reporting and news writing is a tough job. It can't be done well unless the reporter knows what to look for, and how to handle it when it is found. One question should be asked to another, until the questions are exhausted. Then the answer must be clear, direct and easily understood.

Every story worth reporting is worth doing well. If it has a human interest angle, it is worth extra effort. Many a human interest angle has lifted a routine story into top place, and the item is remembered long after others are forgotten. There's a human interest angle in virtually every story.

Sam Ross

Newscasters Need Radio Training

at Freeman, originator of CFAC in Calgary's "Southern Alberta News Roundup" (Review on Page 19), believes that an educated, experienced radio man is better equipped to handle a radio news department than an experienced newspaperman.

Surveys have shown that the average person who tunes in a broadcast intends to listen through to the end," Freeman said. Therefore we can handle our news geographically, rather than with all the headlines at the top. This is not the newspaper principle, and it explains why newspapermen often do not make good radio news men.

We make our broadcast region by region, moving from Alberta around the world to the east, and back to Alberta. We space the headlines through the broadcast, where they occur geographically.

By this method we get calmly through the day's news, and at the same time keep up interest right through the broadcast."

BI-LINGUAL NEWSMAN

Paul Molloy, formerly manager of the Winnipeg bureau of British United Press, has been appointed Western manager for BUP. His territory covers the area from Fort William to Vancouver.

Molloy is the young French Canadian who was brought up in Montreal and who could not speak a word of English until he was 17. Besides his work with BUP, he has had a considerable amount of fiction-published in Canadian and American magazines.

George Dobie, formerly with BUP in Vancouver, Regina and Winnipeg, has been appointed manager of the new bureau in Edmonton.

EVERY NEWS EDITOR ★

SHOULD READ

Paul W. White's
"NEWS ON THE AIR"

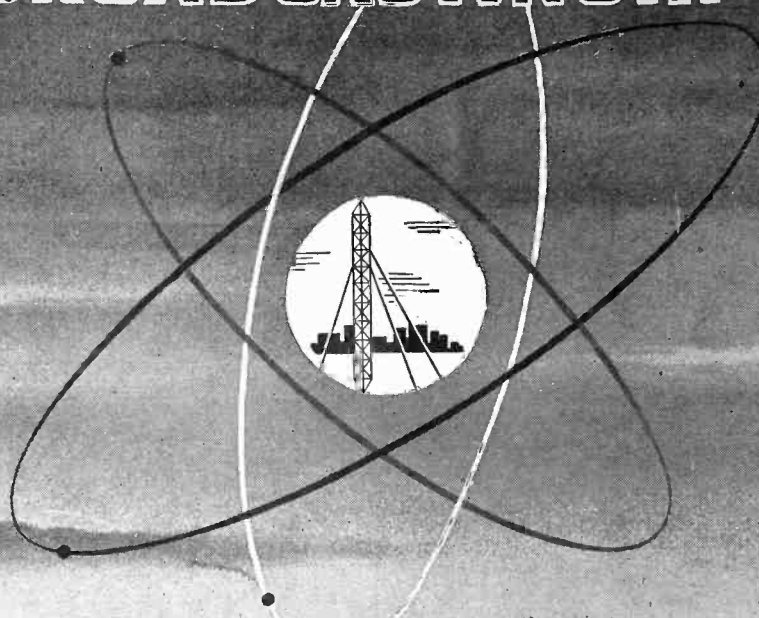
Paul White, who headed CBS news and developed correspondents like Murrow, Shirer, Sevareid, Collingwood, Smith, Downs and Brown, presents "must" information for every newsman in a breezy style which won't let you put the book down.

\$4.00 Postpaid

BOOK DEPT.: CANADIAN BROADCASTER
371 Bay Street Toronto

* Perspiring and Aspiring

BROADCASTING...



Everything
for your
Broadcasting
Station ...

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

Northern Electric
COMPANY LIMITED



25 BRANCHES ACROSS CANADA

A NATIONAL ELECTRICAL SERVICE.

TRANS-CANADA NETWORK

CKY

WINNIPEG 15,000 WATTS

- MORE POWER
- GREATER AUDIENCE
- MOST POPULAR
- OUTSTANDING IN MANITOBA

BRANDON

WINNIPEG

DOMINION NETWORK
1000 WATTS
CKX
BRANDON

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL

PROGRAMS

Fun Parade Hits The Road

"The Fun Parade" returns to the air for its eighth year under Shirriff's sponsorship, on September 2, over CFRB and a line-up of stations increased to 18 across Canada, with Newfoundland, Bermuda, and Trinidad also carrying the show.

The same evening, producer-ecmee Roy Ward Dickson and his zanies hop a plane for the West where, in two weeks, they will stage ten three-hour versions of the daffy show in various cities on behalf of the local service clubs and charities. Second and third air shows of the season will also originate in the West.

The charities should do all right, if the same gang's flying visit to Calgary last May is any criterion. A new indoor-attendance record was set for that city with 7,800 people jamming the Calgary Arena, and thousands being turned away. Fans came from out-of-town points as far 150 miles from the Foothills City to see the show, and over \$5,500.00 was netted by the sponsoring Inglewood Committee for their Swimming Pool Project. On September 27, a similar show will be staged at Stratford Arena for the Navy League, and on October 20 at Peterborough for the local Lions Club.

These shows are independently produced by Dickson & Edington, Ltd., though with the blessing of the air-show's sponsor, Shirriff's Air-show is placed by Cockfield Brown & Co. Ltd.

Dickson returns to the air with "The Money-Makers" (for Lyons Tea, placed by Albert Jarvis Ltd.) on September 25, and with a new audience-show, "Yes or No?" for Champ Cleanser (J. J. Gibbons) the following week. Like "Fun Parade," both shows originate over CFRB, and are recorded and placed elsewhere on a spot basis.

SELF-CRITICISM

The CBC has engaged a speaker to criticise its own programs on "Mainly About Music" heard Tuesdays at 7.45 p.m. EDT on Trans-Canada. Lister Sinclair, Canadian author and playwright, is the critic who tells listeners and CBC officials what's wrong with CBC musical programs. Sinclair also hands out tips on forth-coming programs and discusses other talent topics.

FRENCH DIET FOR WEST

Louis Leprohon, manager of CKSB, St. Boniface, the only French language station in Western Canada, has lined up 18 new programs for fall, 16 of which are "live."

These include two weekly half hour French broadcasts produced by University of Manitoba and St. Boniface College students; "Let's Learn French", a 30-minute show featuring a live audience of English speaking people, "Radio Forum", a panel of business, educational and professional men who

gather weekly to discuss important topics of the day; "Les Amateurs de CKSB", a weekly amateur show broadcast from the stage of the Paris Theatre; "Saturday Nite Party", a variety show also broadcast from the theatre featuring French artists.

To focus the listening public's attention on these special features CKSB is advertising in a weekly French paper, and sponsoring window displays. Also to inaugurate the fall radio season, a special variety show will be put on in the Paris Theatre, Sept. 7.

Recent additions to CKSB's commercials include the following: Hudson's Bay Company has bought the 6 p.m. newscast for six months; Massey Harris Company has renewed its spots for 13 weeks; St. Boniface Creamery has taken over the 9 p.m. newscast for one year; Lake of The Woods Milling Company is sponsoring a series of housewives club programs, twice weekly, for 26 weeks; Imperial Tobacco Company will again present a series of 26 popular French plays.

BACK IN OWN CORRAL

"Burns Chuckwagon", Dominion Network show, is back in Vancouver after a swing through the prairies, playing all the major points between the west coast and Winnipeg. A record crowd of 900 in Edmonton set the pace for the trip.

"SONS OF THE PIONEERS"

The United Grain Growers Ltd. has purchased the All-Canada transcription "Sons of The Pioneers", which they will run on three-quarter-hours per week basis three nights a week over CKSB commencing Sept. 15.

DEFERRED

The Charles Jordan Show, booked to run this Fall for Dominion Corsets, has been deferred, due to a change of merchandising plans. The account is directed by Ronald's Advertising Agency, Montreal.

BREVITIES

After 5000 broadcasts during a dozen years, J. Stanley Miller's Shut In program ended its run on CJOR, Vancouver. . . Dennis Da who does his piece for Colgate, is scheduled to be in Vancouver on CJOR on Oct. 8. . . Flicks and Flashes, Susan Fletcher's review of show business on CJOR, will originate from Toronto on Sept. 8 and on Thursday 18th changes its day and time from Monday at 7.30 to Thursday at 6.30.

STORY OF THE JINGLE

KIXL, recently-opened Dallas Texas, station, has inaugurated the "Singing Commercial Hit Parade," a daily 15-minute morning sustaining feature built around commercial jingles. US agencies contribute transcribed commercial programs, of which only the jingles are used, eight or ten being aired on each program with introductions revealing how and by whom they were extracted from songs. Listeners mail or telephone their votes for favorite jingles.

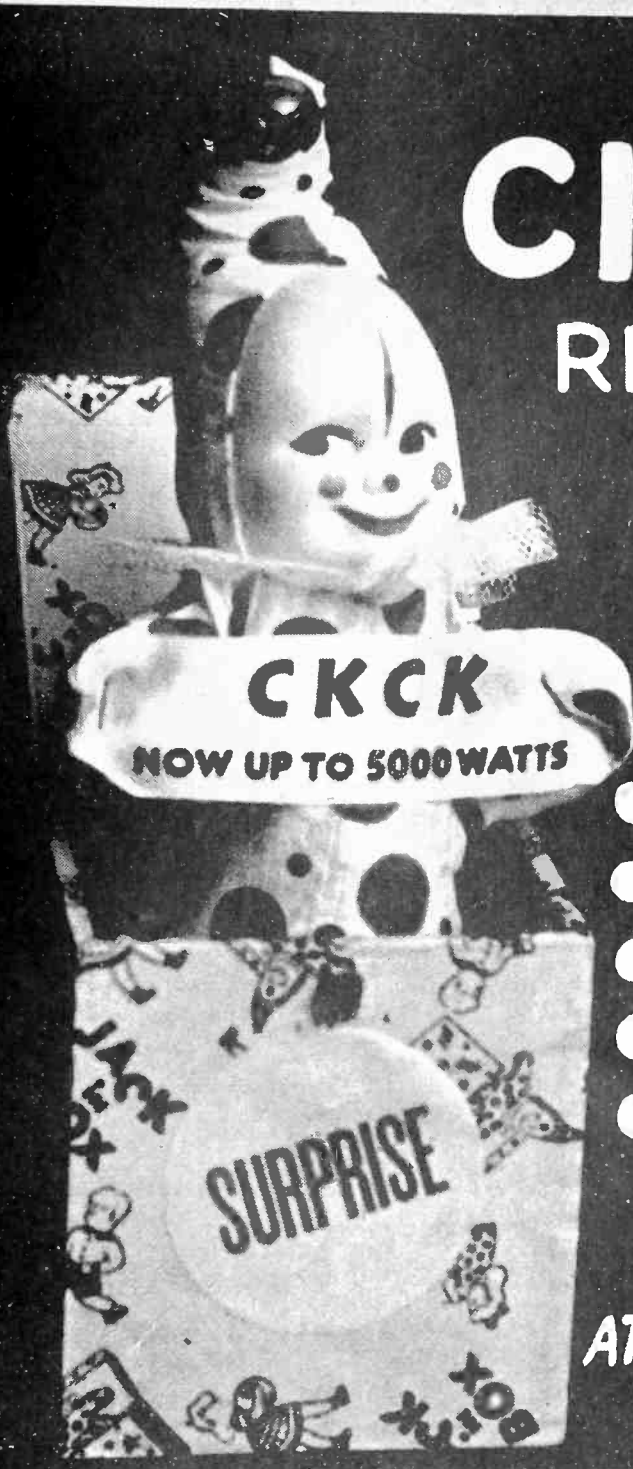
SOLD OVER
\$ 300,000.00 ★
worth of Real Estate in two years

★ DICK DIESPECKER'S "Off the Beaten Track," sponsored by H. A. Roberts Ltd. is evidence of how CJOR turns LISTENERS into BUYERS!!!

CJOR 5 kw
600 kc

VANCOUVER B.C.
★ DOMINION NETWORK

REPS: H. N. STOVIN (CANADA) • ADAM YOUNG JR. (U.S.A.)



CKCK REGINA

first
in

- COVERAGE
- ADVERTISERS
- PRESTIGE
- MERCHANDISING
- RESULTS

*BUY 620 KC.
AT 5000 WATTS*

SASKATCHEWAN'S FIRST STATION
CKCK • REGINA

ADVERTISERS

Movies Favor Local Radio

In the past few years radio has played an increasingly important part in the selling of motion picture entertainment and a number of leading companies have been regularly adding radio to newspapers and magazines in their sales plans. This, according to Jim Nairn, director of public relations and advertising for Famous Players Canadian Corporation, Canada's largest motion picture theatre operators.

The majority of the big producing companies now include radio in their selling campaigns. The most consistent users of radio are Paramount and RKO

Radio Pictures. These companies have topflight radio men on their staffs. Martin Lewis, who heads Paramount's radio staff, is producing material that is highly acceptable to radio stations and of practical use to theatremen who place their material locally, according to Nairn.

Accent On Local Selling

Producers, he said, did not meet with notable success when they tried selling motion picture entertainment through national programs and most companies are now concentrating upon local selling. Transcriptions, produced in Hollywood and New York, are being placed by local theatres to tie in with their playdates. "Local" selling has always proven most effective in merchandising movies. That's why newspaper advertising plays such an im-

portant part in sales planning. In selling movies the two most important words are "today" and "tomorrow" in that order.

Because radio spots can hammer home "tomorrow", "today", the theatre name and something about the attraction, they are of more value to the average theatre manager than pretentious big-time shows.

Supply Spots And Discs

The publicity departments of the big motion picture companies are now able to furnish each theatre across the country booking their pictures a complete radio service as well as newspaper ads, stills and press stories. The radio service has been streamlined and generally includes a selection of spots and flashes and sometimes a transcribed 15-minute show. Marty Lewis was the originator of a

highly successful stunt for Paramount—a 5-minute show so recorded and cued that a local radio personality can interview such stars as Bing Crosby, Bob Hope, Dorothy Lamour and others.

Soap Serial Technique May Spread

That the movies are constantly reaching out for new ways to sell their product by radio comes to light in the information of a radio campaign devised by Terry Turner, exploiter for RKO. To pre-sell "The Long Night" he produced six 15-minute transcriptions which adopted the soap serial technique. A thrilling chapter of the movie was played over the air ending with a strong hint of a thrill to come in the next episode promised for "tomorrow night at this same time". To produce these shows Turner invested about \$50,000 to engage the original cast of the picture to play their parts on the platters. Names like Henry Fonda, Ann Dvorak and Vincent Price aroused considerable audience interest. Top announcers and orchestra-backed up the players and the transcriptions were played for 6 successive nights at the same hour. To handle this new type of advertising in New England Turner bought time on the Yankee network. If the idea proves successful it may be extended into groups of theatres in the United States and Canada, starting in the West.

Singing Spots For Jolson By Jolson

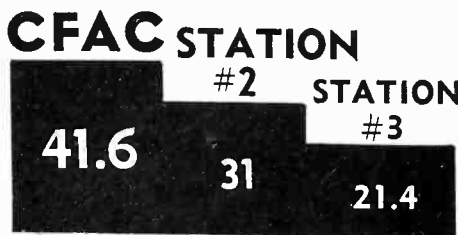
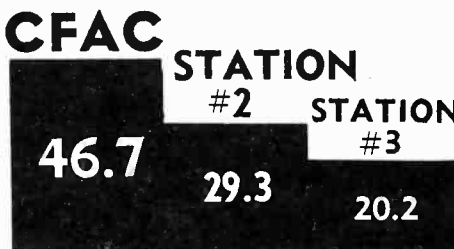
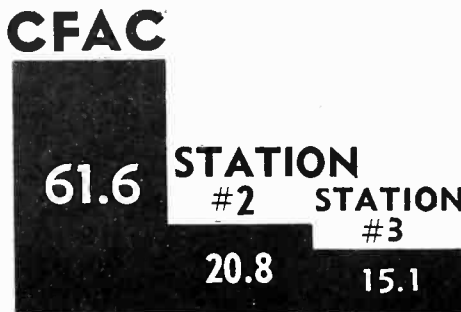
Radio can be of particular service in selling musicals especially if they have some good tunes and star names. "The Jolson Story" is an example of this type of selling. A Jolson recorded six singing spots for this picture. The fact that his recordings are restricted made these platters a hundred times more effective and "Mammy" was heard throughout the land. Time was, when a musical comedy was coming up, the studios turned out transcriptions, including the numbers, but sung by some unknown, tired tenor. The reception was as flat as the singer. Today the studios have smartened up and Bing Crosby sings the numbers to plug his own pictures just as Jolson did.

Managers Are Personalities

Famous Players are firm believers in the importance of the man on the spot. Radio time is bought by local theatre managers. So is newspaper advertising and any other form of publicity. Advertising is in

CALGARY'S CFAC IS PROUD OF ITS

SHARE - OF - AUDIENCE Reported in Elliott-Haynes' Survey . . January to June, 1947



★ CFAC is the ALL-CANADA Station the TRANS-CANADA Station . . . and is now 5,000 Watts!

variously placed locally by this company. A number of managers have become radio personalities. One, Walter Wilson, manager of the Capitol Theatre, Edmonton, was invited to broadcast homely, local messages to the boys overseas during the war years. Though he calls himself the world's worst announcer, officials of station CJC, Edmonton, think so highly of his commentaries that they have installed a line into Walter's office in the theatre to pick up his regular broadcasts. Another, Len Bishop, of the Tivo Theatre, Toronto, is a well-known radio personality.

While most Famous Players' theatres are regular users of radio theatres in Western Canada as the most frequent users, especially in the smaller communities, where people depend upon radio for most of their current information.

—Stan Conder.

Press and radio have comparable if not parallel methods of quantitative measurement, he maintains, in their Audit Bureau of Circulation (press) and Bureau of Broadcast Measurement (radio). ABC indicates the number of people "exposed" to a publication, whether they read a specific advertisement or not, and BBM performs the same function for a radio station, without assessing listenership to individual programs.

Through its Program Popularity Ratings, radio supplies advertisers with a perpetual study of individual program listening. Because Canada has no centralized continuing study of reading habits of its own to indicate response to individual advertisements, many large advertisers and agencies are conducting their own readership studies. ACA is now putting into effect the demands of its members, voiced over the past three years. Canadian Street Car Advertising Co. Ltd. has offered to put up the money for the first project.

Media Linked in Study Plan

As a step towards expanding the scope of research in all advertising media, ACA has promoted the establishment of a joint committee on which all media are represented, together with agencies and advertisers, to form study groups designed to make recommendations to the Dominion Bureau of Statistics on the acquiring and more practical presentation of all data.

Headed by F. W. Percival, media and research chief of MacLaren Advertising, a steering committee will table its recommendations to the general council of the Canadian Statistical Research Committee (an ACA - McQuarrie offspring). Based on the steering committee's recommendations, assignments will be given to various sub-committees to undertake studies with a view to making recommendations regarding data patterns for the next census, due in 1951.

All in all, it is reasonably evident that radio, along with all other media, is going to be called upon to produce more factual and statistical information to both clients and their agencies as a matter of regular selling routine.

Slide Rules For Salesmen

The current concern of national advertisers is "quality" rather than "quantity" in advertising, according to Athol McQuarrie, general manager of the Association of Canadian Advertisers, whose organization has started an intensive study of this problem.

What is of concern today is on the degree of listenership or readership, rather than the total number of consumers exposed to the advertisement, program or announcement, McQuarrie explains.

Three years ago, he points out, ACA members recorded in a questionnaire that most of them felt a strong desire for more and more intensive research to be used as a guide in making advertising of all kinds more productive.

Radio Research Incomplete

Radio, he continued, is giving its sponsors two yardsticks: potential station coverage (BB), and listener ratings to specific programs (Elliott-Haynes). These two measurement systems fill an important function but scarcely a complete one. What has to be developed, he says, is a means of assessing the "quality" of listening, in order that it may be possible to determine whether the equally good results are not sometimes attained by aiming programs at a smaller audience, which makes up for its lack of "quantity" with the enthusiastic and intense "quality" of its listening.



THE NATIONAL LIST

Of Advertisers and their Agencies

will give the answers in over 2200 listings

NEW FEATURE

Agencies with complete list of accounts handled

Volume No. 9 to be mailed in October

SEND YOUR ORDER NOW

One copy: \$2.00

Two copies: \$4.00

Three copies or more: \$1.75 each

CANADIAN ADVERTISING

481 University Ave.

Toronto 2, Ont.

Nothing Phoney...

about these **FLYING DISCS**

SPONSORS EVERYWHERE

are looking for them

ask "TONY" MESSNER at the ...

MINAKI CONVENTION

September 2, 3, 4

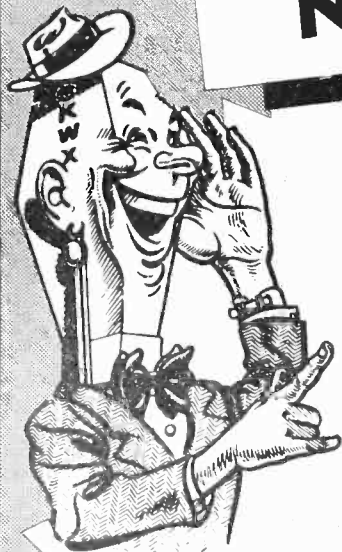
He'll be There

Representing **WESTERN CANADA'S** most aggressive stations...

BROADCAST REPRESENTATIVES LTD.
LINDSAY BLDG. WINNIPEG, MAN.

Canadian Distributors for **IMPERIAL RADIO PRODUCTIONS**

**FIRST
with the
NEWS!**



**First in
facilities . . .**

**First in
coverage . . .**

**FIRST IN
LISTENERS!**

Day and night, Vancouver's CKWX is first with the news. You can follow the success story of Sam Ross and his staff of experienced newsmen in monthly instalments with Elliott-Haynes ratings from 9:00 a.m. to 10:00 p.m.

Here's by far the best buy in Canada's Third Market for the advertiser who must reach an attentive women's audience with maximum penetration at minimum cost:

CKWX NEWS AT 2:30

... with a rating of 6.5 in April, 6.8 in May, 6.8 in June!

This availability won't last long ... call the All-Canada man NOW!

Vancouver's

CKWX

**DIAL 980
5000 WATTS**

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

TELEVISION

U.S. Geared To Go

U.S. television manufacturers will spend ten million dollars in an advertising campaign to sell new post-war television receivers to the American public during the next year. Never before has there been so much interest created and so much activity in the television field as there is today, when at long last, an end of wartime shortages is in sight.

For the past sixteen weeks, RCA has had on the road, on a 21-city tour of the States, a television caravan which is doing much to give John Public a sample of what to expect when regular television programs are broadcast in his locality. Up to the end of July, the mobile TV station had originated 80 programs in its portable studios which were set up in department stores. Business increases up to as high as 31 per cent were reported by stores visited by the TV caravan, while high interest was shown by approximately half a million viewers.

Thousands of Canadians are currently getting their first introduction to the new medium at the Canadian National Exhibition.

Television displays in various parts of the U.S. have resulted in heavy sales of TV receivers to the public. One firm, the Emerson Radio and Phonograph Corporation, has established a subsidiary firm to service all Emerson receivers for one year from date of sale. When an Emerson set is sold, the firm contracts with the purchaser to provide replacements of tubes and parts. This is an encouragement for sales, in that the purchaser can rely on having repairs effected when they are needed.

TV Invades Night Spots

While many U.S. taverns, night clubs and cafes have purchased television receivers to attract customers, there are many who have not, as yet, been convinced that television can be a drawing card. An opportunity for such operators to test the usefulness of TV in attracting a greater clientele is offered by New York's Commercial Television Corporation which rents to such public places, standard television receivers on a three, six or twelve-month basis. Rental rates are moderate and if, after the trial period, the

user wishes to purchase, the rental fees paid on the set are applied towards the purchase price. Under this plan, over 500 sets have been rented. Branch offices in other U.S. cities are slated to open soon.

Want Larger Screens

Among night clubs and taverns there exists a form of competition to have the largest TV screen in their neighborhood. It has been found that patrons tend to frequent those places where they find the largest screens. A small screen tends to gather a crowd in a small space near it, while a larger picture affords a wider scope and more elbow room.

Revive Old Controversies

Some controversy still exists in U.S. circles as to how to finance television. Zenith Radio Corporation has announced a pay-as-you-see policy which others have attacked as unnecessary and impractical. There are those who agree with E. A. Nicholas, president of Farnsworth Television and Radio Corporation, that television will pay for itself through advertising. Nicholas says that in the early days of radio, a similar pay-as-you-see plan was proposed but it died. Just as a free program service was successful in radio, he claims, so will it be in television. Dr. Allen B. DuMont, president of the DuMont Laboratories, backs up Nicholas' belief. Operating two TV stations himself, he reveals he is still in the red but expects to show a profit by the end of the year.

Another outcry against television is that, as in the early days of radio, sports televising will injure box office receipts. There are those who argue that the same outcries were heard in radio's early days but, as any sports promoter will agree, radio broadcasting of sports events has upped his sale of tickets. It is one thing to see, or hear, a baseball game in the comfort of one's home but what sports fan is there who wouldn't rather be in his favorite section of the stands, rooting for his own team or tossing pop bottles at the umpire?

Just as a few years ago, the radio industry brought out portable receivers one could listen to while travelling, the television industry will someday provide portable video. One of the first indications that we shall be able to enjoy our favorite TV program, while motor-ing was foreseen when Allen B. DuMont, TV manufacturer, last month motored to the

kill Mountains, raised an antenna on his auto, and watched the Yankee ballteam play a pileheader.

Technical Problems

American television, however, is not without its troubles. Three main difficulties are (1) interference from local radio services; (2) high cost of relaying programs from one city to another; and (3) insufficient channels. These problems are currently before the Federal Communications Commission for solution.

Distorted images and fading caused by interference from radio systems of passing automobiles and radio frequency emissions from mobile units. The mobile radio frequencies, meanwhile, counter complaints that videocasts cause interference with their transmissions, as well. Recommendations are that frequencies be allocated but no one wants to give.

The American Telephone and Telegraph Company is laying a coaxial cable across the continent, having completed nearly 4,000 miles of inter-city television circuits with 100 miles of cable slated for completion by 1949. Sometime in 1950 or 1951, a national TV network will be completed. The cost of laying the cable has been enormous, with the result cable companies must pay huge charges, certainly not without compensation.

A competitive TV network has been suggested to reduce charges but TV operators think this would take a long time to build. In the meantime, the radio company is anxious for business while TV operators are anxious to use the inter-city network.

Frequencies Scarce

One of the healthiest signs of radio broadcasting came when available channels for radio stations became hard to find. This is now the case with American television. Thirteen channels are now in use while operators are clamouring for more. Thomas Goldsmith, of the DuMont Laboratories, suggested ten new channels between, roughly, 110 and 150 mcs., now used by hams, for radio units and aircraft. Whether or not present users of these frequencies will move, it is felt they can be allocated to solve the FCC's headache.

In the States, television has recently arrived and with it increased business and employment. Prospects of employment there were described as "sen-

sational" by Paul Mowrey, head of ABC's television branch, speaking recently to university students in Washington. In another year and a half, said Mowrey, the employment demands will take a sharp upturn.

Rank Gets TV License

What may turn out to be a break in BBC's television monopoly occurred last month in Britain when the Postmaster-General issued a license to J. Arthur Rank, British film magnate, to operate a television broadcasting station to serve six London theatres. Under the agreement, Rank will beam experimental programs from his research station at Sydenham to the Dominion Theatre at Tottenham Court Road, London. From there programs will be relayed to five other West London theatres. Permission to pick up sports and news events from BBC's Alexandra Palace and to show them in the six London theatres, has been obtained.

IT'S THE Local TOUCH THAT REALLY COUNTS

"ACTIVITY IN CIVIC, RELIGIOUS AND SOCIAL AFFAIRS EACH STEP PRODUCTIVE OF NEWS THAT'S OF VITAL INTEREST TO SELF, TO FAMILY, TO FRIENDS, TO THE COMMUNITY."

Covered by CICA's News Bureau daily



GENERAL ELECTRIC AUDIO EQUIPMENT

featuring instant accessibility



G.E. Cabinet Rack Type FA-8-A Showing Typical Audio Units Installed

THE new G-E high-fidelity audio equipment does away with complicated servicing procedures—puts every circuit component within instant reach. It assures you maximum on-the-air reliability, lower cost-per-hour of broadcast service—places your a-f facilities ahead of tomorrow's demands.

G-E audio equipment for FM, AM and TV is designed for high-adaptability—the new wiring duct gives flexibility to meet the widest possible variety of station requirements.

For further information about this attractively finished audio equipment write the C-G-E office nearest you.

47-RT-5

CANADIAN GENERAL ELECTRIC CO LTD
HEAD OFFICE - TORONTO

CALLING ZANE GREY!

Here's a thundering herd bigger than you ever imagined

- 400,000 CATTLE
- 400,000 SHEEP
- 72,000 SWINE
- 1,600,000 POULTRY

THAT'S THE LIVESTOCK POPULATION OF THE FOUR CROP DISTRICTS SURROUNDING MEDICINE HAT

The Meat Market of the West
IN TUNE WITH

CHAT

1000 WATTS
Medicine Hat
Alberta

ALL-CANADA IN CANADA — WEED & CO. IN U.S.A.

DOMINION NETWORK SUPPLEMENTARY

OPINION

Culture Follows Commerce

An address given by Rev. M. B. Martin, S.J., director of the Summer Session, at The Creighton University Radio Institute, July 18 and 19, 1947.

Not long ago a certain university conducted a survey of radio listening habits in a small city of the Middle West. The survey concluded that: "The average listener doesn't know a great deal about radio and doesn't want to be informed or educated by it." It is my opinion that the implications of this conclusion are false. People who listen to the radio are, consciously or unconsciously, influenced by the persons with whom they associate over the air; statistics show that these unseen voices sell their listeners vast amounts of commercial products. These same voices also sell their listeners a philosophy of life, a philosophy of spiritual and material values, a culture which is elevating and refining or a shabby materialism which is debasing.

Only Greed Debasing

I have no patience with the person who insists that radio must be debasing because of commercial lineage and guardianship. A greedy and selfish commercialism is a curse to any industry and it always commits suicide. A greedy and unprincipled commercialism in American radio would blight American culture and destroy the industry. Unprincipled greed in anything, in culture itself, will destroy itself.

Bride of Commerce

Fifty centuries of civilization demonstrate that culture has always been the bride of commerce. Our alphabet was invented by the Phoenician merchants who were forced to devise some accurate means of recording commercial transactions. The desire of the prosperous merchants for entertainment and intellectual stimulation supported the epic poets of Greece and gave birth to the immortal books of Homer. Herodotus, the father of history, was a commercial attaché. Only the peace and prosperity of the Greek merchants made possible the unexcelled culture of Athens. Culture followed the arteries of commerce to Rome. During the commercial revival under Charlemagne we also find a cultural renaissance.

The high renaissance of the Middle Ages owed its birth to the prosperity of commercial guilds and followed the route of the great fairs and commercial leagues. It died with the narrowing nationalism of the sixteenth century. Culture survived on the commercial ships of England to the shores of America, of Australia, Asia and Africa. And the commercial guns of Admiral Dewey opened the gates of Japan to culture. The economic necessities and the leisure furnished by modern commerce are the media in which modern culture must grow.

Where commerce is threatened by a totalitarian government there culture is stifled as well. What is a threat to the one is a threat to the other. Where commercialism becomes a brush and shortsightedness destroy culture it also destroys itself.

Commerce Or Government?

Radio is going to be wed to commerce or to government, that government merely political or totalitarian. We are of the opinion that in a healthy society the government's control of radio can be only that of a traffic officer and nothing more, that radio is wed to commerce and that the union is a legitimate one and unless commerce is so unwise and unprincipled as to bring about its own destruction it must necessarily foster culture.

Future Unexplored

Radio is hardly twenty years old but it has a marvelous record of growth to maturity. It is doubtful whether any other industry of comparable proportions has come through its years of infancy and adolescence.

CKCH
250 W. 1240 K. C.

The FRENCH VOICE
OF THE OTTAWA VALLEY

211.246
FRENCH PEOPLE
IN
CKCH COVERAGE AREA

TORONTO
4 ALBERT ST.

MONTREAL
DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD.
UNITED STATES. HOWARD N. WILSON

Stretch
YOUR PUBLICITY
BUDGET WHERE
A DOLLAR
REACHES
MORE
PEOPLE

COOPERATING WITH "LE DROIT"

L'ÉCHO
FRANÇAIS DE
MONTRÉAL

CHLW

Covers PARTICULARLY
THE MONTREAL
FRENCH MARKET

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

science with a cleaner face or a leaner escutcheon.

The radio of the future offers cultural possibilities which have not yet been explored. Television of the future can be of untold value in cementing the family together in the home and in making the family a healthy unit of a healthy society. It is our hope, and I think that of the industry, that everything on the air will be healthy and worth bringing into the homes of this nation under God.

Criticize Only With Knowledge

Perhaps radio has now come of age—if it is possible for any industry to come of age in the brief span of twenty-five years. Perhaps now is the time for the critic to come in and have his say, to tell its representative about cheap programs, excessive commercial plugs and gags, lady jokes and poor artistry. But there can be no sound criticism without knowledge, and it seems to be unfortunately true that many of commercial radio's most outspoken critics have lacked broad knowledge and understanding of the American system of radio.

If you must criticize, and do criticize, let your criticism be intelligent. An intelligent commerce will gladly accept your intelligent criticism. If the industry is intelligent it will promote culture, morality and religion because only in this atmosphere can commerce itself be healthy and secure.

Wants A Lovely Dress

The following letter has been received by Schaeffer's Ready-to-wear Store in Goderich, Ontario, sponsors of a spot announcement campaign on CKNX, Wingham. The Antioch Island listener was entering an announcement of the store's clearance sale of ladies' dresses. According to Frank Johnson, CKNX commercial manager, the firm was unable to supply the dress requested.

Spring Bay: Dear Store: I heard your advertisement of dresses and I live up here miles from a dress store and I just can't get a pretty dress so thought if I wrote you and told you what I really want that maybe you would have what I want. I really want a silk sheer in red with a design or plain sheer with lace trim, something pretty. I am blonde, age 23 years, 5 feet tall and a little stout not much. So if you have any lovely dresses around \$10.00, please rush me COD and I will promptly send the money. But please rush. I'm tired waiting on a dress I really need for an occasion.

Mrs. Albert Hartley

S. If you haven't red, a rose or pink or medium blue will do. But I want a silk sheer or rayon with lace trim or embroidery trim. Please rush.

Verboten



Photo by Al Gray
The ivy clinging affectionately to its walls, this is the Kremlin, or the executive building of the CBC's Toronto offices. Passers-by may be inclined to wonder that this Holy of Holies of the Peoples' Broadcasting system is labeled "Private Property".

ON THE
UP AND UP!
IN ONE YEAR WE HAVE
DOUBLED
OUR
PERCENTAGE of AUDIENCE

(See Elliott-Haynes, 1946 & 1947)

Consult Our Representatives:
National Broadcast Sales: Toronto, Montreal
Donald Cooke, Inc.: New York

1000 W. **CKMO** 1410 KC.
VANCOUVER, B.C.

New Business Blocks in Cornwall



ABOVE—The Entirely New Lefebvre Block of Apartments, Offices and Retail Shops.

BELOW—The Modern Extension and Front of King George Hotel with New Stores.



Business IS Good!

And promises to increase in this expanding industrial city, which is also the major shopping centre for a 50-mile prosperous farming area. Many new business buildings disclose a well-founded confidence in the retail possibilities in Cornwall.

RADIO STATION **BLANKETS** THIS RICH
CKSF MARKET

74.3%

2nd station—9.4% of all listeners,
all others—16.3% of all listeners.

OF ALL LISTENERS

in the Cornwall Shopping Area are constantly tuned to CKSF. The figure is based on an independent Elliott-Haynes Survey conducted from June 15th to June 21st, 1947.

GET BIGGER AND BETTER RESULTS
through Radio Advertising Campaigns over

CKSF-CORNWALL

Ask Horace N. Stovin & Co.

Owned and Operated by

THE STANDARD-FREEHOLDER, LIMITED

AMPEREX

POWER TUBES

CKLW
 WESTERN ONTARIO BROADCASTING Co. LTD.
 GUARANTY BUILDING
 WINDSOR, ONTARIO

June 30, 1947.

For Longer Life!



J. E. CAMPEAU
MANAGING DIRECTOR

Mr. S.G. Paterson, Manager,
 Communications Division,
 Rogers Majestic Limited,
 11-19 Brentcliffe Road,
 Leaside, Ontario.

Dear Mr. Paterson:

I thought you might be interested in the service obtained from Amperex tubes being used at CKLW. The first set of figures following the type numbers of the tubes is an average of the life of at least seven Amperex tubes. The second set is the average life obtained from tubes of other manufacture.

212-B	10,410 hours	3,309 hours
222-A	14,830 hours	7,725 hours
276-A	13,830 hours	3,213 hours

The thoriated filament tubes were removed from service because of low emission; the water cooled tubes were removed when the filaments opened.

The 212-E's were operated as grid modulated amplifiers, the 222-A's as power rectifiers, and the 276-A's as r.f. amplifiers.

I hope this information will be of some value to you.

Yours very truly,
Stewart M. Clark
 Stewart M. Clark,
 Chief of Transmitter Operations.

The number of operating hours obtained from vacuum tubes, is a prime cost factor to Broadcasters.

The excellent life expectancy of Amperex Tubes has long been recognized, and is clearly brought out in the letter reproduced above with the kind permission of the management of Station CKLW.

- ◆ A complete stock is maintained in Canada for prompt service on all Amperex types.
- ◆ For a copy of the Amperex catalog, and the Rapid Tube Data Reference Tables, write to:

COMMUNICATIONS DIVISION

ROGERS MAJESTIC LIMITED
 Toronto • Montreal



AMPEREX
Tubes for
 BROADCASTING
 COMMUNICATIONS
 INDUSTRIAL
 RECTIFICATION
 ELECTRO-MEDICAL
 EXPERIMENTAL and
 SPECIAL PURPOSE
 APPLICATIONS

REVIEWS

Southern Alberta News Roundup

There's a program in Calgary which radio should know about called the "Southern Alberta News Roundup" on CFAC.

After Larry Heywood's 10 o'clock news, CFAC pipes in four or five local roundups from surrounding towns. Heywood introduces each speaker, usually the local weekly editor, and according to people around the station, the listeners say there's been nothing like since Greely said: "Go west, young man."

The centres involved are spread out as far as 160 miles from Calgary, including Red Deer, 100 miles; Lethbridge, 60 miles; High River, 36 miles; Claresholm, 88 miles; Banff, 85 miles; Drumheller, 97 miles, Hannah, 140 miles and Brooks, 160.

They get on the air two or three times a week apiece, and if the editor's out of town his wife or his other may compile the news to read it.

Pat Freeman, production manager of CFAC, put the idea together a year ago. The thing he likes best about what developed, apart from giving voice to otherwise unheard communities, is the characteristic sound effects which accompany the voices of local correspondents.

"They haven't got perfect radio voices," Freeman explained, "but I don't want them to have. I want the people they're talking about to recognize them. That's

who we're doing the broadcasts for."

"And listen to those sounds in the background. Nobody will think we're faking the local angle and doing the whole thing from the studio." (They aren't).

He was right about the sound effects. When a girl's voice came on the air from Hannah there was a cow, or an automobile going by the office. It was hard to tell which. There were accoustical oddities in each instance, too, which lent authenticity to the idea of local origination.

The range of news items was enough to show the big town folk that all the significant news doesn't come from the bright lights. They covered an Elks picnic, a horse show, alterations to a building marque, a business man moving to Calgary, and somebody selling his coffee bar. There was a new oil drilling, a pioneers' reunion and a horseshoe pitching contest.

"Southern Alberta News Roundup" is a sustainer which costs the station around \$7000 annually, most of which is line changes.

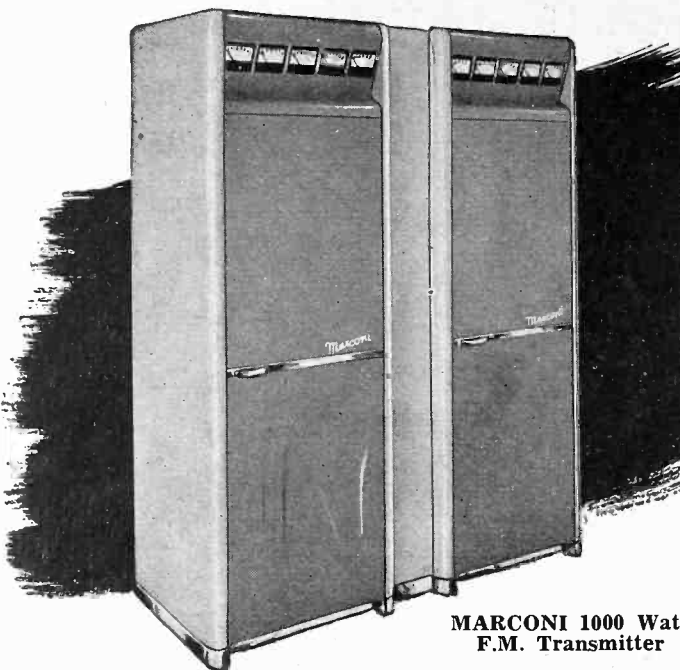
Freeman believes that it's the formula for handling community news. He points to Red Deer, half way between Calgary and Edmonton. This town is covered by three stations each from Calgary and Edmonton, plus Watrous. From the news roundup, CFAC gets 70% of Red Deer listeners, according to the ratings.

Francis

ROOTING FOR ROOT

Vancouver radio actors are praising Juan Root's performance in a half hour, single-voice performance over CBR, and its repeat over the network.

MARCONI Welcomes W.A.B. Delegates



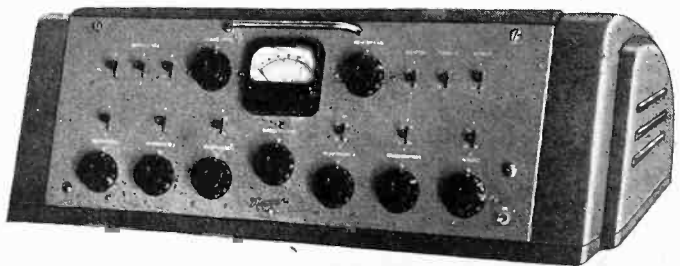
MARCONI 1000 Watt F.M. Transmitter

MARCONI Supplies Everything in F.M.

Everything you need in F.M. can be supplied by Marconi. Dependable operation is assured if you use Marconi equipment, designed by experienced engineers and incorporating the latest developments in F.M.

The F.M. transmitter illustrated above (Marconi, 1000 Watt, F.B. 11) is typical of Marconi leadership, incorporating new improvements to the Armstrong Dual Channel F.M. Modulator, providing simpler adjustments, decreasing background noises and reducing distortion factors.

The Marconi Studio Console, illustrated below, is smart in appearance, compact in design and efficient in operation.



MARCONI STUDIO CONSOLE — TYPE AB-11

CANADIAN MARCONI COMPANY

Established 1903

MARCONI BUILDING — MONTREAL

Vancouver—Winnipeg—Toronto—Halifax—St. John's, Nfld.

MARCONI—The Greatest Name in Radio

Announcing

THE INCORPORATION OF
ELLIS ADVERTISING CO.

in Canada, as

MUTER & CULINER LIMITED

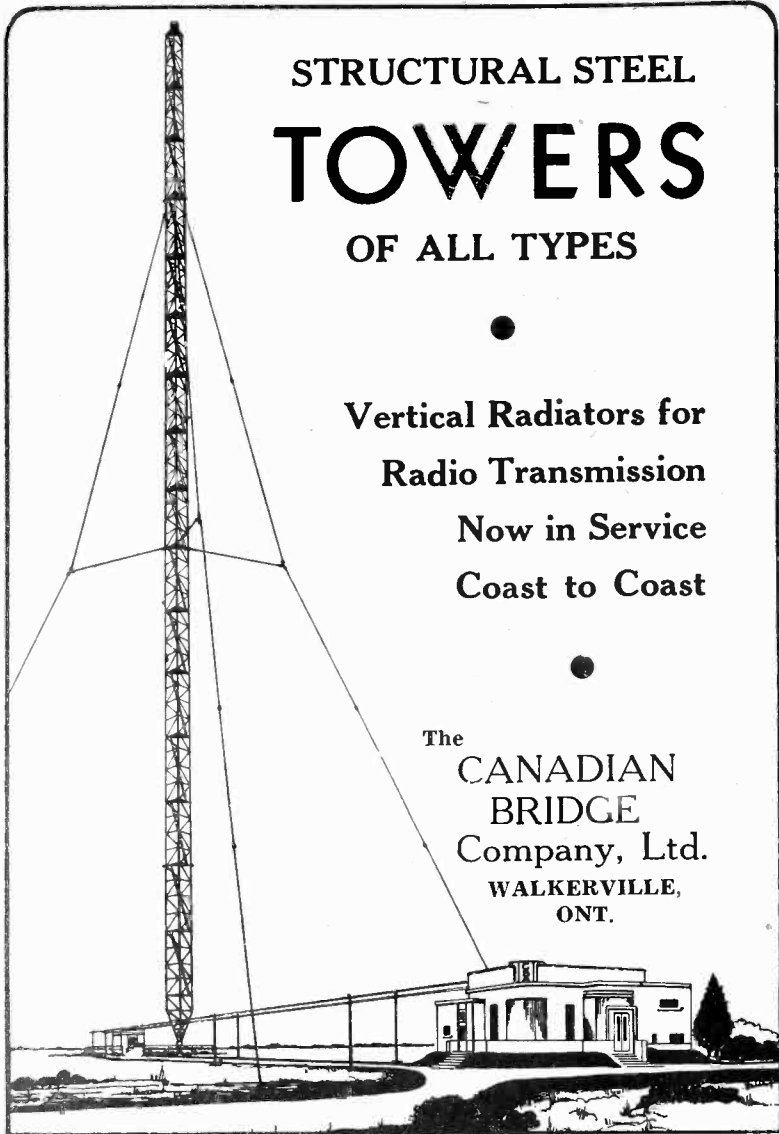
The change is one in name only . . . a change deemed advisable in order to more properly represent the ownership and active management of the Canadian Company since its inception a decade ago.

Under this new name the same policies will prevail . . . and the same competent staff will continue to prepare sound advertising and merchandising plans for our clients throughout Canada.

74 KING STREET EAST • WAVERLEY 3458



In association with Ellis Advertising Co., New York and Buffalo



**STRUCTURAL STEEL
TOWERS
OF ALL TYPES**

•

**Vertical Radiators for
Radio Transmission
Now in Service
Coast to Coast**

•

The
**CANADIAN
BRIDGE
Company, Ltd.**
WALKERVILLE,
ONT.

INTERNATIONAL

Canadian Heads U N Radio



Ronny Jacques

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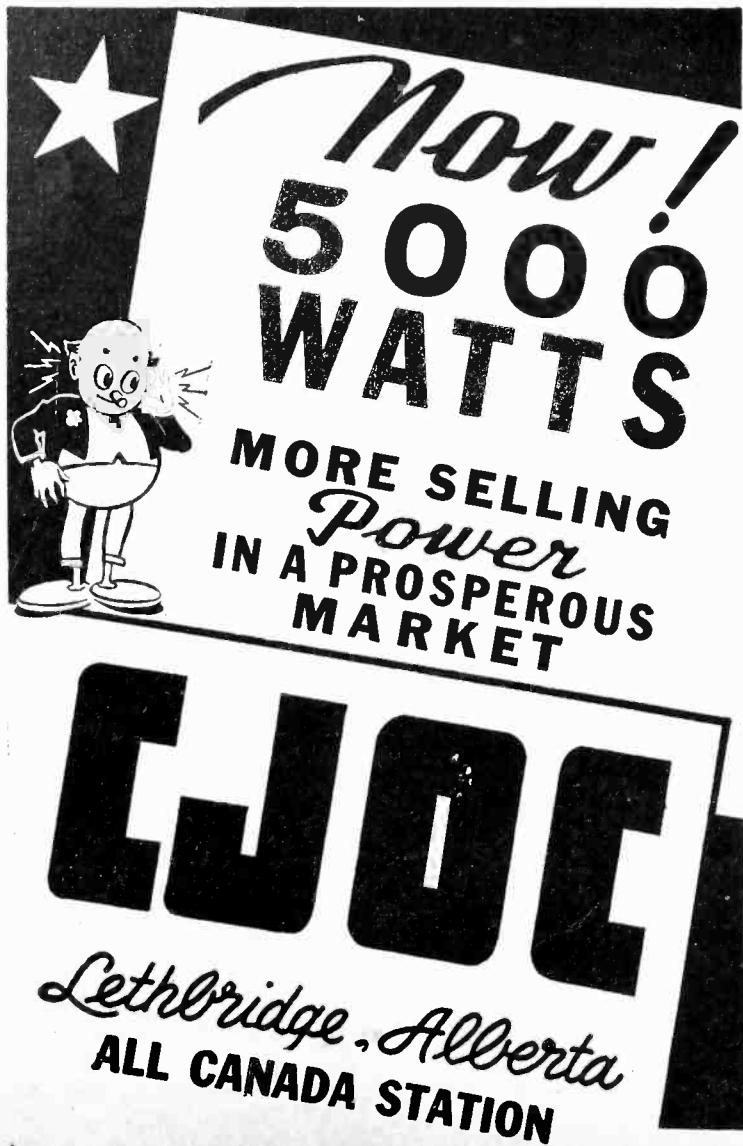
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Now!
**5000
WATTS**

**MORE SELLING
Power
IN A PROSPEROUS
MARKET**

CJOE

Lethbridge, Alberta
ALL CANADA STATION

**WITHIN 15 MILES
OF OUR TOWER**

**93
SAWMILLS**
Producing over
4,000,000 Bd. Ft.
of LUMBER
Daily.

REACH THIS
RICH MARKET
through

CKNW
NEW WESTMINSTER, B.C.

TECHNICAL

Stations Affected Power Freeze Lifted

Around two dozen Class II Canadian private stations operating on clear channels will be technically eligible for power boosts beyond their present ratings provided that the Parliamentary Committee's recommendation regarding relaxation of power freezes is ratified by the C.B.C.

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Think of it...

73

PRIVATE STATIONS ON ONE CANADIAN NETWORK

News for 73* private stations from:

THE ASSOCIATED PRESS
REUTERS
THE CANADIAN PRESS

* 73—and more coming

Three Great Services In One

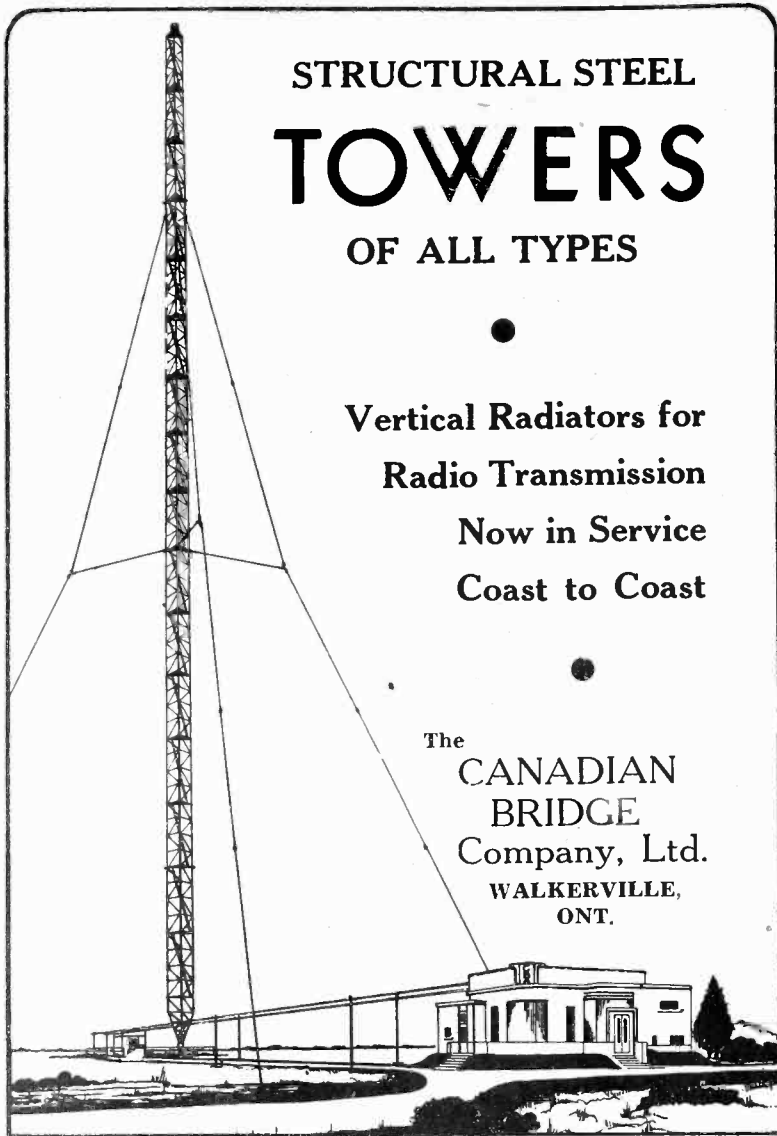
PRESS NEWS

Metropolitan Building, Toronto

Covers
**THE RICH
FRUIT BELT**
of
BRITISH COLUMBIA
C.B.C. BASIC ★ 1000 WATTS

CKOV

LOWNA ★ Okanagan BROADCASTERS LTD.



**STRUCTURAL STEEL
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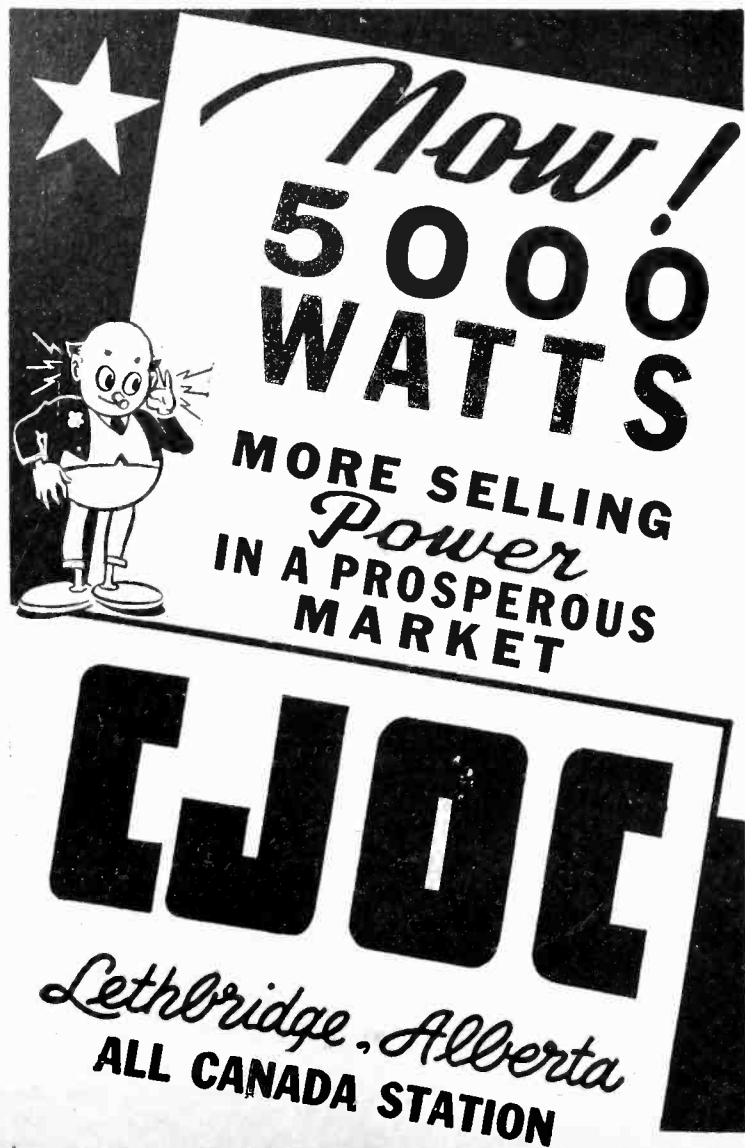
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PRESS NEWS

Metropolitan Building, Toronto

Covers

**THE RICH
FRUIT BELT**

**of
BRITISH COLUMBIA**

CBC BASIC ★ 1000 WATTS

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

Special

Inland Broadcasting Service announces with pleasure their appointment as Exclusive Canadian Sales Agent for the outstanding radio "Quiz" program—

"PUBLIC OPINION"

- * Stage Presentation
- * Audience Participation
- * Copyrighted Feature
- * Available in All Markets in Canada, Subject to Previous Sale

Write or Wire
**INLAND
Broadcasting
SERVICE**

171 McDermot Ave., Winnipeg

COMPLETE RECORDING FACILITIES

- Air Checks • Delayeds • Actualities



Even Cupid was ... "LIONELIZED"

Monthly sales records were tripled for participating sponsors when CKCW "LIONELIZED" a "June Bride" program, this year!

Listeners voted for their favourite June bride through purchases at sponsors stores. With \$200.00 in gifts going to the listeners' choice, local merchants reported spirited buying with the resulting increased sales. For some sponsors it was an initial venture into radio and "LIONELIZING" has convinced them that advertising over CKCW is profitable.

If you want your sales message to reap dollar results have it "LIONELIZED", today!

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

OTTAWA

Freedom and Fascism

For the record: It is page 5103 of Hansard, unrevised edition, July second, 1947, The House of Commons is discussing estimates of the Department of Transport. Quotes.

MR. FRASER: On page 235 of the details, the position is mentioned of official car porter and court crier. What does he do?

MR. CHEVRIER: He is the official car porter on the car of the Transport Board Commissioners. He does that work when the car is in use. He also works in the office of the board.

MR. FRASER: Why do you call him court crier?

MR. CHEVRIER: That is part of his title.

MR. FRASER: Have they a court?

MR. CHEVRIER: Yes, it is a court of record. (Italics ours)

And thus unquote. Since Mr. Chevrier is not only Minister of Transport, but a lawyer and a very good one, it seems safe to take the record as read.

Also for the record, and for comparison. On July 3, 1947, the House of Commons moved onto Bill No. 273, a bill of divorce passed on from the Senate Divorce Committee. It was moved by Mr. Ralph Maybank, member of Parliament for Winnipeg South Centre, who is chairman of the miscellaneous bills committee and of the Parliamentary Committee on Radio Broadcasting. Speaking to Bill No. 273, Mr. Maybank said, at page 5140 of unrevised Hansard:

"... As everybody knows, the criminal code forbids the publication of these senate cases. That is a bad thing in itself. One of the worst things you can have in connection with the administration of law is to have it administered in camera."

Open Session

We turn now to Page 170 of the Radio Committee proceedings. Speaking on behalf of the Canadian Association of Broadcasters, Joseph Sedgwick, K.C., has recommended "an independent radio licensing and regulatory body appointed directly by, financed by, and responsible directly to Parliament with power to license and regulate all radio in Canada", and has said that "... we say that should be decided by some tribunal similar to the FCC in the United States or the Board of Transport Commissioners here, some tribunal that sits openly, that decides judicially ... and I think should be subject to appeal just as the decisions of the Board of Transport Commissioners are subject to appeal.

Just a few minutes later, Mr. Maybank asked two questions, then said: "I have no hesitation in saying that you have settled the opposition to that kind of board by one person on this committee".

And later, still referring to the same suggestion: "... but I do

not think that I am prepared to go that far in the direction of 'pat looks to me like fascism'.

Just a few seconds later, Mr. Fleming, another committee member, said: "Nobody has ever suggested that the Board of Transport Commissioners is a fascist organization". To this, Mr. Maybank retorted: "That isn't the same kind of a board".

Proceedings covered in pages 169 and 170 of the radio committee's published documents is dated June 4, 1947, almost to the day one month before the discussion of Bill No. 273.

Issue Still Alive

Though Parliament has not been sitting for more than a month now, discussion of Radio Committee proceedings has not died very much. There is a growing feeling in two or three important quarters that they'd like to get this matter settled, once and for all. Consequently, the whole subject of radio (and broadcasting in particular) may be considered much more fully and carefully than has previously been the case. This might be done by having the radio committee meet much earlier in the Session.

Favor Royal Commission

Some favor, however, is given for other suggestions. The idea of a Royal Commission has been forwarded editorially "Maclean's Magazine", "Saturday Night" and two Montreal dailies amongst others. Some quarters see merit in this suggestion. One report has it that a smaller Commons committee has been suggested for the future.

Only one recommendation of this year's committee has been implemented — and that is the provision of entire license revenue to CBC. This was done by means of a bill to amend the Broadcasting Act, duly passed by the House in the dying days of the session. Other recommendations were moved for adoption in the past but remain therefore merely an interesting expression of opinion on the part of a group of MP's. Whether or not these recommendations will be implemented depends entirely on executive action of the Cabinet and the CBC.

It is, however, better than an even bet that one recommendation will be adopted — that of an annual Parliamentary Radio Committee. Which means that broadcasting will automatically come under review and discussion at each session of Parliament.

Following instructions received from CAB at Jasper, the Planning Committee is formulating plans for its 1948 campaign to secure the legal right to freedom of speech on the air in Canada and the vesting of licensing and regulatory authority in the hands of an impartial body.

Various individual members of all political creeds have indicated that they took a keener interest than ever before in broadcasting and its problems this year. Since the committee's report was adopted by the House, it is the power of these members to bring the matter up early in the session. Whether they will do so or not depends largely on the ability of the Planning Committee to keep public interest alive.

— Jim Mac

CONGRATULATIONS and THANKS

to

CJGX

Y O R K T O N , S A S K .

for their ingenious Summer
Promotion of Our Dominion
Network Feature . . .

"TREASURE TRAIL"

Sponsored by Lambert Pharmacal Company

In the air and on the air, Western Canada's Farm Station covered this wide and wealthy market by tying in with Yorkton Flying Services, whose planes bombarded the scores of communities in the CJGX listening area with printed invitations to listen to "Treasure Trail". CJGX also used unending spots and flashes in their regular broadcast schedules.

THANKS CJGX! THANKS KEN PARTON!

JACK MURRAY LIMITED
10 King St. E. - - - Toronto

When you buy RADIO In New Brunswick

be sure you
SPEAK THEIR LANGUAGE
USE CJEM

250 watts of concentrated selling power at Edmundston offers advertisers the **ONLY FRENCH-LANGUAGE RADIO** outlet in the rich lumbering and agricultural counties of Madawaska and Victoria in Northern New Brunswick.

CJEM SERVES 5,000 RADIO HOMES
Supplementary CBC French Network
Represented By Horace N. Stovin in Canada
Adam J. Young Inc., in U.S.A.

STATIONS

BROADCAST LAST RITES

The death of Mayor G. G. McGeer of Vancouver was thoroughly covered by the news and special events department of CKWX, which in addition to detailed news coverage aired a special broadcast the evening of the day of his death and another of the funeral service.

Recordings of speeches which the Senator mayor had made over CKWX were used in the special memorial broadcast. Listeners noticed that the closing words broadcast from his recordings were spoken slowly, in a manner unlike his usual flamboyant speaking style.

The words which the mayor had spoken were, "This is my last message."

During the funeral service a microphone was placed, with the permission of the mayor's family, in front of the Very Rev. Dean Swanson, who conducted the service.

The earlier memorial broadcast was repeated on the day of the funeral.

RADIO VERSUS T.B.

Last year CJOB, Winnipeg, in collaboration with Associated Commercial Travellers, put on a series of amateur programs throughout rural towns and villages in Manitoba. At the end of 12 weeks, \$28,000 had been realized from the venture. The money was turned over to the Sanatorium Board of Manitoba for the prevention of T.B.

This year the programs will be back, with 13 broadcasts from rural points in the province, beginning Sept. 13. As before, proceeds will be used to fight T.B.

WESTERN EX

Re-opening of the Pacific National Exhibition at Vancouver, after a lapse of six years, was marked by special broadcasts at the exhibition grounds by Vancouver stations.

Special booths were being set up, and actuality and news broadcasts handled from the exhibition.

CBR scheduled six special half hour broadcasts, and the Carson

Family, famous in the west on the B.C. Farm Broadcast handled by commentator Tom Leach, appeared in person.

Chief Announcer Marce Muo and special events man Bill Herbert handled descriptive broadcasts from all parts of the big exhibition park.

Special events department of CKWX gave the Exhibition the all treatment. A series of remotes were broadcast right from the grounds and the station also had its own broadcasting booth on exhibit.

RADIO MORALE

Patients in Veterans' Hospital in Victoria have a show of their own, conducted by Laurie Dabough of CJVI and handled directly from the hospital.

Dillabough talks to the men at their bedsides, and the broadcast usually turns into an informal session with patients telling their own jokes occasionally adding a song.

The boys talk to their friends and families on the air, and doctors are sure the program is a morale builder.

RADIO SELLS RADIO

Five dollars worth of business has definitely resulted from every dollar spent on radio advertising by a Yorkton, Sask., radio repair shop. This statement was made by the manager of the shop who is signing a 52-week contract with CJGX, Yorkton, recently. The manager reported the last radio campaign, which ended, in March, continues to bring results. Last month he said, a Riceville, Manitoba, customer forwarded his receipt for the Yorkton shop for repairs, making reference to last winter's programs.

OPPOSE FRENCH LICENSING

Considerable opposition has been raised in the Prince Albert, Sask., district to an application to operate a French language station in that western city, according to "THE UNITED CHURCH OBSERVER." While not naming the applicant, the church publication says the Prince Albert Ministerial Association has forwarded a report to Ottawa outlining its objection to establishment of such a station, which it "would tend to create divisions and points out that there are

Alberta's

most listened to

Radio Station

(LATEST B.B.M.)

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS

Ask
RADIO REPRESENTATIVES LTD.
TORONTO — MONTREAL

CHNS

Now On the Air

with **5000 Watts**

First in Halifax!

38 French-speaking people with 19,807 English, 28,688 Germans and 29,152 Ukrainians in the area. The only French language station in Western Canada is CKSB, Boniface, Manitoba.

QUARTER CENTURY

CKAC, Montreal, is planning a public publicity campaign to mark its 25th birthday on September 27, according to manager Phil Lande. The Montreal "LA PRESSE" which owns and operates the station, is making arrangements for a special edition of the paper on that date. The issue will include articles on radio, TV, FX and stories from broadcast industry leaders.

TO GO FULL TIME

CKVL, Verdun, P. Q., has secured permission from the Department of Transport to relinquish its 990 a.m.-till-dusk daytime frequency and take over 980 on a full time basis. This station anticipates completing the changeover by Christmas. Jack Tietlman, CKVL operator, is quoted as saying he plans to make his the first 24-hour station in the province of Quebec.

FIRE BROADCAST

Dorwin Baird of CJOR walked hurriedly into the 11th floor Board of Trade offices in Vancouver's Marine Building, said "Excuse me, boys, there's a fire," and picked up a phone near the window. But it wasn't the Board that was burning. Looking down over the harbor, Baird got the station on the wire and in a few minutes he

was on the air describing a blaze, in a marine gas station a few hundred yards out in the harbor.

With huge quantities of gasoline ready to blow up if the flames reached it, Baird was ready to duck away from the window any moment, but marine firemen got the fire out with only a few thousand dollars damage.

NO PROMPTING PLEASE

It seems that all CKWX listeners have to do in order to get the answer to Bob White's questions is read the Sun or News-Herald the day a new question goes on the air. The two papers have been running the information in order to relieve the jam of calls which tax their switchboards and editorial staffs every time a new question is aired.

POLIO DRIVE

The Kinsmen Club of Vancouver, which for years has made a special effort on behalf of polio victims, received unexpected aid from CJOR during its drive for

funds to help fight the present epidemic. With a few spot announcements each day asking listeners to help, the station raised \$800 to add to the Kinsmens fund.

LOGAN'S LULLABY

While a number of Canadian and US stations have gone on a 24-hour schedule to take care of early morning advertisers, WKYW, Louisville, Ky., has "sold" the period from its night-time sign off until return to the air in the morning. On leaving the air, the announcer winds up with: "The next eleven hours of silence are sponsored by the Logan Company, makers of the famous Sleep Haven Mattress . . . Good night — and good rest."

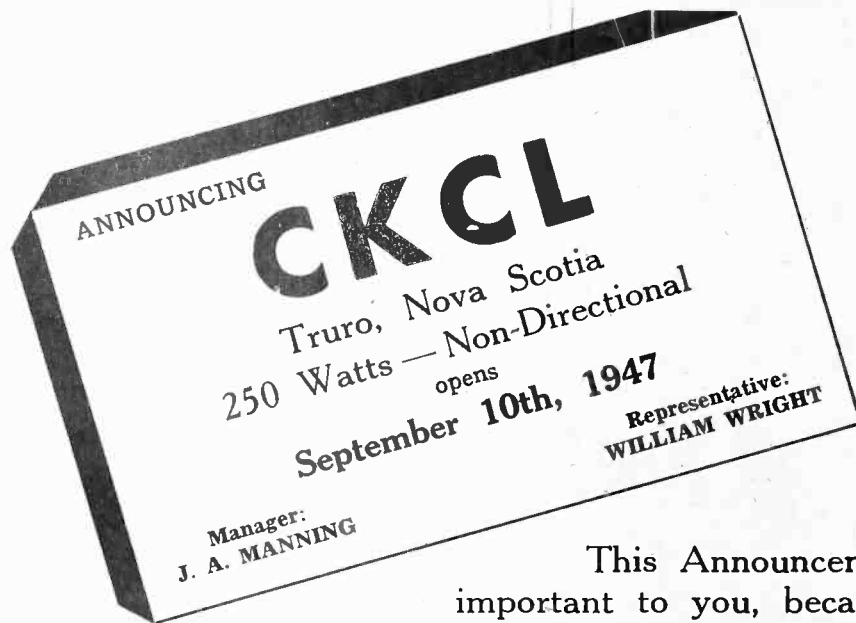
ACTUALITY MARKET REPORTS

An actual market discussion between a radio market reporter and members of the trade at the market is heard Mondays, Wednesdays and Fridays CJGX, Yorkton, from

the Exchange Building of the Union Stock Yards at St. Boniface, Manitoba. The series, aired for the first time last month, features market prices, reports on the quality and quantity of live stock arriving at the stock yards, and other market information. Accurate details of the day's trading, as seen by members of the trade, are broadcast to farmers, live stock men and others desiring accurate and up-to-the-minute information.

POSTMAN'S HOLIDAY

John MacVance, NBC reporter, recently arrived at Riviere-du-Loup, P.Q. hoping to spend his holidays miles from a microphone. Entering a hotel, he found that the city boasted a 250-watt station, CJFP, and was soon talked into an interview on the air in French.



This Announcement is important to you, because . . .

- TRURO is the Rail Head of Nova Scotia
- TRURO is the Textile Capital of the Maritimes
- TRURO is the heart of the Dairy Industry
- TRURO alone has 8 1/2 Millions in Retail Sales
- TRURO'S lush trading area is covered by CKCL

When You Place Your Advertising on CKCL, Count on These Services

1. A well-rounded promotion and merchandising plan.
2. First-class handling of your discs or copy.
3. Prompt attention to contract details.
4. Personal interest by management and staff in campaign's success.

TRURO BROADCASTING CO.
TRURO, N.S.
J. A. MANNING, Manager

Represented by:
WILLIAM WRIGHT
Toronto and Montreal

We'd like to bring our family* to

THE W.A.B. CONVENTION

* But obviously we can't. In Edmonton's retail trading zone there are over 400,000 people. They form part of CFRN's family of listeners.

EDMONTON'S CFRN
5,000 WATTS

Welcome to Minaki!

To Delegates and Guests attending the Annual Convention of the

WESTERN ASSOCIATION OF BROADCASTERS

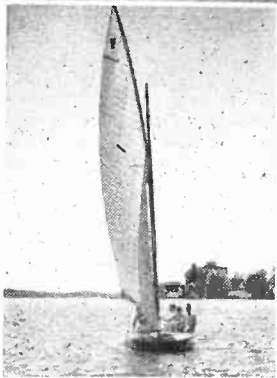
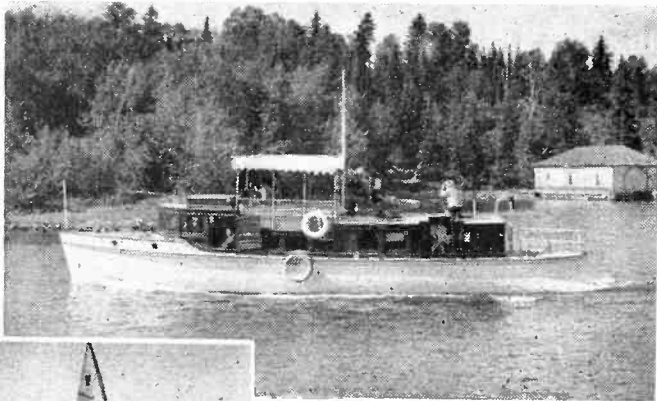
Sept. 3 and 4 — at Minaki Lodge

Station C J R L bids

A Hearty Welcome

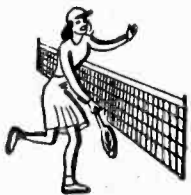
to the Lake of the Woods —one of Canada's loveliest playgrounds and richest territories

"Where Welcome ever Smiles and Farewell goes out Sighing"



DOMINION NETWORK

Our Canadian Representatives are Horace N. Stovin & Co.—Montreal—Toronto—Winnipeg. In the States it's Adam J. Young, Jr. Inc.



DIAGNOSIS

Wanted a formula to determine whether a commercial announcement is designed to sell goods or plagiarize "the Hucksters".

DEDICATION

To my wife Peggy, without whose unflagging enthusiasm and untiring assistance, this book could have been completed months earlier.

—Paul White's "News on the..."

S.O.S.

Will somebody please state the rumor to the effect that CANADIAN BROADCASTER is about to buy the TORONTO EVENING TELEGRAM, as we need the publicity.

POETS' CORNER

They said her soprano was just like a bird, And she carolled from light 'till dark. Her voice was as loud and high as I'd heard, But I'd still rather hark a lark.

PAN MAIL

Sir: I don't see why you're blowing your face off at your new format when you obviously stole it from "MAGAZINE."

—Gesund
You're wrong Gesund
"TIDE" stole it from "TIDE"
We stole it from "TIDE"

FOOD FOR THOUGHT

Then there's the business mogul who tried to combat the forces of public ownership by telling the public that his affairs were none of their business.

OHO CANADA

A western station manager planned to arrive at Minaki ahead of the WAB convention in order that he might spend his first evening in Ontario cycling over to Toronto to see the Canadian National Exhibition.

HUCKSTERISM

A junior agency manager is reported to have gone to his chief to ask for \$12,000 a year because he had recently developed an ulcer.

SELF-CENSORSHIP

"I turned down that dysentery spot flat", said the program director, "because I have a strong antipathy towards commercials beginning with the word folks."

CREDITS

This column is edited by Harkley, on the premise that if he gets it, anyone will.



NEWS-PLUS

FOURTEEN SPONSOR-TESTED NETWORK CALIBRE

FEATURE PROGRAMS

"Women In The News"
 "In The Woman's World"
 "In Your Neighborhood"
 "The Farm Front"
 "Behind The Headlines"
 "In Movieland"
 "Good Eating"

"Names In The News"
 "Places In The News"
 "Sports Parade"
 "Speaking of Sports"
 "The Week in Ottawa"*
 "Highlights of the Week's News"*
 "Tomorrow's World"*

* Sunday Features

FOR STEADY AUDIENCE FEATURES

HERE ARE

TOP NEWS FEATURES

TO ROUND OUT YOUR

TOP NEWS

— o —

B.U.P. NEWS SERVICE

offers stations

THE

WORLD'S BEST COVERAGE

OF THE

WORLD'S GREATEST NEWS

BONUSED WITH

THESE REVENUE-PRODUCING FEATURES

BRITISH UNITED PRESS

231 ST. JAMES STREET MONTREAL

On CFRB

YOUR DOLLAR IS IMPORTANT!



EVERY advertising dollar spent by a sponsor must bring VALUE—must produce RESULTS. And that's just why so many advertisers continue to use CFRB year after year. (We're justifiably proud of those 40 advertisers who have been broadcasting over CFRB for 20 consecutive years!) These advertisers have found that on CFRB they get more listeners per dollar than on any other Toronto station! That's a big statement, it's true. And that statement is backed by facts—solid, undeniable facts... like these:

For every advertising dollar, CFRB gives you
2,795 potential radio homes after 7 p.m.

3,475 potential radio homes between
6:00 and 7:00 p.m.

5,195 potential radio homes at other times

Yes, on CFRB you get your dollar's worth and more. You'll find you get a BUYING audience in a BUYING market.

CFRB
TORONTO

REPRESENTATIVES

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

Looking forward to the next twenty years!