

# CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 16

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

August 16th, 1947

## POSTPONE MINAKI MEET ONE DAY



CNR Photograph

ates of the WAB Conven-  
n have been changed to  
umber 3 and 4 instead of  
umber 2 and 3 as originally  
nounced, due to accommoda-  
n problems at Minaki Lodge.

Contacted by long-distance  
telephone in Calgary, WAB  
President, Bert Cairns, said the  
meeting has now confirmed the  
meeting definitely, and hopes dele-  
gates and guests will arrive a  
few days early (Sept. 2) to indulge in  
what he termed "a little fun  
and games".

WAB officials anticipated a  
large attendance of eastern  
broadcasters and radio men who were  
deterred by the distance from  
attending the CAB meeting in  
June.

Besides regular features —  
business and pleasure — west-  
ern broadcasters will hear presen-  
tations of reports by the  
Canadian general policy, public  
relations and sales.

Minaki Lodge is a C.N.R.  
summer hotel, operated along  
the same lines as Jasper Park  
Lodge, on a smaller scale. It  
is located 112 miles east of Win-  
nipeg on the C.N.R. main line,  
in the Lake of the Woods  
District, on the Winnipeg  
River. There is a nine-hole golf  
course and good fishing.

Nearest T.C.A. air field is  
Winnipeg.

The C.P.R. railway point is  
Kenora, 20 miles south of  
Minaki, on the main line. The  
trip from Kenora to Minaki can  
be made by boat. Gerry Tonkin,  
manager of station CJRL, Ken-  
ora, will be glad to arrange  
transportation from the Kenora  
station and be of any service to  
delegates and guests who wire  
him at CJRL.

Nearest L.C.B.O. store is at  
Kenora. Minaki Lodge has no  
cocktail bar, but is licensed to  
sell beer and wine.

### TORONTO RADIO AT CNE

#### Newscasters To Be Televised

Each day in Television Hall  
at the Canadian National Exhi-  
bition (Aug. 22-Sept. 6) news-  
casters from Toronto stations  
will do their newscasts onto the  
air and at the same time be  
televised for the benefit of  
visitors to the Ex.

Arrangements have been  
made to have specified pick-up  
points at all important points in  
Exhibition Park, and these  
points have been made available  
to all Toronto stations and the  
CBC networks for the purpose  
of doing on-the-spot broadcasts.  
Arrangements are in the hands  
of a radio committee presided  
over by Jules Brazil, Band Shell  
Director of the C.N.E. Represent-  
ing Toronto stations on the  
committee are Jack Dunlop  
(CBC); Wes McKnight  
(CFRB); Don Insley (CKEY),

and Jack Thompson (CHUM).

CHML, Hamilton, has ar-  
ranged for its own studio in the  
Coliseum from where it will  
send out its daily Farm Broad-  
cast on a direct wire to Hamil-  
ton.

Programs and personalities  
already scheduled are (CBC)  
Walter Bowles, "The Craigs",  
"Toronto Today", "Opportun-  
ity Knocks", "High News Reel"  
and "Safety Clinic"; (CFRB)  
Gordon Sinclair, Wes Mc-  
Knight, Jim Hunter, Jack Den-  
nett, "Double or Nothing",  
"Lucky Listenin'", "Tello-  
Test"; (CFRB and Dominion  
Net.) "Treasure Trail";  
(CKEY) "Club 580", Lorne  
Greene, "Ad-Quiz" and "Hay-  
loft Hoedown"; (CHUM)  
"CHUM Valley" and "News  
By Contrast".

*You can reach more listeners on CFRB*

# DOLLAR FOR DOLLAR

*than any other Toronto station!*

Here's what CFRB offers for each advertising dollar

2,795				potential radio homes after 7 p.m.
3,475	“	“	“	between 6-7 p.m.
5,195	“	“	“	at other times

Yes, more listeners . . . a larger audience; more prospects . . . a ready-made market! That's the value you get for your dollar on CFRB . . . full measure running over.

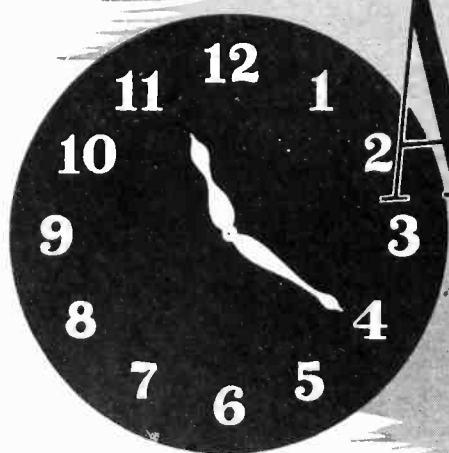
Ask the advertisers already using CFRB . . . some of whom have been broadcasting over this station for years! They can tell you why they stay with CFRB . . . they can quote figures. But the basic fact behind the figures is this . . . you get your dollar's worth and more on CFRB . . . you get RESULTS!

# CFRB

**REPRESENTATIVES:**  
UNITED STATES  
Adam J. Young Jr. Incorporated  
CANADA  
All-Canada Radio Facilities Limited

**TORONTO**

*Looking forward to the next twenty years!*



# Around the clock... Across Canada!

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



Many of The Above Shows Are  
Available For All Markets

ECONOMICAL, TROUBLE-FREE PROGRAMMING SERVICE

ALL-CANADA PROGRAM DIVISION

ALL-CANADA RADIO FACILITIES  
*Limited*

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

**DESTINY TRAILS** . . . 156 quarter-hour programs. Exciting tales of adventure from the pages of James Fenimore Cooper.

**REFLECTIONS** . . . 104 quarter hours styled for reverie. A wealth of music and memories. Ever-changing moods matched in song by Russ Titus—in melody by Samuel Hershoren.

**FACT OR FANTASY** . . . 100 five-minute episodes. Comprising the best in complete and fascinating tales of mental phenomena to intrigue any radio audience.

**THE GREEN HORNET** . . . 130 half-hour episodes of this favorite mystery show. For many months held highest ratings.

**PLEASURE PARADE** . . . 138 15-minute episodes of time-tested melodies. Irving Miller's orchestra, with Kay Lorraine, Bob Kennedy and Vincent Lopez, Jimmy Wallington, Milton Cross.

**ART VAN DAMME** . . . 39 new 15-minute programs. Lively selections of musical favorites with the famous ART VAN DAMME QUINTET, featuring Louise Carlyle.

**TIME TO SING** . . . 156 5-minute episodes of delightful harmony with that boy-and-girl team, Lanny and Ginger Grey. For almost any sponsor.

**OLD CORRAL** . . . 104 15-minute episodes of friendly western music. Featuring "Pappy Cheshire" of Republic Pictures fame. Excellent supporting cast.

**SONGS OF GOOD CHEER** . . . 117 quarter-hour episodes. Melodies by the masters for the world to love. Orchestra directed by Vladimar Selinsky—Larry Elliot narrating.

**GREATEST OF THESE** . . . 26 half hours. Exciting dramatizations of the Golden Rule for Living—each thirty-minute show a complete story.

**FRANK PARKER** . . . 130 15-minute episodes. A peppy musical with Paul Barrons' Orchestra, Frank Parker and Kay Lorraine. Andre Baruch emcees.

**LIGHTNIN' JIM** . . . 104 30-minutes of Western Frontier adventures. Featuring the fearless Lightnin' Jim, his Deputy Whitey Larson, and his horse "Thunder."

# INTERNATIONAL

## Joint Forum



George V. Denny brought "America's Town Meeting of the Air" to Vancouver, July 3 to convene with the Canadian Town Meeting Association's "Town Meeting In Canada", broadcast over CJOR, particularly under the guidance of its founder and moderator, Arthur Helps.

Besides CJOR, this program was broadcast over a number of Western stations by transcription. These include: CJGX, Kampton; CFJC, Kamloops; CBI, Prince Albert, and CPG, Prince George.

Thirty-five hundred people attended the outdoor meeting at the inconvenient time of 5.30 p.m. and listened to four speakers debating the Marshall Plan. Afterwards they filled out the program by pitching in on their own account with questions from the floor.

Denny was enthusiastic over the work of the Canadian body. "Town Meeting and Town Meeting ideas are spreading all over the world", he said, pointing out that broadcasts of this



Following Liberal M.P. Tom Reid's complaint to the Parliamentary Committee that the CBC airs no bagpipes, producers are preparing themselves to face this sort of thing any time now.

type are now being held in Australia, Japan, Germany and the Phillipines. "When they can hold a Town Meeting in Moscow", he added, "we'll be able to get over the war jitters that bother us now."

### CBC Couldn't Clear

Moderator Arthur Helps had tried to arrange with CBC officials to have the broadcast aired on one of the networks in addition to the ABC web of 226 stations.

The broadcast finally went to the Pacific network only, despite a hard-hitting editorial in the "Vancouver Sun", criticizing the CBC for failing to stretch a point to make the time available despite previous commitments.

"While the CBC program directors have a valid point in the fact that an hour-long broadcast would cause some inconvenience to sponsors and artists of regularly scheduled programs, this is an occasion to stretch a point", the Sun commented.

"As a gesture of how far friendship between two peoples can go—of how far it is possible for citizens of Canada and the United States to meet and discuss common problems—it has a positive value that goes beyond local interest. It is worthwhile making some sacrifice to air it well."

## BROADCASTERS

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

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

Contact:

G. R. Mounce  
Eric Leaver

**Electronic Associates**  
Limited  
2498 Yonge Street  
Toronto 12

Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.

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

# CKOV

KELOWNA ★ Okanagan BROADCASTERS. LTD.

Mighty Mike sez... "CROPS mean INCOME"

Saskatchewan's Finest Crop Prospects  
Are in CKCK, Regina  
Primary Coverage Area

Buy **CKCK** Now **5000** WATTS







Our Guest Speaker is:

**ROMAIN LECLAIR**

Manager, Radio Station CJEM

Edmundston, N.B.

"Candide Cote of St. Leonard is coming up in this world.

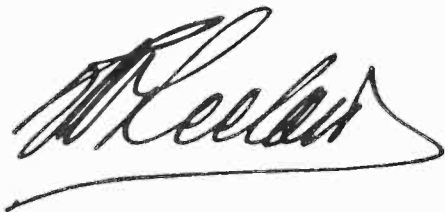
"Candide is a furniture dealer, young progressive and aggressive. St. Leonard is a thriving town of over 1200 population, some 25 miles out of Edmundston, serving a prosperous community.

"Embarking on an intensive advertising campaign three years ago, Candide's original advertising appropriation for CJEM was double that of any other local client. In the three years, Candide's advertising budget has tripled.

"The dollar sign which used to make regular appearances several years ago over a collector's signature now pops up like a Jack-in-the-box in Candide Cote's cash register. Yes, Candide Cote is coming up in the world, along with a host of other CJEM advertisers.

"During the past three years, we at CJEM have endeavoured to sell and promote advertising to the business men in Madawaska County and counsel them in effective radio advertising campaigns. Local advertisers keep coming; old ones keep renewing. It must be because CJEM is doing a good job, the job any community-minded station should be doing.

"After all, CJEM does stand for a Community Job Efficiently Maintained."



ROMAIN LECLAIR

# HORACE N. STOVIN

& COMPANY

*Radio Station Representatives*

for these Live Radio Stations

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

\*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

**RADIO GETS YOUR MESSAGE HOME**

## AGENCIES

Jack MacRae

"Life of Riley" and "Dennis Day", programs heard formerly only in the United States, will be piped to Canadian networks this fall through Dancer Fitzgerald-Sample and Spitzer & Mills respectively. Starting Saturday September 6 (8 to 8 p.m.) Trans-Canada will carry Procter & Gamble's "Life With Riley" a family drama built around William Bendix. Joel Aldred will go the cut-ins. Singer Dennis Day, for Colgate-Palmolive Peet goes to the Dominion Network Wednesdays, 8 to 8.30 pm, beginning October 8.

The Harry E. Foster Toronto office has signed the Mutual Benefit Health and Accident Association as sponsors of Jim Hunter's twice-daily CFRB newscasts from Aug. 22 on. This is in addition to "Headliners" also on CFRB and the "Gabriel Heatter Show" on CKEY.

Christopher Ellis has joined the Montreal Office of Cockfield Brown. (This corrects an erroneous report last issue). "Chris" Ellis was born and educated in England and entered the bookselling business in 1918. He served in London and Paris prior to coming to Canada in 1926. Ellis entered radio in 1931 specializing in newscasting, acting and dramatic narration.

Eddie Gould of McConnell Eastman says Tip Top Tailors' "Music for Canadians" will have a new feature singer this fall. Twenty-one-year-old Beth Corrigan, one of last seasons "Singing Stars of Tomorrow" finalists will replace Evelyn Gould who is remaining in New York where her husband is interning. Beth is the second "Singing Stars" graduate to be used on the show, the first being Evelyn Gould.

Starting September McCormick's Biscuits, also a McConnell-Eastman client, will sponsor its third series of shows by Corinne

Jordan, the Minneapolis pianist who intersperses her music with "lazy commentaries" and comes to Canada to record every so often.

Anne Pape, secretary to Jack Horler of Baker Advertising begins a new career this fall as Mrs. Peter Heenan. Anne has been with Baker's for more than four years and now handles the agency time buying in addition to her secretarial work.

William A. Willis, former account executive with James Fisher, has joined the Toronto Office of J. Walter Thompson as a count representative. During the War, Willis handled radio for the Information Branch of the Prices Board.

Jim Tapp, McKim Advertising Montreal, was in an auto crash recently. He required several stitches in his scalp but is all right now.

Mary Moran, secretary to V. George of Whitehall Broadcasting Ltd., Montreal, has been off duty on doctor's orders.

## EMPLOYMENT SERVICE

File CB 62: Ex-serviceman - years. Completed courses in journalism, public speaking and vocational culture. Wants job in agency preferably in the radio department. Remuneration secondary to full outlook. Experience includes special service work, free-lance radio scripts with a few plays and commercials to credit. Box CB62, Canadian Broadcaster, 371 Bay Street, Toronto.

File CB 63: Ex-Army Intelligence age 25, senior matric, experience in publicity work, and radio outdoor advertising sales. Willing opportunity to start in with agency or public relations office. Opportunity for progress more important than initial salary. Box 63 Canadian Broadcaster, 371 Bay Street, Toronto.

**CHNS**  
Now On the Air  
with **5000 Watts**  
First in Halifax!

# CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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

Editor: RICHARD G. LEWIS  
 Production Manager: ARTHUR C. BENSON  
 Art Editor: GREY HARKLEY  
 Editorial Assistant: T. J. HOLUB  
 Photography: AL GRAY

Montreal  
 Ottawa  
 Winnipeg  
 Vancouver

Correspondents

Walter Dales  
 James Allard  
 Dave Adams  
 Robert Francis



Vol. 6, No. 16

\$3.00 a Year — \$5.00 for Two Years

August 16th, 1947

## A SALESMAN TOOK ME TO DINNER

Advertising copy stands in grave need of having its face lifted, is going to ring up sales in the new era.

It has been a long time returning, this buyers' market. Like economic changes, it has not burst upon us with sudden andounding eclat. Rather it has crept back stealthily, until today we are greeted when we enter a store or a barber shop almost as were before the war.

Stopping for gas on the way to the office this morning, I was pounced upon by a regular army of attendants. They gave my car treatment from windshield to spare tire. This won them, in addition to my "fill her up, please", the sale of one quart of oil. It meant far more to me. I'd re-met a forgotten friend.

Coffee at a drugstore counter. One of the waitresses asked me if I used a safety razor. She explained that the girls had a contest to see who could sell the most blades. I use an electric myself. Well, it would have been like turning down an old buddy. If you run short, you'll find them in the middle drawer of my desk.

Back at the office, I had three visitors. One was a job seeker; one wanted to sell a typewriter; one wanted to print our stationery. It was a day!

At lunch, the waitress brought me a second pat of butter without being asked. As I left, the proprietor hoped, smilingly, that I enjoyed my meal; called me by name even.

This afternoon I have had to shut myself off, to write this article among other things. It now occurs to me that I hung out the "do not disturb" sign without any fears that I might be missing something I hadn't been able to buy for some time.

I have had a polite "slipped your notice" call from a creditor; the landlord has voluntarily repainted the office; the engraver is bringing me to lunch tomorrow; three oil companies and a department store have sent me a credit card without being asked.

So what about copy?

Hard selling words are beginning to make their reappearance on the radio, and in the display ads, but their return has not been as welcome as the return of the need for them. People no longer want to hear soliloquies on the beauty of baked ham. What they want to know how much it is and where they can get the damn stuff. The radio is the quintessence of sales appeal. But people have forgotten.

Time was when the acid test of an advertisement was to make sure that the name of a competing brand could not be sensibly substituted in the copy for the product being advertised. The maximum has gone down the drain. Writing copy, the hard way, by giving facts and making them sound good, is a lost art. Superlatives aren't news and never will be. They get a lot of bandying around as the same. If the copy art is a lost one, it is a case of history repeating itself. Man once had a tail. He lost it, though, when he stopped wagging it.

John Public likes to be persuaded. During the war years, he forgot the habit. He may have forgotten it now, but he'll only be happy again when those "run-don't-walk" gags are trotted out more.

Advertisers are wasting dough with flowery phrases which are school words. Oh, I know the research boys say the consumer says "such and so". But how does the consumer know? He has forgotten how it was "so and such". His prehistoric forebears enjoyed wagging their tails. But he hasn't one to wag. How can he know how fun he's missing?

In the same way, a new generation of buyers cropped up while the boys were fighting. They've never had the treatment yet. But when they do, they'll love it, just as their parents do.

*Richard G. Lewis.*

Editor.

## Distant Fields

By Walter A. Dales

Exchange of programs between the U.S.A. and Canada often take place unheralded. If the exchange is heavily balanced in favor of the Americans, that is largely our own fault. The American market is wide open for any energetic salesman, and the price is high. Doug Smith and Michel Normandin on more than one occasion have provided swell sports cut-ins for the Red Barber show. Doug Smith's last effort for Barber was a round-up of trout fishing activity in Quebec. And Smith—a crack salesman—had a half-dozen fresh trout delivered to Barber's office next morning. This sort of thing is of great value to our tourist trade, and a nice kind of revenue for free lancers who don't want to overwork their popularity at home.

Many Canadian writers sell heavily to the U.S.A. My own writing organization has sold well over a hundred individual shows to American outlets from New York to California. I know one free lancer who writes regular features for three fair-sized American stations on assignment. Some Canadian transcriptions are getting a good run in the States and several more such deals are pending. There is little doubt that a private network in Canada would soon be piping sponsorable stuff across the line in return for similar shows from the States, unless hampered by restrictive regulations or unreasonable tariff barriers.

After all, programs and talent are sold in the same manner as potatoes or gadgets. Trade can only be a two-way street when Canadians as individuals sell as aggressively as do the Americans.

## For The Defence

Despite frequent criticism of radio, U.S. networks are doing an honest job of improving broadcasting, says Hartzell Spence, author and one-time newspaper man, in an article entitled "Let's Be Fair to Radio" in the "PACIFIC SPECTATOR."

The networks can and do carry a good balance of cultural programs which they pay for out of their own pockets, he says. For example, "NBC maintains its own symphony orchestra under Arturo Toscanini, at an outlay of \$25,000 a week, offset by no revenue whatever."

To critics of radio advertising, Spence says it is the "cleanest" of all advertising copy. "It must be," he points out, "for radio is made aware a hundred times a day that the entire family is listening." He draws attention to a newspaper columnist who railed against of-

fensive radio advertising on the same page as a large and blatant advertisement for a personal product which could never be mentioned on the air.

## Advertisements— Like Betting

"One more restraint on trade" is business' verdict on the British government's proposed tax on advertising to produce "urgently needed increased revenue," according to the British publication ADVERTISERS' WEEKLY.

A sardonic and yet significant voice was raised by the historian, Lord Elton, who said: "On the whole I agree. I think most people believe advertisements up to the age of 50, and cease to believe them over 50. I'm a little over 50. I've reached the stage where I think that advertisements, like betting, are a partially unsocial activity which might yield a considerable revenue and which it wouldn't matter very much if you discouraged by tax.

## International Radio

Short wave radio provides the best means of penetrating the iron curtain which Russia is trying to lower over all of Eastern Europe. In this country, the CBC is operating a little-publicized international service, which also is doing an extremely good job with limited resources. We were sorry to see it criticized recently in the House of Commons.

The people of Europe, after all, are human. They have been fed blatant propaganda for so long, that they must be fed up to the gills with it. They have a tremendous appetite for straight political reporting, and both the CBC's international service and the "Voice of America" are building up a reputation for trustworthiness. We need friends in Europe, and it would be completely false economy to lop off one of the principal agencies that can win them.

—Owen Sound Sun-Times

## Sweet and Sour

Do you like your news from the production centres localized into columns, or do you prefer it departmentalized, as in this issue, under such headings as "Programs", "Talent" etc.

Your comments — sweet or sour — would be greatly appreciated.

— Editor



**First In The Field  
AND  
First In The News**

**Headline News  
Not News After  
It's Headlines**

**News With  
Largest  
Commercial  
Sponsorship**

**Sponsors Prefer  
B.U.P. News  
Because It Has  
Proved Itself**

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

**HEAD OFFICE:  
231 St. James Street  
MONTREAL**

# OTTAWA

Jim Allard

## Minority Rule

Importance placed on the specific disavowals of the CAB and CDNA briefs, presented to the recent parliamentary committee, on the part of a few stations and newspapers drew an interesting comment from bag-pipe loving Tom Reid, Liberal member of the committee from New Westminster.

Mr. Reid, referring to "count-me-out" letters addressed to the committee by two stations, said "... usually, when you belong to a union, you all abide by the majority vote and you don't just come along, and when you lose your vote put yourself on record that you did not vote. When you are in a meeting, belonging to an Association, you generally abide by the wishes of the majority..."

Considerable emphasis was laid in the committee's report on the fact that the CAB brief was not unanimous because of these two denials of it, and Mr. Reid questioned the Committee's action in taking cognizance of this lack of support on the part of a minority of two against the remaining 87 stations.

### Personal Opinions

Generally speaking, the Radio Committee reads into its proceedings all letters received from organizations, groups and public bodies. A notable exception was made this year.

Included in the printed record is a letter from M. H. G. Hunt, of Vancouver, B.C. Making no attempt to represent himself as expressing the views of anyone other than himself, Mr. Hunt undertook to attack the CAB case. In doing so, he included two editorials published in the VANCOUVER SUN under the by-line of Jack Scott, a CBC commentator who is also on the

paper's staff. These two editorials really took the CAB case apart. They were printed in full as part of the record.

Not included in Mr. Hunt's letter, not included anywhere in the committee's proceedings, is the CAB reply to Jack Scott's attacks — which the VANCOUVER SUN had published in a prominent position.

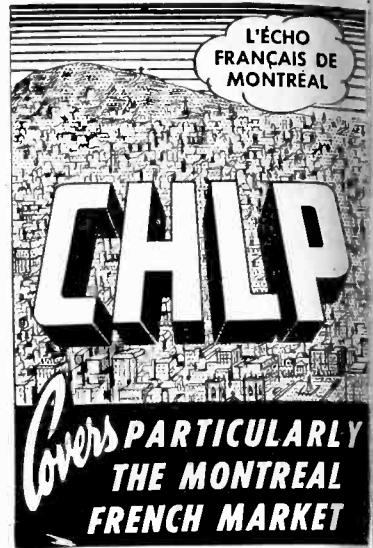
It is also an interesting sidelight on committee proceedings that letters thanking independent stations for service rendered (and not taking part in their case at all) came under fire and suspicion. Similar letters thanking CBC for service rendered were filed without comment.

### "Farm Forum" Paid Off

As during last year's committee proceedings, the CBC originated show "Farm Forum" (which secures largest volume of release through independent stations) paid off handsomely. Rushed into the breach at the last minute were letters supporting CBC, and directly or by implication opposing CAB request for an impartial licensing and regulatory tribunal, from various agricultural organizations. These included one from the President and Managing-Director of the Canadian Federation of Agriculture; one from the Maritime Federation of Agriculture signed by Roy Grant; one from the United Farmers Co-Operating Company Limited, signed by Leonard Harman, of Toronto, and one from V. S. Milburn, of the Ontario Federation of Agriculture. Mr. Grant also sent a wire to the committee — marked "copies to the Canadian Federation of Agriculture, the Co-Operative Union of Canada, and the Canadian Association of Adult Education."

### Multiple Ownership Mystery

Mystery of why the radio committee recommended lowering the barriers against "multiple ownership" still remains as deep as ever, on the surface at least. No public request was made to the Committee for such a development. Only discussion during committee proceedings on this subject was in the nature of an attack on the Taylor, Pearson and Carson group by Tom



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

Reid, of New Westminster. Up to this time, the Radio Committee has always been vigorously hostile to anything in the nature of "multiple ownership"; and the only two groups in Canada which might come under this category have drawn fire at virtually every previous committee session.

If the recommendation was made to give the appearance independent stations had asked it, and were therefore grasping, selfish and predatory, some success has been achieved. There are, however, other and more interesting possibilities.

### Royal Commission

Suggestion made to the Committee by ACA and the Chamber of Commerce that a Royal Commission might be appointed to deal with radio in more leisurely and non-political fashion, is meeting some newspaper acceptance. The idea has won support from the MONTREAL HERALD, and to some extent, from "SATURDAY NIGHT", Toronto. Editorials in the latter paper (written by a former member of CBC's Board of Governors) have otherwise been critical of independent radio.

Those who have any idea of the amount of time, money and energy consumed in preparing for a Parliamentary Radio Committee (or any other Parliamentary Committee) will find it more than possible to sympathize with CBC over the recommendation that the committee be an annual affair.

### Government

#### Advertising

Extensive advertising campaign was suggested in the House of Commons when Finance Minister D. C. Abbott made it known that "wartime" compulsory saving would shortly get into process of repayment. Campaign will be partly educational, partly "tell where we're at now."

Compulsory savings portion of income-tax payments are refundable to tax-payer with interest. This fact not known, forgotten, ignored, by many small taxpayers who will have to be educated on this fundamental point. Since making payment, many taxpayers have changed residence, may be difficult to locate. Department plans to advertise to cover both points.

★ Elliott-Haynes ★  
says ★

NO OTHER STATION HAS AN AUDIENCE LARGE ENOUGH TO COMPUTE IN New Westminster

THE Only STATION THAT DELIVERS BOTH CITIES ★  
On the Coast!

NEW WESTMINSTER 33,000  
& VANCOUVER 333,000

★ CKNW ★

JAG



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

There was nothing unusual about the day in question — that is, the source. Humidity was high, but that often is in summer. That all makes me realize what a tough job artists have when they work in recording studios. So I just hope for bigger and better air-conditioning. I was listening — not just hearing, but listening, which is my usual daily curriculum. Then it happened!

Of course I should tell you the program was Trans-Canada's "Locally Yours." Maybe you'll shrug your shoulders at this and remind me it's only recordings. So it was, but some mighty fine ones have found their way to the turntable. And on this particular day a favorite Russ Columbo disc was being aired. The emcee was Elwood Glover and he did a clever flashback to 1932 while airing Big Crosby and Russ Columbo. His descriptive comment was most interesting and brought back the names of such name bands as Jimmy Dorsey. In conclusion, Elwood told me—yes, little me—for those of the record. Now, who do you have made Trans-Canada to say I was flattered is not enough. Elwood, I blushed. I'll never be a star over the spotlights or under the spotlight, but on the radio—on Trans-Canada—chee!

\* \* \*

There were ever two fellows engaged by a quick assent up the well-known ladder, those two fellows are Johnny Wayne and Brian Shuster. I first knew them the old days of "Javex Wife Presents." The other night I saw them on "Wayne and Shuster Show". They are the same two comedians. They are gags. Just great gaggers from the guys. Their show, now an afternoon show, but still originating in Toronto, must be a hit broadcast over both American and Canadian networks. I'd say they had just about everything a comedy show should have including a good supporting cast.

Musical director is Samuel Herchen whose band gives out everything from bridges to reggae to features numbers. The musical is Georgia Dey, who is a lovely song stylist and, fortunately, adheres to that style. Her music is pleasant listening. Another name for the show is Herb May. The main part was that of Bert Lantz with his sound effects.

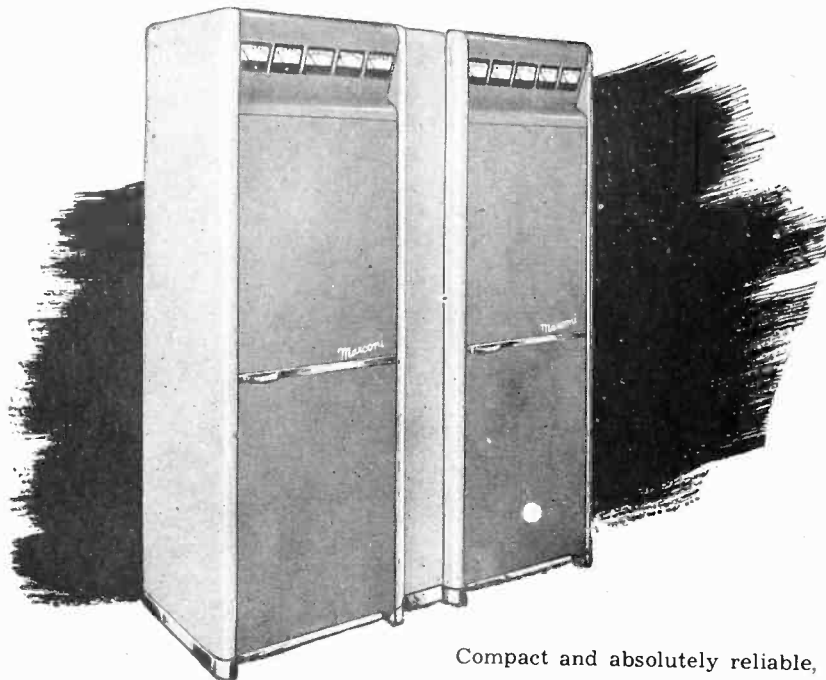
Just a few years ago (I keep telling myself) I vividly recall seeing Rae as a child emcee in one of Toronto's night spots. Now he stands in a control booth confidently conducting such shows as this. At least his one was a credit to his profession. The engineer responsible for sending this show to the right place was Vic Ferrie. Bill Byles, Spizer & Mills, was present as RCA's representative appointed especially for the occasion.

'Bye now, ELDA.

# MARCONI

have the answers  
to ALL Your  
FM PROBLEMS

The most modern FM Broadcast equipment—from microphones to antennae—plus the expert attention of a competent, experienced engineering staff, are yours when you enlist the services of MARCONI—Canada's radio pioneers. They assure you a complete, integrated installation and dependable operation.



Compact and absolutely reliable, this

## MARCONI FM TRANSMITTER

—1,000 watt, type F.B. 21—is typical of Marconi leadership in the development of modern FM equipment. It incorporates new improvements to the Armstrong Dual Channel FM Modulator, providing simpler adjustment, decreasing background noises, reducing distortion factors. While designed for unattended operation, all components are instantly accessible for maintenance.

These transmitters more than meet all Department of Transport requirements, as do the corresponding types: F.B. 11—250 watt; F.B. 31—3,000 watts.

Complete information on these and other Marconi FM equipment gladly supplied on request.

## MARCONI RVC RADIOTRONS

Precision-made in Canada by Marconi, these radio tubes have been proven in performance for dependable service, worthily maintain the long established reputation of Marconi—the Greatest Name in Radio.

## Canadian Marconi Company

Established 1903

MARCONI BUILDING

MONTREAL

MARCONI—The Greatest Name in Radio

VANCOUVER

WINNIPEG

TORONTO

HALIFAX

ST. JOHN'S, Nfld.

**MARCONI - The Greatest Name in Radio**





**First In The Field  
AND  
First In The News**

**Headline News  
Not News After  
It's Headlines**

**News With  
Largest  
Commercial  
Sponsorship**

**Sponsors Prefer  
B.U.P. News  
Because It Has  
Proved Itself**

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

**HEAD OFFICE:  
231 St. James Street  
MONTREAL**

# OTTAWA

Jim Allard

## Minority Rule

Importance placed on the specific disavowals of the CAB and CDNA briefs, presented to the recent parliamentary committee, on the part of a few stations and newspapers drew an interesting comment from bag-pipe loving Tom Reid, Liberal member of the committee from New Westminster.

Mr. Reid, referring to "count-me-out" letters addressed to the committee by two stations, said "... usually, when you belong to a union, you all abide by the majority vote and you don't just come along, and when you lose your vote put yourself on record that you did not vote. When you are in a meeting, belonging to an Association, you generally abide by the wishes of the majority. . . ."

Considerable emphasis was laid in the committee's report on the fact that the CAB brief was not unanimous because of these two denials of it, and Mr. Reid questioned the Committee's action in taking cognizance of this lack of support on the part of a minority of two against the remaining 87 stations.

### Personal Opinions

Generally speaking, the Radio Committee reads into its proceedings all letters received from organizations, groups and public bodies. A notable exception was made this year.

Included in the printed record is a letter from M. H. G. Hunt, of Vancouver, B.C. Making no attempt to represent himself as expressing the views of anyone other than himself, Mr. Hunt undertook to attack the CAB case. In doing so, he included two editorials published in the VANCOUVER SUN under the by-line of Jack Scott, a CBC commentator who is also on the

paper's staff. These two editorials really took the CAB case apart. They were printed in full as part of the record.

Not included in Mr. Hunt's letter, not included anywhere in the committee's proceedings, is the CAB reply to Jack Scott's attacks — which the VANCOUVER SUN had published in a prominent position.

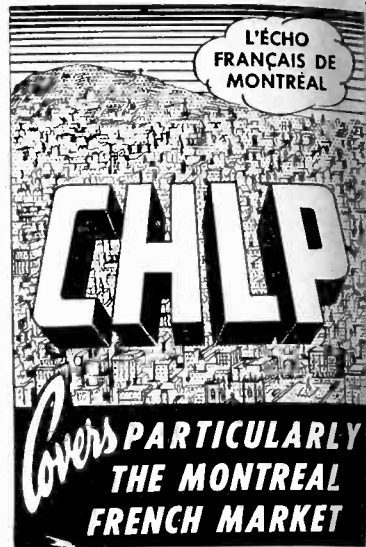
It is also an interesting sidelight on committee proceedings that letters thanking independent stations for service rendered (and not taking part in their case at all) came under fire and suspicion. Similar letters thanking CBC for service rendered were filed without comment.

### "Farm Forum" Paid Off

As during last year's committee proceedings, the CBC originated show "Farm Forum" (which secures largest volume of release through independent stations) paid off handsomely. Rushed into the breach at the last minute were letters supporting CBC, and directly or by implication opposing CAB request for an impartial licensing and regulatory tribunal, from various agricultural organizations. These included one from the President and Managing-Director of the Canadian Federation of Agriculture; one from the Maritime Federation of Agriculture signed by Roy Grant; one from the United Farmers Co-Operating Company Limited, signed by Leonard Harman, of Toronto, and one from V. S. Milburn, of the Ontario Federation of Agriculture. Mr. Grant also sent a wire to the committee — marked "copies to the Canadian Federation of Agriculture, the Co-Operative Union of Canada, and the Canadian Association of Adult Education."

### Multiple Ownership Mystery

Mystery of why the radio committee recommended lowering the barriers against "multiple ownership" still remains as deep as ever, on the surface at least. No public request was made to the Committee for such a development. Only discussion during committee proceedings on this subject was in the nature of an attack on the Taylor, Pearson and Carson group by Tom



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

Reid, of New Westminster. Up to this time, the Radio Committee has always been vigorously hostile to anything in the nature of "multiple ownership"; and the only two groups in Canada which might come under this category have drawn fire at virtually every previous committee session.

If the recommendation was made to give the appearance independent stations had asked it, and were therefore grasping, selfish and predatory, some success has been achieved. There are, however, other and more interesting possibilities.

### Royal Commission

Suggestion made to the Committee by ACA and the Chamber of Commerce that a Royal Commission might be appointed deal with radio in more leisurely and non-political fashion, is meeting some newspaper acceptance. The idea has won support from the MONTREAL HERALD, and to some extent, from "SATURDAY NIGHT", Toronto. Editorials in the latter paper (written by a former member of CBC's Board of Governors) have otherwise been critical of independent radio.

Those who have any idea of the amount of time, money and energy consumed in preparing for a Parliamentary Radio Committee (or any other Parliamentary Committee) will find it more than possible to sympathize with CBC on the recommendation that the committee be an annual affair.

### Government

#### Advertisin

Extensive advertising campaign was suggested in the House of Commons when Finance Minister D. C. Abbott made it known that "wartime" compulsory saving would shortly get into process of repayment. Campaign will be partly educational, partly "tell where we're at now."

Compulsory savings portion of income-tax payments are refundable to tax-payer with interest. This fact not known, forgotten, ignored, by many small taxpayers who will have to be educated on this fundamental point. Since making payment, many taxpayers have changed residence, may be difficult to locate. Department plans to advertise to cover both points.

★ Elliott-Haynes ★  
says ★

NO OTHER STATION HAS AN AUDIENCE LARGE ENOUGH TO COMPUTE IN New Westminster ★

THE Only STATION THAT DELIVERS BOTH CITIES ★  
On the Coast!

NEW WESTMINSTER 33,000  
& VANCOUVER 333,000 ★

★ CKNW ★

JAG



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

There was nothing unusual about the day in question — that is, the surface. Humidity was high, but that it often is in summer. That all makes me realize what a tough job artists have when they work in aultry studios. So I just hope for bigger and better air-conditioning. I was listening — not just hearing, but listening, which is my usual daily curriculum. Then it happened!

Of course I should tell you the program was Trans-Canada's "Musically Yours." Maybe you'll shrug your shoulders at this and remind me it's only recordings. So it was, but some mighty fine ones have found their way to the turntables. And on this particular day a favorite Russ Columbo disc was being aired. The emcee was Elwood Glover and he did a clever flip-back to 1932 while airing the Crosby and Russ Columbo. His descriptive comment was most interesting and brought back the day of such name bands as Jimmy C. In conclusion, Elwood thanked me—yes, little me—for the use of the record. Now, who else of you has made Trans-Canada? To say I was flattered is not saying enough. Elwood, I blushed. Oh, I'll never be a star over the lights or under the spotlight, but on the radio—on Trans-Canada—whee!

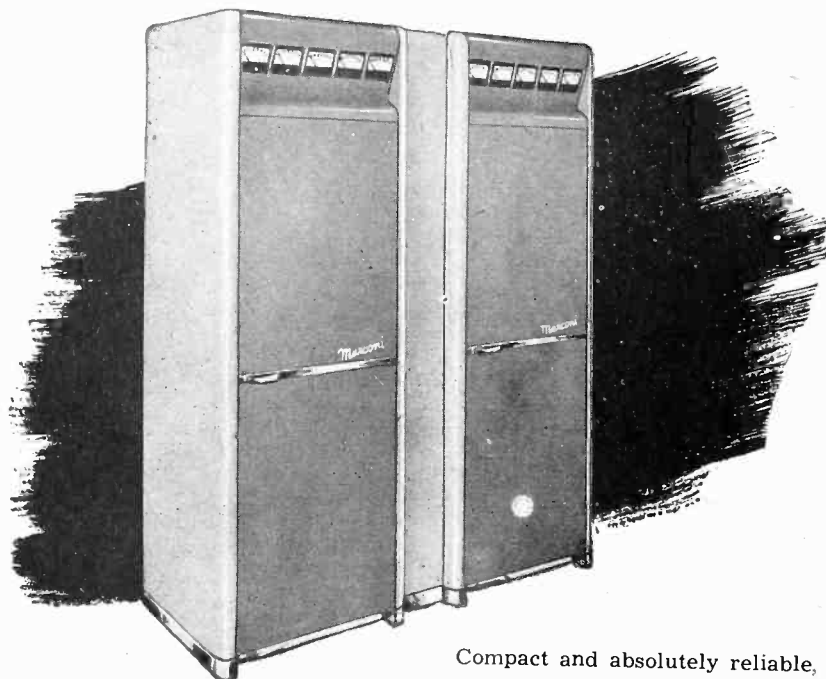
\* \* \*  
If there were ever two fellows who changed by a quick assent upon a well-known ladder, those two fellows are Johnny Wayne and Bert Shuster. I first knew them in the days of "Javex Wife Preferences." The other night I saw the *Wayne and Shuster Show*. They are the same two comedians. No oops. Just great gagery from two guys. Their show, now an all-summer show, but still originating in Toronto, must be a hit to be broadcast over both American and Canadian networks. I'd say it had just about everything a comedy show should have including a good supporting cast. Musical director is Samuel Herbenren whose band gives out everything from bridges to eggs to features numbers. The guest is Georgia Dey, who is not only a song stylist and, fortunately, adheres to that style. Her show makes pleasant listening. Another for the show is Herb May. A small part was that of Bert Shuster with his sound effects. Just a few years ago (I keep telling myself) I vividly recall seeing Rae as a child emcee in one of Toronto's night spots. Now he is in a control booth confidently being such shows as this. At least this one was a credit to his profession. The engineer responsible for running this show to the right was Vic Ferrie. Bill Byles, of Stzer & Mills, was present as representative appointed especially for the occasion.

'Bye now, ELDA.

# MARCONI

have the answers  
to **ALL** Your  
**FM PROBLEMS**

The most modern FM Broadcast equipment—from microphones to antennae—plus the expert attention of a competent, experienced engineering staff, are yours when you enlist the services of MARCONI—Canada's radio pioneers. They assure you a complete, integrated installation and dependable operation.



Compact and absolutely reliable, this

## MARCONI FM TRANSMITTER

—1,000 watt, type F.B. 21—is typical of Marconi leadership in the development of modern FM equipment. It incorporates new improvements to the Armstrong Dual Channel FM Modulator, providing simpler adjustment, decreasing background noises, reducing distortion factors. While designed for unattended operation, all components are instantly accessible for maintenance.

These transmitters more than meet all Department of Transport requirements, as do the corresponding types: F.B. 11—250 watt; F.B. 31—3,000 watts.

Complete information on these and other Marconi FM equipment gladly supplied on request.

## MARCONI RVC RADIOTRONS

Precision-made in Canada by Marconi, these radio tubes have been proven in performance for dependable service, worthily maintain the long established reputation of Marconi—the Greatest Name in Radio.

## Canadian Marconi Company

Established 1903

MARCONI BUILDING

MONTREAL

MARCONI—The Greatest Name in Radio

VANCOUVER

WINNIPEG

TORONTO

HALIFAX

ST. JOHN'S, Nfld.

# MARCONI - The Greatest Name in Radio

**Keys of the City**



Rai Purdy (left) head of Rai Purdy Productions, Toronto, received the keys of the City of Belleville from Mayor F. S. Follwell in recognition of his services during that week's Old Home Week.

**Program Director**  
with

20 years' experience—10 in the East and 10 in the West, including six years in executive positions with the CBC—desires position as Program Director anywhere in Canada, but preferably in the West. Capable of taking charge of all programs, production and publicity routines. Wealth of new ideas. Finest references. Box 9001, The Canadian Broadcaster, 371 Bay St., Toronto.

**WANTED**

Canadian investors for an English-speaking broadcasting station in foreign language country. Enquiries held in strict confidence. Write Box A, Canadian Broadcaster, 371 Bay Street, Toronto 1.

**MARKETS**

**Aeronautical Crossroads**

Many Newfoundlanders, especially the business group, question whether the benefits of Confederation with Canada, as her 10th province—benefits in lower prices of Canadian goods resulting from the dropping of tariffs—would not be more than offset by Canada's high income tax rates. So reports Fred Cannon, sales manager of the Program Division of All-Canada Radio Facilities Ltd., recently returned from a selling jaunt to the Island Colony.

With most Canadian banks and insurance companies established at the world's aeronautical crossroads, Newfoundland not only offers the Canadian manufacturer a profitable market, but it is also a market which can be exceptionally well covered by radio, Cannon claims.

**Population**

Whittaker's Almanac gives the population of Newfoundland as 309,000 (1943 estimate). Labrador has only 4,716, according to the same source.

Its first seven towns and

cities, ranging from St. Johns, with a population of 82,543, to Twillingate, with 3,205, accounts for 108,500 of the total population or nearly 35%. The remaining 65%, as well as some of the inhabitants of the smaller urban centres, are engaged in the two major industries of forestry and fishing and could be classed as rural. There are four main religious groups, according to the 1935 census. These are: Roman Catholic (93,925); Church of England (92,732); United Church (76,100); Salvation Army (18,054). At this time, the population was given as: Newfoundland, 290,660, and Labrador, 4,780. Preparations for a new census are now in hand.

**What They Do**

Newfoundland's two top industries are forest products (presumably including paper) and fishing. According to Maclean-Hunter's "Business Year Book—1947" these account for around 26% and 13%, respectively, of the Island's estimated gross income of \$54,200,000.00. Newsprint production for 1946 was 363,000 tons, of which 360,000 tons were shipped, this being the highest since 1940. Her 1946 exports to Canada were \$9,268,000.00.

**What They Buy**

Newfoundland is now Canada's seventh biggest customer in the export field. Her purchases from this country in 1946, according to the same source, totalled \$38,229,000.00. The consumer has a choice between Canadian and American manufactured goods, and can purchase them, with equal facility, with Newfoundland,

Canadian or American dollars. Unless she decides to throw in her lot with Canada, tariff walls will continue to keep consumer prices higher than Canadian prices, but they are currently lower than prevailing American ones.

**Living Conditions**

With her two major industries forest products and fishing, it is natural that a large percentage of the population is what might be loosely termed rural. The needs of the simple lumbering and fishing people representing about 65% of the population, are not great, especially on the luxury side. The large number of Canadian and American concerns which find outlets on the island for their goods, especially everyday staple commodities, indicates, however, that these people do provide a ready market for the right kind of merchandise.

City life in St. Johns, Cannon reports, is "equal to, if not better than", life in any Canadian city of the size. Hotel restaurants, taxis and night clubs, he says, operate much as they do our own. There is no luxury you cannot buy, given the price he claims, and while the prices are inclined to be higher than those prevailing in Canada, he questions whether Canadian income tax does not at least bring living costs up to the Newfoundland figure.

**Radio Predominates**

Newfoundland has two daily newspapers, both in St. John's and six weeklies. There are four radio stations: VONF at St. John's; VOW at Cornerbrook; and VORG, at Gander. With the exception of VOW, they are all owned and operated by the government broadcasting Corporation Newfoundland on the same amphibious system—half New York and half London—as the CBC. VOW is a private-owned station owned and operated by J. L. Butler along the same lines as a non-network Canadian private station. Yet no network has been set up though BCN anticipates establishing one at an early date. Butler operates largely on local business from the St. John's merchants and industries. BCN is active in the national field. It is represented in Canada by All-Canada Radio Facilities Ltd. and in the United States by Weed & Co.

**Radio News**

Although its regular domestic schedule is only from 7 a.m. to 2 p.m. and 6 p.m. to 7 p.m., BCN distributes news at regular intervals for 20 hours

**CKCR KITCHENER**

**APPROVED**  
By the Citizens of Kitchener

- \$450,000 for a Memorial Auditorium
- \$1,650,000 for a Model Hospital
- \$890,000 for an addition to the Collegiate

**BY RETAIL AND NATIONAL ADVERTISERS TO REACH THIS PROGRESSIVE MARKET**

**CKCR KITCHENER**

— See —  
**WILLIAM WRIGHT**  
TORONTO: Victory Bldg. AD. 8481  
MONTREAL: Empire Life Bldg. HA. 7240

**CKCR CKCR CKC**



It purchases this news from Reuters, and not only uses it itself but also supplies it to the newspapers. People in the outlying districts depend on radio for their information and connections with the outside world as they only have access to magazines and newspapers when the boats call at these ports. These boats do not sail at all in the winter and only intermittently in the summer months.

**Plays Are Popular**

Radio plays, Cannon says, are a popular form of entertainment. His own office has placed no less than 85 transcribed dramatic series, many of them under national sponsorship. These include: "The Wife Saver" (Purity Flour); "Green Heron" (Lever Bros.); "Desert Trails" (Quaker Oats); "Perman" (Kelloggs).

Colgate has recently contracted for the transcribed edition of "The Happy Gang" which will be heard on VONF every September. This same sponsor is also using two local programs, "Cornerbrook Radio Program" and "The Barrel". Other international acts aired are Canadian singing Gum, Bulova, Coca Cola and Nestles.

Newfoundland is not a field of religious type commercial programs, as these are general-

ly found unacceptable by the Corporation.

Indications that the Islanders are strongly politically conscious are seen in the fact that proceedings of the government (Assembly) are always recorded verbatim and rebroadcast in full. This is regarded as a prime reason for the existence of the BCN, and these broadcasts take precedence over all other programs, commercial or otherwise.

During the war, the U.S. government established its own Newfoundland station, VOUS. Local listeners learned to like the top-flight American programs which were broadcast, without commercials, to U.S. servicemen.

Indicative of the popularity of commercial radio programs, Cannon tells of the woman who wouldn't let the man from the hydro turn off the power to fix the meter until after the day's airing of "Big Sister". She wined and dined him to keep him quiet until the program was over.

**WEST MEETS EAST**

at the

**WAB CONVENTION**

Minaki Lodge

Sept. 3-4

**OPERATOR WANTED**

Experienced studio operator required for new studios.

Write stating experience

**STATION CHUM**

25 Mutual St. Toronto

**Transmitter Engineer Wanted**

Experienced in operation of Western Electric 443A Transmitter.

Write stating experience

**STATION CHUM**

225 Mutual St. Toronto

**EXPERIENCE COUNTS**

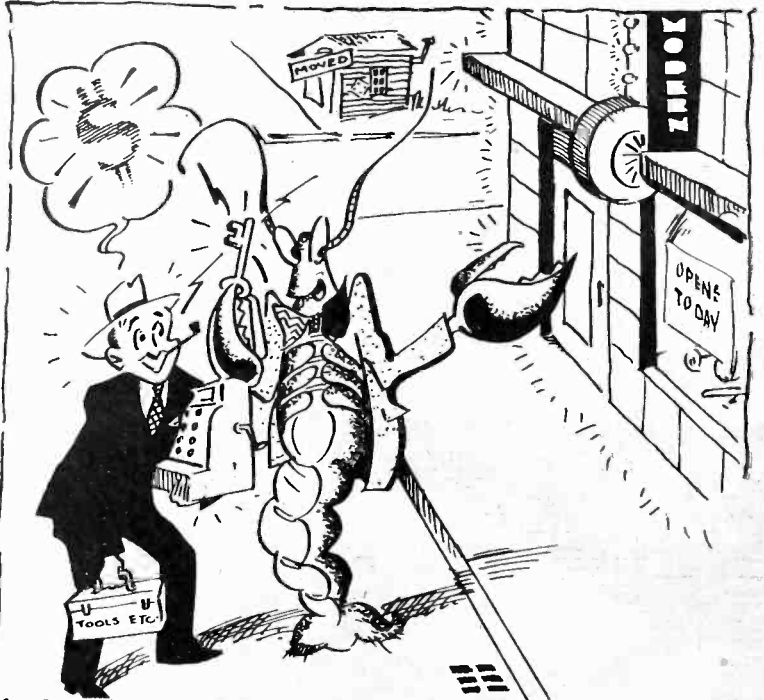
CJOR's large staff of producers, writers, announcers and technicians are experienced performers. They are at the top of their profession in Western Canada—and their experience is available to you at any time. In British Columbia, the station with the experience is 21-year-old, 5000-Watt, CJOR.

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

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

**CJOR**

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



**A BACK ROOM WAS . . . . "lionelized"**

Back room workshop to large, airy premises thanks to "LIONELIZING" . . . that's the story of the Economy Repair Shop.

Specializing in sport goods repairs, it was a one-man show when CKCW suggested radio advertising. Today, the owner boasts a brick establishment in Moncton's top business section, a truck and staff of three with orders rolling in a-plenty. "LIONELIZING" gets full credit from the owner.

Success stories like this are no flash-in-the-pan at CKCW for every account is "LIONELIZED" treated to produce potent results in sales figures. HAVE YOU HAD YOUR ACCOUNT "LIONELIZED", YET?



**Jean Baptiste says:-**

QUEBEC MARKET NO. 2—True or False

(1) Montreal melons grow anywhere in Quebec Province. (2) Montreal Island is the largest in the province. (3) Quebec Province has the highest listenership to radio of any part of Canada. (4) You can reach Quebec's prosperous Market No. 2 through these French-speaking radio stations.

ask any of our three offices for full information.

(1) False—they are known only on the Island of Montreal. (2) False—Anticosti is the largest. (3) True. (4) True.

<b>CHRC</b> Quebec 5000 Watts	<b>CHNC</b> New Carlisle 5000 Watts	<b>CHLN</b> Trois Rivières 1000 Watts	<b>CHLT</b> Sherbrooke 1000 Watts	<b>CKRS</b> Jonquière 250 Watts
-------------------------------------	---	---	---	---------------------------------------

For information, Rates, etc., telephone, wire or write to:

**JOS. A. HARDY & CO. LTD.**

1405, PEEL ST. MONTREAL  
39, ST. JOHN ST. QUEBEC  
80, RICHMOND ST. WEST TORONTO  
Tel. H.Arbour 2515  
Tel. 3-6693  
Tel. Adelaide 8482

**CKCW**

**MONCTON** • **NEW BRUNSWICK**

*The Hub of the Maritimes*

Representatives Stovin & Co., Toronto - Montreal ..



# RELIGION

## Radio Services

Conclusion of Canon J. E. Ward's article, condensed from the "Canadian Churchman".

In all broadcasting there is of course the definitely physical condition of microphone pick-up. We should see that we have enough microphones to make the whole of the service even in its listening effect. Often, in listening to a service where there is not an adequate microphone provision, one part will sound near, another will be hardly audible. The result is that the listener feels he is not being considered and may be excused for tuning into something more pleasurable. In most services it is probably true that there are fewer microphones than are needed. In such a case we must alter our way of taking the service. It may be necessary to read the lesson from the prayer desk. It may be necessary to give the Benediction from somewhere else than from the Altar. Above all it may be

necessary to move the choir voices into other positions than they normally have. All of this quite often goes against the grain, but it must be done. So often the prominent seat, as viewed from the congregation in the church, is not the prominent seat on the microphone and it is hard for people to be in two seats at once. Microphones are much more sensitive than they were a few years ago and will now pick up formations which formerly would have been unreasonable, but the microphone still is the only way of access to the listening public. Unless we conform to its demands we fail in anything that goes beyond it.

### Adjustments Necessary

It simplifies the matter to think of broadcasting in the church as a telephone problem. We are used to telephones. We do not stand three or four feet away from them and expect them to function. We do not turn them the wrong way round and turn our back on them and expect them to do good work. We know that we have to obey the physical laws by which they are ruled. This is just as true

with a microphone and it concerns every member of the broadcasting group, choir, organist and minister. The microphone is, of course, considerably more sensitive than a normal telephone instrument but it cannot do impossible things. Not only must the position of those broadcasting be considered in its regard, but also other things need to be understood. The broadcaster who shouts one minute and whispers another or walks all around the pulpit is merely asking for trouble. The control man in the vestry will try to equalize his sudden burst of sound or his sudden changes of position, but he, too, is limited to a physical instrument whose reactions will only go so far. This also applies to the organ. In many churches it is quite probably true that the ordinary stop combinations that are valuable within the church may need to be readjusted drastically for broadcasting. Constantly we hear criticism of too much organ. The organist who "lets himself go" is often only doing what a car driver does when he puts on too much gas and chokes the engine. A sudden organ crescendo often produces a result that is just unpleasant noise and not organ at all. Certainly there should be full conference and co-operation between the organist and the control operator. Here again control can only operate within certain defined limits. It is a tremendous help for the organist sometimes to put on earphones and listen to himself or better to have a record made of an actual broadcast and study it in all its meanings. Most stations now have recording facilities and are more than willing to help in this way.

### Say the Prayers

It has been the experience of the writer that intoned prayers sound more artificial on a microphone than they do in church. Even in a sung service therefore it may be wise to sing the choir parts and say the actual prayers.

Most anthems are written in some sense as a musical commentary. They are meant to add to the feeling of worship and to carry through a certain message of something more than just music to the heart. In listening to a great many services one is given the impression that most choirmasters sacrifice enunciation to a striving after quality of tone. Very rarely do we hear a choir whose broadcast words are clear. Except in broadcasts of a recital type one would plead for the simple form of anthem in radio worship. One cannot help but feel that it would be a distinct gain if the words be clearly expressed and transmitted to the hearer.

### Enunciation

The average choir seems to be incapable of reading both words and music when either one is not fairly familiar. In broadcasting one cannot help but feel that there would be a distinct gain if the choirs were given the hymns or the anthems sufficiently in advance and could be induced in some way to become so thoroughly familiar with the words, or the music, or both, that they would naturally find it easy to speak their parts. Were they taking part in a play this would be demanded of them or they could not go on the stage. They are the leaders of worship and through them only can the words of the hymns and psalms and anthems, which constitute about half the service, be carried to the ears of the listener. They are not asked to go on the stage, as in a play, without the books but even a reasonable familiarity with what they are doing would greatly help.

### Music

If the music is to get across to the congregation, as it must if it is to be of any real value, several simple things must be remembered. First, in radio worship the congregation, in effect, have no books. If in church with all the words before them they like familiar hymns, surely it is much more true that they will plead for these in the home. Not only are they without books but they are an interdenominational group. To put it perhaps more truly, about two-thirds of the countless little units that listen will be of another denomination than that of the broadcasting church. It will be wise then to choose hymns that are used in common by the various denominations.

Here and there earnest souls do take out their hymn books

**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"

# PUBLIC OPINION

## Unfair To Wilf

The following letter has been received by Walter Elliott, president of Elliott-Haynes Ltd., radio researchers:

*Phone Bay:* We received our bri on the Control of Radio and we re in favor of the CAB. We notice that you gave a report to the Parliamentary Radio Committee, so we believe you are the one to make our wishes known to. We are satisfied with the way radio stations are being run now, and would like to have things remedied.

Our chief trouble is with the show programs. Every program seems to be strongly in favor of Hank Snow and against Wilf Carter whether they wish to or not. We have to get Hank's new records but very few of them are requested.

When they do and play the records, the other side gets requested right away. Many of Wilf's records are restricted, for the stations that have them and used to play them, cannot do so now.

When they play any of Wilf's songs, they usually have to say that they are his own composition, but they forget to say anything about the ones he does compose himself. With Wilf it is quite the opposite. He isn't given credit for his own compositions but they are very quick to give credit to the people of the ones that are his own. They are not allowed to play Wilf's records as easily as Hank's either. We often get requests for Wilf's songs, but they are hardly ever played for when they are they do not get requested. But so often they will say that they have requests for Hank's records. Now we do not think this is the way radio stations should be, for Wilf should be given a fair deal at all. We own many of the stations would be if they were independent.

Two weeks ago they started a request program on CBA, in which Wilf, and it is plain to see that the aim was to get requests for Hank Snow, but it has resulted in a fight between Hank and Wilf. They are doing their utmost to keep Wilf down and Hank up in all the show. They have to play new releases and do everything possible to get requests for Hank. They played them and told the people which ones they had requested. They mentioned about a new record they were going to play on a certain day and fairly asked for requests for it. But they don't play Wilf's new ones or tell the people which ones they do have, unless they are requested. The announcer they play in this program which is "Breakfast Breakdown" mentioned himself "Old Rawhide" and was much in favor of Hank and partly hates Wilf. He said awful things about Wilf a

few months ago that we thought he would surely be put off the air, but instead of that he has been the one chosen to conduct this program.

On yesterday's program he had a request for "My Queen of the Prairies" by Wilf, and he played some old-time music that they had no requests for, and left Wilf's request for last when he didn't have time to play much of it. This he did because it was too nice a piece to suit him.

Today they had a request for "The Life and Death of John Dillinger" by Wilf Carter, which he said they didn't have. Now we know they do have that song for a few days ago they played "Awaiting the Chair" and those two songs are on the same recording.

Now this is surely not a fair

contest, but in spite of this fact, Wilf seems to be doing alright so far, even if he hasn't been given the credit for all his requests, but we feel sure they will keep him from winning somehow.

These complaints may seem unimportant to you but we have had to put up with these things so long that it is anything but unimportant to us.

We are hoping that you will be able to pass the letter on to the proper authorities, where we hope it will be acted upon.

Yours sincerely,

- MRS. HARRIS DICKLE
- VIOLET DICKLE
- GERALDINE ERNEST
- MARIE ERNEST
- MRS. WILBERT ERNEST
- AUDREY MANCHESTER
- OPAL MANNING
- YVONNE L. RUTH



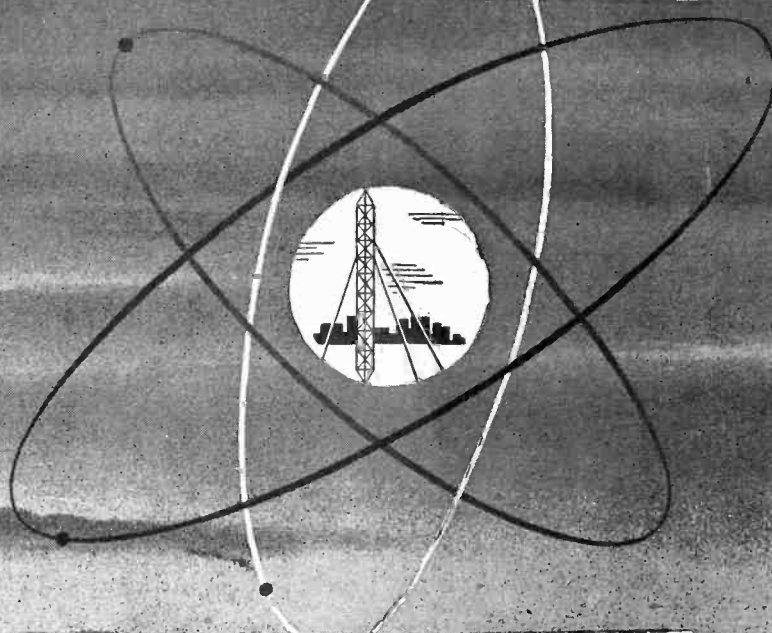
# CJAD

MONTREAL

COVERS THE QUEBEC ENGLISH MARKET

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

# 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.





# HOW THEY STAND

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

DAYTIME			EVENING		
English			English		
Ma Perkins	12.9	-2.2	Fred Waring Show	21.7	new
Big Sister	11.6	-3.5	Alec Templeton	21.0	-4.0
Life Can Be Beautiful	11.1	-2.4	Meet Corliss Archer	15.3	-1.7
Lucy Linton	11.0	-3.1	Alb. of Fam. Music	13.5	-2.1
Pepper Young	10.8	-3.0	Tony Martin Show	12.6	-1.7
Road of Life	10.6	-3.4	Waltz Time	12.1	-1.7
Laura Limited	9.7	-2.8	Kraft Music Hall	11.8	-2.8
Right To Happiness	7.2	-2.2	Treasure Trail	11.7	-1.8
			Silver Theatre	11.6	new
			Take It or Leave It	11.4	-4.1
French			French		
Jeunesse Doree	20.9	-5.5	Metrople	17.2	-10.2
Rue Principale	19.7	-7.0	On chant dans mon quartier	13.3	-5.1
Quelles Nouvelles	13.1	-6.2	Mosaïque Musicale	12.9	-1.8
Tante Lucie	12.7	-6.9			
Le Quart d'heure	12.5	-4.6			
Grande Soeur	11.5	-4.8			
Courrier Confidences	9.4	-3.7			
The Platter Corner	8.5	-1.1			

## Junior Singing Stars



Bernadette Roberge (left) received a cheque for \$100 from CJKL Manager Brian Shellon (right) when she was recently acclaimed first prize winner of the Kirkland Lake station's talent discovery series "Junior Singing Stars."

Nineteen young men and women singers between 16 and 20 years of age took part in the 14-week series, when this 20-year-old lyric soprano took first honors. Second prize of \$75 went to an 18-year-old lyric soprano, Katherine McBain, of Kirkland Lake.

Co-operation in the event was afforded the station by the Kirkland District Association for Adult Education, and Shellon announced that a similar series would be broadcast twice during the 1947-48 season.

### LISTENERS SEND PROBS

The rain was beating on the studio windows, but Bud deBow made no mention of it on his CKOC "Rise and Shine" program, though the breakfast-time offering is dotted with "probs." The showers, Bud had heard were scattered and not general.

Bud suggested that listeners telephone him at the studio from those areas where it was raining. Within half an hour a complete weather summary was broadcast, compiled from reports of listeners from areas within a 25-mile radius of Hamilton.

### ANNIVERSARY

"Public Opinion," sponsored by the David Spencer Department Store, Vancouver, starts its fourth year over CKWX in September. The piece has a long-time lead over other programs originated in Vancouver.

### ON STAGE, COWBOY!

George McCloy, of CJOB, Winnipeg, has moved his weekly "Western Hour" to the stage of the Dominion Theatre. There, after donning the garb of Hank, the Ranch Foreman, George sends the program out over the air for 55 minutes. Five vocalists and an old-time orchestra highlight the festivities. Patterson's Ranch House sponsors the show.

### FARM FEATURE

A new feature for farm listeners in the Fraser Valley, out of Vancouver, has been originated by CKMO. Al Reusch combines market reports, Department of Agriculture data and news from the University Extension Branch, with news from the valley itself and musical interludes.

# MARCONI ENGINEERING CONSULTING SERVICE

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

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

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

## Canadian Marconi Company

Established 1903

MARCONI BUILDING • MONTREAL

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

MARCONI

The Greatest Name in Radio

## A PLACE OF DISTINCTION IN THE COMMUNITY

Created by



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

# CJCA

EDMONTON





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

# EDUCATION

## Europeans Learn By Radio

European countries are employing vigorous and imaginative methods in tackling post-war problems facing them in the radio field, writes Gabriel Parry in a recent issue of "LONDON CALLING."

All over Europe, educational authorities are considering ways and means of re-educating the young of their nations in order that many things they did during the war, such as lying to the Germans, aiding in hampering the Nazi forces by subversive activities, and buying and selling on the black market, may have no place now that peace has returned.

### Built With Swing

Belgian programs for children are built with a high moral tone. Talks and plays are always based on the theme of respect for authority, kindness to others, discipline and honesty. All school broadcasts are in the form of plays with music and sound effects. One such half-hour broadcast is made up of a short talk, some music, some humor, an actuality feature on an important news item of the week, and a short play based on the life of an explorer, artist composer. Talks are never longer than six or seven minutes, the educational authorities maintaining that radio is firstly a medium of entertainment, and that longer talks are too boring. Straight educational

talks are considered heavy and uninteresting, therefore the broadcasts are "built with swing," thus capturing a young audience.

While Belgium builds an entertainment framework around educational broadcasts, Scandinavian countries use a more direct presentation, their features being more serious-minded.

### Longer Talks

Denmark devotes more time and care to children's broadcasts than anything else, at the same time offering a contrast with the Belgian policy of short talks. The Danes like long discussions, their speakers being given complete freedom to say what is on their mind — in the manner they prefer. The Copenhagen radio has a daily "radio-magazine" for children. The program is made up of plays written and acted by children with talks about games and their history and hobbies to encourage children to develop manual skill. These are interspersed by folk tunes sung by boy and girl choirs, or music by a 32-piece children's orchestra. Actuality broadcasts are used widely, usually with an historic theme, such as a recent on-the-spot airing of the discovery and excavation of an ancient Viking chief's tomb.

### Serious Talks

In general, Scandinavian countries offer a diet of serious-minded fare to adult listeners, such as broadcasts on topics for discussion by listening-groups. Denmark's interest lies in talks about 19th century social novels, politics, money and production problems. Sweden talks of health and society and discusses the future of countries which had walked arm-in-arm with Germany during the war. Swedes like mathematics and their radio gives them regular talks on the subject, after consumption of which listeners attempt the solution of selected problems aired from time to time. Stockholm radio also presents a series of radio plays for listening groups who are invited to criticise the production and acting. English lessons are aired for children who are far from secondary schools and whose teachers cannot speak good English. Norway, also, devotes considerable time to the English language. All the Scandinavian countries back up their educational broadcasts for both children and adults with special textbooks and pamphlets,

which are easily obtainable at low cost.

### Indigestible Fare

France is not without her share of educational features. Accent is placed on broadcasts of long talk for adult, rather than young, listeners. Between 9 and 10 a.m. daily, listeners have a full hour of history, science and fine arts, just as they have for two hours on Tuesday night. At seven in the morning, listeners are awakened with 45 minutes of language studies. "No other radio in the world would dream of offering its listeners fare — I was going to say, so indigestible," comments Gabriel Parry, — but, perhaps the French like it that way."

## Pre-School Program

The Toronto Junior League plans to sponsor "Kindergarten in the Air" in co-operation with the CBC this fall, was described as beneficial in that such program keep children out of mischief and give them something constructive to do, by Christine M. Heinig, New York consultant in pre-school education, during a press luncheon at the Toronto Club last month.

"It is a simple matter," says Miss Heinig, "to suggest things for children to do as a follow-up to the things we have been talking about or the songs we have sung."

"Kindergarten of the Air" will be presented for 15 minutes, five days a week, in addition to the Junior League's "Sounds Fun" which was aired last year. Miss Heinig, who served as education advisor on a similar series in Australia in the late 30's, stated it was conducted primarily as an experiment in one part of the country but soon became national scope and gained support of Australians who found it met the needs of small children, particularly in rural areas where kindergarten facilities were scarce.

"Kindergarten of the Air" is designed to bring to pre-school children an appreciation of good music; enable them to increase their vocabulary, and develop proper enunciation and good hygiene habits.

**EAST MEETS WEST**  
At the WAB Convention  
Minaki, Ont.  
September 3-4

Popular Throughout The Year!

1947 - JANUARY - 1947  
1947 - FEBRUARY - 1947  
1947 - MARCH - 1947  
1947 - APRIL - 1947  
1947 - MAY - 1947  
1947 - JUNE - 1947  
1947 - JULY - 1947

TRANS-CANADA NETWORK

# CKY

WINNIPEG  
15,000 WATTS

DOMINION NETWORK  
1000 WATTS  
CKY  
BRANDON

Exclusive Sales Representative:  
**HORACE N. STOVIN**  
TORONTO WINNIPEG MONTREAL

VOICE OF THE FRASER VALLEY

# CHWK

CHILLIWACK

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

**WAY UP!**

That's CHWK's new Coverage  
Thousands of new listeners  
have reported listening to

## CHWK

Write NOW for Fall  
Availabilities

"The finest 1/4 Kw. station  
in the West."

# MUSIC

## Kenney Gets Cavalcade

Mart Kenney has copped off the maestro spot formerly occupied by Howard Cable on the new Canadian Cavalcade program (Borden's) which returns to Trans-Canada (31 stations including supps) a new time, on a new day and with a new format.

Tuesdays at 8.30 and more music and fewer interviewers are the changes brought about by Young & Rubicam who devised the show for Borden's 4 years ago. Only one interview will be used on each show and an effort is being made to find interviewers with news and names. No instances are currently available.

The new show will stress music in the Kenney manner, with again named top-flight guest stars. Kenney will not be billed "... and the Western Gentlemen," but will lead his own orchestra with his regular vocalists Norma Locke and Roy Roberts.

Both Kenney and his predecessor Howard Cable, hold Beaver Awards.

of music for the Boy Scouts of America films.

Watson, who a fortnight ago clowning with two tin whistles as guest on John Adaskin's "Opportunity Knocks," is back in Canada to stay. He told June Dennis on a CJBC interview that he wants to use his experience in conducting, arranging and composing to the mutual advantage of Canadian radio and Ernie Watson.

### CANADIAN SUITE

Canadian Composer Alexander Brott is writing a symphonic suite descriptive of Canada for CBC's International Service. The five-movement suite will portray culture and characteristics of the Maritimes, Quebec, Ontario, the Prairies and British Columbia.

## TALENT

### SHE GETS AROUND

Claire Wallace's return to Trans-Canada August 18 has been heralded with a series of recorded dramatized spots made by Claire herself and her announcer Elwood Glover.

In a press book issued by Young & Rubicam (Agency for Robin Hood Flour), some of Claire's exploits, prior to this summer's trip to Central America, are listed.

The 1945 Beaver Award winner was the first Canadian passenger to fly across the Atlantic, when the Clipper Service opened. She was the first woman passenger to fly across Canada when TCA opened. She walked on the bottom of the sea in a diving outfit in the West Indies. She covered the World Security Conference at San Francisco. She interviewed Clement Attlee when he visited Ottawa. She covered the arrival of Viscount Alexander and his family in Ottawa.

### NELSON JUBILEE

Dick Diespecker of CJOR and Bill Buckingham of CBR went up country to the Kootenay mining town of Nelson B.C. to stage the town's golden jubilee show during the first week in August. With Buckingham producing and Diespecker narrating the script he himself had written, the pageant was produced under the over-all direction of Gordon Hilker, Vancouver impresario. The trio had a good deal of valuable background in putting on extravaganzas of this type, having taken part in the Vancouver Jubilee Show last summer in similar capacities.

### ACTING COURSE

Carr Peck, of CKMO Vancouver, is one of 16 young actors and actresses taking a two month course in radio acting technique under Doug Nixon, drama producer at CBR.

### PAYROLL

Kay Ervine, from CJOC, Lethbridge, and Eleanor Woolard from CHAB, Moose Jaw have joined CKRC continuity department. Dennis Lethbridge has joined CKRC as an announcer.

## Tune Cartoonist



Toronto and Canadian radio seems about to be invaded by Ernie Watson, who had his own deal in the Royal Connaught Hotel, Hamilton, when he was at the school, went to New York in 1921, blew his way through University on his clarinet, and finally became musical program adviser for NBC, New York. During the ASCAP shut-down, part of his job was to scrutinize all music used by NBC, published and unpublished, to guard against copyright infringements. During this time he wrote Percy Faith's Carnation theme song, when ASCAP kicked off "Wait Till The Cows Come Home." He says he did it by turning the cow piece upside down. Ernie has conducted many commercial programs including "The Reglar Fellas," "Reglar Fellas," "The Benny Replacement" and one of the "Popeye" cartoons. His novelty numbers, as a tune cartoonist for Whiteman, Rubinoff, Jerry Goodman and others gave him outlets for his originality and sense of humor which he admits is high.

On the serious side, he has conducted opera and written for such shows as "U.S. Army Hour" and "Neighbors Program" (NBC anthology). He wrote a solid hour

# CKNB CAMPBELLTON N.B.

August 16, 1947

Dear Mr. Timebuyer:

A couple of weeks ago we got darn sick and tired of saying: "CKNB-Campbellton" every time a station-break came along; so we pooled our mental resources and came up with "This is CKNB, in the fast-growing city of Campbellton, New Brunswick".

Daily phone calls, inquiries, queries from the people we meet outside the office, editorials in local and outside papers ... all have convinced us that we kind of rang the bell with this break, so far as getting attention is concerned.

Of course, getting attention is our business ... a business that can help YOUR business pay off. So have a good vacation, fellas; that's where I'm heading right now.

Yours very truly,

*Stau Chapman*

CSC/GD

STATION MANAGER

AN ALL-CANADA STATION

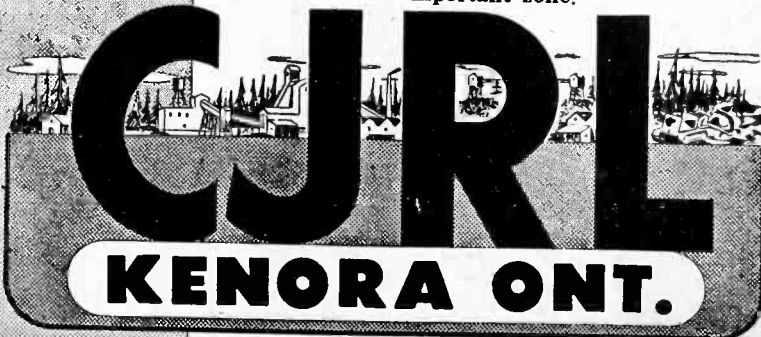
Covering  
**KENORA**  
**LAKE OF THE WOODS DISTRICT**  
**NORTH WESTERN ONTARIO**  
**NORTH EAST MANITOBA**  
with **1,000 WATTS**

NOW—

For Listeners  
—"plus" service and performance!

For Advertisers  
—a Better Buy than Ever!

CJRL is now installing a new Ajax Tower, transmission line and complementary equipment, representing the latest advance in antenna engineering, which will deliver to advertisers a still greater coverage of this important zone.



DOMINION NETWORK

Write the Horace N. Stovin man in Toronto, Montreal or Winnipeg. In the States, it's Adam J. Young Jr. Inc.



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

# EDUCATION

## Europeans Learn By Radio

European countries are employing vigorous and imaginative methods in tackling post-war problems facing them in the radio field, writes Gabriel Parry in a recent issue of "LONDON CALLING."

All over Europe, educational authorities are considering ways and means of re-educating the young of their nations in order that many things they did during the war, such as lying to the Germans, aiding in hampering the Nazi forces by subversive activities, and buying and selling on the black market, may have no place now that peace has returned.

### Built With Swing

Belgian programs for children are built with a high moral tone. Talks and plays are always based on the theme of respect for authority, kindness to others, discipline and honesty. All school broadcasts are in the form of plays with music and sound effects. One such half-hour broadcast is made up of a short talk, some music, some humor, an actuality feature on an important news item of the week, and a short play based on the life of an explorer, artist composer. Talks are never longer than six or seven minutes, the educational authorities maintaining that radio is firstly a medium of entertainment, and that longer talks are too boring. Straight educational

talks are considered heavy and uninteresting, therefore the broadcasts are "built with swing," thus capturing a young audience.

While Belgium builds an entertainment framework around educational broadcasts, Scandinavian countries use a more direct presentation, their features being more serious-minded.

### Longer Talks

Denmark devotes more time and care to children's broadcasts than anything else, at the same time offering a contrast with the Belgian policy of short talks. The Danes like long discussions, their speakers being given complete freedom to say what is on their mind — in the manner they prefer. The Copenhagen radio has a daily "radio-magazine" for children. The program is made up of plays written and acted by children with talks about games and their history and hobbies to encourage children to develop manual skill. These are interspersed by folk tunes sung by boy and girl choirs, or music by a 32-piece children's orchestra. Actuality broadcasts are used widely, usually with an historic theme, such as a recent on-the-spot airing of the discovery and excavation of an ancient Viking chief's tomb.

### Serious Talks

In general, Scandinavian countries offer a diet of serious-minded fare to adult listeners, such as broadcasts on topics for discussion by listening-groups. Denmark's interest lies in talks about 19th century social novels, politics, money and production problems. Sweden talks of health and society and discusses the future of countries which had walked arm-in-arm with Germany during the war. Swedes like mathematics and their radio gives them regular talks on the subject, after consumption of which listeners attempt the solution of selected problems aired from time to time. Stockholm radio also presents a series of radio plays for listening groups who are invited to criticise the production and acting. English lessons are aired for children who are far from secondary schools and whose teachers cannot speak good English. Norway, also, devotes considerable time to the English language. All the Scandinavian countries back up their educational broadcasts for both children and adults with special textbooks and pamphlets,

which are easily obtainable at a low cost.

### Indigestible Fare

France is not without her share of educational features. Accent is placed on broadcasts of long talks for adult, rather than young, listeners. Between 9 and 10 a.m. daily, listeners have a full hour of history, science and fine arts, just as they have for two hours on Tuesday night. At seven in the morning, listeners are awakened with 45 minutes of language studies. "No other radio in the world would dream of offering its listeners fare — I was going to say, so indigestible," comments Gabriel Parry, — but, perhaps the French like it that way."

## Pre-School Program

The Toronto Junior League's plans to sponsor "Kindergarten of the Air" in co-operation with the CBC this fall, was described as beneficial in that such programs keep children out of mischief and give them something constructive to do, by Christine M. Heinig, New York consultant in pre-school education, during a press luncheon at the Toronto Club last month.

"It is a simple matter," said Miss Heinig, "to suggest things for children to do as a follow-up to the things we have been talking about or the songs we have sung."

"Kindergarten of the Air" will be presented for 15 minutes, five days a week, in addition to the Junior League's "Sounds Fun," which was aired last year. Miss Heinig, who served as educational advisor on a similar series in Australia in the late 30's, stated it was conducted primarily as an experiment in one part of the country but soon became national in scope and gained support of Australians who found it met the needs of small children, particularly in rural areas where few kindergarten facilities were located.

"Kindergarten of the Air" is designed to bring to pre-school children an appreciation of good music; enable them to increase their vocabulary, and develop proper enunciation and good hygiene habits.

**EAST MEETS WEST**  
At the WAB Convention  
Minaki, Ont.  
September 3-4

Popular Throughout The Year!

1947-1948  
1947-JUNE-1947  
1947-FEB-1947  
1947-JANUARY-1947

TRANS-CANADA NETWORK

# CKY

WINNIPEG  
15,000 WATTS

DOMINION NETWORK  
1000 WATTS  
CKX  
BRANDON

Exclusive Sales Representative:  
**HORACE N. STOVIN**  
TORONTO WINNIPEG MONTREAL

FRASER VALLEY

VOICE OF THE

# CHWK

CHILLIWACK

REPRESENTATIVES

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

**WAY UP!**

That's CHWK's new Coverage  
Thousands of new listeners  
have reported listening to

## CHWK

Write NOW for Fall  
Availabilities

"The finest ¼ Kw. station  
in the West."



# MUSIC

## Kenney Gets Cavalcade

Mart Kenney has copped off the maestro spot formerly occupied by Edward Cable on the new Canadian Calvacade program (Borden's) which returns to Trans-Canada (31 stations including supps) a new time, on a new day and with a new format.

Tuesdays at 8.30 and more music and fewer interviewers are the changes brought about by Young Rubicam who devised the show for Borden's 4 years ago. Only one interview will be used on each show and an effort is being made to find interviewers with news and names. No instances are currently available.

The new show will stress music in the Kenney manner, with again named top-flight guest stars. Benny will not be billed "... and the Western Gentlemen," but will play his own orchestra with his regular vocalists Norma Locke and Roy Roberts.

Both Kenney and his predecessor Howard Cable, hold Beaver Awards.

of music for the Boy Scouts of America films.

Watson, who a fortnight ago clowned with two tin whistles as guest on John Adaskin's "Opportunity Knocks," is back in Canada to stay. He told June Dennis on a CJBC interview that he wants to use his experience in conducting, arranging and composing to the mutual advantage of Canadian radio and Ernie Watson.

### CANADIAN SUITE

Canadian Composer Alexander Brott is writing a symphonic suite descriptive of Canada for CBC's International Service. The five-movement suite will portray culture and characteristics of the Maritimes, Quebec, Ontario, the Prairies and British Columbia.

## TALENT

### SHE GETS AROUND

Claire Wallace's return to Trans-Canada August 18 has been heralded with a series of recorded dramatized spots made by Claire herself and her announcer Elwood Glover.

In a press book issued by Young & Rubicam (Agency for Robin Hood Flour), some of Claire's exploits, prior to this summer's trip to Central America, are listed.

The 1945 Beaver Award winner was the first Canadian passenger to fly across the Atlantic, when the Clipper Service opened. She was the first woman passenger to fly across Canada when TCA opened. She walked on the bottom of the sea in a diving outfit in the West Indies. She covered the World Security Conference at San Francisco. She interviewed Clement Attlee when he visited Ottawa. She covered the arrival of Viscount Alexander and his family in Ottawa.

### NELSON JUBILEE

Dick Diespecker of CJOR and Bill Buckingham of CBR went up country to the Kootenay mining town of Nelson B.C. to stage the town's golden jubilee show during the first week in August. With Buckingham producing and Diespecker narrating the script he himself had written, the pageant was produced under the over-all direction of Gordon Hilker, Vancouver impresario. The trio had a good deal of valuable background in putting on extravaganzas of this type, having taken part in the Vancouver Jubilee Show last summer in similar capacities.

### ACTING COURSE

Carr Peck, of CKMO Vancouver, is one of 16 young actors and actresses taking a two month course in radio acting technique under Doug Nixon, drama producer at CBR.

### PAYROLL

Kay Ervine, from CJOC, Lethbridge, and Eleanor Woolard from CHAB, Moose Jaw have joined CKRC continuity department. Dennis Lethbridge has joined CKRC as an engineer.

## Tune Cartoonist



Toronto and Canadian radio seems about to be invaded by Ernie Watson, who had his own pad in the Royal Connaught Hotel, Hamilton, when he was at high school, went to New York in 1922, blew his way through University on his clarinet, and finally became musical program adviser for WNBC, New York. During the WNBC shut-down, part of his job was to scrutinize all music used by WNBC, published and unpublished, to guard against copyright infringements. During this time he wrote Percy Faith's Carnation theme song, when ASCAP turned off "Wait Till The Cows Come Home." He says he did it by turning the cow piece upside down. Ernie has conducted many commercial programs including "The Reg'lar Fellas," "Reg'lar Fellas Show," "Reg'lar Fellas" (with Jack Benny Replacement) and one of the "Popeye" cartoons. His novelty numbers, as a tune cartoonist for Whiteman, Rubinoff, Jerry Goodman and others gave him outlets for his originality and sense of humor which he admits is high.

On the serious side, he has conducted opera and written for such shows as "U.S. Army Hour" and "Neighbors Program" (NBC Symphony). He wrote a solid hour

**CKNB CAMPBELLTON N.B.**

August 16, 1947

Dear Mr. Timebuyer:

A couple of weeks ago we got darn sick and tired of saying: "CKNB-Campbellton" every time a station-break came along; so we pooled our mental resources and came up with "This is CKNB, in the fast-growing city of Campbellton, New Brunswick".

Daily phone calls, inquiries, queries from the people we meet outside the office, editorials in local and outside papers ... all have convinced us that we kind of rang the bell with this break, so far as getting attention is concerned.

Of course, getting attention is our business ... a business that can help YOUR business pay off. So have a good vacation, fellas; that's where I'm heading right now.

Yours very truly,  
*Stau Chapman*

CSC/GD STATION MANAGER

AN ALL-CANADA STATION

*Covering*  
**KENORA**  
**LAKE OF THE WOODS DISTRICT**  
**NORTH WESTERN ONTARIO**  
**NORTH EAST MANITOBA**  
*with 1,000* **WATTS**

**NOW—**

**For Listeners**  
—"plus" service and performance!

**For Advertisers**  
—a Better Buy than Ever!

CJRL is now installing a new Ajax Tower, transmission line and complementary equipment, representing the latest advance in antenna engineering, which will deliver to advertisers a still greater coverage of this important zone.

**CJRL**  
**KENORA ONT.**

**DOMINION NETWORK**

Write the Horace N. Stovin man in Toronto, Montreal or Winnipeg.  
In the States, it's Adam J. Young Jr. Inc.





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

# EDUCATION

## Europeans Learn By Radio

European countries are employing vigorous and imaginative methods in tackling post-war problems facing them in the radio field, writes Gabriel Parry in a recent issue of "LONDON CALLING."

All over Europe, educational authorities are considering ways and means of re-educating the young of their nations in order that many things they did during the war, such as lying to the Germans, aiding in hampering the Nazi forces by subversive activities, and buying and selling on the black market, may have no place now that peace has returned.

### Built With Swing

Belgian programs for children are built with a high moral tone. Talks and plays are always based on the theme of respect for authority, kindness to others, discipline and honesty. All school broadcasts are in the form of plays with music and sound effects. One such half-hour broadcast is made up of a short talk, some music, some humor, an actuality feature on an important news item of the week, and a short play based on the life of an explorer, artist composer. Talks are never longer than six or seven minutes, the educational authorities maintaining that radio is firstly a medium of entertainment, and that longer talks are too boring. Straight educational

talks are considered heavy and uninteresting, therefore the broadcasts are "built with swing," thus capturing a young audience.

While Belgium builds an entertainment framework around educational broadcasts, Scandinavian countries use a more direct presentation, their features being more serious-minded.

### Longer Talks

Denmark devotes more time and care to children's broadcasts than anything else, at the same time offering a contrast with the Belgian policy of short talks. The Danes like long discussions, their speakers being given complete freedom to say what is on their mind — in the manner they prefer. The Copenhagen radio has a daily "radio-magazine" for children. The program is made up of plays written and acted by children with talks about games and their history and hobbies to encourage children to develop manual skill. These are interspersed by folk tunes sung by boy and girl choirs, or music by a 32-piece children's orchestra. Actuality broadcasts are used widely, usually with an historic theme, such as a recent on-the-spot airing of the discovery and excavation of an ancient Viking chief's tomb.

### Serious Talks

In general, Scandinavian countries offer a diet of serious-minded fare to adult listeners, such as broadcasts on topics for discussion by listening-groups. Denmark's interest lies in talks about 19th century social novels, politics, money and production problems. Sweden talks of health and society and discusses the future of countries which had walked arm-in-arm with Germany during the war. Swedes like mathematics and their radio gives them regular talks on the subject, after consumption of which listeners attempt the solution of selected problems aired from time to time. Stockholm radio also presents a series of radio plays for listening groups who are invited to criticise the production and acting. English lessons are aired for children who are far from secondary schools and whose teachers cannot speak good English. Norway, also, devotes considerable time to the English language. All the Scandinavian countries back up their educational broadcasts for both children and adults with special textbooks and pamphlets,

which are easily obtainable at a low cost.

### Indigestible Fare

France is not without her share of educational features. Accents are placed on broadcasts of long talks for adult, rather than young, listeners. Between 9 and 10 p.m. daily, listeners have a full hour of history, science and fine arts, just as they have for two hours on Tuesday night. At seven in the morning, listeners are awakened with 45 minutes of language studies. "No other radio in the world would dream of offering its listeners fare — I was going to say, so indigestible," comments Gabriel Parry, — but, perhaps the French like it that way."

## Pre-School Program

The Toronto Junior League plans to sponsor "Kindergarten of the Air" in co-operation with the CBC this fall, was described as beneficial in that such programs keep children out of mischief and give them something constructive to do, by Christine M. Heinig, New York consultant in pre-school education, during a press luncheon at the Toronto Club last month.

"It is a simple matter," said Miss Heinig, "to suggest things for children to do as a follow-up to the things we have been talking about or the songs we have sung."

"Kindergarten of the Air" will be presented for 15 minutes, five days a week, in addition to the Junior League's "Sounds of the Air" which was aired last year. Miss Heinig, who served as educational advisor on a similar series in Australia in the late 30's, stated it was conducted primarily as an experiment in one part of the country but soon became national in scope and gained support of Australians who found it met the needs of small children, particularly in rural areas where kindergarten facilities were lacking.

"Kindergarten of the Air" is designed to bring to pre-school children an appreciation of good music; enable them to increase their vocabulary, and develop proper enunciation and good hygiene habits.

**EAST MEETS WEST**  
At the WAB Convention  
Minaki, Ont.  
September 3-4

Popular Throughout The Year!

1947 - JANUARY - 1947  
1947 - FEBRUARY - 1947  
1947 - MARCH - 1947  
1947 - APRIL - 1947  
1947 - MAY - 1947  
1947 - JUNE - 1947  
1947 - JULY - 1947

TRANS-CANADA NETWORK

# CKY

WINNIPEG  
15,000 WATTS

DOMINION NETWORK  
1000 WATTS  
CKY  
BRANDON

Exclusive Sales Representative:  
**HORACE N. STOVIN**  
TORONTO WINNIPEG MONTREAL

FRASER VALLEY

"VOICE OF THE"

# CHWK

CHILLIWACK

REPRESENTATIVES

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

WAY UP!  
That's CHWK's new Coverage  
Thousands of new listeners  
have reported listening on

Write NOW for Fall  
Availabilities

"The finest 1/4 Kw. station  
in the West."

# MUSIC

## Kenney Gets Cavalcade

Mart Kenney has copped off the maestro spot formerly occupied by Howard Cable on the new Canadian Calvacade program (Borden's) which returns to Trans-Canada (31 stations including supps) at a new time, on a new day and with a new format.

Tuesdays at 8.30 and more music and fewer interviewers are the changes brought about by Young & Rubicam who devised the show for Borden's 4 years ago. Only one interview will be used on each show and an effort is being made to find interviewers with news and games. No fringes are currently available.

The new show will stress music in the Kenney manner, with again unnamed top-flight guest stars. Kenney will not be billed "... and his Western Gentlemen," but will use his own orchestra with his regular vocalists Norma Locke and Roy Roberts.

Both Kenney and his predecessor, Howard Cable, hold Beaver awards.

## Tune Cartoonist



Toronto and Canadian radio seems about to be invaded by Ernie Watson, who had his own show in the Royal Connaught Hotel, Hamilton, when he was at high school, went to New York in 1924, blew his way through University on his clarinet, and finally became musical program adviser at NBC, New York. During the CAP shut-down, part of his job was to scrutinize all music used at NBC, published and unpublished, guard against copyright infringements. During this time he wrote Percy Faith's Carnation theme song, when ASCAP kicked off "Wait Till The Cows Come Home." He says he did it by turning the cow piece upside down. Ernie has conducted many commercial programs including "The Bell Show," "Reg'lar Fellas" (with Benny Replacement) and "The Popeye" cartoons. He has novelty numbers, as a tune cartoonist for Whiteman, Rubinoff, Benny Goodman and others gave him outlets for his originality and sense of humor which he admits is high.

On the serious side, he has conducted opera and written for such shows as "U.S. Army Hour" and "Good Neighbors Program" (NBC Symphony). He wrote a solid hour

of music for the Boy Scouts of America films.

Watson, who a fortnight ago clowned with two tin whistles as guest on John Adaskin's "Opportunity Knocks," is back in Canada to stay. He told June Dennis on a CJBC interview that he wants to use his experience in conducting, arranging and composing to the mutual advantage of Canadian radio and Ernie Watson.

## CANADIAN SUITE

Canadian Composer Alexander Brott is writing a symphonic suite descriptive of Canada for CBC's International Service. The five-movement suite will portray culture and characteristics of the Maritimes, Quebec, Ontario, the Prairies and British Columbia.

# TALENT

## SHE GETS AROUND

Claire Wallace's return to Trans-Canada August 18 has been heralded with a series of recorded dramatized spots made by Claire herself and her announcer Elwood Glover.

In a press book issued by Young & Rubicam (Agency for Robin Hood Flour), some of Claire's exploits, prior to this summer's trip to Central America, are listed.

The 1945 Beaver Award winner was the first Canadian passenger to fly across the Atlantic, when the Clipper Service opened. She was the first woman passenger to fly across Canada when TCA opened. She walked on the bottom of the sea in a diving outfit in the West Indies. She covered the World Security Conference at San Francisco. She interviewed Clement Attlee when he visited Ottawa. She covered the arrival of Viscount Alexander and his family in Ottawa.

## NELSON JUBILEE

Dick Diespecker of CJOR and Bill Buckingham of CBR went up country to the Kootenay mining town of Nelson B.C. to stage the town's golden jubilee show during the first week in August. With Buckingham producing and Diespecker narrating the script he himself had written, the pageant was produced under the over-all direction of Gordon Hilker, Vancouver impresario. The trio had a good deal of valuable background in putting on extravaganzas of this type, having taken part in the Vancouver Jubilee Show last summer in similar capacities.

## ACTING COURSE

Carr Peck, of CKMO Vancouver, is one of 16 young actors and actresses taking a two month course in radio acting technique under Doug Nixon, drama producer at CBR.

## PAYROLL

Kay Ervine, from CJOC, Lethbridge, and Eleanor Wooldard from CHAB, Moose Jaw have joined CKRC continuity department. Dennis Lethbridge has joined CKRC as an announcer.

# CKNB CAMPBELLTON N.B.

August 16, 1947

Dear Mr. Timebuyer:

A couple of weeks ago we got darn sick and tired of saying: "CKNB-Campbellton" every time a station-break came along; so we pooled our mental resources and came up with "This is CKNB, in the fast-growing city of Campbellton, New Brunswick".

Daily phone calls, inquiries, queries from the people we meet outside the office, editorials in local and outside papers ... all have convinced us that we kind of rang the bell with this break, so far as getting attention is concerned.

Of course, getting attention is our business ... a business that can help YOUR business pay off. So have a good vacation, fellas; that's where I'm heading right now.

Yours very truly,

*Stau Chapman*

CSC/GD

STATION MANAGER

AN ALL-CANADA STATION

Covering  
**KENORA**  
LAKE OF THE WOODS DISTRICT  
NORTH WESTERN ONTARIO  
NORTH EAST MANITOBA

with **1,000 WATTS**

NOW—

For Listeners

—“plus” service and performance!

For Advertisers

—a Better Buy than Ever!

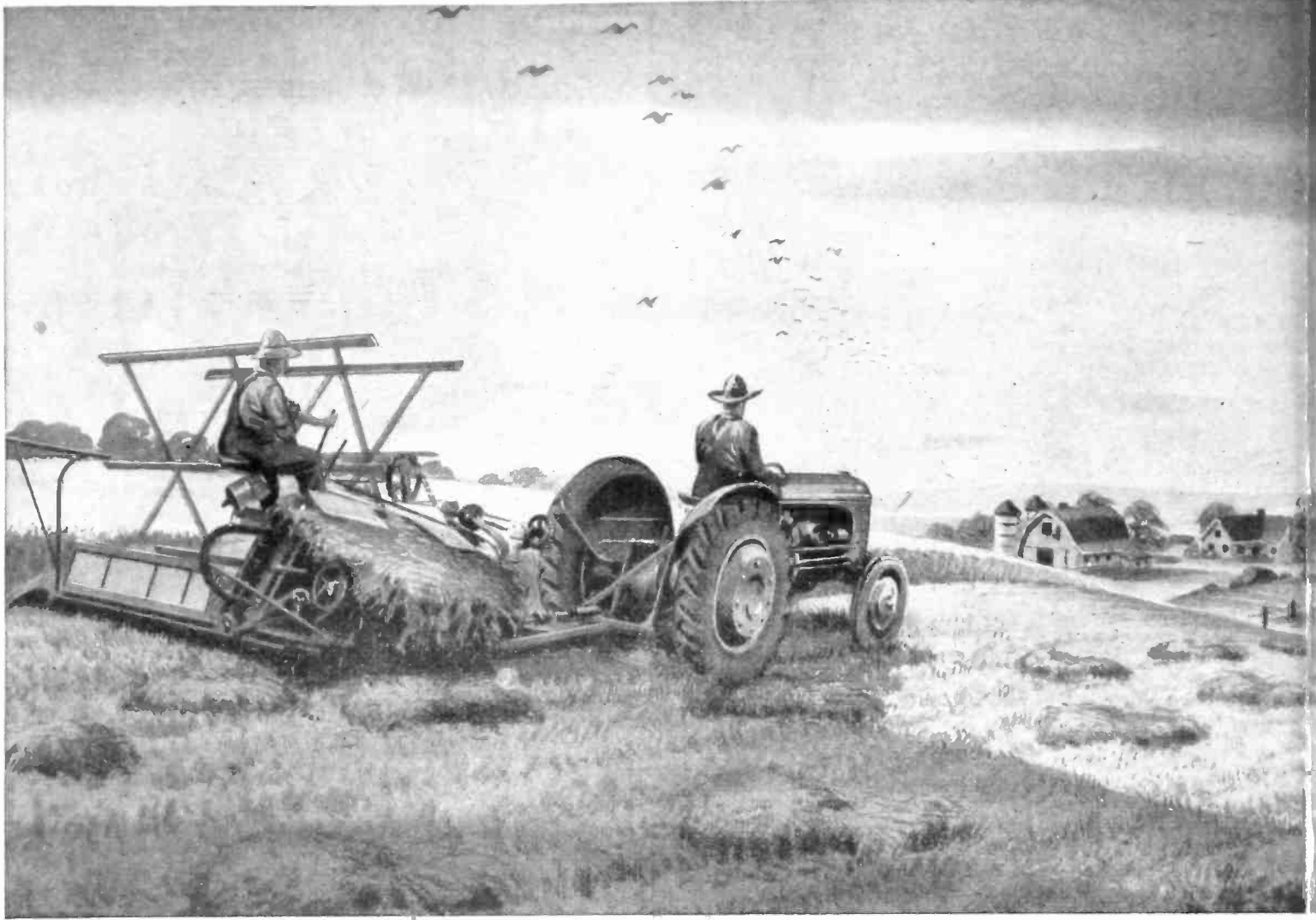
CJRL is now installing a new Ajax Tower, transmission line and complementary equipment, representing the latest advance in antenna engineering, which will deliver to advertisers a still greater coverage of this important zone.



DOMINION NETWORK

Write the Horace N. Stovin man in Toronto, Montreal or Winnipeg.

In the States, it's Adam J. Young Jr. Inc.



# *It's Harvest Time...*

**I**F YOU'RE looking for a Sales Producer in the Western Ontario market, CKLW is your best bet.

Listener audience acceptance and buying influence are the important things to be considered when selecting a radio station as an advertising medium.

CKLW has concentrated on this market for 15 years. To-day it is a welcome visitor in 95,710 homes in the daytime and 87,314 homes at night.

Program and station publicity is always carefully planned and consistently used to build and hold a worth-while audience and to give value to our advertiser.

Don't overlook this influential radio station when making plans for an advertising or sales promotion campaign in this fertile market.

Remember, too, *It's Harvest Time* in this market . . . time to reap the benefits of CKLW's 15 years' concentration in the Western Ontario area.

**J. E. CAMPEAU**  
MANAGING DIRECTOR

# **CKLW**

**"THE GOOD NEIGHBOUR STATION"**  
WINDSOR ONTARIO

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



# REVIEWS

## Candid Microphone

An unusual program idea on NBC, aired in Montreal by CFCF, is the "Candid Microphone," Sunday night at 11.15 EDST. An NBC staff man carrying a concealed microphone strikes up conversations with unsuspecting strangers, and the dialogue is recorded and broadcast on the program with the permission of the anonymous interviewees. When I caught this unusual half-hour for the first time, the NBC man was talking a tailor into making a suit for a pet kangaroo. This was followed by three conversations picked up by a concealed mike in a beauty parlor, and confirmed my worst suspicions regarding what women talk about in beauty parlors. Next week the staff man is going to try to sell the show to a sponsor, while the hidden mike picks up every word.

On the tested theory that bright ideas like this usually spread rapidly, every stranger who enters this office henceforth will be thoroughly frisked before a word is spoken.

—Dales

## Flicks & Flashes

Susan Fletcher, a Toronto girl who switched the old plot and made good in the west, has started out to become Canada's Hedda Hopper, with Vancouver as a base of operations and CJOR as the outlet over the Dominion network.

The program, "Flicks & Flashes," got under way a few weeks ago with raucous huzzas on the publicity trumpets and more stage and screen stars than you could shake a transmitter at, on hand for the face-off.

Miss Fletcher, who recently toured Canada and Hollywood on the lookout for movie news items, and was in Toronto to lay on the deal with the CBC, says the show is aimed at spreading the word about Canadian stage and movie talent.

The first night she managed a few items of Canadian origin amongst the Hollywood stuff, and remarked that she hoped there would be more on subsequent broadcasts.

As the first show of its kind in this country, "Flicks & Flashes"

is a good vehicle for promoters of Canadian movie productions and stage shows to use for getting across legitimate news of their business. Any outfit providing news should not have much trouble easing out the pure publicity blurbs which naturally have to be used on early programs in this type of series.

Some observers of the opening show commented that the piece would be improved by the addition of an intelligent criticism of a selected movie for the week. However, it usually turns out that originators of a program of this kind know what their listeners want, so the comment was obviously a minority opinion.

The show moves along fast, with Wallie Peters directing the music and Ross Mortimer as Emcee.

Starlet Jorga Curtwright, from Hollywood, and former Vancouverites Kaye Connor and Doreen Wilson, now on the stage, were on hand for opening night.

—Francis

## Clary's Gazette

"Clary's Gazette" heard Fridays at 8 p.m. (E) from Dominion, does a smooth job of turning back the pages to the button-boot and bosom era around the turn of the century. Clary Settell who is Mr. Gay Nineties himself, brought many a smile to the oldsters with his reminiscing repartee during his August 1 show. While some say that Clary has eased up lately, he still smacks of someone out of Hammerstein's scrapbook to me.

The Music Hall melodies are ably treated by Russ Gerow and make you wonder why Russ has been holding himself back the past few semesters. The ubiquitous Four Gentlemen have no trouble getting enthusiastic about the old songs either. Announcer Byng Whitteker has developed a glib line of chatter that is easy to take, although at times he appears to be carried away with his own vitality, his opening and closing antics being a bit raucous.

Guest on this particular show was mimic Dick Nelson who tried very hard to give us Maurice Chevalier. Nelson can come up with some clever impersonations but singing just isn't in his books.

All in all, Clary Settell carries the ball throughout a fast-moving half-hour. A remarkable guy is Clary.

—Benson

# FIELD STRENGTH

does not produce

# LISTENABILITY

● Would you notice the difference—if the furniture store delivered your new radio in a ten ton truck or a half ton delivery wagon? No. The same applies to radio reception. It isn't the carrier that counts, it's what it delivers.

ASK ANY ENGINEER — FIELD STRENGTH shows STRENGTH of the CARRIER which is CONTROLLED by AUTOMATIC VOLUME CONTROL on MODERN RADIOS.



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

CKSB

ST. BONIFACE  
MAN.

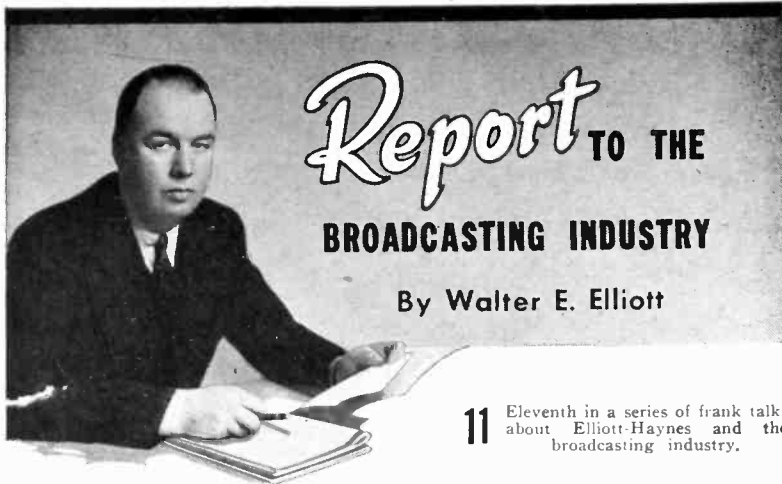
A Wright STATION  
CKSB is a MUST Station to reach  
Manitoba's French Market.

Owned and operated by its listeners

— See —  
WILLIAM WRIGHT  
Victory Bldg.

AD. 8481





# Report TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

11 Eleventh in a series of frank talks about Elliott-Haynes and the broadcasting industry.

## Percentage Of Listeners

IF A GIVEN program receives a rating of 10.0 at a time when the sets-in-use index is 31.5, the Percentage of Listeners is determined by dividing the sets-in-use index into the program rating and multiplying the result by 100 to give a percentage of 31.7.

Thus, it can be presumed that, within the limits of statistical variation, this program is drawing 31.7% of the available listening audience at that time.



# Elliott-Haynes Limited

(Continuous Radio Audience Measurements Since 1940)

Sun Life Building  
MONTREAL

515 Broadview Ave.  
TORONTO

## BRIEFS

### FOLLOWING POP

Young Billy Hewitt seems bent on following in his father's footsteps. Foster's boy is spending his vacation from Upper Canada College by working at CJRL, Kenora. He is determined to learn radio from the ground up, and is taking on every job thrown at him.

### NAB TO TOAST CAB

A cocktail party in honour of the CAB and its members will be held by John J. Gillin, Jr., president and general manager of WOW, Omaha, at the Ambassador Hotel, Atlantic City, on Monday night, September 15, the first day of the NAB Convention.

### POWER UPPED

CKCV, Quebec City, is now operating on 1280 kcs. with 1 kw. During evening, the station uses directional antenna to cover the St. Lawrence Valley while it operates non-directionally in day-time hours.

### RADIO SPENDING

National Advertisers spent a total of \$11,136,592 in 1946, according to a recent estimate of the Dominion Bureau of Statistics. Of this sum, \$9,350,592 was spent with 85 privately-owned stations, according to the estimate, and \$1,786,000 with the CBC.

### SATISFIED—CANCELS

A flax-spraying service by helicopter was offered to farmers over CKUC, Winnipeg, by Skyways Air Service. Twelve spots were purchased on the station offering to spray crops with 2-4-D weed killer. After the second flash the sponsor cancelled. He had received more orders than he could fill, he claimed, but offered to pay for the announcements not used to show his appreciation.

### PIANIST CRASHES

Lou Snider, well-known Toronto pianist, made a crash landing in a plane he was piloting near Maple Ontario, August 3. He suffered a broken leg, hip and jaw, a severe chest injury and badly lacerated face. At the time of writing, he is reported to be in a critical condition at St. Michael's Hospital, Toronto. His companion, "Doc" Marshall, escaped without injury.

### HOME TO ROOST

Rey Piercey, who left H. N. Stovin & Company to join Harold F. Stanfield Ltd., and then went to Ronald Advertising Agency, Toronto, has returned to the Stovin office, where he is currently doing rep work on CJRC.

### RECOVERED

Reed Chapman who has been ill and out of radio since last January, is back at the mike handling VANCOUVER SUN newscast over CKWX. One of Reed's best-known one-man series in the past was "Over The Back Fence" a daily quarter hour discussion of the activities of "neighbors" of a number of different nationalities.



### MAXIM

Why bother to be difficult when it's so little more trouble to be impossible?

### DEPT. OF PERPETUALS

Radio—Commotion  
Actor—Promotion  
Soapera—Emotion

### POET'S CORNER

You said your new charms  
was young, so feeling  
and so fair,  
With eyes afire like diamonds  
monds in a ring.  
You raved about her sheek  
ears, her fine-spun  
en hair;  
But you forgot to tell  
can she sing?

### WHAT'S WRONG WITH THIS?

I must give my lines  
have, said the actor,  
must never steal the  
from the other performer.

### LIFE'S WORK

Then there's the bright  
man who spent half his  
searching for an opportunity  
to write, found it, and  
put in the other half  
to think up something to  
about.

### HEARD SOMEWHERE

I shot an arrow into the  
It fell to earth I know  
where.  
That's how I lose all my  
arrows.

### OVER-DOSE

How about the sponsor  
told listeners so much  
his nostrum in his commercials  
that there wasn't  
thing left for potential  
tomers to ring up and at  
drugstore.

### RENAISSANCE

One effective way to  
jolting people out of  
seats by interrupting a  
ful program of classical  
with offensive plugs  
to cut out the beautiful  
gram of classical music.

### HELP WANTED MALE

Wanted for station new  
courageous editor. Must  
a straight eye for tear  
er.

ACCORDING to 1946 BBM figures, CFCY now offers advertisers a night audience of 87,560 radio homes in the 3 Maritime provinces and the Gaspé Peninsula—the largest audience of any private station east of Montreal—nearly twice that of any other station in the same area.

# CFCY

## CHARLOTTETOWN

The MARITIME  
Must STATION

ALL-CANADA RADIO FACILITIES LTD.  
WEED & CO. IN THE U.S.A.

# BRITISH COLUMBIA - A MAJOR CANADIAN MARKET

**BRITISH COLUMBIANS ARE  
RADIO CONSCIOUS!**

## Fact No. 12:

On a per capita basis, B.C. has more radio stations to serve its people than any other province in Canada. In this vast, most westerly province (with only eleven daily newspapers) our customers have learned to look to radio as their chief source of day-to-day information and entertainment.

*You're not selling  
Canada . . . . .  
unless you cover  
British Columbia  
by RADIO*



**SPONSORED BY THESE INDEPENDENT STATIONS OF BRITISH COLUMBIA**  
Chilliwack • Kamloops • Kelowna • Nelson • New Westminster  
**CHWK CFJC CKOV CKLN CKNW**  
Prince George • Trail • Vancouver • Victoria  
**CKPG CJAT CJOR CKMO CKWX CJVI**



# "THE BEST DOLLAR BUY

*in Canada's  
richest market!"*

That's what our advertisers say—and it makes us at CFRB pretty proud! There are 44 firms who have been advertising on CFRB since 1936—satisfied sponsors for over ten years. And there's only one thing that makes them satisfied, keeps them advertising over CFRB—results!

Yes, every advertising dollar spent on CFRB gives results. Here are facts:

CFRB covers the heart of industrial Ontario, the area that represents over 40% of Canada's total retail sales. And, in this area, every advertising dollar on CFRB buys:

2,795 potential radio homes  
after 7.00 p.m.

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

5,195 potential radio homes  
at other times.

No wonder our advertisers are satisfied! They're getting results — 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!*