

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 19 25c a Copy — \$3.00 a Year — \$5.00 for Two Years October 4th, 1947

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Decision was also reserved on the question of the establishment of new stations in Victoria and Timmins. The board heard a presentation from M. V. Chesnut, of CJVI, Victoria, and another from H. Freeman, of CKGB, Timmins, opposing the granting of these licenses.



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Speaking to the Peterborough Advertising and Sales Club last month, Thomson, who hopes to affiliate with a Canadian advertising agency shortly, as a radio executive, pointed up the benefits to the listener of this type of operation.

"Apart from numerous privately-owned stations operating all through the country", he said, "there are four Commonwealth-wide networks. Two of these networks are operated by the Australian Broadcasting Corporation which functions very similarly to the BBC. They carry no advertising whatever, and provide a variety of entertainment, with the emphasis on culture.

"The other two networks", he continued, "each comprising a group of privately-owned stations formed voluntarily into networks, carry the commercial programs."

The speaker pointed out that the result of this dual system, where government and private stations compete only for listener choice is that "the average listener choice of four listener networks at any time, plus local programs carried by independent stations within the range of his receiver."

He went on to say that if the listener is one of the "noisy minority" which prefers not to hear radio advertising, he keeps tuned to one or other of the ABC networks. "If, on the other hand", he went on, "he is one of the majority who very sensibly agree that a sponsor who brings him top-line entertainment is entitled to a few minutes advertising time, then he listens to one of the commercial networks.



DOLLAR VALUE DOLLAR RESULTS ON CFRB

You can reach more listeners on CFRB — dollar for dollar — than any other Toronto station:

And that statement is backed up by these facts. On CFRB, each advertising dollar buys:

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

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

5,195 potential radio homes at other times

Yes, more LISTENERS for your dollar . . . more SALES for your dollar—because you reach a *buying* audience in a *buying* market! That's why advertisers stay with CFRB so long and so happily. They've found that they get value AND results — on CFRB!

CFRB

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

Looking forward to the next twenty years!

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Our Sincere Thanks

to—

THE 53 CANADIAN STATIONS
THE 44 NATIONAL AND REGIONAL ACCOUNTS
THE 26 DIFFERENT ADVERTISING AGENCIES

Whom we have been privileged to serve with our finest
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We hope to serve you further with finer
programs in the future.

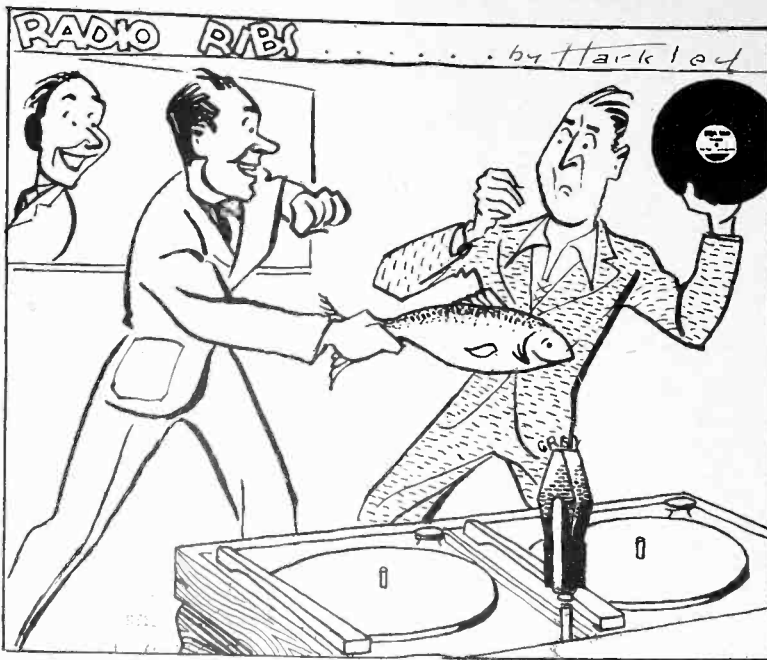
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VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



MUSIC



"I've often wondered how it felt."



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

following the initial broadcast on September 12, following orders of music czar Petrillo, who vetoed the musical part of the program.

The union order does not affect the network as the Stromberg-Carlson Co. will fulfil the remainder of its 16-week contract with a dramatic series built around the New York State Police. Only real losers are the 40 members of the orchestra who were being paid full AM network rates for each broadcast.

FAITH SCORES FIRST

Thirty-nine-year-old Toronto-born Percy Faith, who since 1940 has been conducting the NBC "Carnation Contented Hour" orchestra, has taken over the CBS "Coca Cola Show," heard on Sundays at 6.30 p.m. EDT, as well as the milk program. It is believed this is the first time a musical conductor has headed two major network programs on the continent.

ANNUAL TALENT QUEST

Rex Battle and Alan Savage are on a tour of the west, conducting auditions for the show, "Singing Stars of Tomorrow." They waxed the voices of many young Winnipeggers, who, they said, showed "definite possibilities."

John Adaskin has been doing a similar job through the east.

"CONCERT OF NATIONS"

Vancouver's symphony orchestra will hit the big time in December, when it broadcasts on NBC's national wide hookup for the "Concert of Nations" program.

Montreal and Toronto symphony orchestras have also been invited to take part in the program on different dates, according to Dr. Augustin Frigon, CBC general manager. He made the announcement during a visit to Vancouver.

The NBC program is carried at noon on Saturdays.

BAGPIPES ARE MUNITIONS
One of the rare defeats suffered by James Petrillo, the Musicians' Union czar, and possibly Tom Reid, Canadian M.P. from New Westminster, B.C., was when the members of an all-girl High School bagpipe band from Iowa declared that the bagpipe is not a musical instrument but rather an instrument of war.

The trouble first started, says the OTTAWA CITIZEN, when the Iowa band was prevented from playing at the San Francisco exposition in 1939 merely because Petrillo insisted that standby musicians be hired. However, last year, the 48 girls succeeded in making sounds with their instruments at a Lion's convention in the same city—sans standby.

The OTTAWA CITIZEN expressed hope that the ruling may "save Canadian M.P.'s from the discordant din raised by Tom Reid whose exasperating hobby is exercised throughout the parliament buildings at all hours."

PERFORMING RIGHTS

The Composers, Authors and Publishers Association of Canada and BMI Canada Ltd., will receive \$4,424.62 from the CBC and private broadcasting stations under agreement authorized by the Canadian Copyright Appeal Board, Ottawa. Private stations will pay CAPAC \$122,804.43 and BMI \$26,315.76 while the CBC pays CAPAC \$122,804.43 and BMI \$17,000. CBC will also pay CAPAC \$100,000 for music used on its international broadcasting.

Last year CAPAC received \$8,608.86 and BMI \$17,591, from CBC and private stations, combined.

The agreement drawn up between CAPAC and BMI with the private broadcasters will remain in force five years. The CBC agreement with CAPAC and BMI is for one year, only.

PETRILLO NIXES TV

The first commercial program broadcast on the 27-station Continental FM network in the east-United States, Stromberg-Carlson's "Treasury of Music," (Sept. 20), lived a short life. The 16-week series was cancelled

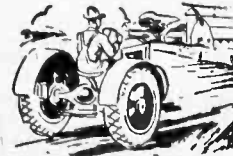
NO CROP FAILURE HERE!

Wheat Running 25-30 Bus. Per Acre Yorkton Harvesting Bumper Crop

"Farmers in Yorkton area are harvesting a bumper crop . . . 400 harvest laborers badly needed . . . wheat running 25 to 30 bushels to the acre and grading No. 1."

—Winnipeg Tribune

Again this year, North Eastern Saskatchewan maintains its position as one of the richest agricultural districts on the Prairies. For intensive coverage of this profitable market, CJGX should have a prominent place in your fall and winter program.



CJGX YORKTON

WESTERN CANADA'S FARM STATION
Dominion Network

Representatives:

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ADAM J. YOUNG, Jr., Inc., U.S.A.

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

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.



Our Guest Speaker is:

J. E. CAMPEAU

Managing-Director
Station CKLW

Windsor, Ontario



*Proudly
We Speak
of WINDSOR*

"Over hill, over dale and along the rustic trail, proudly we speak of Windsor. We are proud of her war record —aware of her great future industrial potentialities. Dynamic Windsor is due south of United States on the Detroit River, the world's busiest waterway. She is connected with all parts of Canada and the United States by land, sea and air.

"In just fifteen years, CKLW, Windsor's 'Good Neighbor Station' has grown to be Western Ontario's and one of Canada's most popular Radio Stations. We have always believed that CKLW must fulfill its obligation to accept leadership in matters pertaining to 'public interest, convenience and necessity,' and have tried to live up to our ideals of public service. That our ideals have worked well for everybody, is proven by our countless listener surveys and many enviable sponsor success stories!"

J. E. CAMPEAU

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

CBC

CBC Plans Survey

The CBC may, in future, distribute questionnaires with radio licenses in an attempt to survey Canadian listeners' preferences in radio programs, said A. Davidson Dunton, chairman of the CBC board of governors, speaking last month to the Ottawa Gyro Club. The suggestion, said Dunton, has been made to the Board of Transport which handles receiver licensing.

During a question and answer period following his address, the CBC chairman answered criticism of CBC programs, claiming "I don't think the public really knows what it wants." However, he said, the CBC could make an easy task of broadcasting the type of programs the majority of listeners prefer. "That might be called the democratic way but it would not serve our purposes," he said. "One of our most important duties is to try to suit conflicting public tastes —and at the same time, to introduce new ideas."

Fort Frances Wants Net

Turning to the question of Fort Frances, Ontario, listeners who had refused payment of receiver license fees because they were unable to hear CBC programs in that area, Dunton admitted that they "had a good case," but when asked whether they would be compelled to purchase licenses, he replied, "that's up to the Board of Transport."

In the meantime, the Fort Frances Town Council, aroused by the prosecutions of residents of the town for failure to

purchase receiver licenses, has wired a resolution to the CBC board of governors asking immediate network service through CKFI, Fort France

FM For Vancouver

A one kilowatt FM transmitter was due in Vancouver in "a few days" and would be installed in the roof of Hotel Vancouver, Dr. Augustin Frigon, CBC general manager, said as he arrived at Vancouver Sept. 23 for a brief visit.

He expected an FM experiment to reach the coast about mid-October to supervise the job and added that the new equipment would carry the entire CBR program schedule.

Dr. Frigon also said that future most radios costing \$50 or more will be equipped to receive FM transmissions.

Transmitting from the lobby of Hotel Vancouver, the new FM station should reach all the Vancouver area, but it is known how far outside the city the broadcasts will penetrate.

Director Pro Ten

Kenneth Caple, western region program director of the CBC, will act as regional director for the next two years according to a statement by Dr. Augustin Frigon, general manager of the CBC, during a three-day visit to the west coast.

Dr. Frigon said that since it was possible that former director, Ira Dilworth, might return at the end of his two-year appointment as international service boss in Montreal, no permanent appointment would be made.

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

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Editor: RICHARD G. LEWIS
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 Photography: AL GRAY

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

Published by

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

Correspondents
 Montreal: Walter Dales
 Ottawa: James Allard
 Winnipeg: Dave Adams
 Vancouver: Robert Francis



Vol. 6, No. 19

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SELF-CENSORSHIP NEEDS TEETH

There is an interesting parallel between the case of the American broadcasters, who are battling interference from the U.S. Government's Federal Communications Commission, and that of Canadian radio, which continues to writhe under the even more advanced regulation-cum-competition of the CBC.

Last month, the American broadcasters beat the bureaucrats to the draw, by depriving them of their excuses for interference, when the National Association of Broadcasters tabled for consideration its "Standards of Practice", at their convention in Atlantic City.

This document is a 14-page set of rules dealing among other things with newscasting, religious broadcasting, race and color, profanity, sex, marriage, narcotics, crime programs, politics, children's shows, and contests. It provides a list of "do's and don'ts" on a self-censorship plan, and lists 14 items, including liquor, tip-sheets and reducing agents, as "business not acceptable".

Without going into an analysis of the many clauses, it may be said that the NAB has taken a step which should, if the "standards" are adopted, at least slow up government interference. The public raised its voice in protest, and the broadcasters both heard and noted. Such is democracy at its best.

Without question, the best way to curb government attempts at over-regulation and over-control is to remove the excuses the bureaucrats dig up to justify their actions. These excuses are especially hard to negate when they have even slight foundation. As long as any abuse does exist, it is impossible to stir up public indignation, because the public, not overly pleased with the fare it is receiving, is apathetic to the whole question, and shruggingly says: "what do we care?"

There are, however, points which should be worth considering by every broadcaster, sponsor and agency man, in other words by every one who depends on public and acceptance of and loyalty to radio, to whatever use he is putting the medium.

A closer examination of the NAB "Standards", as they are at present proposed, discloses that many of the most stringent clauses have a codicil which reads: "only within the bounds of good taste"; "except where no possible confusion may result." Such equivocating would fool very few people in Canadian government circles.

While the CAB's innocuous and somewhat platitudinous "code" might well be replaced with a more specific one, patterned after the one which is being considered by the NAB, it would need two improvements on the American version to make it stem the tide of specialized radio here.

In the first place, taboos are useless if they are tempered with "provideds" and "excepts", which make them simple to circumvent; secondly, if the CAB should adopt a similar code—and there are those who earnestly hope that it will—the measure has to have teeth.

A "Standards of Practice" for Canadian radio would no doubt be welcomed by good broadcasters and their clients everywhere. If the CAB adopted such a "code", it would also need to protect itself against back-sliders. The best means it could use to achieve this would be through its own Canadian Association of Broadcasters. Benefits of membership in the association could be increased, until it became essential to be a member in order to operate any kind of a station. Then it would simply be a question of refusing membership, to the point of summary expulsion if it became necessary, to any who might break faith by refusing to live up to the "code".

This way, CAB membership would be sought after and cherished. In this way the industry would be able to go to Ottawa in future with a real case for the preservation of an industry which would be both unified and united, and would assuredly be bolstered with the enthusiastic support of the public.

Richard G. Lewis.

Editor.

OTTAWA

Government Will Use Radio

A substantial promotion campaign is backing up the current drive of the joint Armed Forces committee for recruits, and this time a good-sized slice is earmarked for radio. This is directly due to co-operation given armed forces campaigns over the past few years by broadcasting stations. PRO officials and others directly associated with the campaigns were impressed with radio's effectiveness and co-operation. They made their weight felt against the inertia and other factors that ordinarily lead to publications getting a hundred per cent or close to it.

This may be indicative of a trend. Up till now, radio didn't cut much ice in the minds of those who control government promotion expenditures. Money went to papers for a combination of reasons. Chief of these is that publications have editorial columns, and while every one knows you can't buy editorial favor, there is no use deliberately inviting disfavor. Radio has no direct sales representation in the capital; apparently no agency has ever sold radio hard to public officials; and until recently, Ottawa's one independent station didn't give the weight to broadcasting it carries in multi-station cities.

These factors have almost all been corrected. Recent appearances of broadcasting representatives before the Parliamentary Radio Committees brought the medium forcibly to official attention; gave it a prestige very nearly the equivalent of editorial force. The two-station setup in Ottawa provides local weight; and there is indirect joint selling effort.

License Applications

FM licenses have been issued to CKEY, Toronto; CHML, Hamilton; CKLW, Windsor; CJBR, Rimouski; CFRA, Ottawa. Application

for a standard broadcast license for Woodstock, Ontario, has been granted to a CBC man, M. J. Werry, of Montreal. Application for a bi-lingual outlet at Timmins was denied.

FM Demonstration

Representatives of and equipment from RCA Victor created quite a splash locally when demonstrated at the Chateau Laurier. This equipment firm demonstrated and explained modern broadcast equipment, with emphasis on FM.

CKCO Power Boost

So did the ceremonies attending CKCO's boost to five kilowatts. The station invited mayors and Board of Trade reps. from surrounding communities to be present at the official doings.

Language Stations

Very considerable interest was aroused in Ottawa by matters before Calgary meeting of Board of Governors. Even the "Ottawa Citizen" went so far as to editorialize. First they favored open meetings of the Board of Governors (which the "Citizen" unblushingly attributed to a "decision" of CBC itself); and second they dealt at some length with the language problems in Canada. The "Citizen" feared that French-language stations in Western Canada would bring demands for minority-language stations there from other ethnic groups, suggested that "as a condition of licensing", independent stations might carry a certain number of French-language broadcasts each day. This matter was subject of a great many unofficial conversations in Ottawa the week past; some are fearful this issue may become a political hot potato.

Back To The Dam

The local boy who made good in the vocal field returned last week to Ottawa and gave quite a pronounced lift to proceedings at the anniversary celebration of his alma mater. Genial Ken McAdam (1946 Beaver winner) popped down from Montreal to sing for the staff and pupils at Glebe Collegiate.

—Jim Allard



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AND
First In The News**

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It's Headlines**

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MONTREAL**

PROGRAMS

"U Comes To U"

With typical varsity spirit and drive, the University of Manitoba is pounding at the province's eardrums these days —via CKRC.

The first student production —"The U Review"—broadcast over CKRC Saturday, Sept. 27, provided a flashy send-off, and it kinda made you homesick for those good old campus days. The varsity gang intend to bulwark this auspicious start with a whack at adult listeners by airing forums, commentaries, serious music and drama. At present they are seeking evening time for these proposed features.

The students prepped the public for all these goings-on with a display that would draw an approving "check" from that tyrannical soapman as portrayed by Sidney Greenstreet.

Teaser Campaign

Winnipeg's first indication of the fun to come was a teaser spot campaign—"U comes to U over CKRC"—two weeks in advance of the first half-hour



show. Constant repetition of this announcement put the city on the alert. Seventy-five coeds grabbed onto phones and cooed "U comes to U over CKRC" into some 7,000 city homes. Next, the "world's first free tag day" stunned the local populace. 350 eye-catching fillies passed out 70,000 odd tags bearing the now familiar slogan. Posters were placed throughout the city, and as a clincher, a catchy jingle was transcribed and aired at frequent intervals.

Came the variety show featuring music, comedy and laughter. The city was "U" conscious and then some.

The university radio project is a branch of the University of Manitoba Students' Union Public Relations Committee. Clare Copeland, UMSU radio director, outlines its purposes.

Service To Radio

"Our organization", he says, "is paralleled on a commercial radio station—CKRC. Each position in the station is duplicated in our setup by student broadcasters. We get professional advice on how each job should be handled from contact men in the various departments at CKRC. Second in three years we will have complete studios on campus, and at that time we should have capable and experienced men ready to work into the various positions. Furthermore, the individual student's talent is developed and in this way we perform service to Canadian radio.

UMSU radio has been well organized. Personnel which include production manager, continuity editor, chief announcer and business manager. Job-filling is still in a formative stage since university enrollment is just being completed. However, many applications had been received even before registration commenced.

University radio is prepared to line up beside campus newspapers at the University of Manitoba.

—Dave Adams

Tomorrow's Talent

"Stars of the Future" show patterned after York Knit's "Singing Stars of Tomorrow" that unearthed considerable vocal and instrumental talent in Winnipeg last year when it made its bow on CJOB, opens for the second year on the same station (CKRC 12).

Show sponsor is the Winnipeg Paint & Glass Co. The account is handled by Clifford Brown.

Budding vocalists and



Sticking To The Last!

A near discarded shoe repair business now flourishes through the magic of "Lionelizing".

When varied forms of advertising failed to produce, the owner considered selling out. That's when radio and "Lionelizing" stepped in. A one-shot sport show netted 60 pairs of shoes for repair work the following day.

Convinced that "Lionelizing" was a miracle worker, the proprietor signed for further radio advertising. Today, facilities are pushed to the utmost with greater prospects ahead. A "Lionelized" campaign will increase your sales volume, too!

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

REVIEWS

Painless Commercials

Colin Fitzgerald of CJOB, Vancouver, must be about the only man in radio who takes the trouble to spell out the hard words for his audience. Maybe he knows who's listening.

It's a piece called "Morning Informalities," and it hits the air every morning at 6.30 for an hour and a half. Fitzgerald is known as The G. G. Man, for some reason known only to himself and Dr. Frigon, but it doesn't seem to make much difference.

"Time you were up, eh, men?" he chirps, as if it wasn't obvious already to any character who has to be awake at that time of the morning. In case you're not very bright at 6.30 in the ayem he then goes over the tough words, like "clear" in the weather report, letter by letter.

It isn't the funniest program in the world, but it's about all a person can stand before the sun is over the yardarm, anyway. And how do you expect a guy to sound funny who has to roll out at five bells?

One of his best ideas is to read the commercials in a normal voice, rendering them almost painless. GG is one of the few guys who has figured out that the phony deep voices which sound as if they were caused by a honey-coated oyster stuck in the announcer's crop probably make more people ill than they sell goods.

"Morning Inhumanities," as he calls the item himself, is a mixture of news, music, weather reports, plugs and a coy, one-sided conversation with GG's dear old Mom. "Think pappy ought to get his long stuff out, Mom?" he inquires. "Well, take him to Mawhinney's Men's Wear and they'll make him some to measure." That sort of thing.

It's a good bright piece for the time of day, but not so full of sweetness and light that it curdles the eggs. Colin may try to tell his audience that Monday isn't so gloomy, really, old man, but you don't have to listen too closely to that sort of nonsense.

He also has a number of characters like Pastus, Mrs. Pumpernickle and Chief Rain-in-the-Face, who wander in and out of the plot some mornings. But to try to tell you what they mean would fill the rest of the book.

—Francis

AUGUST

Set a record!

● Local advertising on CKGB, Timmins, hit a 13-year peak in August.

● Timmins is a "boom" market—ANY month.

● Local merchants demand and measure cash register results. THEY buy CKGB.

● National Advertisers, too, get immediate returns on

CKGB Timmins

5000 WATTS

680 KCS.

F.M.—CKRT

Get the facts from
NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Bldg.—FI. 6388

MAYOR HOUDE TO BROADCAST

Montreal's colorful mayor, Camilien Houde, has announced his intention to begin a series of radio broadcasts over CKAC. His Worship will do a sort of Clifton Fadiman stunt, with questions related to civic affairs. Houde is both loved and hated with equal ardor in Montreal, and should earn a large, if sometimes hostile, audience.

AIR COMMUNITY EVENTS

H. Gray Hodges, Chatham shoe store operator, sponsors a daily 1/2-minute program of community events, on CFCO, Chatham. The 4.45 p.m. program contains no reference to his business other than the sponsor identification. Recent County events, such as charity drives, church suppers and community campaigns, are publicized gratis.

MYSTERY PROGRAM

Sponsored by the Capital Coal Co., the mystery show, "Strange Villis" has made its appearance on CJOB, Winnipeg. Broadcast weekly, it runs for 30 minutes.

CFCO-Chatham

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

JOHN BEARDALL,
Manager-Owner.

Alberta's
most listened to
Radio Station
(LATEST B.B.M.)

CFCO

The Voice of the Prairies Ltd.
CALGARY, ALBERTA
10,000 WATTS

Ask
RADIO REPRESENTATIVES LTD.
TORONTO — MONTREAL

ASSOCIATIONS

Ratings Rated and Berated

Drawing a parallel to a better than average student who flunks his exams, Gordon Keeble, of F. H. Hayhurst's

Toronto office, lead off an open forum discussion on the topic of ratings at the Radio Executives' Club of Toronto's first fall meeting September 17 at the King Edward Hotel.

Keeble pointed out that a top program might be rolling along quite successfully and then hit a rough spot the very night the survey was being

made. He also stated that, in Toronto alone, 20% of listeners have no telephones so that a sizeable segment of the radio audience is never contacted by the telephone surveys. "Ratings have definite limitations as they are now operated, and shouldn't be taken too seriously", he summarized.

No Guage For Farm Programs

John Tregale, Statistical and Time Sales Department manager of All-Canada, scored the practice of guaging the pull of farm programs by studying the urban ratings. "Naturally", he pointed out, "the better the farm show, the lower it would rate in the city." Myles Leckie (Elliott-Haynes statistician) stated later in the discussion that his company would be only too happy to conduct rural surveys for any stations—at its regular fees.

Eye Surrounding Programs

Waldo Holden, newly enconced sales impresario at CFRB, claimed that time buyers are not so concerned about ratings any more, but are more interested in the program content, and the type of shows following and preceding the slot they are considering.

All Stations Need Ratings

Myles Leckie was given a chance to vindicate the rating men and proceeded to deliver a nice little pitch for E-H. He pointed out that a number of people were apathetic towards ratings because they were quite convinced that they had all the audience in their own particular mineral-rimmed areas. Leckie urged time-buyers to insist upon ratings in these parts of the country, at negligible cost to the station and of priceless value to the advertiser.

Cash Register Ratings

A summary of the discussion and a presentation of the sponsor's viewpoint was handled

by Ernest Halpenny, general manager of Whitehall Pharmaceutical. Very briefly and tersely he said that while his company may take the odd sly glance at the ratings, its only real yardstick is the cash register (Whitehall has taken over CBC's "What's Your Beef" program on 21 stations, 6 week).

Amendment Defeated

Top item of business dealt with at this first fall meeting was the defeat of Doug Marshall's (Walsh Advertising) proposed amendment to the constitution. Marshall wanted it provided that future nomination committees would submit two names for each office, instead of just one. The amendment was defeated by 19 to 7 votes.

Services Rendered

A presentation was made by Harry E. Foster, pinch-hitter for president Spence Caldwell on behalf of the club to Miss Al Parker (Radio Reps. Ltd) in recognition of her assistance to the executive.

—Art Bens

CAB BOARD

The Canadian Association of Broadcasters directors will meet in Toronto on October 27 and 28. The agenda lists for discussion 1948 national convention date and site; matters developing from the CBC board of governors meeting at Calgary; and Parliamentary Committee recommendation on increased license fees and three-year licenses.

The 1948 meeting of the CAA may be held at Manoir Richelieu, Murray Bay, P.Q., in June or July.

ACA APPOINTMENT

Formerly assistant advertising manager of Canadian Westinghouse Company, Hamilton, and latterly with Maclean-Hunt, Toronto, J. A. M. Galilee has been named an executive secretary of the Association of Canadian Advertisers, Toronto.

B.C. LISTENS TO CKMO

MAIL RESPONSE — AUGUST, 1947

8,851

WE RECEIVED MAIL FROM

71

Communities Outside of Vancouver!

CKMO

1000 W.

1410 KC.



It's in the bag!

... A "Baby" That Goes Everywhere He Goes

He's a writer—always on the move—always putting ideas to paper—and he carries his stenographer in his briefcase! A Hermes Baby Typewriter. The lightest, most compact machine ever made. Weighs only 8½ lbs. with metal cover. Only eleven inches square and 2¾" deep. Standard keyboard. Over 10,000 in use in Canada. Swiss precision-built. Fully guaranteed for a year.

Include a "Baby" in your personal kit and do like thousands—don't write it—type it!



\$65.00

National Distributor

M. P. HOFSTETTER LIMITED

77 ADELAIDE ST. W., TORONTO

Jean Baptiste says:

In 1639, an Indian from Quebec visited the French Court to pay his respects to King Louis the Fourteenth. The scalp-locked savage must have made an odd contrast to the brocaded and bewigged courtiers of 300 years ago!

Quebec's rich historical background—her folk songs and music—her literature and humor—all go into the radio programs that entertain the rich market which listens to these stations. Put your sales message there as well.

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

Jos. A. Hardy & Co. Ltd.

1405, PEEL ST. MONTREAL Tel. HArbour 2515	39, ST. JOHN ST. QUEBEC Tel. 3-6693	80, RICHMOND ST. WEST TORONTO Tel. AdElaide 8482
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More Hope THAN CHARITY

Elda Hope

Did your radio set ever go on the blink? It did? Quite likely that happens in most homes. At any rate, it happened in mine—and with a vengeance. Of course, I had to do it the hard way with two sets out of order at the same time. That fixed my listening—it was good. It is worse than disconcerting. It means no news, no music, in short, no nothin' from our radio—and that's bad. Sometimes I think absence of something adds to a person's appreciation. It did to mine.

To make a long story short, the diotrician made both sets work. I was on a Friday night and he had the dial turned to the local Dominion Network station. The program coming in was "Clary's Gazette." It is a gross understatement to say I have a brand new respect for this show. Russ Gew's orchestra does an excellent job and sounded almost like a five-piece group to me. The "Four Gentlemen" definitely proved that old songs are the winners. Clary's own chatter, even though aimed at old-timers, holds interest for many younger listeners. It almost seemed to be rudely interrupted by intrusions of announcer Byng Whitteker, who sounded slightly over-enthusiastic. Effectively, however, I enjoyed the show and gladly would tune it in again.

"Flicks and Flashes"

To be quite different is a goal desired on many radio programs. I think it is achieved on "Flicks and Flashes," with Susan Fletcher broadcasting thumb-nail news items about stage, movie and radio. CHML broadcasts this quarter-hour show Monday nights and it is breezy, fast-moving and most interesting.

What is a Disc Jockey?

Being one of the fortunates to receive a weekly copy of the teen-age CANADIAN HIGH NEWS, I received a letter asking the question "What is a disc-jockey?" Well, what is a disc-jockey? I am not prepared to give an exact definition but I do know of some of their qualities.

For instance, Cy Mack, on his "Come Out" program, impresses me with his friendly manner when he hits the air with "Hello." Tom Dorsey is also a follower of this popular pastime. Need I say more?

The ability to choose recordings which appeal is a "must" with the nights of the Round Table. This quality, together with sincerity, is predominant on "Musically Yours," emceed by Elwood Glover. Would you like being a disc-jockey day after day? To say the least, it must get monotonous at times, and perhaps some appreciation would not be amiss.

McKnight and Sinclair

Finally, let's not forget the exceptional part played by the sportsmen. I only needed to hear the broadcast of the Millar Trophy

Golf Tournament, from Cutten Fields at Guelph, to realize how important were the knowledge and preparation of sporting events, in this instance described by Wes McKnight and Gordon Sinclair.

Yes . . .
MORE THAN
300,000
LETTERS
RECEIVED EVERY YEAR
CKNW
NEW WESTMINSTER, B.C.

CKCL

TRURO, NOVA SCOTIA

250 WATTS NON-DIRECTIONAL
1400 KILOCYCLES

Manager:
J. A. MANNING

Representative:
WM. WRIGHT

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.

104
MERCHANTS IN
14
TOWNS
IN SOUTHERN SASKATCHEWAN

USE . . . **CKRM** REGINA
AS THEIR LOCAL STATION

★

CKRM

REGINA

"THE SASKATCHEWAN FARMER STATION"

TALENT

Wake Up, Producers!



John Adaskin, deviser and producer of the Dominion Network program, "Opportunity Knocks", threw a hook at producers and did it on the Dominion Network during his September 17 program, which went coast to coast.

Stating that the winners would be announced the following week (Sept. 24) and that a new series would start October 1, Adaskin said: "We've got eleven semi-finalists—eleven people sent to the top by applause across Canada. But they can't all be winners—and a lot of first-class talent's going to be back in the ring again battling for a chance to make good. We get singer after singer writing on their application forms: 'I just want a chance to make a living in Canada'. You know it burns me up to see these talented youngsters unappreciated in their own country. We know these people are good. You know they're good too. Every person, every act on this show tonight has been put there by your applause and your votes, and what's done about it? Very, very little, I'm afraid."

"So, wake up, you producers across Canada. Listen to some home town talent that's sitting right in your laps. And do something about it."

Second Series

Not an amateur show, but an opportunity for good talent to get itself heard on the networks. "Opportunity Knocks" started its second series Oct. 1. Artists selected get a performing fee; each week the winner (by audience vote) gets a \$50 cheque; and the winner of the series gets a thirteen weeks engagement on the network.

This program, "The Night

and the Music", started 10.30 p.m. September 29, and features Bernard Johnson, the 29-year-old baritone from Hamilton. Arranging and conducting this program has been entrusted to Ernie Watson, the Hamilton musician who went to New York and worked with Paul Whiteman and others and who appeared on "Opportunity Knocks" as Adaskin's guest recently. Watson will introduce some of his "tune cartoons" similar to those he wrote for "Popeye the Sailor" (CB, August 16).

—Dick Lewis

PASSING THE BUCK

Irvin Teitel, whose typewriter has been fully or partially responsible for Whitehall's "Starro Be", Borden's "Canadian Cavcade", Steel Company of Canada's "On the Air" and a play called "The Day That Baseball Died, which Columbia presented twice in their "Workshop," has thrown himself on the free lance market as a script writer. His past work has been under the Rai Purdy production banner but while he'll continue to do work for Purdy, he will also be accepting assignments direct from agencies.

Teitel started off his exploitation campaign with a letter addressed to a hand picked list of agencies and other producers which was attached a new dollar bill.

Tieup with the buck was contained in his letter to the effect that: "I'm betting my inflated dollar against any dough that you care to name that I can't land a radio writing job the way you always hoped you would get done."

BROADCASTERS IN LAY

The cast of the French evening program, "Un Homme et Sa Peche," (author of which is Claude Henri Grignon, won a 1947 Beav Award) recently staged a three act play before a packed audience at the Community Arena Cornwall. Their appearance was under the sponsorship of the Lions Club of Cornwall.

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.

UNITED STATES.

MONTREAL
DOMINION Sq. Bldg.

HOWARD N. WILSON

RADIO REPRESENTATIVE LTD.

Stretch
YOUR PUBLICITY
BUDGET WHERE
A DOLLAR
REACHES
MORE
PEOPLE

COOPERATING WITH "LE DROIT"

L'ÉCO
FRANÇOIS DE
MONTREAL

CHLP

Covers PARTICULARLY
THE MONTRÉAL
FRENCH MARKET

Representatives:
Toronto: James L. Alexander
U.S.A.: Joseph Hersey
McGillivra Inc.

NEWS

Frame Own Curbs

Two main points in the "Standards of Practice", proposed as a code for American Broadcasters by the NAB at the Convention in Atlantic City last month, should be of special interest to both newscasters and sponsors of news.

The code is adopted, complete control of the content of news and commentaries will be in the hands of the broadcasters, with no responsibility for either content or format delegated to a "sponsor, other person or agency". Special emphasis is also placed on discrimination in the acceptance and placement of commercial announcements on news programs, as well as the use of singing commercials, or other devices which, while acceptable in other programs, would not be appropriate when used on newscasts.

When the code is adopted, broadcasters will not be allowed to present fictional events and news programs as authentic news broadcasts or news announcements, such expressions as "Bulletin", "Flash", "Read by", "Here's News", "Continuation", being reserved for announcement of news, except where no possible confusion may result.

News broadcasts are given separate clauses as follows: News broadcasts should be presented to the people informed—accurately and without sensational treatment.

News commentary and analysis should be clearly identified as such. The broadcast news service should be fair, balanced and unbiased, representing all significant and pertinent phases of opinion

upon issues of public importance.

(3) Broadcasters should be at all times responsible for the control of the content and format, and presentation of all news, commentary and news analysis broadcasts. In no circumstance should such responsibility be delegated to a sponsor or other person or agency.

(4) Newscasters, analysts and commentators should be members of the broadcaster's staff or be directly and solely responsible to the broadcaster for the content, format and presentation of their news, commentary and news analysis broadcasts.

(5) News should not be broadcast in such a manner as to create alarm or panic.

(6) Good taste should always prevail in the selection and handling of news. Stories of crime or sex should at all times be handled without morbid, sensational or alarming details.

(7) Broadcasters should exercise particular discrimination in the acceptance and placement of commercial announcements on news programs. Special care should be used to avoid those sound effects, singing commercials or other devices which, while acceptable in other programs, would not be appropriate when used in connection with news programming.

(8) No middle commercial announcement (announcements preceded and followed by regular or analytical news context) should be included in programs of news, news commentary and news analysis which are less than 15 minutes (14:30) in length.

(9) Commercial announcements in connection with news programs should be distinctly set apart from the news content.

CJEM — CJEM — CJEM — CJEM — CJEM

**NORTHERN NEW BRUNSWICK
RADIO LISTENERS
CONSISTENTLY
DIAL**

**C
J
E
M**

**COMMUNITY
JOB
EFFICIENTLY
MAINTAINED**

CJEM — CJEM — CJEM — CJEM — CJEM

CBC FRENCH NETWORK SUPPLEMENTARY

Representatives:
CANADA—HORACE N. STOVIN
U.S.A.—ADAM J. YOUNG INC.

CJEM — CJEM — CJEM — CJEM — CJEM

CHRC

La Voix du Vieux Québec
5,000 WATTS **800 Kc**

REPRESENTATIVES: CANADA: J. A. HARDY & Co., USA: ADAM J. YOUNG JR. INC.

Full Coverage!

TRANS-CANADA NETWORK

CKY

WINNIPEG

15000 WATTS

DOMINION NETWORK 1000 WATTS

CKX
BRANDON

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL

**OWNED AND OPERATED
BY ITS LISTENERS**

CKSB

ST-BONIFACE, MANITOBA

1000 Watts 1250 Kilocycles

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

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

**WESTERN CANADA'S FIRST
FRENCH LANGUAGE STATION**

C. W. Wright - Canada

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

STATIONS

PROMOTION AWARD

Overall promotion by CKWX, Vancouver, has won the station the top Canadian award for promotion in the 10th annual competition run by "Billboard" (See "Agencies").

Manager F. H. Elphicke learned of the award in a wire from the NAB convention at Atlantic City.

In the station's submission, three particular schemes were emphasized in discussing CKWX promotion activities, which were taken over during the year by Don McKim.

"Their "Five times more powerful" campaign of audience promotion went on at the time of the station's rise to 5000 watts. Trade promotion was built around the station's "Promotion Yardstick," and their feature coverage at the time of the Goodyear blimp's visit to Vancouver was mentioned in connection with general station promotion.

BATTER NETS DOUGH

Corey Thomson, manager of CKVL, Verdun, recently donned an apron, mixed pancake batter and then baked and sold the pancakes to the highest bidder as a part of the station's campaign to swell "Parade of Dimes" fund on behalf of the Canadian Legion. The chef performance netted the fund over \$150 and was staged as part of a "Housewives Holiday" program aired by CKVL from the town square.

**FALL OPENING
FOR DAWSON CREEK**

Miss Wilna Moore, president of Alaska Highway Broadcasters Limited, reports that progress is being made in the establishment of CJDC at Dawson Creek, B.C. Equipment for the new 1 kw. outlet which will operate on 1350 kcs., is slated for delivery this month. Plans are being made to commence operations on November 15. Gordon Cummings, formerly with CFGP, Grande Prairie, has appointed station manager.

ENTER THE MAESTRO

During a recent recorded program of music by the Boston Pops Orchestra, on CKCL, Toronto, N.S., Syd Davison, the announcer, was called from the studio to meet two visitors in the waiting room. Davison assumed they merely wished to see the studios when one visitor identified himself as Fiedler, conductor of the Easton Orchestra. He was holidaying in the Maritimes and decided to visit the studio when he heard the program on his car radio.

CBC BUYS MANITOBA SITE

Forty-five acres of land near Carmen, Manitoba, have been purchased by the CBC for the erection of a 50 kw. transmitter, according to a recent report. Call letters CBW have been assigned to the new outlet which will operate on a clear channel of 990 kcs. Programs will be fed from CBC's Winnipeg studios, now operated by CKY, 52 miles distant. The station is expected to be completed by mid-1948.

BUYS CKFI

Jack MacLaren, production manager of CKFI, Fort Frances, has purchased that station from owner-manager, J. M. Reid, according to a recent announcement in the RAINY RIVER RECORD. The sale hinges on the approval of CBC and the Department of Transport.

PAPER AIRS NEWS QUIZ

Back for a second fling on the winter radio circuit is the "Winnipeg Tribune Quiz." The show is broadcast each week over the air from the stage of a local theatre. Contestants are quizzed on current events appearing in THE TRIBUNE during the week. Awards totaling \$400 are put up each week. Handling the show are Wilf Davidson and Tom Benson.

**BUS LINE
SPONSORS MUSICAL**

Featuring backstage stories of show biz, music of general appeal and guest vocalist, the "Highways of Melody" show is now heard weekly over CBC. Sponsors are the Western Canadian Greyhound Lines. A literary tune contest gives listeners a chance to win a round trip ticket to anywhere in Western Canada served by Greyhound Lines.

Now!
5000 WATTS
MORE SELLING Power IN A PROSPEROUS MARKET

CJOC
Lethbridge, Alberta
ALL CANADA STATION

**PIONEER
5000 WATT STATION**
In Alberta's Largest City . . .

In Edmonton, adjacent to one of the greatest oil discoveries in Canada's history.

CFRN
YOUR FRIENDLY STATION

AGENCIES

Press and Radio For Program Promotion

Radio announcements and newspaper ads were chosen almost unanimously as the two most valued types of radio promotion for advertisers' programs, in a survey among Canadian agency time buyers, media directors and account executives. The survey was made by CKWX, Vancouver.

Typical comments indicated the existence of a widely held opinion that these two methods of audience building should be coupled in a class by themselves—because both carry the message to the station's "point sale", the home.

Several of those questioned pointed out that newspapers provide the only means—apart from radio itself—of reaching the listener within a few hours of the advertised program's broadcast time.

Primary purpose of the survey was to provide an agency-improved pattern for the station's copyrighted "Promotion Roadstick", which blueprints the promotion campaign for individual advertisers on a "share the pelf" basis.

The station has prepared a special folder which details results of the survey, outlines pertinent revisions in the "Roadstick" and illustrates a typical CKWX promotion campaign.

The CKWX survey was patterned after a similar poll conducted in the United States by "Broadcasting Magazine". Canadian preferences, comparison shows, closely follow those of American agency executives.

Both polls were topped by newspaper ads and radio announcements, which led other types of promotion by a considerable margin.

In both surveys, newspaper publicity readers placed a poor grade. The only wide difference of opinion was on the subject of dealer interviews. "Broadcasting's" tabulation, dealer calls by station reps. were rated fourth. Canadian advertisers put this activity eighth in importance.

Some participants commented that Canadian stations pay little heed to stunt promotions, which the agency men considered highly effective. General opinion seemed to be that anything a station

did on its own hook increased the value of the advertiser's campaign.

Outdoor posters polled fourth in the survey; next came cards, counter displays, window displays, dealer interviews and letters, movie trailers, station dealer publications, studio displays. Blotters and circulars trailed the field.

—Bob Francis

MacLAREN ADVERTISING

MacLaren Advertising is conducting a one-minute spot test campaign for Adam Hat of Canada, Ltd., on eight stations in various areas. Campaign began Sept. 23 and will run for five weeks. It consists of catchy singing spots on the general theme, "I go for a man who wears an Adam's Hat."

Another MacLaren client, Peoples Credit Jewellers, sponsored a play-by-play broadcast of the World's Softball Championship at Cleveland, in which the Peoples' Men's and Ladies' teams took part, over CKEY. The ladies reached the quarter finals before being eliminated and the men, the finals. Joe Chrysdale handled the commentary.

RUTHRAUFF & RYAN

Ruthrauff & Ryan's Toronto office is starting an All-Canada disc production "Stars Over Hollywood" for Lever Bros. on two Newfoundland stations, VONF, St. Johns and VOWN, Cornerbrook.

GARRY J. CARTER LTD.

Garry J. Carter Ltd., formerly Frontenac Broadcasting, is running the thirty-minute "Wayne King Show" for Aladdin Rugs once a week on CKEY.

COCKFIELD BROWN

A Cockfield Brown account, the Ford Motor Company of Canada, will pipe the "Ford Theatre" from ABC to the Dominion Network. Series, produced in New York, begins Oct. 5 with a dramatized version of Mark Twain's "Connecticut Yankee in King Arthur's Court".

RONALDS ADVERTISING

The Toronto office of Ronalds Advertising Agency Limited has renewed "Drama of Medicine" for the L. K. Liggett Co. Ltd. The fifteen-minute transcribed program returned Sept. 7 on ten stations.

McKIM ADVERTISING

McKim Advertising Limited, Toronto, reports the Ontario Department of Agriculture is sponsoring the six-a-week 15-minute "Farm and Home Broadcast" on CFRB. Rex Frost is the narrator.

MAYORS ATTEND CKCO OPENING

CKCO, Ottawa, played host to a dozen or more mayors from surrounding towns and cities on the occasion of that station's boost in power to 5000 watts. Dr. G. M. Geldert, station manager, was acting mayor of Ottawa at the time, and the results of the get-together

were so gratifying that a series of such meetings is planned. After each meeting, the mayors will report back to their constituents by radio on many affairs relating to the Ottawa Valley.

STORK MARKET

Born, to Mr. and Mrs. Jim Tapp (McKim's, Montreal), a daughter, Nancy Marylee, 8 pounds.

EDUCATION

B.C. Radio School

Three Vancouver radio men have been signed up by the B.C. Institute of Music and Drama to act as instructors in a newly established radio course.

The Institute normally offers instruction in singing, acting, ballet and allied arts.

Bill Buckingham, CBR actor; Dick Diespecker, CJOR producer; and Jim Gilmore, CBR technician, will lecture in the 15-week course of evening classes. The first course starts Oct. 6, with another commencing after the new year.

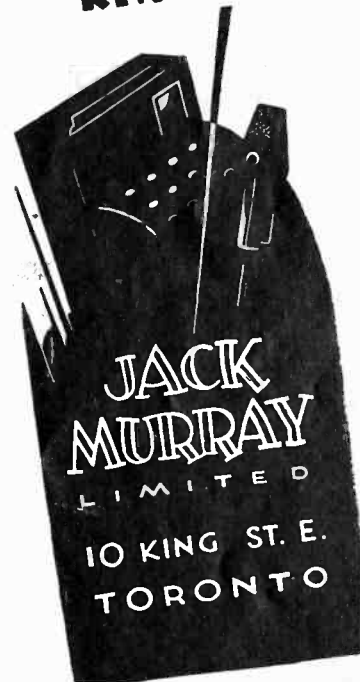
Because the majority of graduates of such courses would normally go to small stations where they would perform more than one function, the lectures are arranged to embrace more than a specialized knowledge of one branch of radio.

Lectures come under the headings of writing, news, announcing, technical, producing and acting.

The B.C. Institute has installed a production booth for the course, complete with turntable, console and mikes.

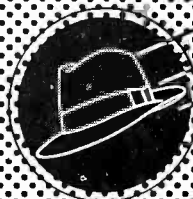
Murray Built Shows

KEEP THE CASH REGISTER RINGING



Throw Your Hat in the Ring

WITH GOOD COMPANY



200 SATISFIED SPONSORS ADVERTISING 300 PRODUCTS OVER NORTHERN ALBERTA'S MAJOR SALES MEDIUM

CJCA Edmonton

CJOB
WINNIPEG

9

CFQC SASKATOON

CFRN EDMONTON

CKMO VANCOUVER

CFCN CALGARY

CKNW NEW WESTMINSTER

CJAV PORT ALBERNI

CKFI FORT FRANCES

CFPA PORT ARTHUR

of the Best

TO SERVE THE **WEST**

Consult A. J. **"TONY" MESSNER**

FOR

FAST and EFFICIENT SERVICE

STATION AVAILABILITIES

EXPERIENCED ADVICE

THE LATEST IN TRANSCRIBED PROGRAMS

LINDSAY BLDG. - - WINNIPEG

OPINION

Agrees With Lewis

The Montreal Gazette is of the opinion that as long as the government has the power to control freedom of speech by radio there will always be the risk of perverting a weapon of propaganda and thought control to improper ends. Following your editor's address to the Fossils' Club, a group of Montreal business men, the morning paper came out with the following editorial:

"The warmth and even bitterness of feeling which has been engendered in many quarters by the anomalies and basic unsoundness of the CBC's functional set-up were reflected here recently in the address of Mr. R. G. Lewis, editor-publisher of the magazine, Canadian Broadcaster.

"Mr. Lewis obviously seeks to speak for and cater to the private broadcasters whose operations are so hobbled by their competitor-regulator, the CBC, and the pungency of his remarks was perhaps over-emphasized at times to impress his case upon his listeners. But there was, nevertheless, a hard core of justifiable protest in his address which will be endorsed by thinking analysts of the CBC's contradictory questionable position.

"One of Mr. Lewis' most effective points was that the real cause for concern lay not so much in the current administration or immediate policies of the CBC, but in the potential dangers of abuse of the system's great powers by an unscrupulous government and too-obedient governors. The radio spokesman rightly declared that 'as long as the power is there, it could be abused, and as long as it could be abused, it is an evil thing'. If the structure, the system and its potentialities, are unsound in principle, there will always be the risk of perverting a weapon of propaganda and 'thought control' to improper ends."

RADIO TO REVIEW PRESS

Vince Lunny, in the MONTREAL STANDARD, warns newspapers that at least two broadcasting stations plan to review the press, and will hit back hard at newspapers which publish articles that place undue stress on radio's foibles. CBS has already launched such a program, based on the idea that the press, too, will improve under the constant eye of the critic.



COMES THE REVOLUTION

"Labor Wants Private Enterprise to Work", reads the title of a magazine article. Are there no limits to labor's demands?

HELL BOX

Then there's the press release that spends so many unprintable words about the sponsor's patriotism and national spirit that it never quite gets around to telling you what the program is about.

RECOGNITION

Sir: My boss read me Paul White's book called "News in the Air", and it is very good. Couldn't you have it done on discs so that all us newscasters could get the benefit of it?

—On The Ho

ACCESSORY

Not to be outdone by Commentator Byng Whiteker, who had his car stolen and wrecked, Radio Rep. I. Wright, stalwart of private enterprise, not only had his car stolen, but the thieves used it in a stick-up job in Calgary recently.

UNTOLD AFFECTION

Canadians from coast to coast who lavish their heart-felt affection on the City of Toronto, will be most gratified to find that we have put a picture of its chief citizen on our front page this issue.

SAVE AND EXCEPT

The proposed code of the American Broadcasters is somewhat reminiscent of an advertising agency's contract, which is completely binding—unless the agency decides not to live up to it.

VOX POP

CBC's proposal to send questionnaires on program preferences with listener licenses will be ineffective unless the full returns are published. But then, of course, anyone who doesn't like chamber music and undigested formus isn't worth bothering with anyhow.

THEN WHAT?

On the same subject, it is worthy of mention that the gathering of public opinion of no value unless the findings are acted upon.

POWER OF THE PRESS

We are deeply gratified that the CBC Board of Governors decided to hold at least some of their future meetings in public, in spite of the fact that in last issue's editorial in this paper, we advocated that they do this very thing.

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\$ 300,000⁰⁰ ★
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William Wright

R E P R E S E N T A T I V E R A D I O S T A T I O N
V I C T O R Y B U I L D I N G
T O R O N T O

September 25, 1947.

Dr. G. M. Geldert,
Radio Station CKCO,
OTTAWA, Ontario.

Dear Dr. Geldert:

Congratulations upon the successful completion of your new 5000 watt transmitter!

It must be a source of immense personal satisfaction to you to embrace this greater opportunity for community service. Your record in this field is a long and enviable one and the new power for CKCO provides new opportunities for you and your associates.

The reports of your additional coverage must be gratifying indeed. We have ourselves received word from Montreal this morning indicating that your football broadcast of September 20th was received with absolute clarity in the heart of that city. The sales influence of CKCO will certainly be felt over a much larger area.

It is pleasant to recall our friendly business and personal relations over the last ten years and to contemplate the opportunity to continue such a relationship with its new possibilities.

May I, on behalf of all of us here and in Montreal, wish you continued success and a long period of time in which to enjoy it.

Sincerely,

Bill

C. W. Wright.

CWW/D

At CFRB

*there are 100
full cents in
every DOLLAR!*



There are over 40 advertisers who have been using CFRB for the past twenty years—and we hope they'll keep right on for the next twenty! Now, there must be some good reason for this loyalty—some sound business reason. And there is! These wise sponsors have discovered that on CFRB they can buy more listeners—and customers—per dollar spent, than on any other Toronto station!

Yes, for every advertising dollar, CFRB offers:

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

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

5,195 potential radio homes at other times

That's full value, to be sure—one hundred cents advertising power for EVERY dollar spent on CFRB!

CFRB

REPRESENTATIVES

UNITED STATES

Adam J. Young, Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

TORONTO

Looking forward to the next twenty years!