

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 22.

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

November 15th, 1947

WIVES TO LONDON TO AIR WEDDING



CLAIRE WALLACE

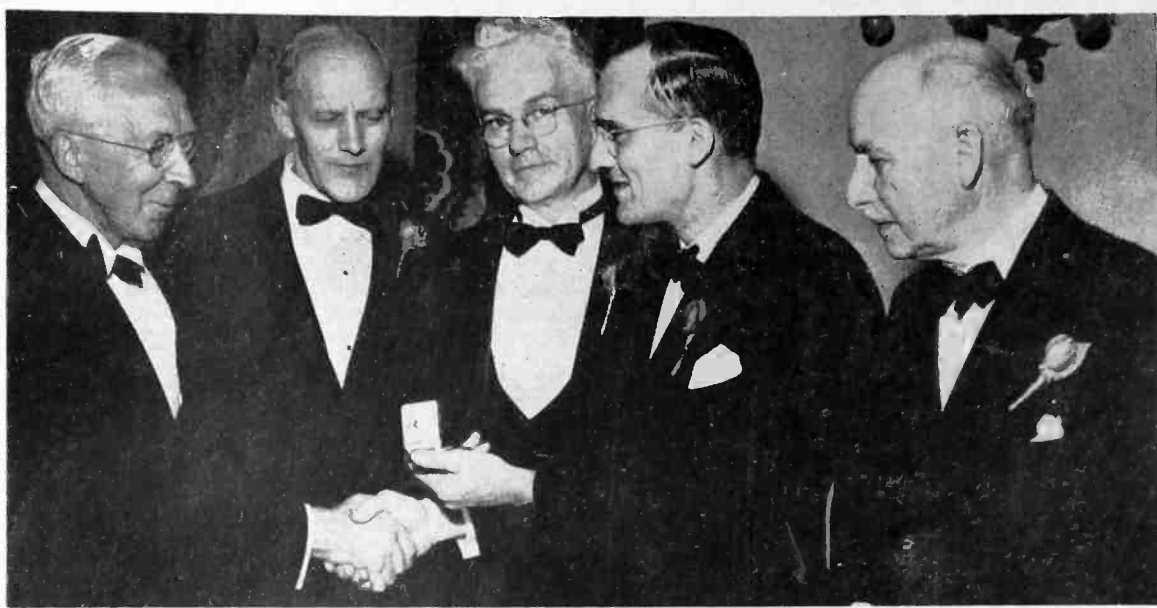
Claire Wallace, ubiquitous commentator for Robin Hood and Robin Mills, who is liable to be found up anywhere from a peace conference to the inside of a piano, and has one of this year's 1945 Beaver Awards to prove it, is doing two broadcasts from London, immediately before and after the royal wedding.

On her Wednesday, Nov. 12, program she sprang on her audience that she was broadcasting from Montreal with one in the studio and one in the Trans-Atlantic North Star, en route for the big show.

Her Friday program is a recording made prior to her departure; Monday, her assistant, Florence Craig, is doing the show as she has done before on occasion demanded.

Meantime, Claire took off from Dorval at 4 p.m. November 12. Wednesday, November 13, the day before the wedding, she will do her broadcast from London. Through the co-operation of the BBC she will be fed to Canada by CBC International Service, and will be heard on the Trans-Canada network at the regular time, 1:45 p.m. E.S.T. After attending the wedding, November 20, Claire will again broadcast from London the next day (21).

On Saturday, November 22, her plane takes off on the return trip. She will write her Monday (24) broadcast en route, and she will present the program from Toronto just 12 days after her departure.



—Photo by Al Gray.

ACA President Neil Powter, and the winners of the one gold and three silver medals, snapped following the presentations at the ACA Annual Dinner in Toronto last month. At left, Larry R. Greene, gold medalist; Harry J. Caverhill, silver medalist in the agency class; George W. James, media winner; Neil Powter; W. B. Tingle recognized for his contribution as an advertiser.

ACA ANNUAL AWARDS INCLUDE TWO SPONSORS

Thousand Members and Guests at ACA Dinner

Two rival tobacco men were among the winners of awards presented by the Association of Canadian Advertisers, in convention in Toronto last month, for distinguished service to Canadian advertising.

These two winners were Larry R. Greene, president of L. R. Greene Ltd., Toronto, distributors of Macdonald's tobacco products, and W. B. Tingle, who recently retired as advertising manager of Imperial Tobacco Company of Canada Ltd. Mr. Greene won top honors by carrying off the gold medal, and mention was made in his citation of the fact that he contributed greatly to the formation of the ANA in the United States and the ACA in Canada. Mr. Tingle won his silver medal for advancement of the advertising profession in the advertisers' class.

Both these men have been great users of the radio medium. As vice-president in charge of advertising with Tucketts Ltd., Mr. Greene pioneered as long ago as the late twenties with the "Buckingham Boosters". Mr. Tingle has kept Imperial To-

bacco on the air for at least as long.

In the agency field, Harry J. Caverhill, manager of the creative department of Cockfield Brown & Co. Ltd., who still cherishes memories of banging out spot announcements in radio's early days, carried away another silver medal, and received a tremendous ovation as he accepted the coveted award from President Neil Powter.

Nearly a thousand guests at the ACA annual dinner burst into the strains of "The Old Gray Mare", as George James, editor and publisher of the Canadian Statesman, Bowmanville, rose from his seat at the head table when his name was called for the "Media" medal, and did a gavotte-cum-adagio, while Mart Kenney and his Western Gentlemen played as they had never played before. Right against the press table was another, where sat the entire staff of this century-old weekly and blended their ink-lubricated voices with those of the throng. As the music died down, George stepped up to receive his medal, which he carried away wearing

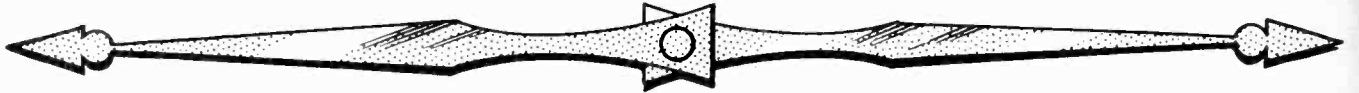
the most beatific smile we have ever seen.

Selected by Jury

Award winners are chosen by an "Awards Jury" set up each year by the ACA, and consisting of representatives of the media, agencies and advertisers.

This year's jury consisted of: Ken G. Tuckey, Bomac Electrotype Co. Ltd. (Graphic Arts); Doug Scott, CAB (radio); C. R. Brenchley, Williams - Thomas Ltd. (posters); Frank Barr, Addison Industries Ltd. (advertisers); C. J. Follett, ACA; L. E. Phenner, Canadian Cellucotton Products Co. Ltd. (Awards Jury Chairman); W. J. J. Butler, Globe and Mail (daily newspapers); Harold E. Stephenson, Canada Starch Co. Ltd. (ACA); Morgan Eastman, McConnell Eastman & Company Limited (agencies); N. Roy Perry, Maclean-Hunter Publishing Co. Ltd. (periodical press); Andrew O. Hebb, Rural Co-Operator (weekly newspapers); Athol McQuarrie, general manager of the Association of Canadian Advertisers.

Time-Tips for Radio Advertisers



YOU CONTROL TIME AND AUDIENCE WITH SPOT-BROADCASTING!

'SPOT-BROADCASTING' means simply putting on your radio show at the most *desirable times* over individual stations.

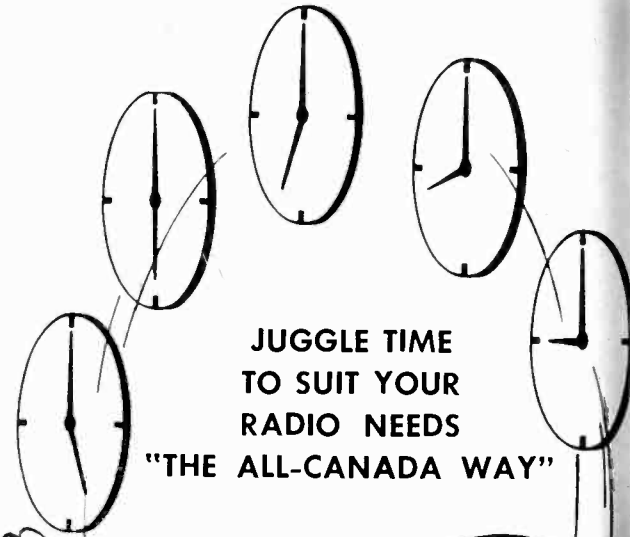
It is the opposite to buying stations 'holus-bolus' (either regionally or nationally), without regard for different time zones or listening habits.

When you *spot-broadcast*, you are really building your *own network* . . . tailor-made to suit your time, coverage and budget needs. You select only the stations that cover your *markets*, choos-

ing from twenty-nine All-Canada stations across the country. You select the peak *local times* you want for best effect, unhampered by time-zone troubles.

When you *spot-broadcast*, you spot your program favourably on each station's program schedule. You command a ready-made audience, sympathetic and loyal.

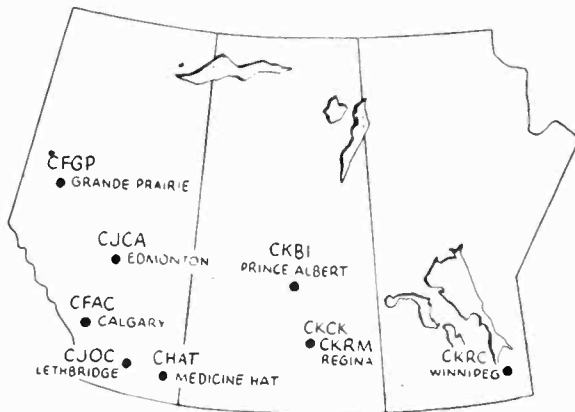
Whatever the nature of your radio problem: timing, coverage, budget or all of these—ask the ALL-CANADA man to help you with spot-broadcasting!



JUGGLE TIME TO SUIT YOUR RADIO NEEDS "THE ALL-CANADA WAY"



All-Canada in the Prairies



PERHAPS you should tell it twice in the Prairies! There are two time zones here—you can reach both at *peak listening-time* the All-Canada way! . . . The three prairie provinces account for *half* Canada's agricultural production. Population, over two million. Reach this spread-out audience via their nine ALL-CANADA stations! Ask the All-Canada man for spot-broadcasting details.



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

INTERNATIONAL

U.S. Indies Mull NAB Code

A twelve-member committee representing U.S. independent (that is non-network) station operators held an eight-hour dinner meeting on the night of October 23 to amend the "Standards of Practice" adopted at the NAB Convention in Atlantic City September 19. Members were chosen as spokesmen for the independent stations to give their views on the new code when it is reviewed and passed by the NAB Board November 5. After this, the revised code will become effective February 1, 1948.

The possibility of forming an association of independents was discussed at the meeting. The issue of contention with the new code, as far as the indie owners are concerned, is the section presentation of a "Commercial" which places limitations on the number of spots.

Not a Protest Group

Ed Cott, WNEW, New York, was chosen to outline the position of independent commercial stations on the Standards of the new code. He declared the committee was not a "protest group" or a "rebellion within the NAB", but on the other hand said, "we have tried to make the Standards applicable to everybody. But we have tried to make it a stronger code".

Commercial Lengths

On the part of the Atlantic City code that the indie owners took exception to was the section dealing with the length of time of commercials. The code states, "The maximum commercial time, including station breaks, allowed in any fifteen-minute segment of broadcast time, regardless of type of program, or sponsorship, or how such fifteen minute segment is divided into program units or announcements, should not exceed three minutes." This section, after rewriting, increased the length of the commercial time in only one case and in two cases allowed less time than the original section permitted.

Charge U.S. Nets Control Station Rates

WSAY, New York, has filed a \$12,000,000 suit of monopoly conspiracy against the four major American Networks, in

an attempt to prevent the station from being shoved onto the sidelines when the nets change their local outlets late this month.

The station accuses them of attempting to control the advertising rates of WSAY in return for their network programs. When that station refused to alter its rates the nets countered by prohibiting the broadcast of their coast-to-coast programs, even though their own local outlets had refused to accept the shows.

ABC and MBS at the present time both use WSAY as a New York outlet. However, on November 12, ABC will switch to WARC and later in the month MBS is turning to WVET.

In an attempt to defend itself against the nets WSAY filed suit, and although, it claimed to have suffered damages of \$4,000,000, it is asking that \$12,000,000 be paid by ABC, MBS, CBS and NBC. It also wants the licenses of stations owned by the nets cancelled under Section 313 of the Federal Communications Act of 1934, because it has been denied the right of access of net programs. ABC is vigorously proclaiming its innocence in the issue.

Mark Woods, ABC president, remarked that individual contracts between the ABC and its affiliated stations contained a proposed price to time-buyers was agreed upon by both the station concerned and the web on a sliding scale based on the amount of network commercial traffic. "The network has no control", he said, "over what the station charges in selling its time for use for local programs or for commercial programs of another network".

LETTERS

Correction Please

Sir: In your October 18th issue you attributed certain remarks to me which, I believe, are quoted almost verbatim from a news item in the Winnipeg Tribune. A reporter from that paper interviewed me after my lecture on "Some Technical Problems in Establishing Broadcast Stations", given before a joint meeting of the Winnipeg Sections of the Engineering Institute of Canada and Institute of Radio Engineers. This reporter asked me a number of questions regarding FM prospects in Western Canada and my answers were to the following effect:

"I do not expect a rapid expansion of FM broadcasting on the Prairies as the large cities can be expected to set up stations first. For example, the CBC has begun by opening stations in Montreal and Toronto, which will probably be followed by stations in Vancouver and Winnipeg. Even in large cities such as Montreal and Toronto, it is doubtful whether they had more than 50 to 100 listeners to begin with. People cannot be expected to purchase FM receivers until there are stations to which they can listen. For this reason, private stations will not be able to operate at a profit to begin with."

You will note that this differs considerably from what I was reported as saying and I would appreciate it if you would publish this letter in your columns.

E. S. KELSEY,
Consulting Engineer,
Northern Electric Co. Ltd.

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

CKCR
KITCHENER

TWO CENTURIES
Sixteen Kitchener and Waterloo
Merchants have been using CKCR
a total of 212 years since 1930
to reach their home market.

— See —
WILLIAM WRIGHT
MONTREAL
Empire Life Bldg.
H.A. 7240

TORONTO
AD. 8481
Victory Building

CKCR CKCR CKC

TALENT

Quizzer Quizzed



The moot point, when Stan Francis recently took a file of his "Share the Wealth" questions up to Baker Hall, on Admiral Road, Toronto, and spent an evening with the blind veterans and their friends, was who had the most fun, the boys or Stan.

After the quiz proper was over, the tables turned and the boys went to work on him. Stan came through nobly, though he says he'd rather stay on the asking side of the questions, unless the boys invite him up there again, in which case he's willing to stand on his head or reasonable facsimile, if that is what they want.

Wednesday evening entertainment at "The Hall" takes the form of a stag, given over to speakers, quizzes and musical evenings.

Drawn from all nine provinces, these boys spend varying lengths of time in Toronto picking up braille, typing and following other vocational training. While in the city they make their home at Baker Hall.

In the picture, Stan Francis, seated, is talking to two of the residents and two of their sightless friends after the show.

Teaching On Tape

A couple of would-be Barrymores on the west coast have started the Vancouver "Little Radio Theatre" to teach themselves and their friends what radio is all about.

Keith Cutler of CJOR and Eric Ajello of CKMO founded the organization, which has a membership of 20 and operates in the CJOR Radio Theatre.

It's a try by non-professionals to learn acting, writing and producing by doing them. Most of the members are from the commercial stations in Vancouver, announcers, operators, stenographers and promoter manager Jim Wills of CJOR.

Their only audience is the tape recorder, and the results are not aired.

Dick Diespecker, production manager of CJOR, gives the results close attention and so far has taken four people from the outfit for his own production.

Continuity editor Wendy Hayes and traffic manager Bob Tweedy were reported to be playing character parts so that even their best friends could tell them.

Writers in the group have been using the idea to good effect by testing new scripts which might have potential sale and further grooming.

The "Little Radio Theatre" has no executive, fees or constitution. People just turn up and go to work or they don't.

When they get a piece on tape, professionals at the stations bend a close ear, advising the performers on their mistakes and pointing out how the job should be done.



FOR THESE ARTISTS

- Abbott, Laurence
- Barry, Pat
- Bochner, Lloyd
- Bond, Roxana
- Braden, Bernard
- Cowan, Bernard
- Davies, Joy
- Dennis, Laddie
- Gerow, Russ
- Kelly, Barbara
- Lockerbie, Beth
- Mahon, Irene
- Milsom, Howard
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Stout, Joanne
- Vanstone, Dorothy
- Willis, Austin
- Wood, Barry

Day and Night Service
at

**RADIO ARTISTS
TELEPHONE EXCHANGE**

Our Guest Speaker is:

GORDON E. SMITH

MANAGING DIRECTOR
Radio Station CFOR, Orillia, Ont.



"We're surrounded! — Surrounded by trees and rocks and lakes, and high-powered radio stations. But those very rocks make CFOR the station you should buy if you want to reach listeners in the Barrie-Orillia-Gravenhurst area. They prevent proper reception of "outside" stations and provide you with an interested audience tuned to Orillia's community station.

"Interested listeners mean business, as Denny Payne, owner of a photographic studio, knows. He opened his studio in his home, located well out of the business district. To tell people about his location he used daily spot announcements on CFOR. At first he thought only in terms of a month's campaign. That was two years ago. Results were so immediate that he is still on the air with a daily spot — which he credits with producing 80% of his business.

"We've lots of other satisfied local businessmen like Denny Payne. We'd like to number more national advertisers among them. How about you?"

GORDON E. SMITH.

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
CJBO Belleville	CJRL Kenora	ZBM Bermuda

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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36

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Production Manager: ARTHUR BENSON
Art Editor: GREY HARKLEY
Photography: AL GRAY

Correspondents

Montreal - Walter Dales
Ottawa - James Allard
Toronto - Eldo Hope
Winnipeg - Dave Adams
Vancouver - Robert Francis



Vol. 6, No. 22.

\$3.00 a Year — \$5.00 for Two Years

November 15th, 1947

WALTER M. MURDOCH
PRESIDENT

DON ROMANELLI
FIRST VICE-PRES.

N. L. NORRIS
SECOND VICE-PRES.

ARTHUR DOWELL
SECRETARY-TREASURER

You Can't Print Air

TORONTO MUSICAL PROTECTIVE ASSOCIATION

LOCAL No 149-A.F. of M

ROOM 402, METROPOLITAN BUILDING



OFFICE HOURS:
11 a.m. to 4 p.m.
EL. 3022 EL. 6044

October 23, 1947

J. D. WILSON
Asst. Secty.
GURNEY TITMARSH
Marshal
E. BRIDGES
Sergt. at Arms
GEORGE C. DELAINE
Chairman
Price List Com.
EXECUTIVE BOARD
L. F. ADDISON
MARCUS ADENEY
ALBERT DOBNEY
NORMAN E. HARPIS
BRIAN S. MCCOOL
J. LEO SMITH

Dr. C. C. Goldring,
Director of Education,
155 College Street,
Toronto, 2-B, Ontario.

Dear Dr. Goldring:

We beg to acknowledge receipt of your letter of the 20th. inst., with reference to the school bands appearing on City Hall steps at twelve o'clock on Friday, October 31st.

We gladly give our consent to our member, Chenhall conducting the band, but regret that we cannot consent to the band being broadcast on this occasion. Will you be good enough to indicate the radio station that proposes to carry the opening ceremonies broadcast.

Yours sincerely,

W.M.M.D

President

Business, eager for press support in the battle for survival, is not getting all the support it might, and this is its own fault.

This is an almost unanimous opinion of the working newsmen called to cover conventions and other business meetings. We are referring specifically to the daily men whose stories must be of interest to the general public, rather than the trade press, such as this and other papers, which are aimed at the same type of people as those attending the conventions.

While this thought developed directly at the recent ACA Convention, it is equally applicable to other conventions and meetings, especially including the CAB Conventions; and the large number of American speakers who hear are as guilty as the less frequent Canadians.

This charge should not be interpreted as a slur against the public relations men charged with supplying the press with material and information, because they can only hand out what the speaker has said. Neither are the organizations to blame, because it is impossible for them to determine in advance whether the speakers they have chosen are going to come through with newsworthy matter or not. It is definitely the fault of the speakers themselves, who spend untold time and money on study, travelling and all the other work and expense involved, but lose sight of the goal towards which they are striving, which, in the case of the ACA, consists of finding means of getting the story of private business across to the public.

The immediate opposite to this type of speaker is the individual, not frequently a politician, who aims his talk over the heads of the audience gathered at the press table, and all too often inflicts his listeners with thirty or forty minutes of complete boredom, unless he happens to be blessed with a soothing voice which enables them to sleep peacefully until he sits down.

Definitely the audience is there to be enlightened or entertained, and speakers, who rave on without consideration for the people out front, could be black-listed. But somewhere between this group, and the group which forgets the existence of the press is the man who performs the task of a speaker in addressing his immediate audience, but includes in his speech perhaps only one paragraph of information which will be of interest to the public. On this "hook" any reporter can hang a news story which will interest the readers of his paper, and further the cause of the speaker. Without the hook, the story can only hang in the air, and you can't print air.

There is one thing to bear in mind. Statements that the press deliberately passes up one of these functions are ridiculous. The press wants stories about such functions as we have been describing and it pays out large sums of money to have them covered. But the press won't print words unless these words are news as well.

EDITOR

October 31st, the Toronto Musicians' Union (A.F. of M.) prohibited the broadcasting of a children's band during Education Week. The next day, the union president, Walter M. Murdoch, stated that the reason for the union's refusal to allow the broadcast was that station CHUM, the Toronto station which was to have carried it, was on the union's unfair list.

Evidence that this explanation does not present an exact picture comes to light in a letter, dated October 23, in which Murdoch both declined the permission sought by the Board of Education to broadcast the band, and also enquired what station was carrying the program of which the band music was to have been a part. The letter, which is reproduced above, was addressed by the union's president to Dr. C. C. Goldring, Director of Education.

It had been planned to present a broadcast of the North

Toronto Collegiate Girls' Band during the opening ceremonies of Education Week.

In Murdoch's letter, it will be noticed that the union chief gave his consent to Martin Chenhall, a union member, conducting the band, but added his regrets that "we cannot consent to the band being broadcast on this occasion". While Mr. Murdoch has since claimed that this was because the station which was to carry the broadcast was on the union's unfair list, the closing sentence of his letter reads: "Will you be good enough to indicate the radio station that proposes to carry the broadcast".

In the press announcement of the broadcast ban, Murdoch is quoted as stating (Toronto Evening Telegram, November 1st) that the prohibition was not due to any union antagonism to school musicians or to the Board of Education, but simply because the broadcast was to have gone over CHUM.



**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**

TELEVISION

Admen See TV at Work

At a demonstration sponsored by the DuMont Television network for some of America's chief advertisers gathered at the Boston Conference on Distribution, a specially prepared TV show, scripted by Ted Ferro, was produced by Buchanan & Co. Inc. to show how TV could be used to promote sales. A cast of Broadway talent, as well as engineering and production crews was employed.

The show, an episode in the life of John Peters, a department store section head, was aimed at the portrayal of how the joys of owning and using a product could be woven interestingly into a TV show. In addition, the usefulness of television as a source of entertainment was shown. Robert Gordon directed the presentation.

Integrated Commercials

In this family comedy Peters was presented with a new TV set by the store for which he had worked for twenty-five years as a symbol of their appreciation of his services. The logical procedure was then followed. The entertainment he and his family derived at home from the teletset and the value of

the receiver in advertising was demonstrated. Naturally, the intrinsic value of the set itself was not overlooked.

The primary object of this production was to show advertisers how valuable and flexible the field of telecasting was in merchandising.

Lawrence Phillips, DuMont's network director, said in a post-play interview: "The skit was designed to get across two messages about television. It sought to show something about television as a new channel of communication between buyer and seller and also something about television as an entertainment medium."

TV NEWSREEL

The Associated Press Board of Directors has established a film newsreel service for the use of TV stations in the United States. It will allow video stations to exchange films with one another as newsphotos are distributed to member newspapers by means of AP Wirephoto. This announcement was made during the third week of November by Kent Cooper, AP executive director and general manager. This branch will be under the direction of Hugh Wagnon, chief of AP's Philadelphia Bureau.

ELIMINATE TV BEEFS

The Terrace Plaza Hotel, now under construction in Cincinnati, will introduce a system of multiple television for hotels and apartment buildings by making provision for video reception in 350 guest rooms. The task will be perform-

ed by the Intra-Video Corporation of America and the Langevin Manufacturing Corporation.

This plan was approved by the Television Broadcasters Association earlier this year and is believed to be responsible to a great extent for eliminating complaints of apartment owners against TV aerials, by having all sets in a building work off the same aerial.

Intra-Video will install several "pilot" installations throughout the major American cities and will use the Terrace Plaza for "a reference installation". This will supply hotels and department stores with a working basis.

TV SALES SOAR

65,000 teletsets were in potential use in New York on October 1 showing an increase of 15,000 video receivers since Sept. 1, of this year. These figures are taken from estimates obtained by the CBS Research Commission and were released by George Moskovics, commercial manager of WCBS-TV, CBS's New York TV station.

TV MEANS JOBS

A 1% increase in the public's demands for TV equipment would, according to Eugene S. Thomas, president of the New York Ad Club and sales manager of WOR, New York.

In an address to the Baltimore Ad Club last month, he stressed the importance of television in the advertising field in stimulating sales and in creating employment.

According to Thomas, two thousand homes are being equipped with video receivers each working day and they now govern many women's shopping habits. As for the sales effect, he pointed out that Sears Roebuck learned that the average order from customers reached by television totaled five times as much as the average order from any of their other customers.

SUBMARINE TELECAST

A television broadcast was made 160 feet below the surface of the Pacific Ocean from the deck of the USS Apogon, a sub sunk during "Operations Crossroads". An underwater TV camera of the type used by the Naval Aircraft Division was mounted on the sub's deck where it picked up one of the most bizarre telecasts ever produced.

The finned population stared at this unusual drama produced for a picked group of scientists and naval officers aboard the USS Coucal, a submarine rescue ship. The receiver, mounting a five-inch screen, was connected to the camera and presented the operators with a fish-eye view of the proceedings. The pictures cast on the screen compared favorably with regular photos taken by deep-sea divers.

This Bikini program needed only the natural twilight blue produced by the blazing of the tropical sun on the surface — almost twenty-seven fathoms above. The camera used was similar to that used by U.S. Navy drone planes, and was waterproofed and prepared for its unique role by the Cornell University Aeronautical Laboratory, Buffalo, New York. News of the event was released through official Navy channels in Washington.

IT'S A FACT!

**ONLY CKRC
WINNIPEG**

**CAN REACH
EVERY RADIO HOME
IN MANITOBA**

IT'S CANADA'S BEST RADIO BUY

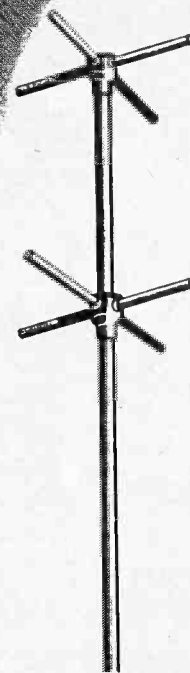
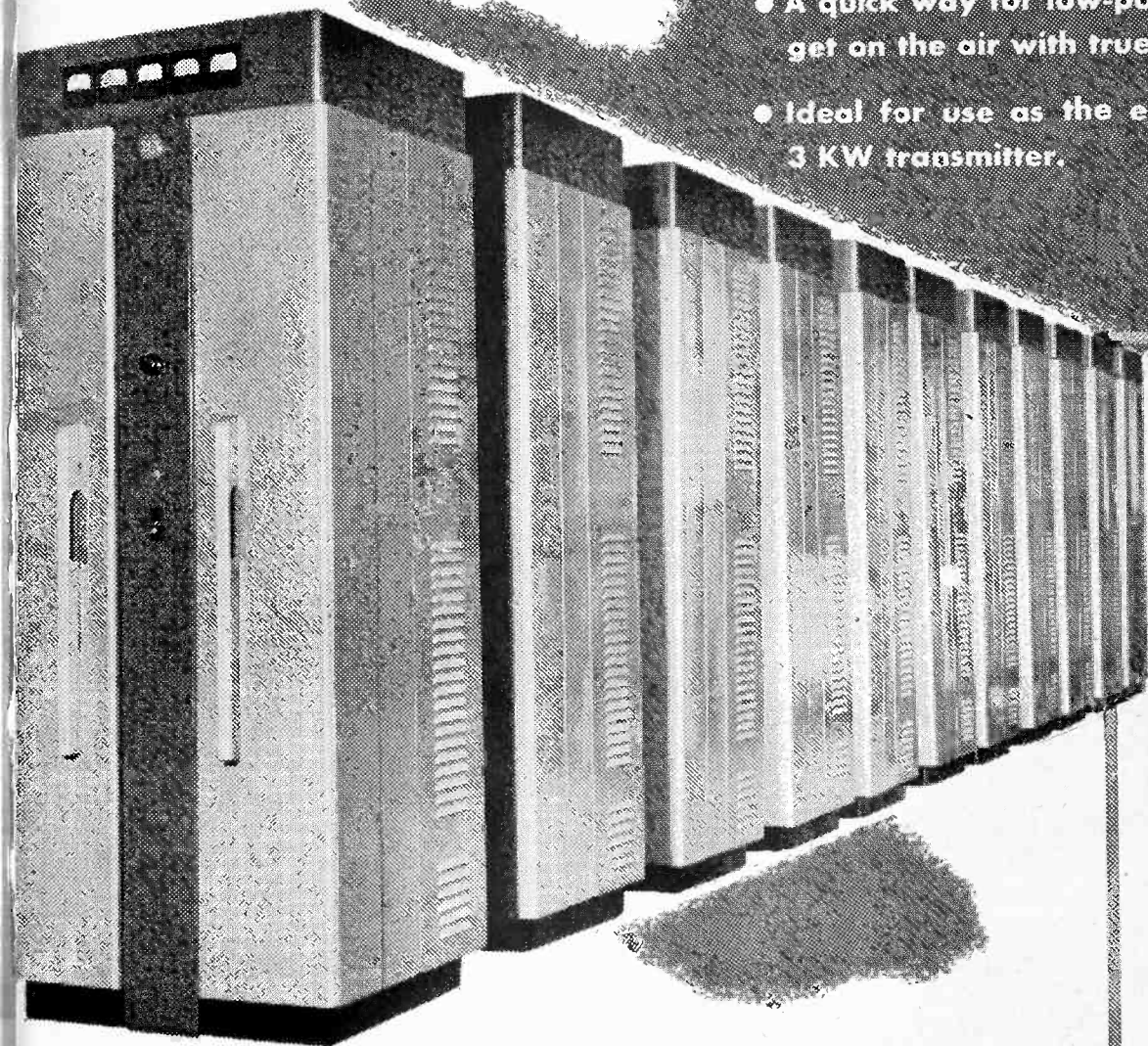
**COMPARE RATES
AND COVERAGE**

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

NO WAITING
for RCA Victor's 250 watt FM Transmitter...
the TE-444-A

**Delivery
 can now be made
 from stock**

- A quick way for low-power stations to get on the air with true "FM quality."
- Ideal for use as the exciter unit in a 3 KW transmitter.



TE-538-A

RCA VICTOR
 TWO BAY MODEL
**TURNSTILE
 ANTENNA**

Designed especially for use with the TE-444-A transmitter, this low cost, high gain radiator, strongly made of duralumin, will give you first class year round service.

Now available to Canadian broadcasters, RCA Victor's popular "Direct FM" transmitter provides record-breaking performance, operating convenience and economy, attractive styling.

The TE-444-A incorporates RCA Victor's exclusive "Direct FM" exciter. The straight forward circuits in this unique design keep distortion and noise at a very low level. The entire transmitter is mounted in one smartly styled cabinet with full-width doors, back and front. Vertical panel construction is used throughout. All exciter components are front-panel mounted. All wiring and controls are easily accessible.

Write today to Engineering Products Sales Department, RCA Victor Company Limited, 1001 Lenoir Street, Montreal, Que., for complete details about the TE-444-A and turnstile antenna or the preparation of a technical brief for the Department of Transport.

RCA VICTOR  

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

THINK

THE JOB

PROGRAMS

Prairie Dramas

Archie MacCorkindale, CBC drama producer for the Prairie Region, announces a new drama series from Winnipeg which will chiefly use the efforts of Canadian prairie, and U.S. middle west writers.

Writers who have proved themselves in previous CBC performances as well as unknowns will be represented in scripts chosen by MacCorkindale who has been busy the last few weeks gathering scripts and auditioning talent.

Letters such as these pay tribute to this producer's spade work:

From a farmer's wife: "I have had a large family and have been a pretty busy housewife; but now that the family are all away, grown up and off

my hands, I should like very much to write for radio. And I think I can, because you don't live on a farm for 30 years without learning to take the bumps and if I can write about it maybe I'll have something to say that will interest other farm wives in Canada."

From a small prairie town "I do not think I can write good radio scripts — my English is inadequate. But I am sending you a script anyway. Please do not return it. If you can't use it, throw it in the wastepaper basket."

Commenting on the last letter MacCorkindale says:

"It is a good down-to-earth script. The English is, in fact, inadequate, but it has been sent back to the author for rewriting and I hope we can use it."

Three scripts have already been scheduled for broadcast—"Canadian Odyssey" by Aubrey and Peggy Green of Winnipeg

HOW THEY STAND

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

DAYTIME			EVENING		
English			English		
Happy Gang	18.0	+1.8	Lux Radio Theatre	33.1	+2.3
Ma Perkins	15.3	+2.6	Charlie McCarthy	30.8	+7.5
Big Sister	15.2	+3.2	Fibber McGee & Molly	29.7	resuming
Pepper Young	14.7	+1.6	Fred Allen	27.6	resuming
Right To Happiness	14.1	+6.2	Ozzie & Harriet	23.3	+7.2
Life Can be Beautiful	13.9	+2.4	Amos 'n' Andy	20.7	resuming
Road of Life	13.6	+2.1	Meet Corliss Archer	18.7	+3.9
Claire Wallace*	13.4	+1.6	Take It or Leave It	18.5	+5.9
Lucy Linton	13.3	+ .9	Kraft Music Hall	18.3	+6.1
Laura Limited	12.2	+1.8	Bob Hope	17.9	resuming
(*3 a week—all others 5 a week)					
French			French		
Jenness Doree	25.6	+4.9	Un.Homme et son Peche	37.4	+ .3
Rue Principale	24.4	+2.2	Radio Carabins	36.7	resuming
Quelles Nouvelles	19.9	+3.2	Enchantant dans le		
Tante Lucie	19.4	+3.8	vivoir	31.2	resuming
Joyeux Troubadours	18.1	+1.5	Ralliement du Rire	31.0	resuming
Le Quart d'Heure**	16.9	+2.0	Ceux qu'on aime	30.3	resuming
Grande Soeur	16.0	+2.4	Cafe Concert	30.2	resuming
Francine Louvin	12.4	+2.4	Metropole	29.2	+6.7
Coin du disque	11.8	+3.0	Theatre Improvise	28.2	resuming
Madeline et Pierre	10.5	+1.0	Qui suis-je?	27.9	+3.9
(** 2 a week—all others 5 a week)					
			La Min d'Or	27.3	resuming



CKCH
1350 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"

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

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

fantasy dealing with a young man in search of a typical Canadian; "Mortimer's Penny" by Walter Randall of Winnipeg, a story of a penny lost at the Canadian mint in Ottawa; and "Far My Voice" by Helen Weston, a documentary drama designed to stimulate ordinary people to live their ordinary lives in a way which will promote peace.

Other tried writers contributing are: K. Marr, C. Frere, William Burgess, Jack Scott, Frank Morriss, Victor Murray, Fred Diehl, Alan Offer, Mary Rogers Pattison, Jack Mather and Mrs. Laura Goodman Salomonson.

We are seeking out prairie authors who can write about the prairies in a way which will interest people in all parts of Canada," says MacCorkindale. This includes people on the American prairies — in Minnesota, the Dakotas and so on. . . . Donald Dawson of the CBS production department is taking an interest in our series and is asking scripts for us in the middle western states."

The dramas are aired every Tuesday at 10:30 p.m. Winnipeg time.

—Dave Adams.

TUESDAY NIGHT HAT TRICK
Tuesday night turns up as a three-hour commercial parlay on Vancouver CKWX which has the station's promotion department breaking out a rash of superlatives. The audience build-up was particularly lively, because each of the three new shows began on Tuesday, November 4th.

The 8:30 to 9:00 slot has been taken over by the British American Oil Co. Ltd for the return of "Wayne King Show". It's followed, at 9:00, by "The Smiths of Hollywood", comedy transcription series, starring Arthur Treacher and a host of guest stars, for Imperial Tobacco. The 9:30 to 10:00 period continues along the class production line with Ronald Colman and "Favorite Story", for Canadian Marconi.

SENIOR CITIZENS

Every performer was over 80 years of age on the "Senior Citizens" show staged by CKNW, New Westminster, in honor of Ed Davey, president of the old age pensioners, on his 84th birthday. The old timers put on a lively half-hour of singing, reciting or playing a number of musical instruments.

RHYTHM REVIEW

A new rhythm review series is now being broadcast from Winnipeg Wednesday at 10 p.m. over the BC Trans-Canada network. The broadcast features an instrumental group including Mitchell Parks and Percy Burdett, duo-pianists; with Paul Olynyk, bass; and Al Doe on the drums. Maxine Ware is the vocalist.

Ten Thousand Parcels for Britain

Toronto's wedding gift to Princess Elizabeth of food for the people of Britain was the richer by over ten thousand cans as a result of CFRB's "bring-a-parcel" campaign during the week ending November 1st.

Listeners attending any of CFRB's audience participation programs (nightly at 8:30) were asked to bring a can of food or other gift. To add impetus, the station offered a Rogers radio and a variety of other prizes to those bringing in the largest number of gifts.

Mayor Bob Saunders congratulated the station and its sponsors in a special broadcast over the station on November 3, at which time he presented the

winner with their prizes.

The Mayor thanked the station for letting him speak during the "Food for Britain" week three times, and also congratulated all the volunteer workers through whose efforts the campaign was conducted without a cent of expense to the city.

JOINS CFRB

Latest addition to the CFRB announce staff, replacing Michael Fitzgerald, who has resigned to free-lance, is Wally Crouter, who comes to the Toronto station from CHEX, Peterborough.

Crouter went overseas in 1942, and sang with the Army Show in Italy, Malta, North Africa, Belgium, France, Germany and Holland.



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.

CKNW TOP STATION
*BOTH in Vancouver and *NEW WESTMINSTER

CFCY TOPS THEM ALL IN THE Maritimes

CFCY CHARMS THEM ALL IN THE Maritimes

IN LISTENERS . . . In the Maritimes 87,560 radio homes have the habit of dialing 630. CFCY programs charm their listeners.

IN COVERAGE . . . CFCY with its 5,000 watts clear regional signal gives you not just New Brunswick, not just Nova Scotia, but nearly all the Maritime market — A 25-county coverage plus two counties in the Province of Quebec.

WRITE FOR YOUR COPY OF CFCY's MARKET DATA

CFCY
CHARLOTTETOWN

630 ON YOUR DIAL

Representatives — U.S.A.: Weed & Co.
Canada: All-Canada Radio Facilities
Overseas: Freemantle Radio

"The Friendly voice of the Maritimes"



**Continuous Radio
Audience Measurements
Since 1940**



Elliott-Haynes Limited

Sun Life Building
MONTREAL
Plateau 6494

515 Broadview Ave.
TORONTO
GErrard 1144

C. B. C.

Power Increases

CBC's Board of Governors announces six completed technical applications received from the Department of Transport since October 10th of this year. CJNB, North Battleford, requests permission to transfer twenty shares. CFAR, Flin Flon, asks power increase to one thousand watts on 590. The University of Alberta station, CKUA, is requesting FM.

Provincial Licenses

CKUA was the centre of a first-class storm when the provincial government wanted and was denied, a commercial license for it. The Board of Governors' announcement refers to this as the "University of Alberta" station, and the University had the original license grant. When the storm over commercial licensing was at its height, ownership was transferred to the government-owned Alberta Telephone system. This was done to bring it into parallel with CKY, owned by the Manitoba government telephones, the Alberta government feeling it had thereby strengthened its case. It was this development which ultimately led to present CBC policy on provincial government ownership, and consequent events which will take the Manitoba system out of broadcasting altogether. Apparently, the station is still owned by Alberta Government Telephones as far as the Western provincial government is concerned, but a University station in the eyes of CBC.

Emergency Transmitters

Both CKVL, Verdun, and CKSO, Sudbury, are applying for emergency transmitter licenses. CKCK, Regina, is applying for permission to increase the power of its emergency transmitter from 100 to 1000 watts.

CBX, Edmonton

CBC's newest Western transmitter, situated at Lacombe, Alberta, will be known as "CBX Edmonton", although the site is some sixty-five airline miles from that city. Studios will be located in the capital city, and probably administrative offices.

CBC BOARD

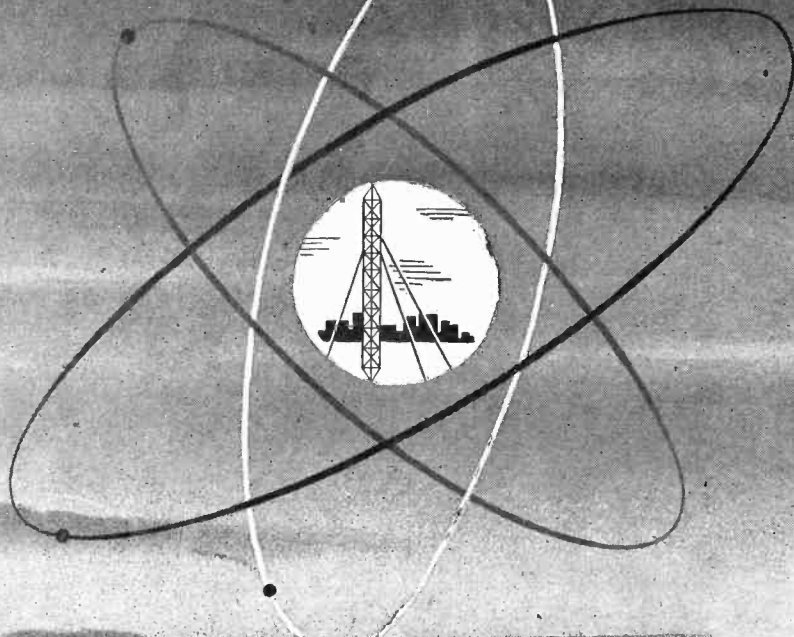
The Board of Governors of the Canadian Broadcasting Corporation meets in Ottawa November 27, 28 and 29. The meetings will be held in Room 268, House of Commons, during the last two days. Official announcement indicates these sessions will be public, while the November 27 meeting is closed. Room 268 is a Parliamentary committee-room, and has been used before now to house sittings of the House of Commons Radio Committee.

**Books
for
Christmas**

Just Send Us
the Titles

•
Book Department
Canadian Broadcaster
371 BAY ST. TORONTO

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.

CAB

New Plan for Radio

A new special committee has been named by the Canadian Association of Broadcasters board of directors, who met in Toronto last month, to "establish a basic philosophy for the broadcasting industry of Canada".

It is proposed to develop for presentation at the 1948 CAB Convention a complete plan for the operation of both government and independently-owned radio, and the line of action will probably be the formulation of a whole new pattern for broadcasting in Canada.

Named to this committee are E. Campeau, CKLW, Windsor; Phil Lalonde, CKAC, Montreal; Ken Soble, CHML, Hamilton; Harry Dawson, CAB manager. The committee has the power to add to its membership if it so desire.

CAB Convention

The CAB will hold its 1948 annual convention, it was decided by the board, at the Chateau Frontenac, Quebec City, March 8 to 11.

Management Committee

A new Management Committee, replacing the former Policy Committee was formed, consisting of Harry Sedgwick, CFRB, Toronto; Ken Soble, CHML, Hamilton; Ralph Snelgrove, FOS, Owen Sound; Alphonse Gauthier, CHLT, Sherbrooke.

Small Markets

Stations located in the smaller

markets will, in future, send their own nominee to the CAB board each year to be "representative at large" for such stations. The British Columbia stations, recently organized into an association, will also send their nominee to the CAB Board, as also do the Western Canada, Quebec and Maritime Associations.

Performing Rights

The directors instructed the management committee to appoint a sub-committee to study possibilities of a redistribution of performing rights fees paid by stations. The point was raised by the private stations of British Columbia, who hope to secure more equitable regional distribution.

Seek Engineering Agreement

The CAB is being officially represented by Harry Dawson, CAB manager and engineer at the international engineering meeting in Havana, now in progress. The meeting, at which W. J. Bain of the Department of Transport is officially representing Canada on the engineering committee (NARBEC), was called to enable engineers of the four countries affected (U.S.A., Canada, Mexico and Cuba) to see what technical facts can be agreed upon when the negotiating countries meet officially in Montreal next August to discuss the whole problem of the division of wave-lengths between the North American countries. Dawson is attending in ex-officio capacity to protect, insofar as he can, the interests of the CAB member stations. W. G. Richardson is representing the CBC

in a similar capacity. He is the CBC's Transmission and Development Engineer.

CAB Code

The CAB Board reviewed the association's "Code of Ethics". This step followed in the wake of talk in radio circles that indicated steps might be taken to amend the code along lines similar to those currently being considered in the United States by the NAB. The board decided however that the code in its present form is "an efficient and effective guide for public service broadcasting".

Miscellany

The directors registered their formal acceptance of the resignation of Narcisse Thivierge, former managing director of station CHRC, Quebec City, who has severed his connection with the broadcasting industry. On the recommendation of the Quebec stations' association, he is replaced on the CAB board as well as in the RPQ presidency by Alphonse Gauthier of CHLT, Sherbrooke, Que.

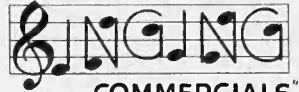
The board decided that a letter should be written to Walter M. Murdoch, president of the Toronto Musical Protective Association, and executive of the U.S. musicians' union (A.F. of M.), asking to what extent, if any, the Petrillo recording ban is to be effective in Canada. The letter will also ask for clarification of the Canadian union's policy on FM broadcasting.

Station CKOX, Woodstock, Ontario, now under construction, was admitted to CAB membership. Manager of the new 250-watter is Monty J. Werry, a former CBC engineer.

"VIC GROWE" PRODUCTIONS

present

"TRANSCRIBED



COMMERCIALS"



*Spots and Flashes
Station Breaks
Sign-On, Sign-Offs*

PACK A PUNCH!



*Catchy Words and Music
that*

REALLY SELL!



NOW you can buy your writing, arranging and production tied together in 60 and 20 second packages of selling dynamite! A service complete in every detail, plus NAB-approved studio and recording facilities pressings that reproduce your message to perfection.



Only a few weeks old, we're proud to announce that "Transcribed Singing Commercials" were awarded the Famous Players' contract for Theatre Gift Ticket Jingles . . . terrific spots and flashes that'll be turning on tables, soon, from coast-to-coast.



AND

*What's "Most" Interesting
this Service is*

NOT EXPENSIVE



Don't delay . . . write, wire or call TODAY, for data on how you can boost your national, regional and local sales, by selling . . .

"TRANSCRIBED"
Singing Commercials



"VIC GROWE" PRODUCTIONS

29 High Park Blvd.
TORONTO

Call WA. 1191 Day or Night

Mighty Mike Says - - -
Regina Area is prosperous
— with Farm Income in its
trading area — from 1947
production is
\$110,051,048
Cover this rich market —
WITH

CKCK REGINA 5000 WATTS

ADVERTISERS

Competition Is the Target

"Keep Your Eye on the Target" was the slogan of the Association of Canadian Advertisers' Convention which took place in Toronto October 29 to 31. As the meeting proceeded it developed that the target was competitive business, and practically each speaker wove his talk around this topic.

A large number of speakers, mostly from the United States, addressed the luncheon and dinner meetings, as well as the morning and afternoon sessions which without exception took the form of forums.

The evening of the first day (October 29) the directors of the Canadian Association of Broadcasters entertained the ACA and guests at a cocktail party. This was followed with an ACA dinner after which entertainment was provided by the George Taggart Organization in the form of a skit entitled "A Day in the Life of an Advertising Manager".

Let's Be Frank

"Radio acts as the voice of a nation in bringing the opinions of its people strongly and clearly together", Robert D. Swezey, Vice-President and Managing Director of the Mutual Broadcasting System, told a luncheon meeting during the convention.

"A higher percentage of people in the United States depend upon radio for their entertainment and diversion than upon any other medium", he said.

Speaking about Canadian and American relations he warned: "It is more important than ever before that our two countries maintain the excellent amity and co-operation which has ex-

isted between us for years. In the next few years your economy and ours will be sorely strained. In some respects the immediate future will, I sincerely believe, be more difficult for us than the war years".

Touching on Canadian press criticism of the U.S., he urged that any resentment there is be brought into the open. "Let's have the facts", he said, "and let's be frank with each other... Neither you nor we must let petty misunderstanding blind us to the fact that basically your country and ours have a tremendous community of interests; that our destinies are inextricably intertwined".

Sound Advertisers on Commission Increases

No action was taken by ACA on a submission made to them, in closed session, by the Canadian Association of Advertising Agencies, seeking an increase in their commissions of from 15 to 17 per cent.

Neither the CAB nor the Periodical Press Association has been approached on this point as yet, but the CAAA has laid its case before the daily and weekly press as well as the ACA.

Agencies claim that increased operating costs and increased services offered to their clients have reduced net profits from 3 to 1 per cent before taxation.

ACA will study the question further before committing themselves one way or the other. Unofficial advertiser reaction to the presentation was (1) that increased advertising rates can only result from increased commissions, and (2) that agency revenue has been boosted by higher advertising rates, although they acknowledge that some appropriations have not been enlarged to take care of rate increases.

CKNB CAMPBELLTON N.B.

November 15, 1947

Dear Mr. Timebuyer:

CKNB is shooting the works on coverage of local events this season. For the first time we are able to devote one man's full time to covering local happenings with on-the-spot broadcasts or feature commentaries, whichever fits the bill.

Our city isn't too big for just about everybody to know just about everybody else, and our listeners are getting quite a kick out of our augmented schedule of special events broadcasts. We're glad about that, because we know that the more they listen the more they'll buy... of YOUR clients products.

Yours very truly,

Stau Chapman

CSC/GD

STATION MANAGER

AN ALL-CANADA STATION

COMMANDING ATTENTION... EARNING RESULTS

FIRST IN AUDIENCES
(Elliott-Haynes)

FIRST IN COVERAGE
(Bureau of Broadcast Measurement)

FIRST IN RESULTS
(Canadian Facts Dealer Preference Survey)

Consult All-Canada
or Weed & Company

Vancouver's **CKWX** 5000 WATTS
The Station with **PROMOTION YARDSTICK**

CHNS

Now On the Air

with 5000 Watts

First in Halifax!

R. I. P.

Ernest Dainty

Ernest Dainty, prominent in Toronto and national musical circles as a pianist and organist, died Oct. 30th in his 56th year.

Following the NHL Hockey Broadcast, the Saturday night after his death, Wes McKnight read the following tribute at the time when, almost since the broadcasts began Ernie used to be sitting in the studio waiting for Wes to give him his cue for "O Canada", which was "Goodnight".

"Just before we sign off, I would like to mention that a member of our group — a man who has worked with us every 'Hockey Night in Canada' for as many years as we can remember — died this week.

"I am speaking of Ernest Dainty, one of the finest, and, personally, one of the most lovable musicians any of us have ever known.

"Every Saturday night his organ signature of 'O Canada' has been heard from coast to coast. His organ programs following the signoff have also been carried by many of these stations, and I know they've been enjoyed by scores of thousands.

"So now, on behalf of the sponsor, and on behalf of all who take part in these broadcasts, either on the air or behind the scenes, I must bid Ernest Dainty this final — 'good-night'."

Leo Nicholson

Canadian radio men will long remember Leo Nicholson, ace sportscaster, who passed away in Vancouver October 28 after a lingering illness of almost a year.

Leo, one of the first men to

do regular sports broadcasts on this continent, became associated with CJOR in the early 1930's, with his "Big Brother Bill" children's program. He was the "discoverer" of such Canadian talent as singer Judy Richards and comedian Alan Young.

It was Leo's early broadcasting of the game of Box Lacrosse that brought that game to its great popularity in B.C. He was also active for more than 15 years in broadcasting such games as ice hockey, golf, wrestling and baseball. As a stunt once, he proved that table tennis could be broadcast, provided the broadcaster had the nimble tongue of Leo Nicholson. During the 1941-42 season, he went to Montreal as home broadcaster for the Montreal Canadiens. In recent years he did free-lance sports broadcasting in Vancouver and New Westminster, and was also engaged in the insurance business.

PEOPLE

HARKLEY SICK

Grey Harkley, art editor of the Canadian Broadcaster, whose "Radio Ribs" are a regular feature of the paper, is in Western Hospital, Toronto, recuperating from a serious operation.

He was operated upon Thursday of last week, and while he has not been able to receive visitors up to the time of writing, his condition is reported to be satisfactory.

JACK AND JOHN CLUB

Jack Kemp, formerly with CKRC in Winnipeg, has joined the CKWX sales staff. This addition adds another member to the Vancouver station's "Jack and John" Club, which is reaching confusing proportions.

Also in the sales department are Jack Sayers, sales chief, and John Loader. Production is represented by Jack Hughes, Jack Kyle and John Ansell. The technical staff includes Jack Gordon, chief engineer, and John Schoberg. There's Assistant Manager John Stuart MacKay, too — but he wisely dropped the first name a long time ago.

TWICE AS MANY "WARM" Sets in North Bay

- Thanks to CFCH local programming, Elliott-Haynes* shows 44.9 daytime "sets-in-use" in North Bay. (Compare it with the national average).
- Advertisers have **double** the sales opportunity, reach twice as many listeners, by using CFCH.
- Oh yes! The per cent of listeners is 97.
- The best advertising dollar value in North America? We think so.

* Elliott-Haynes September Daylight Report

CFCH NORTH BAY

600 Kcs.

1000 Watts

Get the Facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. — AD. 8895
MONTREAL: 106 Medical Arts Building. — FI. 6388

VOICE OF THE FRASER VALLEY"

THIS IS NO BULL!

Cover the Cream of Canadian Agriculture

THE FRASER VALLEY

Through **CHWK**

"Voice of the Fraser Valley"

WIRE JACK PILLING FOR LUSH AVAILABILITIES

CHWK

REPRESENTATIVES

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

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
1947 - AUGUST - 1947

TRANS-CANADA NETWORK

CKY

WINNIPEG
15,000 WATTS

DOMINION NETWORK
1000 WATTS
CKX
BRANDON

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL

We've Added

NINE SALESMEN

to give even better service to Advertisers and Agencies who seek availabilities on the Saskatchewan station offering the widest coverage at the lowest cost per listener in the Province.

In case you want to get them in a hurry, here are their names:

- TORONTO
HORACE STOVIN
ANDY McDERMOTT
RALPH JUDGE
BILL TODD
- MONTREAL
RALPH BOWDEN
GERRY HUNTOON
- WINNIPEG
WILF CARPENTIER
FLORENCE WARD
- VANCOUVER
JIM STOVIN

Collectively They Are Known As
HORACE N. STOVIN
AND COMPANY

Now Representing

5000
HARD-WORKING
WATTS

CHAB
MOOSE JAW

800
KILOCYCLES



More Hope THAN CHARITY
by Elda Hope

To offset every credit there must be a debit. It works like that all along the line. And it's certainly true in the case of writer Babs Hitchman, leaving home base in Toronto for fields afar. Perhaps the only consolation is that Toronto's loss will be Vancouver's gain. Beaver-winner Babs Hitchman is well-known along the networks for her writing of such popular shows as "John and Judy" for over five years; not forgetting her successful activity in Eaton's Santa Claus' broadcasts for ten years. She will be seriously missed here but that's radio. Outstanding success to you, Babs, wherever you are.

It's a small world! Scarcely a day passes but we see evidence of this fact. You think it must always be seen, do you? That is definitely not the case. I know because I heard proof of it. One day recently, I was listening to Robin Hood's "They Tell Me" broadcast when Claire Wallace related a story of a passenger on a TCA plane and happened to mention the name of the stewardess.

Coincidentally, her name was unusual and the same as one of the nurses who looked after me in Kingston General. At this point, curiosity overcame me, and it all added up to a challenge. To make a long story short, I had dinner with the stewardess last week. This should prove how great the powers of radio may be, not overlooking that institution called "They Tell Me".

A second missive regarding the merits of Roxana Bond's top-flight acting has made me listen again and again for her work. Try as I may, with the exception of occasional commercials, I have been un-

able to hear Miss Bond on the air except on "Curtain Time". I do know, however, this young lady is placing much of her talents in script writing. But there are many listeners including myself, who would like to hear her in character roles.

Dial-twisters have always been a pet hate of mine and, much to my surprise, I found myself being one the other night. I was looking for something different — and found it on Trans-Canada. It was reminiscent of the days of "Reminiscing" programs. Its title was "Music by Gerow" and it was just that — an orchestra featuring strings, playing music easy on the ear conducted by Russ Gerow. The arrangements were out of the ordinary and it all made for easy listening.

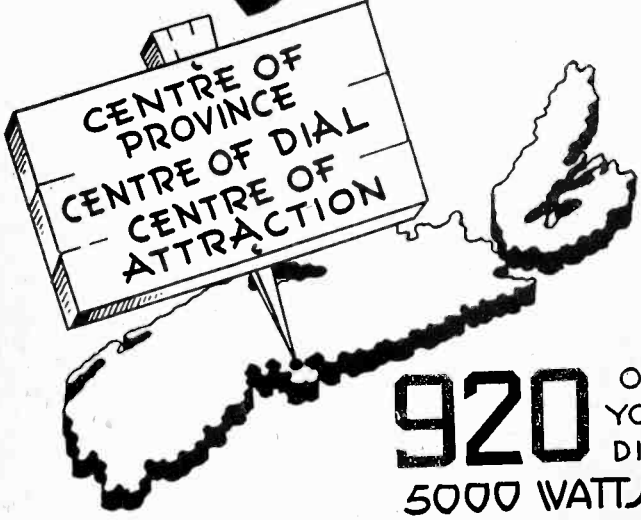
It's true that a certain song often becomes associated with a certain singer, for instance, Nelson Eddy singing "Short'nin' Bread". By the same token when "The Glory Road" is mentioned, one automatically thinks of Lawrence Tibbett. The latter has no monopoly on this number, however, for I heard Bernard Johnson sing it in a manner that might be the envy of many vocalists. Johnson is a young baritone from Hamilton who was winner of the first series of "Opportunity Knocks" programs. He now has a half-hour of his own on Dominion Network Monday nights called "The Night and The Music". Here is an outstanding example of a vocalist who should go far in the musical field.

PAPER
is a little easier.

We can now accept those extra subscriptions from your office or studio.

Circulation Dept.
CANADIAN BROADCASTER
371 Bay Street Toronto

cjch
HALIFAX, N.S.



Representatives: H. N. Stovin & Co., Victory Building, Toronto
Joseph Hershey McGillivra, New York City, U.S.A.

BMI Pin-up Sheet

TRANSCRIBED HIT TUNES NOVEMBER

A GIRL THAT I REMEMBER (BMI)

Tex Beneke—Vic. 20-2497 Tommy Tucker—Col. 37941 (U.S.),
Victor Lombardo—Maj. 7269 (Capitol-Langworth-NBC Thesaurus)

*** AS SWEET AS YOU (REGENT)**

Art Lund—MGM 10072 (Langworth-NBC Thesaurus-U.T.S.)

FORGIVING YOU (MELLIN)

Harry James—Col. 37840 (U.S.) Jerry Cooper—Musicana 5030
Johnny Johnston—MGM 10076 Sammy Kaye—Vic. 20-2434
(Associated-Capitol-Langworth)

HILLS OF COLORADO (LONDON)

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

I WONDER WHO'S KISSING HER NOW (MARKS)

Perry Como—Vic. 20-2315 Bobby Doyle—Sig. 15057
Jean Sablon—Vic. 25-0101 Foy Willing—Maj. 6013
Danny Kaye—Dec. 24110 Perry Como—Ted Weems—
Dick Robertson—Dec. 1512 Dec. 25078
Frank Fraeba—Dec. 23602 Jack McLean—Coast 8002
Marshall Young—Rainbow 10002 Ben Yost Singers—Sonora 1084
Four Vagabonds—Apollo 1055 Ray Noble—Col. 37544 (U.S.)
Dinning Sisters—Cap. 443 D'Artega-Hal Horton—Son. 2012
Joseph Littau—Pilotone 5132 Joe Howard—De Luxe 1036
Jerry Cooper—Diamond 2082
(Associated-Langworth-NBC Thesaurus-Standard-UTS-World)

JUST AN OLD LOVE [OF MINE (CAMPBELL-PORGIE)

Peggy Lee—Cap. 445 Tommy Dorsey—Vic. 20-2371
Doris Day—Col. 37821 (U.S.) Dick Farney—Maj. 7248
Billy Eckstine—MGM 10043
(Associated-Langworth-NBC Thesaurus-World-U.T.S.)

SMOKE! SMOKE! SMOKE!

(THAT CIGARETTE) (AMERICAN)
Tex Williams—Cap. 40001 Johnny Bond—Col. 932
Lawrence Welk—Dec. 24113 Deuce Spriggins—Coast 263
Phil Harris—Vic. 20-2370 101 Ranch Boys—Security 1001
(Standard)

*** THER'LL BE SOME CHANGES MADE (MARKS)**

Dinah Shore—Col. 6277 Eddie Condon—Dec. 18041
Peggie Lee—Cap. 15001 Fats Waller—Vic. 20-2216
Ted Weems—Dec. 25288 Vaughn Monroe—Vic. *
(Capitol-Langworth-Standard-NBC Thesaurus-U.T.S.)

THE STORY OF SORRENTO (PEMORA)

Buddy Clark-Xavier Cugat— Bobby Doyle—Sig. 15079
Col. 900 (Langworth-Standard-U.T.S.)

*** ZU-BI (REPUBLIC)**

Victor Lombardo—Maj. 7263 Sammy Kaye—Vic. 20-2420
Art Mooney—MGM* Tommy Tucker—Col.*
* Soon to be released

COMING UP

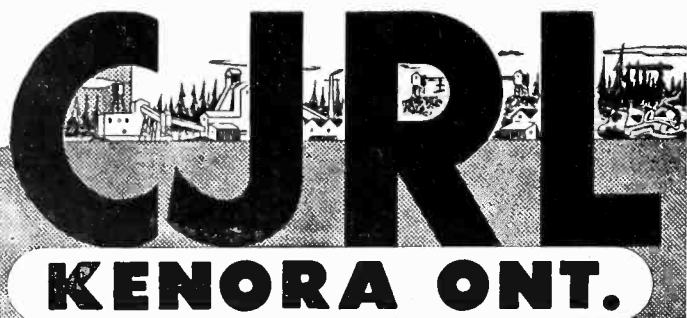
‡ Barbara Ann (Adanac) Miami Beach Rhumba (Marks)
‡ Dreaming of You (Victoria) ‡ Missing (BMI Canada)
‡ Fool That I Am (Hill & Range) My Rancho Rio Grande
‡ L'Amour a la Boogie Woogie (Harwall-Criterion)
(Adanac) Nina Nana (Encore)
Let's Be Sweethearts Again Rhumba Fantasy (Pemora)
(Campbell Porgie) The Jungle Rhumba (Duchess)

★ NEW PIN UP HITS ‡ CANADIAN SONG HITS

BMI CANADA LIMITED

229 YONGE ST TORONTO 1, ONT.

MONTREAL NEW YORK CHICAGO HOLLYWOOD



CJRL

KENORA ONT.

DOMINION NETWORK

EXCLUSIVE COVERAGE

SERVES A WELL-TO-DO
YEAR 'ROUND AUDIENCE

Reaches the Rapidly Expanding Market
in the Mining Area of Northern Ontario

Beam Your Sales Message to this Rich
Territory Through the Facilities of CJRL

Representatives:

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

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

STATIONS

CBC Board To Hear Long Applicants' List

The CBC Board will consider a long list of applications for power increases, and new station licenses both AM and FM when it meets in Ottawa November 27-29. These are in addition to the preliminary story which appears in this issue under CBC.

Power Increases

Held over from their last meeting, the Board will consider an application from CHML, Hamilton, for an increase to 10,000 watts day and 5,000 watts night, both directional.

New applications for increased wattage will be heard from four stations. These are CFAR, Flin Flon, which wants 1,000 watts on 590 kcs; CFRB, Toronto, has applied for 50,000 watts on 1010 kcs., directional; CKLW asks for 50,000 watts on 800 kcs., directional; CKAC, Montreal, is after a temporary allocation of 10,000 watts on 730 kcs., and a permanent power of 50,000 watts on the same wave length, directional.

AM Applications

Held over from the previous board meeting are applications from David M. Armstrong for 250 watts on 1570 kcs. at Victoria, B.C.; Shawinigan Standard Radio Company, for 1000 watts at 1470 kcs., directional, at Shawinigan Falls, Que.; Vincent Rodrigue, for 250 watts on 1340 kcs. at St. Georges de Beauce, Que.; Gagnon & Bo'duc Reg'd., for 250 watts on 1230 kcs. at Beauceville, Que.; Roger Bergeron for 1000 watts on 1250 kcs., directional, at Matane, Que.

New applications will be considered from Saskatoon Broadcasters Ltd., for 250 watts on 1340 kcs. at Saskatoon; Donald D. Anderson for 1000 watts on 930 kcs., directional, at Sydney, N.S.; Charles H. Llewellyn for 250 watts, no frequency stated, at Summerside, P.E.I.

Pick-Up Licenses

Applications for pick-up licenses have been filed by the following: CHSJ, Saint John, N.B.; CJKL, Kirkland Lake; CKGB, Timmins; CFCH, North Bay; CJFP, Riviere du Loup, Que; CKWS, Kingston, Ont.

CFAB, Windsor, N.S., is asking for a satellite station at Kentville, N.S.

FM Applications

Applicants for licenses to operate FM stations fall in two categories, those not operated in conjunction with AM stations, and those applied for by licen-

tees of existing stations.

The first group, under consideration at the board's meeting this month, are J. E. Atkinson, Toronto Daily Star; Pollock Enterprises Ltd., Kitchener; C. O. Tatham, in association with Charles Perry, Woodstock.

The second group of applicants consists of CJIC, Sault Ste. Marie; CFPA, Port Arthur; CFRN, Edmonton; CKUA, Edmonton; CJOB, Winnipeg.

Stock Transfers

In addition to the information under CBC, permission is being asked by station CKCO, Ottawa, for the transfer of 500 shares of preferred stock and 24,700 common shares. Names of transferees are not disclosed.

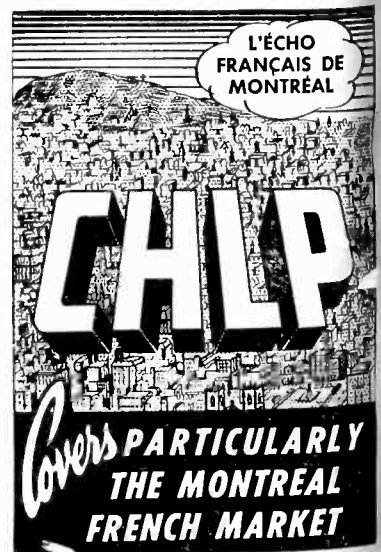
Collections by "Night Owl"

CJOB Winnipeg's "brains department" has cooked up a neat scheme to aid the current Community Chest campaign. It revolves around the station's "Night Owl" program which is aired from midnight to 6:30 a.m. daily.

A special telephone operator has been installed during the campaign to take "Night Owl" request numbers. When a person phones in and asks for a special number the operator asks how many people are with him. If he says he is attending a party and there are 10 altogether the operator says: "Okay, it will cost each person \$1.00 to hear the tune. You collect \$10 and we'll air your number."

If this is acceptable to the guy on the phone the operator takes his address and turns it over to Community Chest headquarters. They do the collecting.

Community Chest officials are enthusiastic about the idea, as



L'ÉCHO
FRANÇAIS DE
MONTRÉAL

CHLP

Covers PARTICULARLY
THE MONTREAL
FRENCH MARKET

Representatives:

Canada: James L. Alexander

U.S.A.: Joseph Hershey
McGillivra Inc.

well they might be. From one night's program alone they collected \$104.

Incidentally the Night Owl show will get a new emcee anytime now. At the moment Jack Goodman, formerly of CJGX, Yorkton, is preparing to take over. Gordon Lee is leaving his announcing duties and moving into the sales department.

Calling the Arctic

CFRB recently broadcast a special program to a storm-bound Canadian-U.S. weather bureau on Cornwallis Island in the Arctic Circle, and to the rescue party that parachuted some weeks ago to the aid of Canon John H. Turner, an injured clergyman from Felixstowe, England, in Moffet Inlet, Baffin Island. Neither place can be reached by plane at this time of year.

The service to the two outposts was undertaken by CFRB on receiving a cable from Moffet Inlet, commenting on the good reception of CFRB's signal in that remote area.

Relatives of the Cornwallis Island meteorologist and members of the rescue party broadcast their messages over CFRB. The program, which was recorded and rebroadcast twice, was handled by CFRB's Loy Owens.

RED FEATHER PROMOTION

Ottawa's CFRA ran the show for the capital city's big street-dance, which wound up the Community Chest promotion drive. Orchestras playing for the street-dance from specially constructed platforms were emceed by CFRA staff, including owner Frank Ryan. P.A. system and sound truck were provided by CFRA, as were the recordings played while bands intermissioned. Drawings for prizes were handled and announced by CFRA staff, and pre-publicity for the event, as well as follow-up announcements on prizewinners, were a heavy station feature.

YULE FUND ROLLING

The orphans' Christmas fund at CKNW got off to a good start two months ahead of time when a \$5.00 bill and a home recording turned up in the mail from Montreal.

The contribution was from Ronnie Matthews, blind pianist, who was often on the station's children's program on Saturdays before he moved to the east.

On the disc, which Bill Rea played on his "Roundup" show, Ronnie bade his former audience the usual compliments and wished he was back to help.

ADVERTISERS NOTE

Forms for our Christmas Issue close finally on November 19th.

AGENCIES

Britain Wants Tourists

MacLaren Advertising Company Ltd. has been entrusted with a sizable appropriation by the British Tourist Association to promote tourist travel in Great Britain. Between now and March, 1948, it is understood that around \$50,000.00 will be spent in Canada. As yet MacLaren's are unable to give any information as to what media will be used, as plans are still in the formative stage.

According to present information, a campaign is also being planned in the United States through Cecil & Presbrey, New York, John G. Bridges, M.B.E., F.R.G.S., director general of the government-sponsored British Travel Association, has declined to commit himself as to the amount involved, but is quoted as stating that "an expenditure of \$250,000 in the United States during the coming year would be justified".

Britons Aren't Starving

Purpose of the campaign appears to be to point out various advantages of travelling in Great Britain during 1948. These include claims that prices are not excessive, that available merchandise is distributed equitably and without black marketeering, that Britain is short but not "starving", that her need for food is no greater than her need for dollars and that visitors are not imposing hardship on residents by eating up their rations.

GOVERNMENT

House Committee May Meet in March

December opening of Parliament is highly unlikely to mean earlier sittings of the Radio Committee. Business of immediate urgency is enough to keep the House occupied for the month, and committees are not likely to be set up until Parliament re-assembles in January. Under these circumstances, the Radio Committee is unlikely to begin sittings until March.

Two members of last Radio Committee have been honored by their appointments as Parliamentary Assistants. Ralph Maybank, twice chairman of the committee, is now Parliamentary Assistant to Minister of National Health and Welfare Paul Martin. R. H. Winters, brilliant young engineer from the Maritimes, who served on the 1947 committee, is now Parliamentary Assistant to Revenue Minister J. J. McCann. Dr. McCann was for some years chairman of the Radio Committee, and latterly has been the designated Minister through whom CBC makes its annual report.

Parliamentary Assistantships carry extra money and prestige, in addition to new responsibilities which give the Assistant a chance to demonstrate his abilities in and out of the House more clearly and forcefully. They are generally regarded as a stepping-stone to Cabinet rank. It is unlikely that Mr. Maybank will continue as chairman of the Radio Committee.

SERVICE!



The helping hand is willingly offered and just as willingly accepted. Same is true in radio. It is now a recognized fact that radio is the most effective community service medium in existence.

CJCA has therefore stressed community service at all times, having ample evidence that for every effort put forth voluntarily the eventual reward in popularity, respect and prestige is many times greater.

WINNER OF
BILLBOARD AWARD
IN PUBLIC SERVICE



(Northern Alberta's most powerful sales medium)

The *Bright* STATIONS

85% of Quebec's \$1,000,000,000 retail sales are made in areas covered by C K A C, Montreal

— See —
WILLIAM WRIGHT
TORONTO A.D. 8481 Victory Building
MONTREAL Empire Life Bldg. HA. 7240



Jos. Hardy Talks

ON QUEBEC MARKET NO. 2

"Good morning — today I am going to talk about Sherbrooke. Maybe you call it Sherbrooke, but either way, it's a richer market than most buyers realize. The average family in Canada has an income of \$3,457 — but in Sherbrooke it is \$4,580. Although Sherbrooke has only .317 of the Dominion population, it enjoys .308 of the Dominion income. "Sales Management's 1947 Survey of Buying Power" stamps Sherbrooke as a richer market by giving it a "quality of market" index of 131 — meaning its purchasing power is 31% above that of the average Canadian community, regardless of size. Tell YOUR sales story to this richer, profitable market through Radio Station CHLT."

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

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

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

UNIONS

Musicians' Union Ready for War

When the American Federation of Musicians' recording ban goes into effect on New Year's Day, Mr. Petrillo and his satellites will face a possible break in union ranks.

In over 200,000 A.F. of M. members there are about 5,000 recording artists who are going to tumble from their financially high perches, if the union Czar really goes through with his ban.

A "Special Report" in *Newsweek* for November 3 says: "Petrillo is much more interested in getting jobs for the greater mass of lesser musicians, even if he has to smash the recording business to do so. If they work, they pay dues", the article continues. "If they pay dues, Petrillo gets along".

Jukes and Jockeys

Pro-union opinion points out, as it did when the talkies first appeared, that records cut into musicians' incomes, while other artists, who live making records, have to sit and listen to their efforts pouring out of juke

boxes and radios to no financial advantage to themselves. Yet, when peace was signed after the 27-month recording ban of 1942-44, the major recording companies agreed to pay to the union (not to the individual musicians) a royalty on all recordings sold. This "unemployment fund" enriched the union by \$200,000 last year.

Records now being feverishly cut, plus the backlog in stock, will last two years. Most stations' libraries are well stocked so that their schedules will not show any noticeable change. Meantime the recorders are not going to be put out of business without a fight.

Eyeing Networks

But Petrillo is not expected to stop with recordings. He has a contract with the U.S. networks which expires January 31st, 1948, and many believe he will take his musicians off the chains when that contract expires. "FM and TV restrictions", *Newsweek* points out, "will probably be thrown in the same pot".

UK Musicians Won't Scab

Hardie Ratcliffe, assistant national secretary of the British Musicians' Union, said that he did not think that British musicians would make "scab" records and break the American disc strike—effective January 1, 1948. While British musical artists succeeded in obtaining an agreement with waxing companies that prevented the use of recording where it was practicable to hire an orchestra, American bands have to be content with a royalty based on record sales. According to Ratcliffe, the American bands won the royalty clause after a two-year fight in which they were abetted by the British Union. "Recent repressive anti-union legislation" was cited by the British trade unionist as the cause of the loss of the U.S. royalty and that, it is claimed, was the real reason for the strike.

He is quoted as saying:

"The national executive of the union have not yet considered the subject. The choice would be either to support the American musicians or to allow recording bands in London to cash in on the American market by making scab records that would help to break the strike—and I think that British bands would not be blacklegs."



PRESCRIPTION FOR SPEAKERS

Tell 'em what's wrong, and then tell 'em what to do about it.

* * *

PETRILLO THEME

What never?
No never!
What NEVER?
Well-l-l-l . . . hardly ever.

—*Newsweek*

* * *

BROTHERLY LOVE

"I haven't a word to say against our neighbors to the south, because the customer is always right".

—*Captain Norman Rawson at ACA Annual Dinner.*

* * *

IN GOD WE TRUST

We are still reading and re-reading the three commendatory letters we received following our ACA issue, and hope soon to be able to report that we have found the hidden jibes.

* * *

TIME, THE GREAT HEALER

"We have a couple of years before the (recording) well runs dry and in two years anything can happen — even to Mr. Petrillo".

—*John L. Watson in "Saturday Night"*

* * *

TIT FOR TAT

Wanted an American Trade Association willing to serve its membership with a complete diet of Canadian speeches.

* * *

PAN MAIL

Sir: Why don't advertisers make up their minds? On page 15 of your Nov. 1 issue, Albert Jarvis wants to know if we are getting "One Man Agency Service" and CKCW proclaims that "Three Heads Are Better Than One".

—*Checking Dept.*

Just trying to present both sides of a contentious subject. That's all, C.D.

* * *

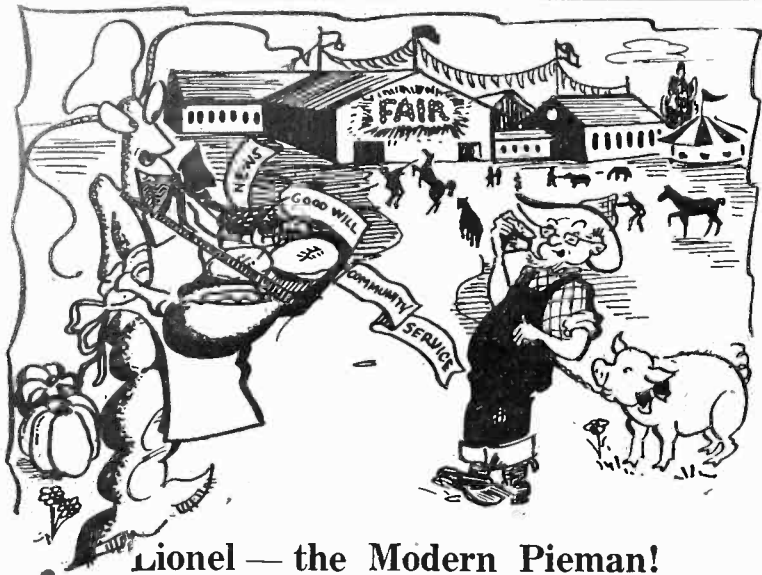
EMPLOYMENT WANTED

Three recording artists will do baby sitting, caretaking, floor waxing, or what have you. Will go anywhere, any day, any time after December 31st, 1947.

* * *

VEAL AND HAM

It is understood that Toronto's Royal Winter Fair, starting next week, plans supplying radio commentators with purple berets in order that they may be readily distinguished from the livestock.



Lionel — the Modern Pieman!

The nursery rhyme character wasn't the only one who got around. Lionel went to a fair, too — the Maritime Winter Fair. And CKCW really put the show on the road with a full "LIONELIZING" treatment that pulled the largest gate yet. Sponsored and sustaining shows featuring Maritime talent and on-the-spot "specials" daily, from the fair building studios placed Lionel in solid with clients, officials and citizens alike. Becoming part of the community life is a prime success factor in "LIONELIZING" program which ensures faithful listening and enthusiastic response to your sales message. If you want increased sales and dollar returns — then you want "LIONELIZING".

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

13 OF CANADA'S 89 INDEPENDENT STATIONS

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



B.C. - A Growing Province!

Eighty-three cents per working hour, against the nation's next highest of seventy-two cents! That's the story of B.C. payrolls.

Today, this great province has more workers making more money than ever before . . . and you reach them best by radio.

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

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



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!