

CANADIAN BROADCASTER

AND TELESCREEN

Vol 7, No. 15

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

August 14th, 1948

WAB MEETS AUGUST 23-25

Calgary. — Western Broadcasters are getting set for their annual convention which takes place this year at the Bessborough Hotel, Saskatoon, August 23-25 according to Bert Cairns, WAB President.

A skeleton agenda discloses that the morning of August 23 will be devoted to the customary opening formalities. That afternoon Jim Allard, CAB general manager, will deliver his report from the parent association.

The top item of business slated for the morning of August 24 will be the topic of price mentions which will get their final going over before the regulation is relaxed September 1. The same afternoon, delegates will adjourn to the golf course to battle it out for the CJOB Trophy, which was won last year by Gordon Love, of CFCN, Calgary.

Following the tournament, the Convention will be entertained at a cocktail party by the Canadian Marconi Company, after which they will assemble for the annual banquet.

The agenda for August 25 has been left open for general business.

IT'S THAT GAL AGAIN!



Toronto. — Just back from a summertime trip to Bermuda, Claire Wallace, pictured above (centre), assisted by her staff, Lillian Spencer (left) and Florence Craig (right) is readying for her return August 16 to Trans-Canada for her perennial *They Tell Me* series for Robin Hood Flour.

Claire will leave, almost as soon as the program reopens, for the Pacific coast, to air her regular Monday-Wednesday-Friday programs from Vancouver, Victoria and other western towns and cities.

After getting the program

started in Toronto August 16 and 18, the ubiquitous commentator flies westward. The annual gladioli show in Vancouver will be featured on her August 20 program, and on the 23rd she will be in Victoria.

August 25 and 27 programs will come from Vancouver, the latter featuring the Pacific National Exhibition. That day is Women's Day at the PNE, and Claire has been invited to be the "honored guest". Her later schedule is still uncertain but will probably include broadcasts from other cities and towns before she returns east.

RADIO STORK DERBY

Friendly rivalry took on a new form in the Toronto offices of All-Canada Radio Facilities when Mr. and Mrs. Norris Mackenzie, he of the Program Division, and Mr. and Mrs. Bruce Alloway, the Time Division entry, staged a nip-and-tuck race to "B" Day.

The Alloways won out with the birth of Susan Lynn on July 9. The Mackenzies' third, Constance Carolyn, made her debut on July 11. A combination of heat, humidity and a previous agreement between the two male contestants resulted in a Tom Collins celebration, which Mackenzie conducted with considerable grace.

AD COURSE TO RESUME

Toronto. — The University of Toronto Extension Course in Advertising, sponsored by the Advertising and Sales Club of Toronto will resume its activities Tuesday, October 5. The course will again be under the direction of Alec Phare, of R. C. Smith & Son Ltd., with Art Benson of the Broadcaster staff assisting.

AIR DEBATE ON ADVERTISING

Vancouver. — A satisfied customer is still the best advertising medium, according to Dean Miller, editor and advertising man, speaking on Town Meeting which originates over CJOR Vancouver, and is rebroadcast on many western stations.

Allowing that there was some ballyhoo in advertising, he said the buyer could "rely on the fact that a product can't become widely advertised unless it is basically worthwhile. All the advertising in the world won't make a product good."

Miller claimed that advertising had given North America the highest standard of living the world has known.

Another advertising man, E. T. Wilson, pointed out that advertising was not intended as a force for reform.

"Advertising is beamed at the exact cultural and intellectual level of the people," he said. "Raise that level and advertising will raise its sights."

"Advertising plays upon basic human urges. If some of them are not quite so respectable, it is the duty of education to correct them."

A lawyer, Frank McKenzie, hit advertising as "against the public good."

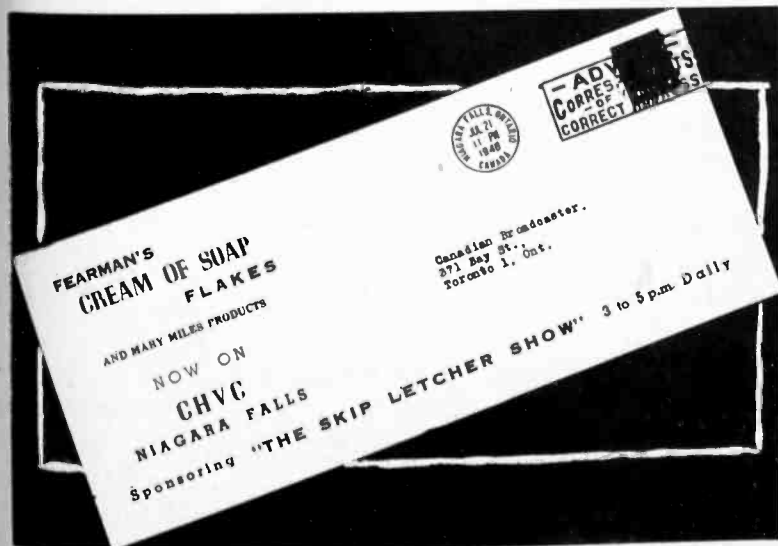
"The object of advertising is not to operate in the public interest," he asserted. "It is to sell the goods of the manufacturer who pays the bills."

"The advertising salesman preys upon whatever frailties of human nature are most likely to induce sales—pride, vanity, fear of personal shortcomings and sexual curiosity."

DAWN ALEXANDER

The sympathy of the industry and its friends goes out to Mr. and Mrs. James Alexander on the death, suddenly, last Thursday of their daughter, Dawn.

Dawn, who was nine years old, died in the Sick Children's Hospital, and leaves, besides her mother and father, a brother, Douglas. She was buried in Park Lawn Cemetery Friday morning.



CHVC's "The Skip Letcher Show" gets a bit of a plug, and so does its sponsor, Fearman's Cream of Soap Flakes, through the use of white space, usually wasted, on outgoing envelopes. The station's not inconsiderable mail carries this listener promotion, and the cost is relatively nothing.

CKWS starts the Pay-Off!

The Kingston Market has steady year-round purchasing power.

INSTITUTIONS such as Queen's University, R.M.C., Portsmouth Penitentiary (5 in all, plus government and community hospitals), have substantial payrolls and purchasing power.

AGRICULTURE engages almost 34,000 persons within the CKWS coverage area; with year-round income from dairy and general farming!

MANUFACTURING covers a widely diversified list of industries—with steady, large-size payrolls.

CKWS starts the pay-off by earning 90% of the listeners (Elliott-Haynes), following through with sound, live-wire promotion. Are you getting your share?

CKWS • KINGSTON

5000 WATTS

960 KCS.

CKWS - FM

Get the facts from

NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Building - FI. 2439

PEOPLE

Comeback Story

Vancouver.—One of the most amazing comeback stories in Canadian radio is at its climax with the success of newscaster Reed Chapman, who airs the VANCOUVER SUN news over CKWX daily at noon and 10 p.m.



Thirteen years ago Chapman was laid low by an attack of arthritis after broadcasting a hockey game with a temperature of 102. The marks of it are still with him.

He snapped back from that and had a long career as a popular sports announcer on CJOR and CKWX.

Then eighteen months ago while handling a quiz show in the Vogue Theatre he again bit off more than his 54-year old frame could handle.

As the last participant stepped up to the mike, Chapman suddenly felt the roof

coming down on his head and the footlights going round in a circle. He feigned a cough, waved to Cal George to take over, and stumbled into the wings.

A doctor from the audience couldn't even find his pulse. Then there was a flicker, and Chapman spent the next five days under an oxygen tent.

After he got out of that one the medico ruled no more sportscasting and no more audience shows.

"Read something to a microphone if you have to," the doctor told him, "but don't even read it fast."

Chapman walked slowly down to CKWX one day a few weeks later and began his SUN broadcasts. He didn't even read them fast.

His work on these broadcasts has brought him a rating of 11.8, with about 40 per cent of the sets in use tuning to his news programs, the highest of any newscast in Vancouver.

Chapman got into the show business the long way, working as a property man for Warner Brothers before he became an actor and assistant director. He had been in stock even before that.

One of his best known pictures was Forest King, in which he acted with Lillian Hall. He also did a hitch with KFWB, the Warner station in Hollywood.

He reached Vancouver in 1933, spending time with CJOR and CJAT Trail before joining CKWX in 1936. Many shows have come from his typewriter and over his mike, Stardust,

Mon
it has everything!

SAMPLE: FARM INCOME alone \$84,100,000. Ask your local All-Canada man about the Lethbridge area income from industry, mines and retail sales as well! Remember *one* station — CJOC — sells this market exclusively.

CJOC

NOW 5000 WATTS

LETHBRIDGE ALBERTA ALL-CANADA STATION

Buy **CHAB** MOOSE JAW **TO SELL** **SASKATCHEWAN**
5000 WATTS 800 KC.

Q U E B E C S
Most Popular Radio Station
Tops the List
East of Montreal
5000 WATTS 800 KILOCYCLES
CHRC
"LA VOIX DU VIEUX QUÉBEC"
CANADA REPRESENTATIVES U.S.A.
JOS. A. HARDY & CO. ADAM J. YOUNG, JR. INC.

Honor The Law, Sportcycle, Hits And Encores, and Over The Back Fence.

They're all in the files now, and he just does like the doctor says and sits alone in the studio. But with a rating like that what help would he need?

ASSISTANT MANAGER

Vancouver.—Sam G. Ross, director of news and special events at CKWX Vancouver for four years, will succeed Stuart MacKay as assistant manager to F. H. Elphicke when MacKay goes to CKRM Regina September 1. (C.B. July 31).

Ross will be succeeded as head of the news room by A. G. Cannings, who has been with the station the past two years.

A winner of a Canadian Broadcaster Beaver award for his development of the CKWX radio news service, Ross was with several newspapers as well as THE CANADIAN PRESS and PRESS NEWS before joining CKWX. He began his career with the WINNIPEG TRIBUNE.

REGINA TO 'PEG

Winnipeg.—CKRC has a new announcer on deck. He is 18-year-old Dan Woods, formerly of CKCK Regina.

CHANGES AT CJOB

Winnipeg.—CJOB announces a couple of staff changes.

Doug MacCourt, who joined the station at its birth as a transmitter aide, is leaving. Doug will do his sweating from now on with Western Sound System.

Also leaving the CJOB fold is Jack Goodman, who did a stint on the *Night Owl* program and also on the sales staff. Jack is returning to his home town of Yorkton and CJGX.

HALIFAX STAFF CHANGES

Halifax.—Norman Riley and Grant Patrick are two recent additions to the staff of CJCH, Halifax.

Riley, recently with WBZ, Boston, and WIAD, Miami, takes over the featured disc jockey stint. Patrick, formerly with Northern Broadcasting, will do featured newscasts and chores for the special events department.

NOW 1000 WATTS!

L'ÉCHO FRANÇAIS DE MONTRÉAL

CHLP

Covers PARTICULARLY THE MONTREAL FRENCH MARKET

Representatives:

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

FATHER'S FOOTSTEPS



Following in his father's footsteps, is Bill Hewitt, 19 year old son of hockey's own Foster Hewitt. Bill, a student at U.C.C., is spending the summer at CFOS, Owen Sound, assisting sportscaster Bill Dane with his heavy summer sports schedule. Hewitt the younger, keeps himself, and his listeners, posted on the latest in sport, with a late-evening round-up of sports news every day, plus various play-by-play broadcasts of lacrosse and softball games.

MARITIME TRIP

Guy Herbert left Toronto on August 8 for a tour of the All-Canada represented stations in the Maritimes. He plans to be away from the Toronto office for about two weeks.



with fortune when you advertise over CHNS — the dice is loaded for you — the station is popular and the listeners many — most of the people on the mainland of Nova Scotia, in fact.

Plant YOUR advertising dollar in productive soil—it will multiply by using the facilities of CHNS.

CHNS

Broadcasting House, Halifax

MARITIME BROADCASTING COMPANY LIMITED

Wm. C. Borrett, Managing Director

CFCN

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

TALKS TO MORE PEOPLE
IN ALBERTA EVERY DAY
THAN ANY OTHER STATION

Ask
RADIO REPRESENTATIVES LTD.
TORONTO MONTREAL



Around the Globe
Around the Clock
6,000 Veteran
Correspondents
Gather Material
For Your B.U.P. Report

★
World News
National News
Regional News
— PLUS —
Ten Daily Features

★
Radio Stations In
All Nine Canadian
Provinces Like
The Bright, Breezy
B.U.P. Style

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

★
HEAD OFFICE:
231 St. James Street
MONTREAL

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

with offices in

MONTREAL TORONTO WINNIPEG VANCOUVER

will be happy to supply you with all information as to rates, availabilities, market data, etc., on these live Radio Stations:

CHSJ Saint John
 CKCW Moncton
 CJEM Edmundston
 CJBR Rimouski
 CKVL Verdun
 CKSF Cornwall
 CFJM Brockville
 CJBQ Belleville

CHOV Pembroke
 CFOS Owen Sound
 CFOR Orillia
 CJBC Toronto
 CKLW Windsor
 CKY Winnipeg
 CJRL Kenora
 CFAR Flin Flon
 CJNB North Battleford

CHAB Moose Jaw
 CJGX Yorkton
 CKLN Nelson
 CFPR Prince Rupert
 CJIB Vernon
 CJOR Vancouver
 ZBM Bermuda
 TBC Trinidad

MUSIC

Mart Kenney Talent Quest

Winnipeg.—Mart Kenney and his orchestra will be in town in September and CKRC is currently featuring a program to tie in with the event. It is known as the *Mart Kenney Talent Quest*, and will run for seven weeks.

Each Saturday from 8.30 to 9 p.m., seven or eight local vocal and instrumental artists, experienced or otherwise, trot out their wares.

From these, judges Herbie Brittain, Percy Burdette and Maxine Ware, all local entertainers, select a winner. Winners from each program, seven in all, will appear with Kenney at the Civic Auditorium Sept. 25. The overall winner at that time will receive \$100.

Each Thursday prior to the Saturday programs, CKRC will audition talent for the show.

BMI MEET



Heads of networks and private stations in the United States met as directors of Broadcast Music, Inc. with the CAB and CBC directors of BMI Canada Limited at a joint annual board meeting held in Ottawa in June to smooth the path in mutual music interests and further the cause of Canadian works published by BMI Canada. Here, shown at a pre-board meeting reception, are Mrs. Davidson Dunton, whose husband is CBC chairman; Paul Morency, general manager of WTIC, Hartford, and a director of NAB and BMI; Guy Herbert, general manager of All-Canada Radio Facilities Limited; E. A. Weir, CBC commercial manager; and Mrs. Paul Morency.

Excellent Opportunities For Two Girls

With the Best Working Conditions in Advertising

Radio Department of leading agency invites applications for either of the following positions:

Radio Traffic—some radio experience essential.

General Office — includes shorthand and typing.

Write in detail giving education, experience and pay expected.

BOX T
 CANADIAN BROADCASTER
 371 Bay St., Toronto.

Our Staff knows about this advertisement

CJAD
 MONTREAL
Covers the
QUEBEC
ENGLISH MARKET
 1000 WATTS - 800 KILOCYCLES
Offices and Studio
 1191 Mountain St., Montreal
 Represented in Montreal and Toronto by National Broadcast Sales; in U.S.A. by Adam J. Young Jr., Inc.

IN NORTHERN ALBERTA ITS CFRN FOR

PROGRESSIVE - PUBLIC SERVICE POLICIES

In Canada's Fastest Growing City

"In The Woman's World", sponsored by Woodward's Ltd., featuring Helen Kent over CFRN, has brought International Radio Honors to Edmonton... the first award ever received by a Canadian station in the Woman's Shows division competitions conducted by Billboard.

During 1947 CFRN donated station time to the value of \$52,163.50 towards the support of public service enterprise... and 9 1/4 hours per week to religious broadcasts.

One of the major CFRN efforts 1947-48, in conjunction with the A.C.T. was the Crippled Children's Fund. During the 8 months Oct. 47 to June 48, the Edmonton branch of A.C.T. through the CFRN "Search For Talent" Winter Show—in the current Country Weekly Dance aired over CFRN and featuring CFRN's Barn Dance, has raised \$25,266.33.



Your Friendly Station — Edmonton, Alberta

Your advertising program is not complete unless it includes time on CFRN — centering Canada's fastest growing market.

CANADIAN BROADCASTER

AND TELESCREEN

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

Published by

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

Printed by Age Publications Limited, 31 Wilcocks St., Toronto 5, Ont.



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 Production Manager: ARTHUR C. BENSON
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Member of the Canadian Circulations Audit Board and the Business Newspapers Ass'n.

Vol 7, No. 15

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

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Is There A Man . . .

The following conversation was overheard by us in a train in England last month.

A passenger leaned forward and said to the man facing him: "What do you think of nationalization, George?"

The second man, whose previous remarks had disclosed that he was a coal-miner, replied: "It's a swindle, that's what it is." The other wanted to know what he meant.

"Why", said the miner, "they told us they was going to give us the mines, but before they could do it, the government come and took them."

There are aspects to this funny story which are not amusing at all. Not the least significant of these is this. Supposing George was able to persuade enough of his fellows to reverse their thinking about Socialism along with himself, the fact remains that the government would still own the mines and would continue to do so until the end of time. Eggs won't unscramble, especially eggs laid by Socialist hens.

This same story also indicates how completely George — and, of course, thousands more like him — were hornswoggled by the pre-election labor-leftist propaganda, to the point where he was talked into espousing a cause without having the remotest idea what it meant.

Half the people we meet, if we attempt to divert the conversation into political channels, admit that they have no party preference, and that, if they bother to vote at all, they choose the candidate they are drawn to the most as an individual, irrespective of his party or its platform.

And who is the loser? Which party loses votes and seats because of public apathy? You don't find apathy in the ranks of the Socialists nor yet of the Communists.

Somewhere, in the ranks of Canadian business, there is a man capable of leading us out of the darkness which has closed off the story of competitive enterprise — or what our south-paw Liberals have left of it — from public view. He will never be Prime Minister or leader of his party; yet Prime Ministers will owe their offices to him. He is a man with organizing ability, but even more important, he is a man with energy and guts. He is a man with the technical knowledge of the publicity craft, but even more important, he is a man who knows and likes people and knows how to talk to them. He is a man with the courage to play his cards face up, and if necessary, to trump his partner's ace. He will be disliked and abused as well, and perhaps even more, by his friends than his enemies. His task must be, if our system of business is to survive, to lead business into the continuance and completion of the house cleaning it recently started, and then to send out the story — the true story — into the remotest corners of the country.

This man is the one chance business — and those who believe in business — have left. At that, only his most prodigious effort is going to stir a public, grown weary long since of the negative outbursts of frustrated politicians, out of its present disposition to stand placidly by, raising neither fist nor eyebrow while Government comes and takes us, just as the British Socialists "come and took" George's coal mine.

Richard G. Lewis.

EDITOR.



What This Country Needs Is A Free Radio

Battle On Broadcast Table

New Westminster. — Since last week's wrestling bouts at New Westminster, CKNW is considering setting up a mobile first aid post and a used-radio-parts-for-sale department. And engineer Bill Collins and sportscaster Don Winchester are scanning the ads for a quieter line of work.

Trouble began in the opening bout when one of the wrestlers was heaved neatly out of the ring to land in front of Winchester. The broadcast was very incoherent for a few moments when the other fighter followed him out and the battle continued on the broadcast table, the pair beating each other with the remote equipment and using Collins and Winchester for pillows.

The referee persuaded them back into the ring and after some quick splicing the bout was again back on the air.

As if that wasn't enough they repeated the routine in the next round, and this time NW wasn't so lucky. The results: one mauled engineer, a black-eyed announcer, a spavined table and a dandy heap of used radio equipment for sale cheap.

NO MORE WARM-UP

New York.—A new type of radio set which starts as soon as it is switched on, instead of the usual pause for warming up, is the latest product to be put out by the Bell Telephone laboratories.

The main innovation to the new set is the introduction of a transistor, a small metal cylinder replacing the ordinary vacuum tubes which require practically no warm-up period.

AGENCIES

BAKER ADVERTISING AGENCY LTD.

Toronto. — *Prennez Une Chance*, French version of the English language *Take A Chance*, is being readied for production on CKAC, Montreal and a network of Quebec stations, opening September 3.

The French program, which was originated in Toronto and Hamilton (CKEY and CKOC) in its English form by Roy Ward Dickson and Maurice Rapkin, will be presented from the stage of the Chateau Theatre in Montreal, with Marcel Gamache as emcee and Jacques Desbaillets as announcer. Production of the French presentation is in the hands of Radio Programme Producers.

McKIM ADVERTISING LTD.

Montreal.—Purity Flour has signed Rose Lacroix, French Canadian cooking expert, who starts a series, 15 minutes three a week, on CBF and six stations of the French Network September 13. Madame Lacroix will be the central figure in a sketch of family life, and will offer listeners household advice and recipes in her role of teacher in a cooking school.

R. C. SMITH & SON LTD.

Toronto.—Alec Phare's program, *Queer Quirks*, returns to the air August 16 for its eleventh consecutive year of sponsorship by the Gilson Manufacturing Company of Guelph. The program will be heard on CBL, Toronto, at a new time of 8.00 p.m.

OVER THE DESK

I want to tell you about a guy I'm going to call Bert who sat across "The Desk" from me and told me a few things about radio and radio people I thought you might like me to hand along to you. It would take a newspaper man to wise radio on itself, wouldn't it? In radio we are so near to the forest that we can't see the trees for looking or however it is the old cliché goes.

Bert has been exploring radio to see if he can't turn some words about it into negotiable greenbacks, and so far he says he's stymied. Radio could use some of the publicity a guy like Bert might give it because he gets out to the people who listen, and radio still hasn't done such a good job of getting its story across to them. But Bert is stymied.

You could tell to look at him that he was overflowing with the thoughts but he needed someone to talk to, someone who lived radio to help him turn his thoughts into interesting and authentic words. Writers like Bert need someone like that before they can write their piece. And that's where Bert struck his snag, and it doesn't look as though he is going to solve it. Someone to talk to, someone who could give him some facts about our miracle medium, without cluttering it all up with dull firsts and unconvincing superlatives; someone who could tell him — in facts again — some of the fantastic stories of the power of radio, not in terms of money and fame, but straight human happiness, mixed with its hardships and heart-breaks, so that his readers



would know he was telling the truth. He wanted to know, with true anecdotes, how radio had contributed to homey things like music appreciation, interest in world affairs, healthy hobbies like sports. He wanted to know about radio in the bush and at sea, as well as in the towns and cities. He wanted to know about radio in times of disaster as well as in its usual role of entertainer.

But what did Bert find? He found big business bubbling over its balance sheets. There was nothing wrong with adding up well-earned profits, but it had no news value for Bert. He found artists eager to talk to him in the hope of getting themselves a plug. But puffs don't melt editorial hearts, so this wasn't news either.

My interjected "radio is business, you know" sounded a little lame to me. It must have fallen on Bert's ears that way too, because his retort sounded like a concise "Aw nuts!"

"The way I look at it", he went on

—we were over in the Savarin Cocktail Lounge by now — "a fellow doesn't go into radio or the newspaper business to make money—not primarily that is. You have to want to write, announce, act or produce more than you want to eat." He paused a minute sorting in his mind the ideas he had never put into words before, and then resumed: "It may sound corny as Hell, but I think you have to love your damn typewriter or your microphone more than a filet mignon or a Buick Convertible. Then the steaks and the cars just come automatically," he said, adding wryly: "or at least I hope they do." Bert struck his stride again. "People like this are men with a mission. They are so wrapped up in what they do that they can't help doing a good job, and the people who pay them are so anxious to keep

them working, that the steaks are doled out with the rations and even the convertible isn't too far out of reach."

He looked at me like a kid caught at the cookie jar, and repeated his "Aw nuts".

Bert must have said his piece, because he swallowed his drink in one gulp, dropped a coin on the plastic table-top, and stalked out onto Bay Street without opening his trap. I guess maybe he'd talked himself into an idea of something to go and write. I suppose he wanted to get back to his typewriter and get it onto paper while it was still fresh in his mind. Maybe you'll read it some time, and then perhaps you'll see what I mean. Then again, maybe you've just finished reading it now.

—R. G. L.

DID YOU KNOW?

That there are 27 manufacturing plants in Truro, with annual payrolls of over \$1½ millions? Annual production of these plants totals \$5½ millions. Over 150 local advertisers have found CKCL the logical means of tapping this important market.

CKCL

TRURO BROADCASTING COMPANY

J. A. MANNING
Manager

WILLIAM WRIGHT, Representative
Toronto and Montreal

BY POPULAR
ACCLAIM!



Canadian Shredded Wheat Co. Ltd.
Marshall-Wells Company Limited
Swift Canadian Company Limited
Dominion Rubber Company Limited
Lever Bros. Limited

WINNIPEG'S
CKRC

REPRESENTATIVES: ALL-CANADA RADIO FACILITIES LIMITED

National Advertisers
Acclaim
CKRC's Local Features

★
Metropolitan Life Insurance Co.
The Procter & Gamble Company
People's Credit Jewellers
Massey-Harris Co. Limited
Ford Motor Co. of Canada Limited

★
National advertisers recognize the value of using CKRC's local feature shows. Such programs as Porky's Inn, Guest in the House, Luncheon Club, Al Loewen's Round-up, and Your Hit Parade, provide ready-made enthusiastic audiences.

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—The battle of the radio researchers continues with little regard for the sultry weather—alas and alack. This particular battle, you'll no doubt recall, has been waged some months now by two of the broadcasting industry's most prominent rating firms, C. E. Hooper and A. C. Nielsen. Each rival has been doing his darndest to provide the industry with the best available qualitative research.

Not too long ago, Mr. Hooper announced his U.S. Hooperating report which would give subscribers projectable nationwide ratings for the various network programs. It was planned to issue the reports three times a year at an estimated additional cost of \$200,000 which would be passed on to the subscribers. The latter—made up of advertisers, agencies and networks—didn't take to the idea with any noticeable relish and now Hoop has come up with another proposal.

Starting in October, Hooper will include in the regular semi-monthly program ratings pocket piece continuous projectable ratings based on ratios established between his 36-city report and his U.S. Hooperatings report. In addition, program sets in use and audience share, previously published in the pocket piece, will be eliminated and instead appear exclusively in the advance Hooperatings and complete report.

The ratings chieftain said that the surveys for the U.S. ratings will be made twice a year—from January 15 to February 15 and from October 15 to November 15. Complete editions of the U.S. ratings will be released each April 30 to January 30.

The proposed plan is of course contingent on the reception it gets from the subscribers who must put up the additional \$200,000. Mr. Hooper is asking the networks to fork over an extra \$100,000 with the other \$100,000 coming from the advertiser-agency subscribers.

The Mutual Broadcasting System has launched a lengthy survey of network rate structure which it plans to release to the entire industry upon completion.

According to MBS vice-prexy, E. P. H. James, "Advertising rates of all media are under closer scrutiny now than they have been for some years past . . . while overall radio listening is at a peak, the influx of many new stations, the competitive effects of FM and television, and the progress made by some magazines and newspapers . . . have all combined to place radio under the necessity of making sure that its rates are right.

"While numerous individual station rate adjustments have been made, there has been no major revision of radio rates since 1934 or thereabouts, when networks first placed rates on a scale bearing some relationship to coverage," Mr. James continued. "After 25 years of broadcast advertising, it should pay us to review past practice and look forward to future needs . . . Discounts, annual rebates and other special inducements

which have become part of accepted practice may now be partly or totally obsolete. Network conditions relating to the use of full networks, full groups, supplementaries and bonus stations, together with provisions for so called "full network" discounts, may well be studied in terms of their effect upon advertisers in different categories.

That od debbit Spot is in the news again. The radio trade magazine, SPONSOR, has come up with a contest and will award \$100 for a new name for Spot in an attempt to find a solution to the problem which SPONSOR admits has reached a status quo. The publication points out that "there are many advertisers who should use broadcasting but don't because they look upon radio advertising as either network (too costly) or 'spot' announcements (too insignificant) . . ."

Say, by the way, we just remembered. A few issues ago in this space we suggested that radio, which is so fond of quiz shows and contests, should run a prize-awarding contest to select a new name for spot. So—you're welcome, SPONSOR.

Toots Shor regulars were speculating this week on the significance of the appointment of Owen D. Young, one of the founders of the Radio Corp. of America, to the board of directors of the American Broadcasting Co.

Some lads feel that the move was timed with the recent announcement of the ABC network's stock issue on the market. They feel Mr. Young's appointment will do much to bolster the chain's prestige and stock. Others, a bit more on the wild and woolly side, we'd say, were hinting that it might mean that Ed Noble is preparing to unload the network.

On the cuff notes . . . There are reports, unconfirmed at the moment, that the Bob Hawk Show may return to the CBS network (from NBC) in the fall . . . Incidentally, we hear the NBC network may completely revamp its 9 to 10 a.m. slot across-the-board with a group of new shows featuring top name talent . . . Understand that Phillip Morris cigarettes is thinking of expanding its radio

operations next season and is looking for new shows — but, fortunately, not of the quiz variety . . . Kaizer-Fraser is reportedly shelling out

\$2,700,000 for time and talent in sponsoring Walter Winchell over the ABC network for two years starting January 2.

BMI Pin-up Sheet

CANADIAN HIT TUNES — AUGUST

CHILlicothe, OHIO (MELLIN)
 Art Mooney—MGM 10230
 Les Brown—Col. 1101
 Peggy Mann—Eddie Heywood—Vic. 20-2839
 The Four Tunes—Manor 1087 (World)

DELILAH (ENCORE)
 Glenn Miller—Vic. 20-2942
 Horace Heidt—Col. 36370 (U.S.)
 Buddy Clark—Okeh 6403 (U.S.) (Associated-NBC Thesaurus-Standard-U.T.S.-World)

★ FOOLIN' (JAY-DEE)
 Francis Craig—Bullet 1013
 Ed McMullen—Crown B 1-164
 Gloria Carroll—Back Bay* (Capitol)

IT'S SO PEACEFUL IN THE COUNTRY (REAGENT)
 Mildred Bailey—Dec. 3953
 Charlie Spivak—Okeh 6291 (U.S.) (Associated-NBC Thesaurus-Standard-U.T.S.-World)

I WANT TO CRY (EXCELSIOR)
 Savannah Churchill—Manor 1129
 Phil Reed—Dance-Tone 216
 Chris Cross—Sterling 4004
 Dinah Washington—Mercury 8082

‡ L'AMOUR A LA BOOGIE WOOGIE (ADANAC)
 Fernand Robidoux—Victor 55-5279
 Max Chamitov—Musicana-R104 (Disc Jockey)

LONG AFTER TO-NIGHT (BMI)
 Russ Titus—Musicana 14
 Kate Smith—MGM 10157
 Andy Russell—Cap. 15055
 Betty Rhodes—Vic. 20-2735
 Snooky Lanson—Merc. 5095
 Yvette—Vita 919 (World)

SERENADE (Music Played On A Heartstring) (DUCHESS)
 Buddy Clark—Ray Noble—Col. 1034
 Bob Eberley—Russ Morgan—Dec. 24376
 Jerry Wald—Com. 7503
 Jan Garber—Cap. 15043
 John Laurenz—Merc. 5099 (Langworth-NBC Thesaurus)

SOMEONE CARES (PORGIE)
 Vaughn Monroe—Vic. 20-2671
 Mills Bros.—Decca 24409
 Eddy Howard—Maj.*
 Art Lund—MGM 10170
 Frankie Carle—Col. 1046 (NBC Thesaurus)

SPRING CAME (REPUBLIC)
 Sammy Kaye—Vic. 20-2886 (NBC Thesaurus)

TAKE IT AWAY (PEMORA)
 Enric Madriguera—Dec. 2446
 Emil Coleman—DeLuxe 1010
 Xavier Cugat—Col. 1126
 Edmundo Ros—London 230 (World-Associated-Langworth-U.T.S.)

★ TIME AND TIME AGAIN (LONDON)
 Wayne King—Buddy Clark—Vic. 27516
 Bob Chester—Bluebird 11172 (Associated-NBC Thesaurus-Standard-World)

★ ‡ VALLEY OF THE SAINTS (Dans Les Beaux Pays D'en-Haut) (BMI CANADA)
 Russ Titus—Musicana 16 (Disc Jockey)

★ WALKIN' WITH MY SHADOW (JOHNSTONE-MONTEI)
 Four Knights—Dec. 48014
 Jack McLean—Wayne Gregg—Coast 8001
 Monica Lewis—Sig. 15229 (Capitol-Langworth-Standard)

YOURS (Quiereme Mucho) (MARKS)
 Xavier Cugat—Vic. 26384
 Jimmy Dorsey—Dec. 25121
 Benny Goodman—Col. 36067 (U.S.)
 Nat Brandwynne—Dec. 3913
 Eddy Howard—Col. 6361
 Andy Russell—Cap. 10112
 Tito Guizar—Vic. 27410 (Associated-Langworth-Standard-World)

★ NEW PIN UP HITS * Soon to be released
 ‡ CANADIAN SONG HITS

COMING UP

- ★ Banff Is Calling (Mello-Music)
- ★ Cool Water (American)
- ★ Cruel Love (Jay-Dee)
- ★ Cuckoo Bird Waltz (Lutz)
- ★ Hemline Below The Knees (Old Colony)
- ★ Highway To Love (BMI)
- ★ If The Moon Could Talk (Adanac)
- ★ I Wish That It Were Always Spring (BMI Canada)
- ★ Just Cancel My Dreams (Brightlights)
- ★ Lonesome (Republic)
- ★ Muskoka Moon (Adanac)
- ★ Nobody But You (Duchess)
- ★ Play The Playera (Marks)
- ★ Run Joe (Preview)
- ★ Saskatchewan (Old Colony)
- ★ Swing Low Sweet Clarinet (Stuart)
- ★ The Things I Love (Campbell Music)
- ★ Time Out For Tears (Kaolene)
- ★ Where The Apple Blossoms Fall (Vogue)

‡ CANADIAN SONG HITS



229 YONGE STREET TORONTO

NEW YORK

MONTREAL · HOLLYWOOD

You aren't interested

in a long list of "facts" — nor pages of technical data about our Four tower transmitter — nor in being told how wealthy this market is — nor that we are at 680 on the dial

But...

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CHLO

The voice of the Golden Acre, ST. THOMAS, ONT.

National Representatives Radio Representatives Ltd. Toronto - Montreal - Winnipeg - Vancouver DONALD COOKE INC. IN THE U.S.A.



Joe Hardy talks

ON QUEBEC MARKET NO. 2

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Table listing radio stations and their wattage: CHRC 5000 WATTS, CHNC 5000 WATTS, CHLN 1000 WATTS, CHLT 1000 WATTS, CKRS 250 WATTS.

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We shall not soon forget your kindness."

That's the kind of letter we like to receive, because that kind of community good-will creates an enormous plus-value—a factor not shown in station statistics—for our sponsors.

Consult our National Representatives

CJGX

YORKTON, SASK. Dominion Network

REPRESENTATIVES:

Horace N. Stovin & Co — Toronto, Montreal, Winnipeg Adam J. Young, Jr., Inc. — U.S.A.

CKMO . . . Vancouver

(no giveaways)

Memo to Time-Buyers:

CKMO is Canada's fastest growing radio station. ELLIOTT-HAYNES shows 65% increase in daytime ratings; 50% increase at night, since January.

- Compare our ratings. • Compare our costs. • Compare our availabilities.

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Listeners are swinging to CKMO because its programs are good.

CKMO - Vancouver — The Outstanding Buy Today

CANADIAN TELESCREEN

Vol. 1, No. 6

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WATCH FOR IT!

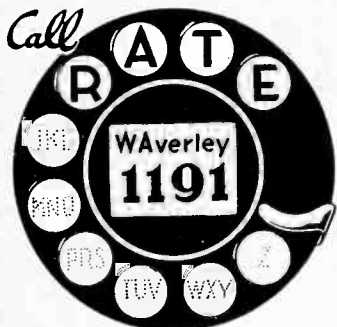
Radio only develops its Community Relations by entertaining and serving.

Radio remains a powerful Public Service medium — a fact to be advertised!

THE OFFICE OF
MART KENNEY
is developing a P.R.
practice which would
approach both problems
from these viewpoints.

Watch For
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THE OFFICE OF
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125 DUPONT STREET
TORONTO, ONTARIO



FOR THESE ARTISTS

- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Elwood, Johnny
- Fitzgerald, Michael
- Hamilton, Lee
- Lockerbie, Beth
- McCance, Larry
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Wood, Barry

Day and Night Service
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You aren't interested

in a long list of "facts" — nor pages of technical data about our four tower transmitter — nor in being told how wealthy this market is — nor that we are at 680 on the dial

But...

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CHLO
The voice of the Golden Acre, ST. THOMAS, ONT.

National Representatives
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Toronto - Montreal - Winnipeg - Vancouver

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CHRC	REPRESENTING	5000
CHNC	QUEBEC	WATTS
CHLN	NEW CARLISLE	5000
CHLT	TROIS RIVIÈRES	1000
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practice which would
approach both problems
from these viewpoints.

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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.

FOR YOUR FALL SALES PROMOTION



Here's a **MUST** for
Southern
Saskatchewan
Coverage



CKRM REGINA
"THE SASKATCHEWAN FARMER STATION"



Lasso!

This little tyke is out to lasso something. Some day he may succeed, but not just yet. That's the situation with Northern Alberta's potential wealth. Her natural resources are tremendous, yet to date very little has been lassoed—very little in relation to the wealth yet to be tapped. In fact, the potentialities are so tremendous that Alberta, particularly

CJCA's

listening area, has been predicted as the future population and economic centre of Canada. Most of this natural wealth has yet to be lassoed and harnessed. Meantime great headway is being made and right in the thick of day-to-day developments is Northern Alberta's

Major Sales Medium

CJCA
EDMONTON



GREETINGS

And a very good morning to our readers, advertisers and also to our contemptuaries.



UNWELCOME MAT

We're gunning for those announcers whose aloof voices sound like they would rather chill a friend than cheer a stranger.



GREEN EYE

Right now WAB President Bert Cairns is no doubt envying the Liberals who stage their conventions every nineteen years.



PAN MAIL

Sir: How about getting back to broadcasting and letting the British Socialists stew in their own juice.

O. P.

Because their juice is controlled, subsidized, rationed and also quite unobtainable.



PRO PATRIA

Then there's the P.Q. station which proudly proclaims that more people listened to its Quebec election returns than tuned in the Louis-Walcott fight.



'S'TUFF

Announcer — fluff.
Salesman — bluff.
Sponsor — huff.



SABOTAGE

This is the time of year when important executives return from their vacations and are aghast to find that the office has functioned admirably during their absence.



THIRTY

We can say it but we can't print it.

The *Wright* STATIONS
Serving . . .
Agencies — Stations — Advertisers
WILLIAM WRIGHT
Representing
CKCO Ottawa
CKCR Kitchener
CKOX Woodstock
CKAC Montreal
CKSB St. Boniface
CKCL Truro



"More Hope THAN CHARITY"
Elda Hope

How would you like to find this letter in your fan mail?

"Dear Elda:—You've been coming in for a lot of cracks and slurs lately from such outspoken readers as Mr. Pepper, so I wondered how you would like to receive a letter from one of your readers who turns to your column first, and enjoys every word of it, whether you are in one of your sweeter moods and decide that everything is just peachy, or have one of your infrequent but never destructive (well hardly ever) peevish about what comes at you out of your loud-speaker.

"Out here in this small western advertising agency office we know too little about what goes on in that big city of Toronto. Privately I sometimes wonder just how much you in the East know about us.

"Anyhow, your column gives us a little inside peep into what the people we listen to are like, what they wear at the Beaver parties (when is it by the way?) and all that sort of thing.

"You don't have to tell me which are your favorite programs. You like *The Happy Gang*, and *Stan Francis* and *Lou Snider*, to name just three, don't you? You just can't keep them out of your columns, can you? I don't blame you because they are my favorites too.

"It would be nice though, Elda, if you could mention some of our Western programs too. I shouldn't be telling you what to write. The big white chief here would flay me if he knew, and that is why you mustn't mention my name. Don't you dare.

"Like Mr. Pepper, I never wrote to a columnist before, but quite unlike him, I just want to close off by saying you should keep up the good work. That's all, except to use your own expression—'Bye now, *Prairie Miss*."

Is my face red. I haven't had a letter like that in ages. Thanks, *Prairie Miss*, thanks a millyun.

Speaking of mail, a letter from Pauline Rennie, postmarked Amsterdam, made me wonder if we could find out about things radio in Holland. Unfortunately we can't as yet, because Pauline hasn't entered the industry actively although she intends to very soon. I'm sure you all join me in wishing her the best of good fortune.

Imperial Oil's Baseball Broadcasts over CKEY are our hockey of the summertime. Joe Crysdale's play-by-play report paints a clear word picture for all baseball fans. Jim Coleman, well-known sports writer for the *GLOBE & MAIL*, does a commentary on the game and selects three-star players. Many players

and big names in baseball are brought to the fans in brief interviews during these broadcasts which are ably announced by Hal Kelly.

'Bye now, Elda.

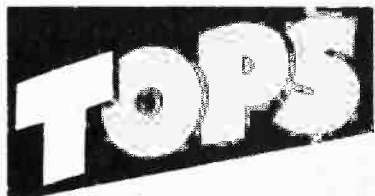
VICTOR R. STAPLES

One of radio's most popular people has passed on with the untimely death, Tuesday morning August 10, at the age of 37, of Victor R. Staples, commercial manager of station CKRC, Winnipeg, following a heart attack.

Vic, who was at his desk in apparently good health on Monday, decided to stay home on Tuesday, death came during the morning.

Previously an account executive with All-Canada in Toronto, he took over his Winnipeg position last year. He is survived by his wife Irene, and two sons, Bobbie and Darrow.

By Actual Survey



DAY AND NIGHT



REPRESENTATIVES

H. N. Stovin — Toronto
Donald Cooke — New York



THE Only STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

1000 WATTS 970 KC

CKCH

THE "French Voice" OF THE OTTAWA VALLEY

Canadian Representative
■ Omer Renaud & Cie, 3474 Cotes-des Neiges, Montreal.
Toronto Office, 43 Scott St.
American Representative
■ Adam J. Young, Jr., Inc., 11 West 42nd Street, New York 18.

STUDIOS . . .
121 NOTRE DAME ST., HULL, QUE.

PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY



LIONEL'S NO TENDERFOOT!

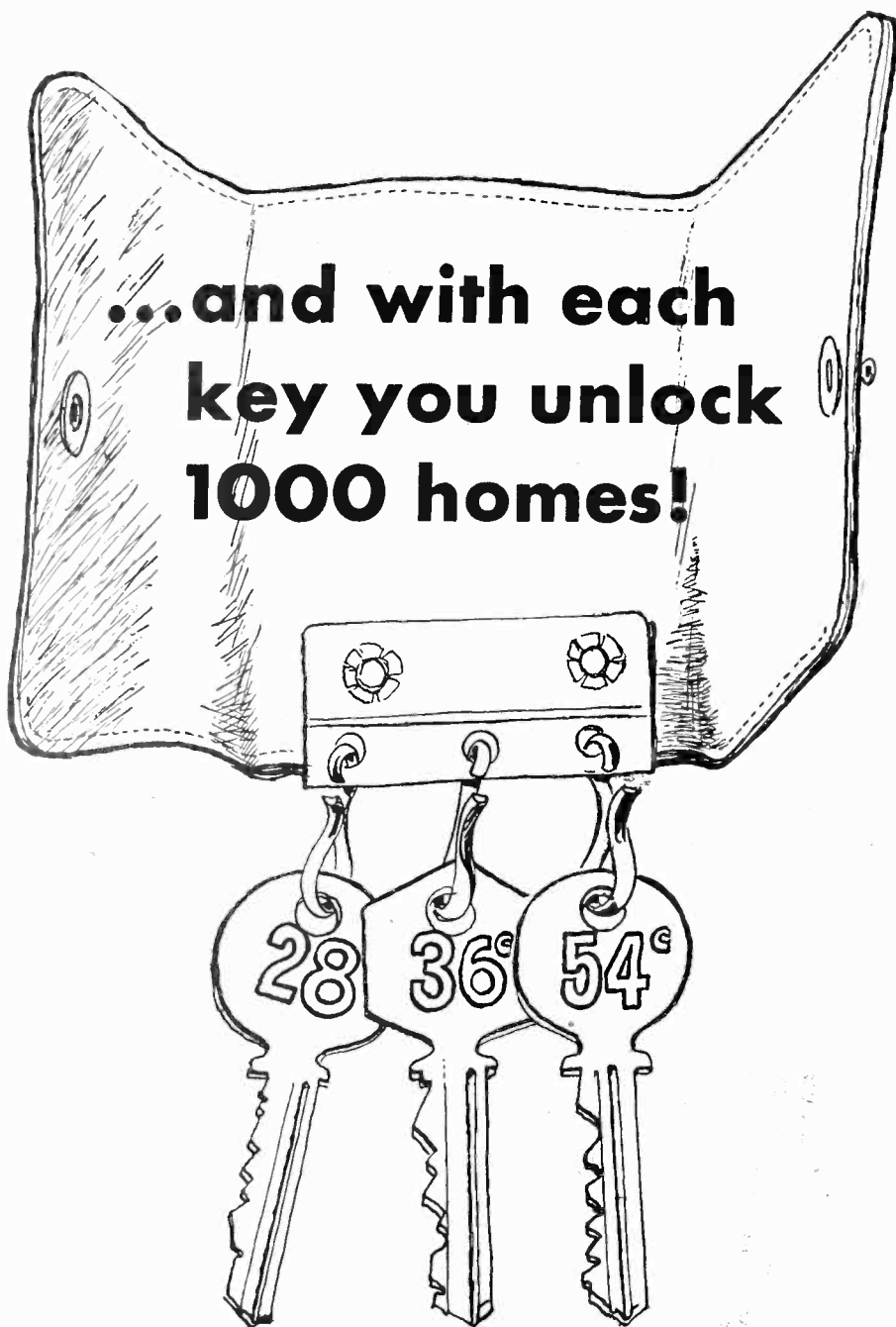
Lionel's an "old hand" at corralling the listening audience in these parts. Years of experience in charting listener habits enables CKCW to offer you a ready-made, enthusiastic audience waiting to hear your sales message. Public service features, outstanding audience participation shows, exclusive newscasts and the effective promotion of accounts keep radios constantly tuned to the Hub Station of the Maritimes. Utilize our knowledge of and experience with Maritime listening groups . . . have your radio advertising "LIONELIZED"! Horace Stovin, the "old cowhand", will fill in the details.

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

Representatives Stovin & Co., Toronto - Montreal . .



HERE'S what you get when you invest your radio advertising dollar on CFRB:

1000 potential radio homes after 7 p.m. for 54c.

1000 potential radio homes between 6 and 7 p.m. for 36c.

1000 potential radio homes at other times for 28c.

Compare CFRB's Bureau of Broadcast Measurement standing and Elliott-Haynes ratings with those of other stations in the Toronto area. You will see that CFRB enters more potential radio homes per dollar than *any* other station in this No. 1 Canadian market.

CFRB advertising gets results, too! Ask any of our advertisers why they continue to use this station year after year. They may phrase their answers in different ways, but it always boils down to one reason:

"big results at low cost."

You too can make your radio dollar pay big dividends when you buy CFRB radio homes. Remember, it's CFRB for market . . . for coverage . . . for economy!

CFRB

TORONTO

**Ontario's Favourite
Radio Station**

REPRESENTATIVES: United States: Adam J. Young Jr., Incorporated ★ Canada: All-Canada Radio Facilities Limited