

CANADIAN BROADCASTER

TWICE A MONTH

DL. 5. NO. 4

\$9.00 a Year — \$5.00 for Three Years

FEBRUARY 23rd, 1946



Here is the current crop of Beaver Award winners for Distinguished Service to Canadian Radio in 1945, caught by the Broadcaster cameraman.

Seventeen "Beaver Awards" were presented Monday night before a dinner of the Radio Executives' Club of Toronto and over the coast to coast network program "Canadian Cavalcade" by Richard G. Lewis, editor and publisher of this paper. Here are the names of the winners:

- Claire Wallace (Toronto)**—Women's Commentator. "For her radio work in the public service especially her 'Visits with Vets' on her program 'They Tell Me'."
- John Adaskin (Toronto)**—Producer. "For his musical production of 'Voice of Victor', 'Singing Stars of Tomorrow' and 'Dream Time'."
- Sam Ross (Vancouver)**—News Chief at CKWX, Vancouver. "For the establishment and maintenance of his local and national news department at CKWX, Vancouver."
- John Fisher (Toronto)**—Commentator. "For his enthusiastic portrayal of the Canadian scene on 'John Fisher Reports' and 'This is Canada'."
- (Capt.) Frank Lynch (Windsor)**—Director of Special Events and Public Relations at CKLW, Windsor. "For his work overseas with the Allied Expeditionary Forces Program after being seriously wounded in action."
- CBC Overseas News Dept.** "For Distinguished Service to Canadian Radio throughout World War II."
- Grace Webster (Toronto)**—Actress—"As a traditional trooper."
- Station CHAB (Moose Jaw)** — (Carson Buchanan, manager). "For program promotion."
- The Alouette Quartet (Montreal)**—Singers. "For their brilliant interpretation of French-Canadian songs at home and abroad."
- Earle Connor (Calgary)**—Chief Engineer at CFAC, Calgary. "For his willingness to co-operate with other station engineers during the equipment shortage."
- Elwood Glover (Toronto)**—Announcer, CBC, Toronto. "For his quiet sincerity as announcer on the Victory Loan Programs."
- Howard Cable (Toronto)**—Conductor and Arranger. "For his all round musical ability as arranger and conductor."
- Station CKCW (Moncton, N.B.)**—(F. A. "Freddie" Lynds, manager). "For Community Service."
- Shuster and Wayne (Toronto)**—Comedy writers. "For their Comedy writing of the 'Johnny Home Show'."
- Walter M. Lowney Company Ltd. (Montreal)**. (Edmund Littler, president). "For their encouragement of safety through Lowney's Young Canada Club"
- Dorothy Deane (Toronto)**—Singer. "For her songs and personality."
- Mercer McLeod (Toronto)**—Actor. "For a Distinguished Program 'The Man with the Story'."

(All photos by Raycroft Pictures)



Of the top, they look as though they are glad it's over — or glad anyway — Bob Simpson, Young and Rubicam; your editor who is just as amazed as you are; Clif Stewart; Jack Lawrence, Borden Co. Ltd. We share the mike with Beavers Grace Webster and Mercer McLeod; then Captain "Budd" Lynch takes the treatment; finally the Alouette Quartet Jules Jacob, Roger Filiatrault, Andre Trottier and Emile Lamarre.

Carson Buchanan of CHAB Moose Jaw, and CBC's Elwood Glover who started in radio with "Mr. B", reminisce between the dinner and the program; songstress Dorothy Deane justifies her Beaver to Canadian listeners from coast to coast; Johnny Wayne and Frankie Shuster make like they're happy about the whole thing; finally Earle Connor, the Calgary (CFAC) engineer who told us that he owed a long wanted trip east with his wife to his Beaver Award, ad-libs his pear-shaped "thanks."



STRAIGHT from early pioneer days come exciting stories of the East, West and North. These adventure features have universal appeal . . . they hit an all-time high as sales programs for any sponsor catering to the young fry and their parents.

Wherever your market, whatever your problem, the All-Canada man can help you plan a consistent radio campaign, spotted in the areas best suited to your needs, with economical, trouble-free programs of network quality.

Here are a few of the All-Canada shows

1. Stand By for Adventure — 78 episodes, 15 minutes.
2. Destiny Trails—156 episodes, 15 minutes.
3. Mercer McLeod—52 episodes, 15 minutes.
4. Mystery Club—49 episodes, 30 minutes.
5. Weird Circle—63 episodes, 30 minutes.
6. Haunting Hour—52 episodes, 30 minutes.

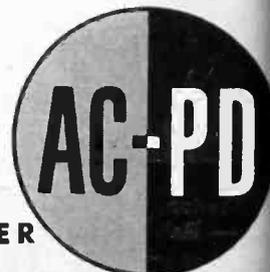
Ask for the complete story

Write or call the All-Canada Program man

ALL-CANADA PROGRAM DIVISION

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



Sounding Board

Sir: On Page 17 of your February 9th issue is an article entitled "SCANNING THE SURVEYS." Now I know that Surveys are most contentious issues, so in drawing your attention to a puzzle, I want you to know that I am not looking for a fight or an argument; just a simple answer.

During the course of this article it is stated that Elliott-Haynes treat Montreal as two separate cities. One consists of 300,000 French homes, and the other 100,000 English homes.

Now Mr. Editor, all I want to know is where are all these homes, and further where are all these telephones.

I have before me a compilation of households and Radio Homes in Canada issued by the CBC in 1941 wherein on Page 47 it is stated there are a grand total of 254,294 households in Montreal and Jesus Island, and a grand total of 205,009 Radio Homes.

The CBC figures seems to be fairly well borne out by Census figures and similarly the Department of Transport Ottawa collected 207,887 license fees last year in this same territory.

Thus we see against the total of 400,000 English and French homes which Elliott-Haynes say they contact by telephone for survey purposes, we find an actual total of approximately 208,000 radio homes. That is a difference of 192,000 homes.

Where Oh! Where; Mr. Editor are these 400,000 homes! Where Oh! Where, are these 400,000 telephones.

Yours very truly,
"VERITAS"

* * *

P.S.—Since writing the foregoing I have discovered there are approximately 140,000 local telephone subscribers in Montreal and that no official breakdown into English and French has been made.

Leaves CBC

"Bunny" Cowan who handles the announcing on "Lux Radio Theatre", left the CBC's Toronto offices as of February 6 to enter the freelance field of announcing, writing and acting.

Fresh Heir Dept

In case you've noticed a note of pride in the tenor voice of George Murray of late, there's a reason for it. On February 7, the singing star and emcee of Maple Leaf Milling Co.'s "Jolly Miller Time" became a father. His first child — a son.



"That ain't no Beaver, sister. It's Lewis' man Benson."

English as She Is Spoke

French Canadian listeners to CKAC Montreal are great ones for writing in to the station about their favorite programs. For many of them the English language holds no mysteries. Yet, as their letters show, there are many too who are puzzled by the names of some of the English-Canadian sponsors.

Some of these letters make amusing reading. Sonny Boy Cereal, sponsors of the "Frère Jacques" show, is referred to as "Sunboil", "Sonnebog", "Sanebaille", "Cone-bolle", "Senibol", "Sandyvoys" and "Sonneybook".

The "Concert Willis", sponsored by the Willis Piano Co., emerge in various disguises such as: "Concer-veusse", "Concert Ouellet", "Concert Willet", "Concert Ouelice". The "Seven Up" show becomes "Save-nub" and "Cevenotte".

And we always wondered why they always spell out "R-E-M spells Rem"!

Brockville Transfer

Jack Murray reports that Ottawa has just given him the green light on the transfer of station CFBR, Brockville, Ontario, from J. C. Whitby, the present owner, to the Eastern Ontario Broadcasting Company Ltd., Jack Murray president. Arrangements for the transfer are in hand and Murray hopes to start operations March 1st, under the management of Ross Wright.

For Distinguished Service TO CANADIAN RADIO



SHUSTER AND WAYNE, who were overseas with "The Army Show" and carried their antics right into action, received their "Beaver Award" for "their comedy writing of 'The Johnny Home Show'." The boys started in show business with the University of Toronto Follies, and, prior to enlisting were best known as featured comedians on the Buckingham Show and Javex Wife Pre-servers.

Friendly Border

"Joe and Ralph", local comedy-chatter session of CKLW, Windsor, featuring Joe Gentile and Ralph Binge and singer Jane Palmer, is now being heard by U.S. listeners over the Mutual network.

MBS is feeding several new shows from its Canadian affiliate, with the object of encouraging and building up talent and production outside the "big three" centres, New York, Hollywood and Chicago.

Tell it to the Marines!

—in fact tell it to the whole world if you like—but tell it with

FIDELITY and CLARITY



In other words tell your story the DOMINION way with

Duophonic Transcriptions

DOMINION BROADCASTING COMPANY 4 ALBERT ST. TORONTO

CHML

860 900 930

HAMILTON



Salutamus

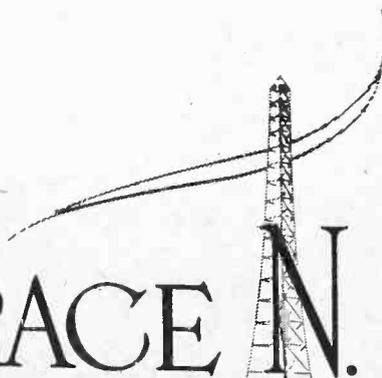
REPRESENTING:

CJCH	Halifax
CHSJ	Saint John
CKCW	Moncton
CJEM	Edmundston
CJBR	Rimouski
CFBR	Brockville
CKSF	Cornwall
CHOV	Pembroke
*CHML	Hamilton
CFOS	Owen Sound
CFOR	Orillia
*CFPL	London
CKLW	Windsor
CJRL	Kenora
CKY	Winnipeg
CKX	Brandon
CFAR	Flin Flon
CJGX	Yorkton
CKLN	Nelson
CFPR	Prince Rupert
CJOR	Vancouver

*Represented by us in Montreal only

We salute the Winners of the 1945 Beaver Awards. Whoever they may be, and from wherever they come, every one of them has rendered service to Radio Broadcasting which merits the honor.

We believe that such public recognition of worth as these annual Beaver Awards goes far beyond honoring an individual, a program or a station. The stimulation of higher standards of presentation, and the making of both listeners and sponsors aware of performance above average, enhances the entire value of Radio—not only as a medium of entertainment but also as a vehicle for advertising.



HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

TWICE A MONTH

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

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February 23rd, 1946

Roll Out The Barrel

CBC's telegraphed instructions to CFRB, Toronto, to stop broadcasting the program "Ontario Holiday" raises the important question of whether a private citizen, be he a private individual or a corporate entity, has the right to buy radio time during which to broadcast what he considers to be a service to his community, even though he happens to be in the brewing business.

The whole question as to whether or not CBC is ultra vires in ordering the program off the air resolves itself around CBC Regulation 10 F, sub-section F, which says: "In any program no one shall advertise wine or beer."

"Ontario Holiday" is a fifteen minute talking program, aimed to promote tourist traffic in the province. Sponsor mention takes the form of identification only, with occasional reference to the firm such as "Labatts will send you a dollar", "Mail it to Labatts 'Ontario Holiday'", and so forth. Because the firm name of the sponsor contains no such word as "brewing" or "brewery", it can be said that literally no mention is made of the nature of the company's business. But the CBC has wired CFRB: "Effective at once please suspend broadcasting on behalf of John Labatt Ltd., as this advertising considered contravening Regulation 10 F."

One side of the issue which is of extremely far-reaching importance is the question of CBC's or any other regulatory body's right to make regulations and then interpret them legally.

When CFRB received the CBC's telegram, they obtained a legal opinion which was that Labatt's "Ontario Holiday" could not be described as "advertising wine and beer", and was therefore not in contravention of CBC Regulation 10F. Accordingly CFRB did not suspend the program, and it is the CBC's move next. In order to make their instructions stick, it would seem incumbent on the CBC to get a ruling from the Department of Justice to the effect that the mention over the air of the name John Labatt as the purchaser of a period of radio time constitutes an act of beer advertising because the firm happens to be engaged in the brewing business. Actually though we cannot see that this is any more so than if a physician appeared before the microphone to speak on the beauties of his province and try and attract tourists to it, he would be soliciting patients for his practice.

A further point is the old bogey-man of discrimination between the rest of Canada and the Province of Quebec, for Regulation 10F goes on to say that under certain circumstances "advertising" along the pre-arranged lines employed by Labatt's will be permitted temporarily in Quebec. Perhaps it is beside the point, but it is ominously significant that the government's broadcasting bureaucracy sees fit to extend special privileges to this one province, which asks only for treatment as an equal to the rest of Canada.

Federally the brewing business is regulated by the Department of Internal Revenue which administers the Order in Council that prohibits the advertising of alcoholic products. Rightly the project was submitted to this department for approval before the program was allowed to go on the air. This approval was obtained by the J. Walter Thompson Co. Ltd., advertising agency for Labatt's, and this should suffice.

There is a great deal more brewing—in more senses of the word than one — in this further evidence of the CBC's totalitarian omnipotence, and in bringing this issue to a head, Labatt's, their advertising agency and radio station CFRB deserve the support not only of the broadcasting industry, but of every citizen who still believes in freedom.

Richard G. Lewis

Editor

COPY IS THE THING

A Talk delivered to the Training and Re-establishment Institute, Toronto, by J. R. Knox.

"The commercial announcement must attract attention to itself. The entertainment merely provides it with an audience", Jim Knox of H. N. Stovin & Co., told a class of ex-servicemen at the Training and Re-establishment Institute, Toronto, recently. This was true generally, he added, but there was a growing trend towards working the commercial smoothly into the body of many network programs. "To be most effective, the sales message must be in keeping with the tone set by the entertainment."

The listener must always be kept in mind, he said, pointing out that the average listener prefers to be entertained even when receiving useful information. Listeners respond to conviction and sincerity, he said, and the commercial announcement must ring true if it is to be effective.

Knox went on to consider the principles of spoken as against written advertising. Words had to be chosen for their sound value, and understandability. Princess Pat Ltd., he recalled, had to drop the term "cheek rouge" from their copy because some listeners thought it was "cheap rouge". A slip of the announcer's tongue could also be disastrous. One bakery, he said, used the slogan: "Always insist on the best in bread", until an announcer tripped over it one day . . . Another pitfall to be avoided was an equivocal statement like "helps upset stomach".

Simple English spoken in short sentences was best for putting a message across, said Knox. And sincerity was absolutely essential. Spoken insincerity was always far more obvious than the written variety. A friendly, conversational tone was better than oratory. Repetition should be avoided at all costs, he emphasized, since it robs a sales message of effectiveness and conviction. The announcement should stop as soon as everything of interest to the listener has been said. Poor writing will often make an announcement sound much longer than it is. If his interest is not maintained, the only way the listener can and will avoid it is to switch off his radio, and the only way to prevent him doing that, is to write good copy.

Outlining a set of rules for successful radio advertising, Knox urged that the copywriter must know the specific job his copy is expected to do. He must determine to what group his advertisement is addressed, and stress the selling points which would appeal

to that group. It was important to know when his copy was to be broadcast, to make sure that the right type of audience would be available. If it is a spot announcement, the copy should be designed to match the pace or mood established by the programs preceding and following it. Find out if possible, recommended Knox, what announcer will read your copy — then write it to suit his style.

"Write your copy for the ear, not the eye", he advised. "Visualize your audience in terms of one person. That's the way they listen; each for himself, each unaware that the family next door may be listening to the same broadcast. Write as if you were talking to a good friend, who is not particularly interested in what you have to sell, but will be courteous enough to listen if you make it sufficiently interesting."

Close your message, he added, with a definite request for definite action.

For Distinguished Service TO CANADIAN RADIO



GRACE WEBSTER

was cited simply on her "Beaver Award" as a "traditional trouper". Grace, best loved of all Toronto talent, broke into the theatre in Toronto in the early twenties via Hart House, was best known for her portrayal of Lady Beaconsfield in "Disraeli", and started in radio on the old station CFCA telling bedtime stories, as she puts it, "for honor and glory." She is heard currently as Mrs. Craig on "The Farm Broadcasts, Carrie, the maid, in "John & Judy", and Mrs. Home on "The Johnny Home Show".



**FIRST IN THE FIELD
AND
FIRST IN THE NEWS**

**News With
Largest
Commercial
Sponsorship**

**Outstanding Canadian
Radio Feature
"IN YOUR
NEIGHBOURHOOD"**

5 MINUTES

7 DAYS A WEEK

**Available to all B.U.P.
Stations**

**The Homely Intimate
Day to Day Happen-
ings to Canadians and
their friends**

Head Office
231 St. James St.
MONTREAL

PEOPLE WANT TO BE ENTERTAINED

Report of B.C. Stations Program Clinic

More thoughtful scheduling of children's programs would do much to answer criticisms levelled at this branch of broadcasting, in the view of delegates to a Program Clinic of B.C. stations held in Vancouver recently.

The Clinic, planned at the Western Association of Broadcasters' meeting last summer, was attended by eight British Columbia member stations of the CAB. Object of the meeting was to air and discuss problems and draw up recommendations for the general improvement of programs and broadcasting services.

Committees were formed to consider (1) children's and educational programs; (2) talent development and the better use of music; (3) news and commentary, and religious programs; (4) frequency of spot announcements.

Chairman of the committee for children's and educational programs was Laurie Irving of CKWX Vancouver.

Children's programs were considered under three headings:—innocuous programs designed expressly for children; "action thrillers" aimed at children, but with at least a partial adult audience in view; and horror programs directed at adult audiences, but which attract avid juvenile audiences.

Of the first type there was no criticism, but the tendency of stations to regard them as unimportant "weak sisters" in the program schedule was deplored. The second type, it was felt, was drawing the blame that should really be laid at the door of the third group, the adult "horror shows" which children happened to hear.

By scheduling these adult shows at later hours, they would be automatically cut off from most of the juvenile audience. It was suggested also that children's programs should be scheduled in blocks at suitable hours, after school or before Sunday School.

The committee emphasized that there was a definite need for more of the innocuous type of program specifically for children; their sim-

plicity made them practical features for even the smallest station.

Educational Broadcasting

The committee agreed that school broadcasting and adult education were thoroughly and competently handled by the CBC, and turned its attention to other phases of education.

Committee members agreed that "the greater public good can be accomplished by achieving entertainment value in programs of educational effect." Quiz programs and dramatizations were more successful than lectures.

The thought was voiced that "after a certain age is reached, a listener no longer wishes to be educated — he prefers to be informed."

Talent Development

A committee under the chairmanship of Al Reusch of CKMO, Vancouver, tackled the question of talent.

"Even the smallest station", it recommended, "should spend 5% or more of its gross income in the employment and development of live talent." The broadcasting industry has a public responsibility to this end.

The task for metropolitan stations was to encourage and develop the maximum amount of work for professional musicians, in the view of the committee. The rural stations might do more by offering scholarships, or helping to support community activities such as choirs. It was suggested that a permanent committee be appointed by the B.C. stations to help discover and develop new talent in the Province.

Better Use of Music

It was most important that programs on a broadcast schedule should be smoothly complementary if a steady listening audience was to be maintained, was one of the conclusions reached by the panel discussing musical programs. With this in view, the commercial men and the program staff of a station must work in close harmony.

Advertisers should be sold on the importance of having their programs fit in with the general



F. A. "FREDDIE" LYNDS

manager of station CKCW, Moncton, accepted the "Beaver" awarded to his station "for community service." CKCW was so well thought of by his community that a Service Club offered to keep them staffed with amateur announcers from its membership rather than see them go off the air for want of help. CKCW co-operates with the Moncton Tourist Bureau, by interviewing tourists and then giving them a disc of the interview.

policy of the station so that maximum audience may be sustained and developed.

The committee considered that "musical programs cannot be properly produced and are not in the listeners' interest if they are of less than 15 minutes duration." Advertisers should be encouraged to develop Canadian talent, rather by spending more on individual programs than by spreading it farther and too thinly.

The importance and desirability of serving minority groups, such as lovers of heavy music, was recognized. Programs for these listeners should be presented in blocks of one hour or longer to recruit maximum audiences.

News and Commentary

A committee headed by Dick Batey of CJVI, Victoria, decided that all broadcast stations should have these rights: (1) Free access to all news sources; (2) Freedom of

(Continued on Next Page)

CHNS BULLETIN BOARD

CHNS

HALIFAX, NOVA SCOTIA

HAS BROUGHT RESULTS
FOR 20 YEARS

5000 WATTS SOON

ALL-CANADA MAN

MONTREAL TORONTO

• 960 ON YOUR RADIO •

(Continued From Previous Page)

presentation of news, views and opinions.

The duties of all broadcast stations were defined thus:

(1) Fair and honest news reporting.

(2) Fair and honest presentation of news, views and opinions, each distinct as such.

(3) Respect for all rights, human and property, and guarding of the right of free speech.

The committee believed that fewer newscasts would give much greater impact.

Several recommendations were made for action by the CAB, to work toward the relaxation of regulations barring sponsorship of news commentaries and to seek more flexible regulations regarding commercials in newscasts so that they might be smoothly integrated with the news content.

General support of the committee was given to such suggestions as:

(1) In presentation, news, commentary and opinion should be properly identified as such. (2) News should be broadcast in such manner as not to create panic or alarm. (3) News should be treated truthfully and in good taste. (4) Crime or sex stories should be handled in such a manner as to be acceptable to listeners of all ages and both sexes. (5) Political news should be handled with complete impartiality. (6) Sponsors should not be permitted to dictate a policy in news broadcasting.

Religious Broadcasting

Six percent of station time was considered an outside maximum for religious broadcasts by this committee.

Two percent free, and four percent paid. Allocation of the commercial and free time might be decided by all stations in the community accepting the recommendation of the local Ministerial Association. Soliciting of funds by religious organizations over the air, was undesirable but permissible under CBC regulations.

Frequency of Spot Announcements

Recommendations made by a committee under the chairmanship of George Chandler of CJOR, Vancouver, included the following:

(1) not more than 6 spots of flashes should be permitted in a half hour period; (2) no back-to-back spot announcements; (3) rates for spot announcements should be so raised as to encourage sale of complete programs.

Seeks B.C. Station

Movements are afoot for the establishment of a new broadcasting station in B.C.

The Chamber of Commerce of Smithers, B.C., wants the CBC to set up a repeater station to cover that district, carrying all programs from CBC Vancouver. Smithers citizens are inclined to regard as exaggerated the statement that it would cost \$15,000 annually to operate a 15-watt repeater station there. Chamber of Commerce officials have been looking into the question of purchasing equipment from the War Assets Corporation.

Twinkle-Twinkle

Local talent in and around Moncton, N.B., is getting encouragement of a practical kind from a current project of the Moncton station CKCW.

Auditions are under way with the object of lining up promising artists for a stars-of-the-future program. Singers and instrumentalists will appear alternately on a weekly 15 minute broadcast, with a panel of three music teachers judging the entrants. Two \$50 scholarships are to be awarded to the winners in each group.

Scores Radio Licenses

A motion urging the removal of the radio license fee in Canada was passed by York County Council in Ontario last month.

"This tax is unjust" declared Reeve W. E. MacDonald of New Toronto. "The government-controlled radio is devoting 60 per cent of its time to commercial programs, and is in direct competition to newspapers in the advertising field."

"If there is to be a tax", he said, "it should be on the producers of commercial programs."

For Distinguished Service TO CANADIAN RADIO



"THE ALOUETTE QUARTET"

Roger Filiatrault, Jules Jacob, Andre Trottier, Emile Lamarre won their "Beaver Award" for "their brilliant interpretation of French Canadian songs at home and abroad." Heard on many network programs in Canada, and just returned from a highly successful tour of South America, the quartet is world famous as exponents of French Canadian Folk Songs.

Stork Market

A new era began January 28 in the home of Frank Fusco, Toronto musician, with the arrival of a baby girl, Angela Christina, who tipped the scales at 8 pounds. Frank is now to fatherhood.

SHOW BUSINESS by Geo. A. Taggart

CONGRATULATIONS, DOROTHY!

WELL now we know that Dorothy Deane is a Beaver Award winner for her songs and microphone personality. We know of no one who deserved this honour more than Dorothy Deane, and here's why: Dorothy's a little girl who started to sing as a youngster. Recognition was a long time in coming but those years of singing experience with many of Canada's top bands and radio orchestras are now paying off. Dorothy's been offered repeatedly, opportunities to go with the biggest American name bands but prefers to stay in Canada. Right now she's busy with two important radio shows, plus guest appearances.

DOROTHY Deane has "arrived".

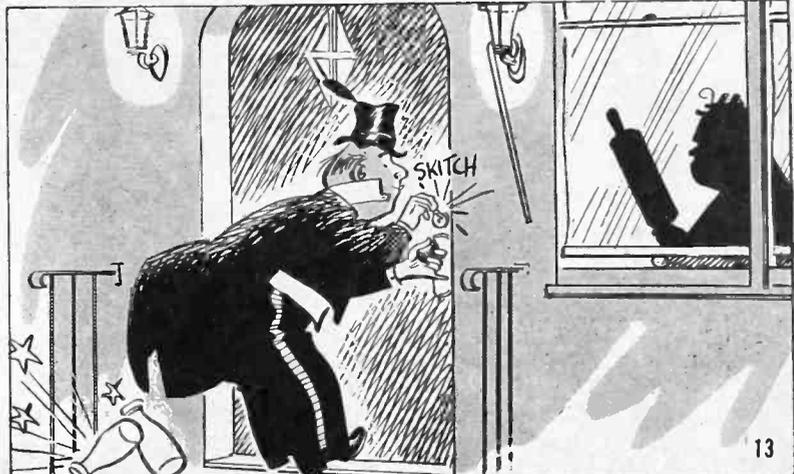
WITH it all, the thing we think is finest about Dorothy is the way she has kept on just being her sweet, natural, friendly self. Conductors and musicians will tell you that Dorothy Deane is a hard worker on the job... always there when she's needed... always enthusiastic... always co-operative.

NATURALLY, we're proud of the fact that Dorothy Deane is one of the fine artists under our management.

THE GEORGE TAGGART ORGANIZATION

Managers and Producers of Fine Artists—Entertainments and Orchestras 165 Yonge St. Toronto ADELDAIDE 8784.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

GREATER service, better programs, and more for your advertising dollar. Here's why — NEW equipment, completely NEW studios, entirely NEW personnel, a direct line from your office in Toronto to us in London (dial 110; ask for Zenith 58000), and in April, a NEW 5,000 watt transmitter—all this and NO INCREASE IN RATES.

CFPL LONDON

Represented by H. N. Stovin & Co. in Montreal only

Represented by HORACE N. STOVIN & COMPANY MONTREAL TORONTO WINNIPEG

Look to RCA VICTOR FOR OUTSTANDING STUDIO FACILITIES. RCA Victor TRANSCRIPTION STUDIOS TORONTO • Royal York Hotel • AD 3091 • MONTREAL • Lacasse St. WE 3671

PRODUCERS!

On Tuesdays you can hear him on "Parade of Songs".
On Thursdays you can catch him on "Voice of Victor".
Anytime you can contact

MICHAEL FITZGERALD

through

RADIO ARTISTS REGISTRY

WA. 1191
TORONTO



EARLE CONNOR
chief engineer at CFAC, Calgary, received his "Beaver" for "his willingness to co-operate with other station engineers during the years of equipment shortage." Earle had a crystal set when he was nine, attended University of B.C., joined CKMO, Vancouver in 1930, went to CKWX, Vancouver, in 1932, to Trail, B.C. in 1935, and to his present berth at CFAC, Calgary in 1938. He is at present working on the installation of the new 5 Kw transmitter and looking into the possibilities of FM.

RADIO SIDESHOW

Columbia Students broadcast on Pipe-line Network.

By HAL LAWRENCE

Former Toronto Freelance, now studying Radio and Television Directing at Columbia University.

"This is CURC, the Voice of Columbia University."

With this simple statement, broadcast over a pipe-line campus hookup began the career of an ambitious college station. The time was February 1941; the place — Morningside Heights, New York.

Once a part-time activity of W2AEE, Columbia's experimental station, the original broadcast plant consisted of one microphone and one turntable in John Jay Hall, a Columbia administration building. Guided by three undergraduates, William Hutchins, Martin Scheiner and Carl Carlson, the cub station was tenderly moved to more private quarters in a narrow corridor in Hamilton Annex, and broadcasts were begun to all the college dormitories over the central-heating pipe-line in February 1941. The station was manned entirely by students.

At the outset it must be explained that this unusual station has a very weak transmitter, and can only reach buildings on the campus. However, the fact that the students are really listening to their radiators and not their radios does not disturb them. In fact the radio station helps a great deal to liven up the quiet dormitories with spirited debates, "Meet the Professor", interfaith discussions, drama and a liberal sprinkling of symphonic music from the World Transcription Library.

Laboring under difficulties during the war years, CURC has nevertheless managed to make progress. Although it is really a "war baby", the station has been able to expand its plant, programs and services.

Shortly after its move to Hamilton Annex, in 1941, the station set up transmission to Furnald Hall, and more important, across the streetcar tracks of Broadway to Barnard College, the women's undergraduate college and dormitories. This move was hailed with much gusto by the enthusiastic co-eds, who promptly began to take an active interest in the station's activities. There followed days on which the station was entirely run by the women, flurries of scripts, debates and lusty yells of "Bloomer Days are Here Again".

Coming in at 600 kilocycles on the dial, the campus station broadcasts from 8 p.m. to midnight Mondays through Fridays. Subsequently a short broadcast period from 7.30 to 9 a.m. was introduced. This period featured symphonic music, campus and world news, and jive music. With the U.S. entry into the war, there came a large influx of Navy personnel onto the campus and the early morning period was turned over to the Navy. The practice still prevails.

The traditional rivalry between radio and the press has found good natured expression at Columbia.



CAPTAIN "BUDD" LYNCH
Broke into radio in 1935 at CHM Hamilton, thence to CKOC and CKLW, Windsor, Budd lost an arm and shoulder in action and received his award "for his work overseas with the Allied Expeditionary Forces Program after being seriously wounded." He served with the Essex Scottish, and is now back at CKLW as Director of Special Events and Public Relations.

CURC and the campus bi-weekly, the SPECTATOR, have formed rival baseball, football and debating teams, and they have had some very spirited encounters in past seasons. This past year, undaunted by many earlier defeats, the SPECTATOR once again challenged the radio men to do battle on the diamond, and were beaten twice by the CURC team.

The Columbia station's link with IBS, the Intercollegiate Broadcasting System, is interesting. Ever since 1937, when Brown University began experimenting with wire broadcasts over steampipe channels there has been a growing number of college stations on eastern campuses. In February 1940, out of such hookups as the Crimson network of Harvard and the Cardinal network

(Continued on Next Page)

CKNB CAMPBELLTON N.B.

February 23, 1946

Dear Mr. Timebuyer;

We're going to build a bridge across the Restigouche at Campbellton. We've been going to build it for something like twenty-six years. There are some now who say it'll never be anything but a dream. But I'm the kind of optimist who believes that if you work hard enough at a practical plan, it'll become a reality,

CKNB operates on a philosophy of practical optimism, too. And we're not asking for twenty-six years to show results. Suggest a trial run of twenty-six TIMES to your client, and we'll see that it pays off,

Yours very truly,

Stau Chapman

STATION MANAGER

CSC/JN

AN ALL-CANADA STATION

CKNW GIVES THE MOST ON THE COAST

CKNW NEW WESTMINSTER, B.C.

(continued From Previous Page)

work of Wesleyan, there emerged the Intercollegiate Broadcasting System. Apparently the network consists less of hookups than of re-comparing and exchange programs via transcriptions. On one occasion there was a telephone-line hookup between all IBS stations. The broadcast consisted of a variety hour from International House and the Juilliard Institute, also as a showpiece for potential advertisers. Attempts at shortwave broadcasts by IBS, in order to reach South America and England, have to date met with little success. But the efforts in this direction point to the possible scope of this collocate venture.

Celebrities have had their full share of the CURC spotlight in the past four years. Such luminaries as Alexander Woolcott, Eddie Duchin, Eric Barnouw, Nicholas Murray Butler and Dean Gildersleeve have broadcast over its facilities.

The broadcasting of reconstructed football games by use of long-distance telephone and typewritten summaries has brought student attention for the enterprising little station.

The station's rate card sets up a modest scale. Oh yes, it will be in time. The charge is \$3 for a quarter hour, or \$12 for a half hour. Business has been improving of making possible the installation of a new studio, improved equipment, and the acquisition of a cement store-room.

Through the co-operation of the School of Journalism, CURC has access to United Press news, and can report both campus and national news. At the time of the 1944 elections a special studio was set up in the news room in the School of Journalism and frequent reports were made that were both speedy and accurate.

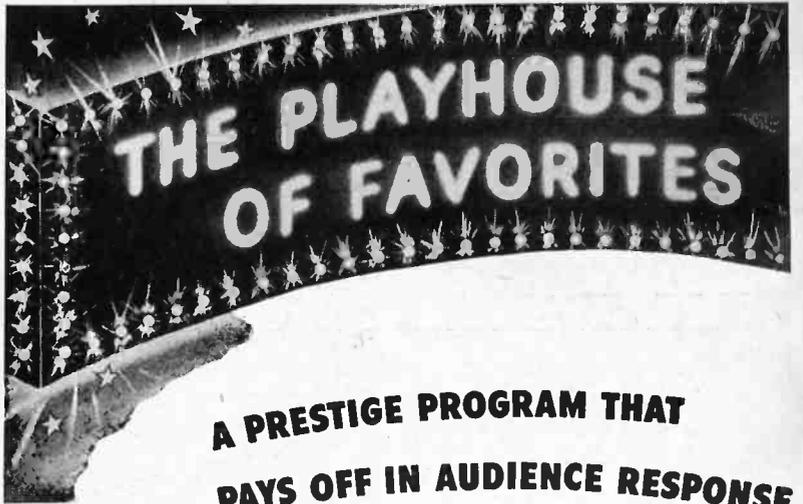
From the viewpoint of the student, CURC fills an important place

as a campus activity, as a training ground in radio, and as a responsible voice to the college itself and to the University as a whole. From the viewpoint of the industry, it is obvious that radio must benefit from this supply of trained men and women. Radio executives may snare prize campus material almost at will from this remarkable little sideshow of radio that has dubbed itself "wired wireless".

For Distinguished Service
TO CANADIAN RADIO



DOROTHY DEANE
modern songstress, who acquired her "Beaver" for "her songs and her personality," was born in Toronto 23 years ago, and is married to Sergeant James Cook, just returned from service overseas with the "Army Show". Dorothy started in radio at the age of 10 on the "Reliable Doll Show" and "Captain Kidd"; participated in the first television audition in Canada in 1933; sang before the King and Queen at Banff in 1937. She is heard currently on "Cashmere Bouquet House Party", and a new five minute program "Russ Titus and Dorothy Deane". She is five feet tall, weighs ninety pounds and her hobby is weight-lifting.



A PRESTIGE PROGRAM THAT PAYS OFF IN AUDIENCE RESPONSE

NBC Recorded Production of world-famous stories by Dickens, Irving, Victor Hugo Dumas and other immortal writers

- ★ WENDY BARRIE . . . in *She Stoops to Conquer*
- ★ FRANCES HEFLIN in *Evangeline*
- ★ SIGNE HASSO in *Anna Karenina*
- ★ LUIS VAN ROOTEN in *Moby Dick*
- ★ WILL GEER in *Rip Van Winkle*
- ★ JEAN GILLESPIE . . . in *A Tale of Two Cities*

IT'S EASY to see why THE PLAYHOUSE OF FAVORITES scores such a hit with local radio audiences all over the country, why stations are proud to schedule this syndicated program in class "A" time, why it rings the sponsor's cash-register bell.

For NBC recreates these stories in their original splendor . . . and gives its productions all the punch, pace and pull of the great radio shows on America's No. 1 Network.

NBC stamps each program with the mark of its top technique . . . its *superb production . . . flawless recording . . . unusual musical arrangements . . .* and the *inspired acting* of such radio-theater-movie stars as Signe Hasso, Karl Swenson, Les Tremayne.

And yet these network-caliber shows (which are exclusively yours in your sales-territory) come to you at a nominal cost because you share the expense with other advertisers in non-competitive areas.

Any wonder so many radio advertisers pick THE PLAYHOUSE OF FAVORITES . . . for real "audio" action?

THE PLAYHOUSE OF FAVORITES

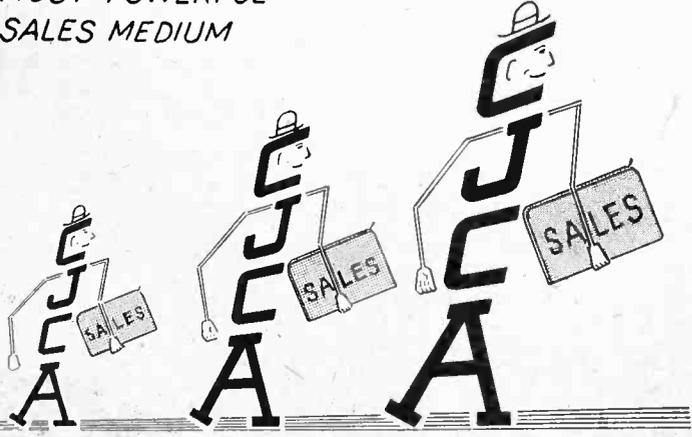
now sponsored by: Jewellers, Department Stores, Utility Companies, Bakeries, Drug Companies, other local advertisers . . .

SCHEDULE: 1 half-hour program a week
NOW AVAILABLE: 52 weeks of broadcasting.

Available in Canada through ALL-CANADA RADIO FACILITIES LTD., Victory Building, Toronto

CJCA EDMONTON

NORTHERN ALBERTA'S MOST POWERFUL SALES MEDIUM



5000 W SOON

National Broadcasting Co. **NBC** RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

ABYSSINIA CALLING

World Learned of Abyssinian Plight through Radio

By DAVID ADAMS

For Distinguished Service
TO CANADIAN RADIO



SAM ROSS

who came to Toronto to carry his "Beaver" back to Vancouver received his award for "the establishment and maintenance of his local and national news department at station CKWX, Vancouver." Once he headed Press News—radio news service of Canadian Press, but returned recently to his native Vancouver with his wife and four children.

Sour notes aren't always accidental. It takes considerable skill to play a piece slightly off key without losing the melody. But when you have a whole orchestra doing this, and taking liberties with the rhythm and tempo into the bargain, the results can be distinctly amusing for the average listener. Such a musical free-for-all used to be a feature on the recently discontinued CBS show "It Pays To Be Ignorant"—a loud and hilarious burlesque of radio quiz shows on which a panel of "experts" was invariably stumped by such abstruse questions as: "After what New York borough is the Brooklyn Bridge named?"

of music between them. They play their entire repertoire (three or four martial airs, possibly) having learned each piece by listening to it and then repeating it over and over from memory, keeping the rhythm by beating their bare feet on the ground." To judge from the sounds which came from the loud-speaker, one or two of the imperial bandmen suffered occasional lapses of memory. But the listener could not help but thrill at such an unusual and interesting trip by radio. Here was real proof of one of radio's great benefits. No other medium than broadcasting could bring to listeners all over the world such a vivid impression of a remote and primitive people. The enterprising American who ran this unusual radio station had an eye for the picturesque, and his descriptions of the Abyssinian scene, such a contrast with the modernity of the radio which carried them across the world, made fascinating listening.

These deliberately cacophonous orchestral efforts were reminiscent of a broadcast by shortwave from Addis Ababa, capital of Abyssinia, during the earlier stages of Italy's war against that defenceless kingdom in the year 1936. The broadcast featured selections by the band of Emperor Haile Selassie's Imperial Palace Guard. An American announcer described the unique group something like this: "Twenty strapping bare-footed, fuzzy headed black men without a single sheet

Abyssinia, one of the two completely independent nations in Africa, was, until Haile Selassie became emperor in 1927, one of the most backward countries anywhere. Radio, airplanes and movies were practically unknown. There were no motor roads—and only two automobiles in the country; one was a caterpillar wheeled affair for the use of the royal household, and the other a Model "T" Ford for the European officials of the Bank of Abyssinia. When either of these appeared on the streets of the capital, there might as well have been a holiday declared. The wondering population jammed the streets, yelling and cheering at the miraculous chariot, and progress could never be made at more than a slow walking pace. There was one train a day on the single rail-

way track that connected Addis Ababa with Djibouti on the French Somali Coast—Abyssinia's one link with the outside world—and when any Europeans travelled by train, a special upholstered passenger coach was hooked up to the cattle trucks in which the less particular Abyssinians travelled happily.

Haile Selassie, when he was crowned "King of Kings" and "Lion of the Tribe of Judah", made vigorous efforts to modernize the country; motor roads were built, regular air services were inaugurated, and a shortwave transmitter was set up. It was this station which call letters ETA, which helped to keep the outside world informed of Abyssinia's resistance to Italy's wanton attack and to set forth Abyssinia's case to the world. It was radio that gave the world the first inkling of the Fascist system at work, stripped bare except for its brutal instincts.

HOW THEY STAND
The following appeared in the current Elliott-Haynes Reports as the top ten national programs. The first figure following the name is the EII rating; the second is the change from the previous month.

Program	EII Rating	Change
English	18.2	+ .1
Soldier's Wife	16.4	+1.1
Happy Gang	16.3	+ .2
Big Sister	15.8	+1.2
Ma Perkins	15.2	+ .8
Claire Wallace	11.6	same
Road of Life	11.5	- .7
Lucy Linton	11.1	+ .1
Pepper Young	9.7	+ .1
Woman of America	9.3	- .1
Breakfast Club		

DAYTIME

All are carried by
CFAC

Another reason for the CFAC listening habit—Take advantage of it!
1000 WATTS soon to be 5000

STUDIOS:
SOUTHAM BLDG
CALGARY

REPRESENTATIVES:
CANADA: ALL-CANADA
U.S.A.: WEED & CO.

ONE ADVANTAGE
of
SPOT BROADCASTING
is FLEXIBILITY
... and there are others

ask us

Radio Representatives Limited
TORONTO AND MONTREAL

CKCO
OTTAWA

A *Wright* STATION

CKCO

The "Community Station of the Nation's Capital" plays a vital part in maintaining Canada's private radio.

See **WILLIAM WRIGHT**
Victory Bldg.

AD. 8481

PACIFIC PRATTLE

by Robert Francis

Gordon Hudson has returned to CDR after more than four years in the Canadian Navy. Now supervisor of evening radio procedure, he was in command of a patrol ship in the Atlantic approaches during the war.

CJOR window display in the Hotel Grosvenor features daily cards drawing attention to local network broadcasts, against a background stressing the station's twenty years of service to Vancouver.

Commentators Duke McLeod, Nicholson and Reed Chapman were starred in CKMO's exclusive coverage of the Vancouver Golden Gloves boxing bouts.

The Vancouver Society for Jazz Promotion has voted CKMO's 'Education in Jazz' the 'most popular' program.

CJOR commercial manager Don Lewis and production chief Dick Dispecker appeared before commerce students at University of British Columbia, each lecturing on their respective fields in the radio business.

Dorwin Baird, producer and promotion man at CJOR, is working with agency men Fred McDowell of Hart-Lovick and Gordon Rowland of J. J. Gibbons, on a committee appointed to handle the radio side of Vancouver's 60th anniversary celebrations this summer. Baird is also busy with CJOR's 5th anniversary, coming up in the spring.

Boyd Scott, formerly with Naval Radio, has joined CKMO as receptionist.

Vancouver's new program 'Teen Town Talk', is being aired each Saturday over CKMO. The program grew from a campaign by the Vancouver Sun for establishment of community centres for youngsters to be known as "Teen Towns", as part of a move to curb juvenile delinquency.

CKMO chief engineer Ross Whiteside has been getting some extra sleep in preparation for the arrival of the new kilowatt transmitter, now on the way.

Phil Baldwin, scheduled for discharge from the army soon, will return to CKMO as promotion manager.

The studio worry warts around CJOR Vancouver had a field day coping with the arrival of his second son. Jeremy Barden Palmer arrived and everybody relaxed, more or less.

Regional sales manager Stuart McKay of CKWX returned from Winnipeg. Dick Williams, who has been CKWX acting chief engineer, is back from Calgary.

The West came in for a full share of trouble Feb. 7, when the northern lights disrupted communications for radio, telephone and telegraph engineers.

Telegraph men said that the worst trouble was between Edmonton and Saskatoon, and at Sioux Lookout. Trouble is expected to continue on and off for a month.

Radio stations generally found the worst time of day was just before dawn. The trouble cleared during the day, and next night CBC found that the big commercial programs came through from the East with hardly any trouble. Technical men said the difficulties were due to "induction, with a heavy ground current created, and circuits became overloaded."

Calling the Moon

Radar contact with the moon is not likely to affect broadcast techniques and practises for a long time to come, in view of most authorities.

The U.S. Army Signal Corps' recent achievement in establishing contact with the lunar planet, however, has stirred up tremendous interest, and there has been much speculation as to its possible application to radio transmission—particularly in the field of long distance, international communication.

For Distinguished Service

TO CANADIAN RADIO

CBC Overseas News Service

This "Beaver Award" was accepted by John M. Kannawin for the department, and the citation read as follows: "For Distinguished Service throughout World War II." Those involved in CBC's overseas War News coverage were (correspondents) John M. Kannawin, Matthew Halton, W. J. Herbert, D. B. Fairbairn, Andrew D. Cowan, A. E. Powley, senior news editor for Overseas Unit (pictured above), Marcel Ouimet, Benoit LaFleur, Paul Barette, Peter Stursberg, (Engineers), Arthur W. Holmes, Alex McDonald, Lloyd Moore, Paul Johnson, Fred McCord, F. H. Wadsworth, Clifford W. Speer (killed), Joseph Beauregard, J. Laurence Marshall



A. E. POWLEY, Senior News Editor for CBC Overseas Unit.

On The Air Soon—

WESTERN CANADA'S
FIRST
FRENCH LANGUAGE
STATION

C K S B

ST. BONIFACE MANITOBA
1000 Watts 1250 Kilocycles

Serving about 52,000 French Speaking Listeners
In One Of Canada's Richest Markets

Owned and Operated by

Radio Saint-Boniface Limitée

Louis E. Leprohon—Mgr. Dir.

Complete Details—C. W. WRIGHT—Toronto and Montreal



GOING
TO
1000
WATTS
ON NEW
FREQUENCY
OF
1150
Kilocycles

Represented by
JAMES L. ALEXANDER
Toronto

For Distinguished Service
TO CANADIAN RADIO



JOHN FISHER

Originally a graduate in law from Dalhousie University, and former newspaper man, John received his "Beaver", for "his enthusiastic portrayal of the Canadian scene on 'John Fisher Reports' and 'This is Canada'."

Memorial Station

A radio station for the University of Toronto, as a memorial to the University's dead in World War II, was suggested by two of the students in an essay contest sponsored by the undergraduate newspaper, THE VARSITY.

INTRA-STORE TELEVISION

Advertising's Better "Mouse-Trap" is ready to go

By **AUBREY CHARLES GREEN**
Editor of "Canadian Style News"

Retailers are becoming increasingly aware that radio is here to stay, and that radio is a good place for them to spend sizeable portions of their advertising allotments. Now large retail concerns are showing great interest in radio's newest wonder child, television.

There was a time when merchants could put their wares on the street, swing a large bell, and call the customers together. In some places this is still done, but it would clutter up our streets no end if multi-storey department stores suddenly started to use this type of street-display. But there is a new salesman available for these stores, television.

Television can turn a large store into a "window shopping" spree to reach every home, and every potential buyer. It will be able to combine newspaper and radio advertising and attract more store traffic than was ever imagined.

This has passed the academic stage, and today many successful department stores are spending a lot of money to have experts look into the use of television for stores.

The most practical approach to date is the use of intra-store television outfits. Let's take a close look at this development.

Recently Gimbel's Philadelphia store installed the first post-war intra-store television system in America, a system of televising merchandise throughout the store, and all the equipment is contained within the walls of the store.

Their outfit consists of 22 viewing centres, called "telesites" which are placed in strategic places in the store. Each site accomodates about 500 people and the crowds change about every half-hour. In these "telesites" the shopper sees by television the various bargains featured for that day, special displays and special exhibits of articles for sale. You really "sit and shop".

Commenting on this type of television Ira A. Hirschmann, vice-president Metropolitan Television Inc., says that while the black and white telecasting of this form is clear and adequate for now, color is around the corner.

It is also suggested that move-

ment is the best way to obtain the best displays. That is a vacuum cleaner isn't just shown, a woman using it. The same applies to cooking utensils, foods and as for clothes, regular fashion shows can be used. Merchandise in motion motion which discloses the specific use of each article is better than straight description.

Naturally if added attractions are wanted, then talent can be used . . . but watch the budget!

This intra-store television will draw crowds . . . but the big question is how much will all this cost. Of course your corner grocer can hope to use it . . . but the large department store will find the cost not prohibitive.

For a five-storey U.S. department store the initial cost would be about \$55,000. Prices in Canada would be about 40% higher.

Of course add to this figure additional costs of installation, camera and receiver cables. For the system described above the extra costs would be about \$10,000.

Now comes the cost of operation and maintenance. Using forty hour week, all the hours cost of operating a five-storey system would be about \$24.00 per hour. Yearly operating costs including depreciation, power, replacements and salaries are estimated around \$49,500. Again these figures are for operation in the United States.

To use this intra-television, staff of five full time technicians needed; two camera operators, one sound operator, one control room operator and one maintenance engineer. Also needed will be a program manager to co-ordinate the interests of the display, advertising and department managers. A script writer will be needed and a producer and stage manager.

The Radio Corporation of America has made a study of this development and they suggest several places to put the booths, or telesites; personal service departments (hairdressers, clothes, etc. where customers are able to look and listen) restaurants, where they can be sold while relaxing.

(Continued on Next Page)

WHAT A SPOT TO BE IN!



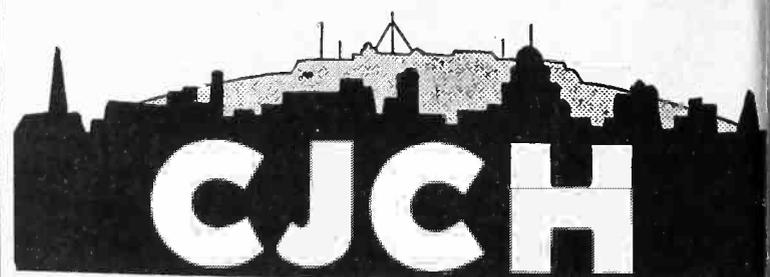
WHAT A SPOT TO BE IN!

WE ARE the ONLY station adequately servicing the Brockville area. Listeners tell us they enjoy the Dominion Network programs we carry, as well as the local shows we originate. With modern studios in the Revere Hotel at Brockville, CFBR is in a swell spot, and advertisers using our facilities say "What a Spot to be in". You'll say it too, if you send some business our way.

CFBR BROCKVILLE

Represented by
HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME



"The Friendly Voice of Halifax"

Representatives: **HORACE N. STOVIN & CO., CANADA**
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

For Distinguished Service TO CANADIAN RADIO



CARSON BUCHANAN

Manager of station CHAB, Moose Jaw, who received the "Beaver" award on behalf of his station "for program promotion". Besides an enviable record for going all out to attract listeners for their programs, CHAB has a fine record of getting successful announcers on the radio path, included among them is 1945 Beaver winner Elwood Glover (p. 17).

(Continued From Previous Page)

talent can be used as well as motion pictures to make a fully rounded show.

Publicity men recognize intra-store television as the "better mousetrap" of the advertising business. The installation of television in retail stores will come before retail store advertising by television hits the radio in the future. It has the advantage that consumers can see and buy on the spot. There is no cooling off time!

Increased traffic in the store will result; a general increase as well as increases in special departments.

Receivers are placed in windows they will attract large crowds. Traffic authorities will probably be reduced. It will reduce the cost of day advertising as merchandise can be effectively demonstrated in

one area and photographed throughout the store.

Many large American stores are taking notice of this advertising medium. Some of them who have already shown interest include R. H. Macy & Co., Inc., Marshall Field, Famous-Barr, Miller and Rhoads, James McCreery & Co., and many others.

Television is the merchandiser's opportunity, all large department stores can utilize the many advantages. There is some controversy as to the advantages of intra-store television over direct home broadcasting, but it is obvious that the two fit together. Intra-store television can be planned now for immediate use (it is in use in the States), home television... especially for the wide-open Canadian spaces is still some years away.

"Jobs for Joes"

A new Sunday feature has started over CKCW. Moncton known as "Jobs For Joe". The program is presented on behalf of Moncton's War Veterans and is directed to business and professional men in the hope of locating employment. The shows are presented as a public service feature and are conducted by Alf Parkes, station Publicity Director who was a Personnel Counsellor for the RCAF both in Canada and Overseas, and Berk Brean, CKCW Sports caster and ex-army man.

Each week, the qualifications of a number of veterans are reported over the air, followed by an analysis of the information calling attention to the types of employment that a man appears suited for. Calling on his experience as a service counsellor, Parkes takes into consideration the man's civilian and service background plus hobbies and after-duty studies while in the service when making his analysis. This process of analyzing serves as a guide for the potential employers who might otherwise assess one phase of a man's career only.

Employment officials are enthusiastic about the undertaking by CKCW as it has made possible a number of interviews and placements.

TRADE WINDS

McKim Advertising's Toronto office reports that Crosse & Blackwell has renewed spot campaigns for one year over CFRB, CKEY, Toronto and CKWX, Vancouver, advertising marmalade and meat sauces. Same agency has a 15 dramatized announcement series scheduled to begin April 29 for the Church of England of Canada.

A. J. Denne Co. Ltd., reports that Mother Parker's "Musical Mysteries" has been extended to CKCO, Ottawa making a total of five stations including CHML, CFRB, CFCO and CFPL.

Bill Byles at Spitzer & Mills Toronto office tells us that Quaker Oats started a transcribed spot campaign February 18 over 17 stations between CHNS, Halifax and CFCN, Calgary, advertising Aunt Jemina Pancake Flour.

Harry O'Connor at MacLarens Toronto office says that "Personality Profiles in the World of Music" started over CFRB, Toronto on February 17. The fifteen minute Sunday afternoon show is sponsored by the Chartered Trust and Executor Company and features musical biographies.

Vancouver's CKWX First IN CANADA'S THIRD MARKET 1000 WATTS going to 5000 Mutual Network REPRESENTED BY ALL-CANADA RADIO FACILITIES



Looking for Bait?

Well, heave to. This announcer's got just what you've been looking for

BERNARD L. COWAN

45 Willcocks, K1. 7019

CKCK

A MUST MEDIUM FOR THE PRAIRIES

Cash Income: \$986,000,000.00 Over \$3,000.00 per farm

(Canadian Advertising)

Reaches the HEART of this MARKET

CKCK . REGINA . 620 Kc . 1000w

AN ALL-CANADA STATION

CHML COVERAGE CONTEST

★ We are now in the process of distributing the CHML Coverage Contest Kit which contains all the information you will require to intelligently attack the problems contained in the contest.

We have already sent notices of this contest to everyone on our mailing list. If you would like to enter the contest and have not received this notice, mail your request to "CHML Coverage Contest", Hamilton, Ontario. Kindly make your requests for these contest kits on Company letterhead. The contest is open to all employees of advertising agencies and the advertising depts. of advertisers.

The prize — 1946 Chevrolet Stylemaster Sport Sedan or Cash Equivalent of \$1460.00

"Wake Up, Vancouver"

In a new program entitled "Wake Up, Vancouver", Dick Diespecker of CJOR, Vancouver, has started a series of discussions on problems of urgent civic importance. Sponsored by a local firm of auto dealers, the first of the weekly series went on the air the night of Jan. 11 with traffic safety and housing under discussion.

Diespecker himself was writer-narrator of the show, assisted by announcer Gordon Hudson. Ben Meyer, a veteran of five years service in the navy, was guest on the show and talked about his difficulty in finding a home for his wife and child in the city.

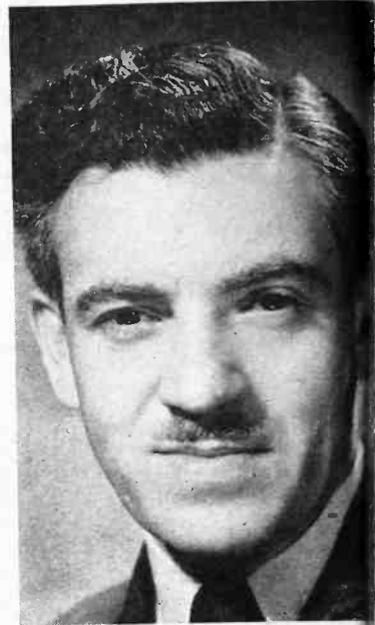
Diespecker aims to have on the program representatives of "the great mass of people who do the voting but have little opportunity of getting their two bits worth in from one year's end to another."

Other issues such as juvenile delinquency, liquor and crime prevention, in fact any question requiring public discussion, will be aired.

"The plain fact is," Diespecker said on the first show, "that far too many people are driving cars on the streets of Vancouver who should not be allowed behind the wheel of a vehicle."

He sees part of the solution as a question of "educating people, by properly planned advertising, to desire their own safety," in the same way that they are educated through advertising to desire a commercial product.

For Distinguished Service TO CANADIAN RADIO



JOHN ADASKIN

wins his Beaver Award for musical production of "Voice Victor", "Singing Stars of Tomorrow" and "Dream Time". One the "Musical Adaskin Brother" a few years ago John quit playing cello to get into production which he did via the CBC. Today heads his own production office Toronto.

In the Groove

"I wanna keep hep", explains a 70-year old lady to Lee Stubbs traffic manager of CJAD Montreal.

The groovy old soul is a fan of CJAD's "Club 800", a program with jive recordings, patter and the 1 designed for the teen-agers bobby-soxers. She phoned the station to find out the name of the theme music with which the program opens and closes.

When Stubbs told her it was Tommy Dorsey's recording "Well Git It!", she exclaimed "Land sakes, is that the name!" That record's strictly sharp. Making with the barrelhouse boogie and I'll keep listening!

Mushing for Moola

Keen as mustard, those listeners to "Treasure Trail" program, sponsored by Wrigley's Ltd. But none keener than Mr. Belcourt of Perkinsfield near Penetang, Ontario.

Hearing his name announced on the program February 13, he bundled swiftly into greatcoat and parka, hitched a dog team of four huskies to his sleigh and raced across the snow to the nearest telephone, two miles away. He phoned the program, answered the question and won the jackpot — a year, almost to the day, after his son had won it the same way.

THE larger centres of population are not typical of most Maritime Canadians, for 60.6% of the combined populations of Prince Edward Island, New Brunswick and Nova Scotia are rural dwellers, according to 1941 Census figures. The BBM Report credits CFCY with 72,086 radio homes in its primary area, which is 56.48% of all radio homes in the three Maritime Provinces.

CFCY
CHARLOTTETOWN

The MARITIME
Must STATION

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

CKAC
MONTREAL

A *Wright* STATION

The Voice of French Canada
Let **CKAC** speak for you

See
WILLIAM WRIGHT
Victory Bldg

AD. 8481



"More Hope THAN CHARITY"
by Elda Hope

For Distinguished Service
TO CANADIAN RADIO

Personnelities

THE PROGRAM PARADE AT CKCW



EDMUND LITTLER

who accepted a 'Beaver Award' on behalf of the Walter M. Lowney Company Limited of which he is president, for "their encouragement of safety through 'Lowney's' Young Canada Club", which is incorporated into their national transcribed program, "Men in Scarlet". More than 1,800 certificates have been presented to Canadian youngsters through this part of the program for life saving and other meritorious acts.

Research Director



P. G. Byrnes, who has been appointed research director of the Montreal office of Elliott-Haynes Limited, Canadian market research and survey organization. Mr. Byrnes a graduate of

Notre Dame and Northwestern Universities, was formerly a research director of Ronalds Advertising Agency, Ltd.

Neil LeRoy and Nancy Graham have been added to the special features staff at CHUM, Toronto. Alf Stanton formerly at CKEY is now handling the music department at CHUM. Jack Gordon late of the RCAF and former engineer at CFAC Calgary, has been appointed chief engineer at CKWX, Vancouver. Ted Murphy formerly with CKEY and CKOC has joined the announce staff at CHML, Hamilton. Bill McKenzie has been added to the control room at CHML. Doris Sherwood former WREN and at one time with the Department of Finance is the new secretary at CFNB, Fredericton. Other additions to CFNB are Bob Wallace to the engineering staff and Jack Fenety, announcer. John Size has joined the CKGB, Timmins announce staff after service with CKOC and CFCO. Rod Dewar and Neil Tracy have been transferred from CJKL and CKGB respectively to the announce staff at CHEX, Peterborough. Walter Cook just out of the navy has joined the staff of CFCH, North Bay. Arthur Burns just out of the army and former account executive at Stevenson & Scott's Montreal office is a new scripter at CJAD, Montreal. Vic Savage former CJKL salesman has joined the sales department of CHML, Hamilton.

Norman Marshall former program director at CHML, Hamilton and recently with CKLW, Windsor has taken over the sports and special events department at CJAD, Montreal.

Norman Bailey has been appointed program director at CKSF, Cornwall coming up from the production staff at WTAG, Worcester, Mass. Maurice Bedard has left CKY Winnipeg to take over the early morning show for CJAD, Montreal.



★ We found a man who loves his mother-in-law. How? . . . By asking for such a person to telephone us on "Around The Town". We never know what's going to happen on this fun-feast. Once our genial master of ceremonies made a bet on this show and lost. He ended up on the City Hall steps, dressed as a baby and drinking a bottle of baby's milk. Again, CKCW audiences heard from a lady who shook hands with Franchot Tone. In other words . . . "Around The Town" is quite a show. But then, unusual and highly entertaining programs are a pleasant custom with CKCW. Don't take our word for it. Ask the folks we've been getting business from . . . Here's a tip . . . many of them started by talking to Horace Stovin.

*We don't sell Time
.. We Sell Results*

C.K.C.W.
MONCTON N.B.

HORACE N. STOVIN
Representatives
Toronto and Montreal

CKRC
630
ON THE DIAL

IT'S A FACT!
CKRC gets your message to the most densely populated area in Manitoba at far less cost.

Ask the All-Canada Man

WINNIPEG
ON THE
DOMINION NETWORK

Kingston, Ont. says a hospital bed is an un- locale for writing a radio but one gathers some un- ideas in just such a setting. ne that programs emanating he home stamping-ground even better than usual when remote from their eman- point, and besides I happened in a room where the pa- are avid radio fans.

of these gals adores soap and I'll admit being con- o hospital certainly gives different slant on them. r patient is definitely a Francis fan and practically any visitors in order to Share the Wealth".

usly though, listening to programs, under duress, does a time to hear some of the nes that have a lot of merit. ever hit the networks, but add much local color. It e a good note to network ns to scout around this (if need be, on a hospital d discover, as I have, some worthwhile stuff on the air pendent stations. The ould do worse than seek out this local talent.

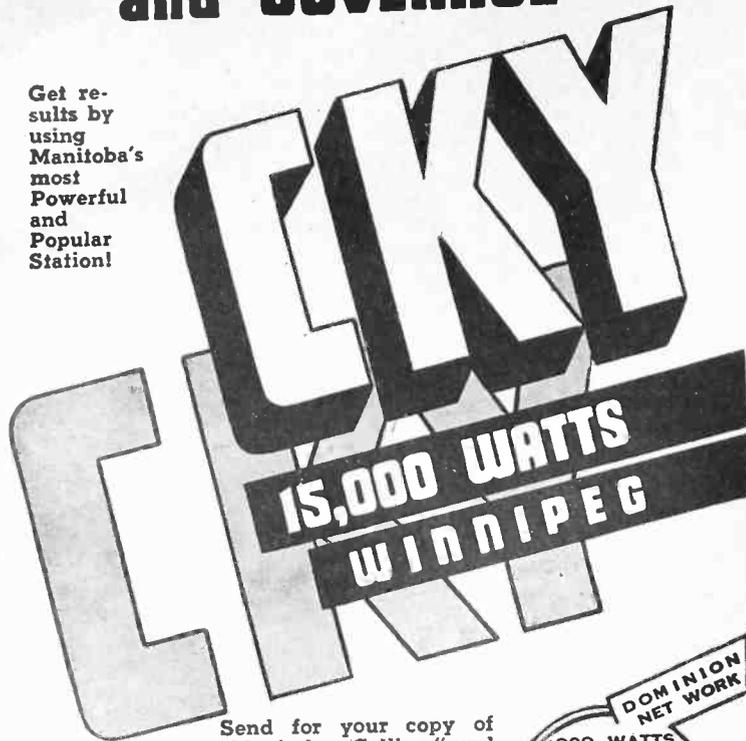
the case of Kingston, as a one thousand watter g it out eighteen hours a ven days a week. Sure it CBC network news and fea- us local shows, but it's ce in a blue moon that a feature originates in King- I think there are local hat could go network with ange in format and, what's eople would enjoy them. pposing the quarter-hour following Trans-Canada's News at night were avail- a sort of show window smaller stations could dis- eir wares in programs. It ike a good idea to me. Sta- e CJOR, Vancouver and Charlottetown are setting a in this regard..

pause in this train of — kinda hit an open Actually I can hear the voice and I've finally why my intravenous treat- appen daily shortly after ock. It may be more than dence that I have a radio X-ray machines are quiet time, that the infusion out a half hour. You see for "The Happy Gang". rt and the boys never medical treatment would d to their programs.

g back to the local air CKWS does have a fair of good shows—things that ated with this part of the There are plenty of com- lots of transcribed shows ellent artists, but a pretty ance. I think Roy Hoff, nager, and Busty Edgar, ial manager, might well d of it all, and that isn't cause they brung me

For POWER and COVERAGE

Get results by using Manitoba's most Powerful and Popular Station!



Send for your copy of "Manitoba Calling," and learn interesting facts and highlights of Manitoba's two popular stations



EXCLUSIVE SALES REP.: HORACE N. STOVIN TORONTO, WINNIPEG, MONTREAL

Re-Employment Service FOR SERVICE MEN

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business.

File CB 36—Can your station use a slightly older man—36 to be precise — without attachments? Some announcing experience, has operated own sound business. Rose from the ranks in army to command of Basic Training Centre. Willing to work for expenses for six months preliminary period. Box CB 36 Canadian Broadcaster, 371 Bay St. Toronto.

File CB 37—Ex-RCAF sergeant, wireless mechanic, experienced in operation and maintenance of wireless equipment wishes training job at radio station as operator or anything available in that field. George MacKay, 10 Mountain Rd., Moncton, N.B.

File CB 38—Former RCAF officer (Admin.) with considerable announcing experience on BBC and also during his 4 years in the service has succeeded in retaining his Canadian accent and seeks opening on Canadian station. Age 40 and married but willing to talk turkey on initial salary. Disc available. Box CB 38 Canadian Broadcaster, 371 Bay Street, Toronto.

For Distinguished Service TO CANADIAN RADIO



HOWARD CABLE arranger and conductor, was on his "Beaver Award" for all-round musical ability as arranger and conductor." At 21 has to his credit "Canadian Cascade" and "Jolly Miller Time" which he both arranges and conducts. He also contributes arrangements to "Music Foradians" and other programs. Came into radio on the "O'Keefe Show" in 1942, and his first comm. "Jolly Miller Time" is now in its third season. Has a wife, Dawn, and two daughters, Dawn and Judy, Linda and Nairn. "Going to the States is nice, staying in Canada is very nice."

Young Fiddler

The theory that a violin, good, had to be made in Europe is being knocked for a loop these days.

First there was the revelation of William Primrose, world famous violinist, that for years he had been using an American built violin whose marvelous tone they sagely ascribed to the error of fact that it must be a European Amati.

Now comes the news that Innes, 17-year-old violinist, plays for Stan St. John on the Goodyear "Parade of Song" turned up for the broadcast violin he made himself. The members of the orchestra that it sounded first rate, and claimed his skill as a violinist.

Jimmy's talents, both as a maker and player of violins, runs in the family. He learned to play the instrument made by his father.

Visitors Welcome

Convalescents at the Montreal Military Hospital are smiling oftener these days. Ann Jarvis, picked from the studio audience of the "Club 800" broadcast over CJAD, Montreal to take part in the daily quiz, made the suggestion over the air that listeners visit men in the hospital. Many of the veterans there were from out of town and had no friends in Montreal. "It would be a wonderful idea", said Ann, "if some of your listeners made it a regular practice to visit the boys at the hospital. They really need your attention."

... "PULSE" ...
IS
COMING
IN
MARCH

--- DETACH HERE ---

PRE-PUBLICATION ORDER

R. G. LEWIS & CO.,
371 Bay Street,
Toronto 1, Ont.

You will please enter my subscription to "PULSE" for one year at \$5.00 starting with the first issue, scheduled to appear in March 1946. It is understood that you will only bill me after the first issue has been mailed.

Signed
MR., MRS. or MISS
Profession
Address

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

CKOV

KELOWNA ★ Okanagan BROADCASTERS L

SCANNING THE SURVEYS



Air Checks



ACME RECORDING
KI. 1603
126 HUNTLEY ST. TORONTO



ONE GOOD MOVE
DESERVES ANOTHER

Moving from 1350 k.c.'s to our new frequency of 1050 was the best move we've made in a long time—

It might just be that moving your spot campaign to CFGP would be a smart move on your part!

WHEN MOVING
See

All-Canada in Canada
Weed & Co. in U.S.A.

VOICE OF THE MIGHTY PEACE



ELWOOD GLOVER

CBC Toronto announcer, won his "Beaver Award" for "his quiet sincerity as announcer on the Victory Loan Programs. Elwood broke into radio at Carson Buchanan's station CHAB, Moose Jaw, did special events work from the CBC on loan from CHAB, came to Toronto in 1938 to join CBC as staff announcer, is heard currently with Claire Wallace, on "They Tell Me", "John and Judy" and "Stage 46", among other programs. Married his school days sweetheart, Violet Sharpe, and has one daughter, Sharon age 4.

Anniversary

CFRB, Toronto's oldest broadcasting station, celebrated its 19th birthday on February 19.

The opening broadcast on February 19, 1927, featured Jack Arthur and a symphony orchestra, Frank Oldfield, the Aeolian Quartet, Harold Rich, Aileen Law and Freddie Tee and others.

Two of the original staff members, Jack Sharpe (engineer) and Wes McKnight, program director, are still with CFRB.

second position with a rating of 38.3%, jumping 6.4% in one month.

* * *

Another newcomer to the French network is a Johnson Wax show entitled "Qui suis-je?" (Who am I?), which made its debut with a rating of 15.7 "Theatre of Romance", although not a newcomer to the Toronto area, has increased its number of broadcast centres in Canada, and is now listed in the national report, with an initial rating of 12.2.

In the new National Rating Report, based on 15-city sample, which is just coming off the press, we learned that Sunday afternoon and late evening programs will be included. All programs up to 10.30 p.m. will be covered by the coincidental telephone method, and the later programs (which include "Lux Radio Theatre", "Fibber McGee" and others in the Maritimes) will be surveyed by means of the corrected-recall method. It consists of calls made the following morning, asking the questions—"Was your radio on last night after 10 p.m.?" (If yes) "To what station or program were you listening?" Slight adjustments are made to the ratings thus obtained to make allowance for the difference between the recall and the coincidental methods, so that the final rating obtained will be comparable to the coincidental ratings obtained in the other areas.

* * *

Elliott-Haynes say they stand firmly behind the coincidental method of radio survey, because there is nothing as simple and accurate as measuring the radio audience tuned to a given program by "counting noses" while the program is on the air, and while the audience is already assembled.

EVENING

Elie McCarthy	39.8	+2.8
Fer McGee & Molly	38.5	-.2
Radio Theatre	36.0	+1.8
Hot Music Hall	24.8	—
Van Hornet	23.6	+2.2
Best Performance	22.8	+2.7
Hope	21.5	+1.1
Program of Familiar Music	21.2	+2
L Hockey	21.1	+1.2
Measure Trail	20.3	+4
ire et Barnabé	38.5	+3.6
Billon de la gaieté	38.3	+6.4
omme et son péché	36.2	+5
ément du Rire	33.4	-.5
hantant dans le		
ivoir	32.0	+5.6
tre de Chez Nous	30.8	+5.2
lorhanges	30.0	+3.1
Concert	28.7	+1.4
opole	28.5	+2
d'Or	27.9	same

all radio listening trends have reached the "flattening" portion of the seasonal with the average sets-in-use for English Canada of in French Canada, the sets-average increase rose from in January to 44.6% in the month. As in previous French-Canada listening rise until March, gradually a downward trend again in month of April. This overall trend is reflected in more program ratings for the The average change in of programs of Canadian ion amounted to .8%. In nch national program list, age change was 2.3%.

* * *

"Music Hall", with Bing back after an absence of months, starts on an im-upswing with a rating of 4.1 over the December "Kraft Music Hall" was in January because of the Morrison speech. A French showing remarkable pro-the Buckley show "Tour-de la Gaieté", Friday at his program was first listed mber with a rating of 29.2, in February, it appears in

THE MOST EFFECTIVE AND ECONOMICAL WAY TO SELL SOUTHERN ALBERTA

ALL CANADA STATION TO 5000 WATTS

JOE
Edgemoor, Alberta

CKCR KITCHENER

ABOVE THE AVERAGE

Between 1931 and 1941, Kitchener's retail sales were 6% above the Dominion average; Earnings were 10% above the average.

CKCR

Home Station of the Kitchener and Waterloo Area is

Always

ABOVE THE AVERAGE

See

WILLIAM WRIGHT

Montreal
Medical Arts Bldg.
Fl. 2938

Toronto
Victory Bldg.
AD. 8481

CKCR

CKCR CKCR CKC

CKPC

BRANTFORD
ONTARIO
1380 kilocycles

The
Voice
of the
Telephone
City

OPERATING
SOON
ON

1000
WATTS

Represented by
JAMES L. ALEXANDER
Toronto Montreal

For Distinguished Service TO CANADIAN RADIO



CLAIRE WALLACE

women's commentator, won her "Beaver Award" for "her radio work in the public service, especially her 'Visits with Vets' on her program 'They Tell Me', sponsored by the Robin Hood Flour Mills. Claire visits Christie St. Hospital, Toronto, interviews wounded service men, and conveys their messages and reports on their health to distant relatives on her program. Born in Orangeville, Ontario, and brought to Toronto as a baby, in private life she is Mrs. James E. Stutt. Her son, Wally Belfry, recently discharged from the navy, is studying at the University of Toronto.

Photographs taken at the "Beaver Awards Dinner" may be obtained from: Raycroft Pictures, 524 Old Orchard Grove, Toronto. HUDSON 5815.



GOPHER AWARD

The fur-lined commode to the advertiser who has to say: "Casselher Cleaner removes everything except sun-spots."

* * *

SATISFIED CUSTOMERS

To date not one single of complaint has been received from any of the ever Award Winners.

* * *

OH CANADA!

In reply to our correspondent who writes enquiring why we named our "Beavers", we should inform him that the beaver is Canada's national animal or did he know that?

* * *

OUT OF CHARACTER

We'd like to be able to do something in keeping with the spirit of this column. I'd like to say something about Clif Stebbins' handling of us and the odd people who appear on last Monday's broadcast. The Beaver Awards presentation on "Canadian Cade". Unfortunately though we shall probably be accused of slipping, his patience and co-operation in handling leave us completely speechless.

* * *

SUGGESTION BOX

We acknowledge, with gratitude, the suggestion from the CAB Convention 27-9, at least one opening be held wherein the deliberations are of sufficient interest to warrant coming them to print.

* * *

SERVICES RENDERED

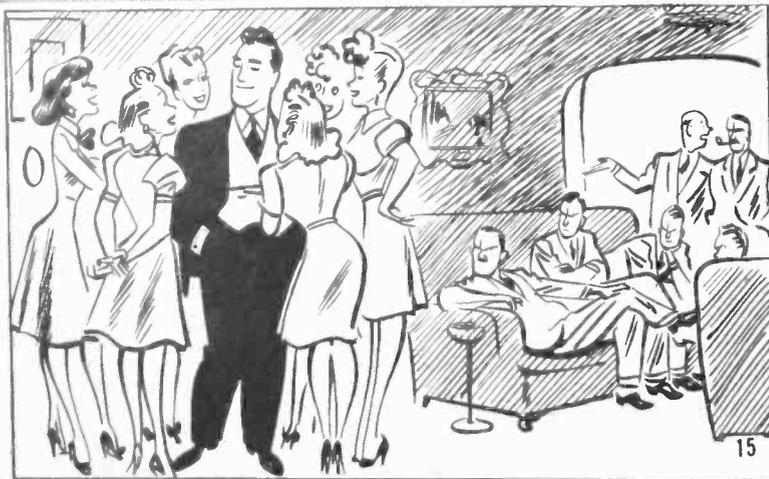
Stations contemplating immediate rate boosts in anticipation of greater competition with greater power are well-advised to consider who is going to do the work and who is going to get paid for it.

* * *

LOCAL JOKE

The Lewistite column in the Canadian Broadcaster without responsibility of Radio Executives Toronto.

WHAT A SPOT TO BE IN!



WHAT A SPOT TO BE IN!

CJOR, TOO, is in a swell spot! We are the first Canadian station in 1946 to go to 5000 watts, our new Northern Electric Transmitter was installed early in February, and testing is just about completed. We'd like to put YOU in a swell spot, too, so we'll honor any contracts placed NOW at our old, low-power rate — although you'll be getting the benefit of our full 5000 watts. AND we'll protect your contract for a full twelve months after our new rate card is issued.

CJOR VANCOUVER

Represented by
HORACE N. STOVIN
MONTREAL & COMPANY TORONTO WINNIPEG

RADIO GETS YOUR MESSAGE HOME

Eastward Ho

Norman Botterill was a visitor in Toronto last week en route from Lethbridge, Alta., where for the past 3½ years he has been manager of station CJOC, to Saint John, N.B., where he will manage the new station, CFBC, which is now in course of construction.

Norm assumes his new post as of February 1st, and says that the license has been issued, in the name of the Fundy Broadcasting Company Ltd., and that RCA equipment, including a five kilowatt transmitter is on order.

Norm is accompanied by his wife and daughter. His wife, Dixie Stewart, was known in radio a few years ago as half of the piano team of Helen Worden and Dixie Stewart. Their "Rhapsodies in Rhythm" were featured in the early days of the CBC network.

CFPA

"Serving The Lakehead"

Don't rely on old statistics for the Lakehead radio picture.

IT'S CHANGED!

Ask N.B.S.

Port Arthur - Fort William

Our Distinguished Service
TO CANADIAN RADIO



MERCER McLEOD

into the theatre at the age of 17 with an English Shakesperian play for which he played many odd characters, and received his "Beaver" for "A dish-dished program, 'The Man and the Story.'" This program is being recorded by RCA for the United States by the National Broadcasting Company. In his programs, Mercer portrays all male characters. His wife, who plays the female roles when they are called for.

Bad Neighbors

A direct violation of the good neighbor policy", was how Dr. Presmanes, Cuban Consul in Los Angeles, described AFM president James C. Petrillo's banning of a Cuban musical show in Los Angeles.

Threatening diplomatic action against Petrillo if the ban was not lifted, Dr. Presmanes explained that the Lecuona Cuban Boys had come on a cultural mission under the sponsorship of the Cuban Department of Education. They were performing demonstrations of Cuban music, singing and music to Cuban audiences.

Petrillo had refused to let them perform because they were not members of his union.

The musical group was formed many years ago by composer Mario Lecuona ("Malaguena", "Carmen", "Carmen"), to spread abroad the sound of Cuban music.

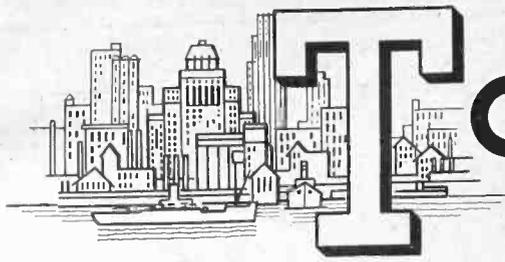
Broadway Preview

Television is to provide a show-off for new Broadway plays and the NBC is co-operating with the Dramatists Guild in New York in a program called "Broadway Preview", which will present over 100 New York television station full length plays written by members of the Guild. The program will be inaugurated next fall. Production costs for the series will be borne by NBC.

CONGRATULATIONS
DICK LEWIS
AND ALL
BEAVER AWARD
WINNERS

CHUM

The Friendly Station
TORONTO



Toronto

SHOWING EACH STATION'S SHARE OF THE LISTENING AUDIENCE IN TORONTO, FROM 6:00 TO 10:00 P.M.

	CFRB 10,000 watts	STATION X 50,000 watts	STATION Y 5,000 watts	STATION Z 1,000 watts
SUNDAY	26.0%	21.5%	5.6%	12.7%
MONDAY	45.7	10.8	4.2	24.9
TUESDAY	29.6	19.9	6.7	22.5
WEDNESDAY	34.7	13.9	4.0	27.9
THURSDAY	30.1	16.1	3.5	24.7
FRIDAY	27.1	17.9	4.3	24.1
SATURDAY	35.5	18.9	4.5	22.4
AVERAGE	32.7	17.0	4.7	22.7

THIS IS the third in a series of advertisements revealing startling information about Ontario's listening habits. These tables represent a comparative study of how the four Toronto stations share in night-time radio audiences.

AND Ontario, too!

SHOWING EACH STATION'S SHARE OF THE LISTENING AUDIENCE OUTSIDE TORONTO, FROM 6:00 TO 10:00 P.M.

THE FACTS speak for themselves... they clearly show that CFRB commands the greatest share of night-time radio audiences, in Toronto and Ontario, too.

The figures are based on a series of coincidental telephone surveys in Toronto and fourteen other Ontario communities, recently conducted by independent research organizations.

Write this station for fuller details

	CFRB 10,000 watts	STATION X 50,000 watts	STATION Y 5,000 watts	STATION Z 1,000 watts
SUNDAY	12.9%	13.5%	0.6%	2.1%
MONDAY	25.2	10.5	0.3	3.0
TUESDAY	16.3	18.3	0.5	4.4
WEDNESDAY	15.1	15.5	0.3	2.9
THURSDAY	14.3	13.1	0.3	4.1
FRIDAY	17.2	12.7	0.5	3.5
SATURDAY	16.9	16.1	0.6	2.7
AVERAGE	15.3	14.2	0.4	3.2

CFRB

860 kc. TORONTO

Representatives

Adam J. Young Jr., Incorporated All-Canadian Radio Facilities Ltd.
New York Chicago Montreal

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!