

# CANADIAN BROADCASTER

TWICE A MONTH

5, No. 22

\$2.00 a Year — \$5.00 for Three Years

November 16th, 1946

## ACA ANNOUNCES 1946 AWARDS



Emile Jean



H. S. Van Scoyoc



T. L. Anderson



The Late W. Howard Batten

### Speakers Cover Wide Field

After a closed meeting the first except for the presentation of ACA awards at that day's luncheon meeting, the ACA Agenda is broken down into three main divisions for the balance of the three-day conference.

Thursday morning is devoted to Summer Education and Research. Forum speakers include Byron Sanders, WPTB; Miss Leigh, Cannon Mills Inc.; Henry E. Abt, Brand Names Association Inc. N.Y.; Ian H. Donald, Canadian Daily News-Association.

Thursday afternoon the topic is "Public Relations," and discussions will be led by Charles S. Watson, Canadian Breweries Ltd; Moray Macfarlane, T. Eaton Co. Ltd.; and W. B. K. Sandwell, "Saturday Morning."

Guest speaker at the Thursday luncheon will be Ralph W. Carney, of the Coleman Co, Wichita, Kansas; the dinner meeting will be addressed by O. H. Coelln Jr., of Business Screen Magazine, Chicago.

Friday is devoted largely to "Advertising Problems," and speakers (continued foot of column 4)

Stating that the period of reconversion presents a challenge to the intelligence, integrity and ability of every member of the advertising profession, L. E. Phenner, President of the Association of Canadian Advertisers, presented the Association's annual awards at a luncheon Wednesday, November 13, during the ACA Convention. Award winners were: Gold Medal, Emile Jean, managing director of the "Nouvelliste;" Silver Medals, H. S. Van Scoyoc, retired advertising manager of the Canada Cement Company, Montreal; T. L. Anderson, vice-president of Cockfield Brown and Co. Ltd.; and posthumously, the late W. Howard Batten, who at the time of his death was president of Rapid, Grip and Batten Ltd.

concluded last February, was reached following a three-day intensive board meeting. "The appointments," he said, are in accord with the authority given to the directors at the last annual meeting of the Association, and will, we feel sure, meet with the approval of the membership generally. All member stations were notified by wire," he stated, "prior to release of the story."

### CAB MANAGEMENT REORGANIZED

New Officers For Public Service and Medium Promotion

The Board of Directors of the Canadian Association of Broadcasters has announced the appointment of Colonel Keith S. Rogers, managing director of station CFCY, Charlottetown, as honorary president of the association. Harry Dawson, CAB consulting engineer, will be manager of the CAB office in Toronto as well as carrying on his duties of consulting engineer. Arthur Evans, now in his twelfth year as secretary-treasurer, continues in that capacity.

Harry Sedgwick, CAB Board Chairman, has announced the institution of two departments of the Association.

A new post of public service director will be filled by Jim Allard of Ottawa, who will continue to supervise activities of the Ottawa Radio Bureau, largest joint public

service enterprise of the private radio stations. Allard also supplies readers of this paper with his regular feature, "Ottawa Letter."

The Association will also have, as director of broadcast advertising, Douglas Scott, account executive with Cockfield Brown & Co. Ltd., whose task will be the institutional promotion of the broadcast medium.

(The Western Association of Broadcasters, at their convention in Calgary August 1945 recommended the appointment of an "industry ambassador." It appears that Mr. Scott's appointment is along the lines suggested by the WAB.)

Commenting on the appointments, Harry Sedgwick saw that the decision to re-organize without appointing a successor to Glen Bannerman, whose term as president and general manager was

### CBC Board Meet

A meeting of the CBC Board of Governors will take place in Ottawa November 18-20. No details of the agenda have been released.

(Continued from column 1)

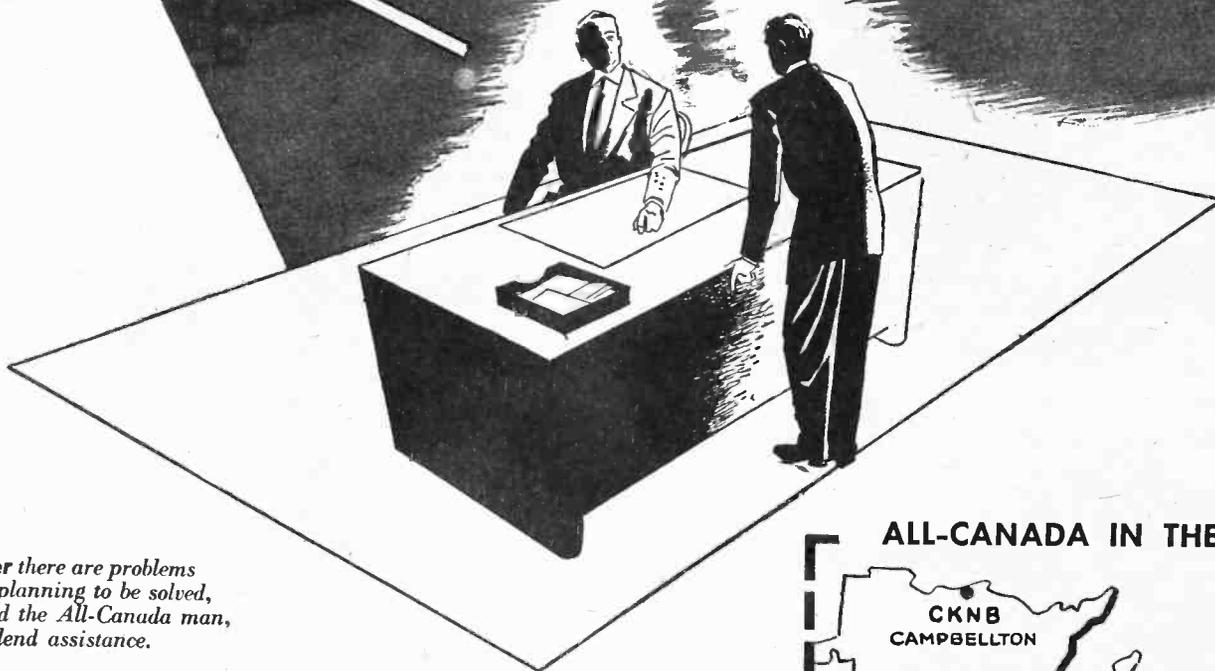
scheduled are: Ralph W. Carney; E. H. Waldruff, L. K. Liggett Co. Ltd., Toronto; Robert F. Chisholm, Gordon Mackay & Co Ltd, Toronto; Dr. R. G. Bernreuter, Pennsylvania State College; Leon Shelly, Film Producers Association of Canada.

Guest speaker at the Friday luncheon will be T. H. Young, U.S. Rubber Co, New York, while the annual dinner will be addressed by H. Napier Moore, Maclean-Hunter Publishing Company.



ASSOCIATION of CANADIAN ADVERTISERS  
32<sup>ND</sup> Annual Convention  
ROYAL YORK HOTEL, TORONTO  
November 13<sup>th</sup> to 15<sup>th</sup> 1946

# "MY MARKET'S IN THE MARITIMES"



Wherever there are problems in radio planning to be solved, you'll find the All-Canada man, ready to lend assistance.

When consumption and distribution is limited to one or two areas, there's no point in national coverage. An exclusively east coast market can be reached most economically and effectively, the All-Canada way.

From the Atlantic to the Pacific . . . however widespread or localized the region you want to reach . . . All-Canada can help you, through these special features:

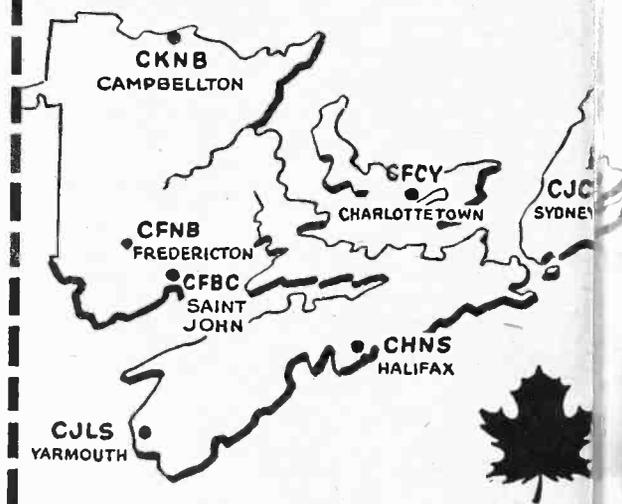
1. A strategic combination of any of thirty coast-wide stations can provide the best possible coverage pattern over the areas in which your market lies.

2. A carefully planned time-table makes possible your show being broadcast at a desirable time in each of the five time zones across the continent, at the peak listening time in all regions, in a favourable position on each station's programme schedule.

3. Broadcast originates on local, independent stations, each serving its own community, each commanding a ready-made, sympathetic and loyal audience.

Contact the All-Canada Man. He is ready to help you plan the campaign best suited to your individual requirements.

## ALL-CANADA IN THE MARITIMES



These three provinces, over a ten-year period, showed the greatest increase in retail sales of any other section of Canada. The growing market of Nova Scotia, New Brunswick and Prince Edward Island can be covered completely through these seven stations.

## ALL-CANADA RADIO FACILITIES Limited

MONTREAL • TORONTO WINNIPEG • CALGARY • VANCOUVER

**ALL-CANADA WELCOMES THE A.C.A. DELEGATES!**

**BBM Coming**

"Production line problems" have been responsible for delay in the release of the 1946 Bureau of Broadcast Measurement reports, according to Athol McQuarrie, Bureau secretary-treasurer. "Every BBM station will have its reports in mimeograph form as an interim release not later than the end of November," McQuarrie says.

**FM Will Dominate**

Frequency modulation will eventually dominate the entire radio field in Canada, said M. M. Elliot, of Montreal, assistant general manager of the Canadian Marconi Company, interviewed late last month in Winnipeg.

"Frequency modulation is on the way to play a tremendous part in bringing to the public a more natural reproduction in music and speech. Production of FM transmitters is going ahead steadily," he said. "Receiver manufacturers are busily engaged with designing FM receivers and FM radio phonograph combinations are being planned," he added.

Elliot concluded that in time, the Canadian public will appreciate the full advantages of FM. This may apply for a period to metropolitan areas only until methods are found to give adequate coverage in urban and suburban areas.

**Air Orchestra**

The Edward Stewart Concert Orchestra, consisting of twenty Hamilton musicians took to the air Nov. 8 for a series of five weekly programs over CKOC, Hamilton. Frank Kirton is the producer.

**Peg Waterworks Gets FM**

Winnipeg will become the first city in Canada to install FM equipment in its waterworks and fire department vehicles, it has been disclosed. Equipment designed to operate on 152 megacycles will be installed next January. Most of Winnipeg's police cars have been equipped with FM for some time.



"And I steadfastly maintain, gentlemen, that the best copy is the writer's honest opinion of his product"

**BRISTOL-MYERS CONFERENCE**

"Advertising has grown up and must assume responsibility as a factor in good citizenship," declared Lee H. Bristol, executive vice-president of Bristol-Myers Co., New York, speaking to a gathering of advertising and sales officials who attended the second annual advertising conference sponsored by Bristol-Myers at Montreal last month.

they expect returns, but in which they would invest almost blindfolded, or not at all, in the apparent belief that Providence is on their side."

Dr. C. M. Isbister, chief economist for the Bureau of Statistics, emphasized the close liaison which is necessary between business and the Bureau.

Advertising today functions as more than just a medium for promoting sales of products, said Mr. Bristol. "It is," he stated, "a mighty force in promoting social and economic improvements on a truly national scale."

During the conference, Roland Beaudry, M.P., president of Radio Abitibi Ltd. and publisher of LA REVUE MODERN criticized the approach of the average English speaking advertiser to the French market. "To most of them," he stated, "it is a market from which

May your convention be a complete success, and a powerful influence for the good of advertisers.

In Edmonton, advertisers will soon have 5,000 watts of power to use in selling Northern Alberta via CFRN

More power to the  
**A. C. A.!**

More power for the  
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EDMONTON'S  
DOMINION NETWORK STATION



**PRODUCERS!**

If you are looking for a young actress with all round ability, call

**SANDRA SCOTT**

anytime through

**Radio Artists Telephone Exchange**

**WA. 1191 TORONTO**

*Listeners don't care—*

whether a show is transcribed, network or 'local live' as long as they like the program."

Frederick W. Ziv

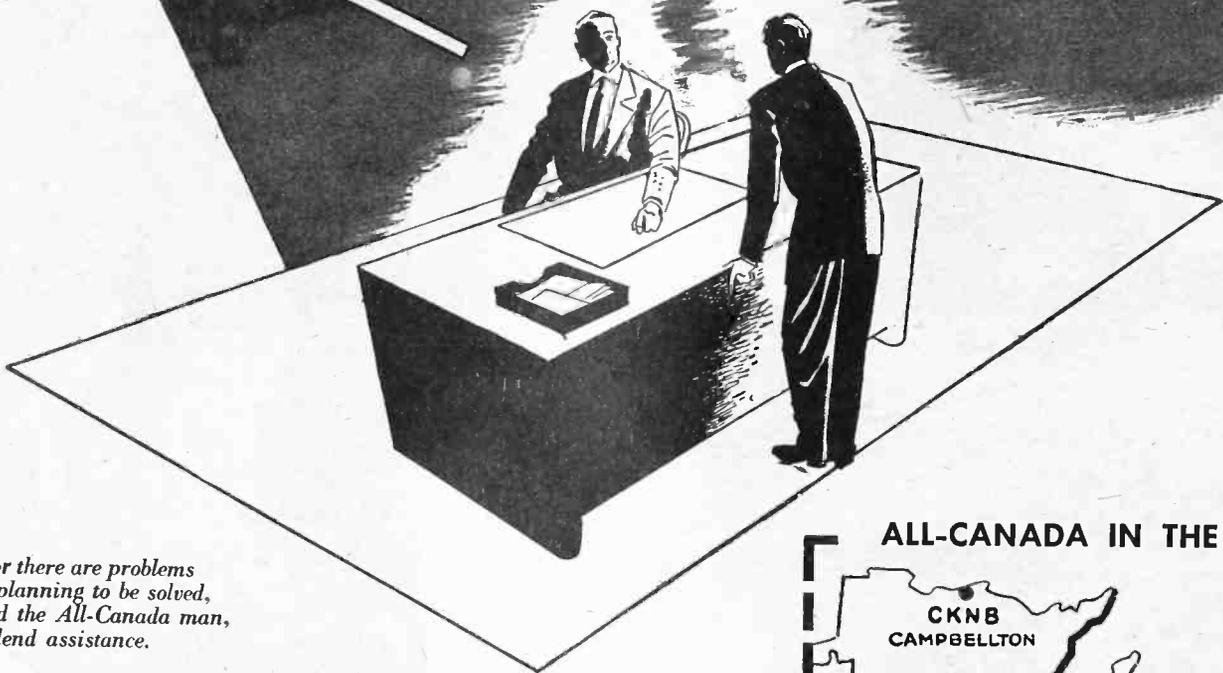
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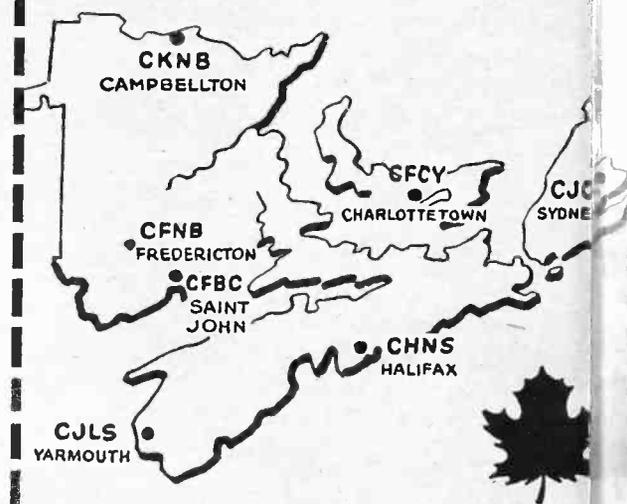
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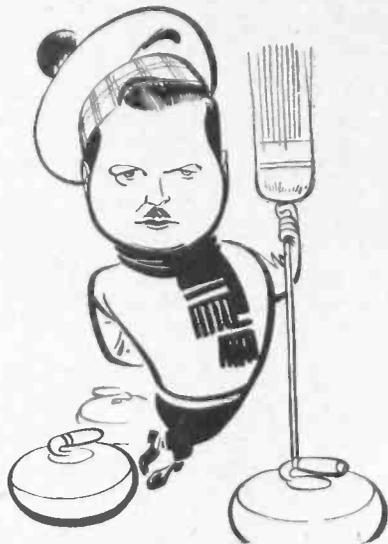
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**A. C. A.!**

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EDMONTON'S  
DOMINION NETWORK STATION **CFRN** 1250 OR YOUR DIAL

# GREETINGS



President  
L. E. PHENNER  
now completing  
"a good end"

## A.C.A.

We take pleasure—on behalf of the stations we represent, as well as for ourselves—in saluting the ASSOCIATION OF CANADIAN ADVERTISERS in their 32nd Annual Meeting.

A bouquet, too, to retiring President Lou. E. Phenner, for his long and untiring efforts, in the Bureau of Broadcast Measurement, to give advertisers and stations alike a worthwhile yardstick with which to measure the value of Radio as an advertising medium.

# HORACE N. STOVIN & COMPANY

*Radio Station Representatives*

for these Live Independent Stations

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

\* Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

**RADIO GETS YOUR MESSAGE HOME**

### Reps Open In 'Peg

Jack Slatter of Radio Representatives Ltd. has announced the opening of a Winnipeg office in the Lindsay building. Management of this office will be in the hands of Tony Messner, who will operate for Radio Reps in conjunction with his position as commercial manager of station CJOB.

### Teen-Age Varieties

Sixty minutes of music, sports, date chatter, all presented by teenagers, is heard Saturday afternoons over CFRB, Toronto, on the "Hi-Variety" program. Keith Dancy, emcee, keeps the high crowd posted on developments in music, while Dan McCarthy gives out with grid-iron gossip and sport prophesies. Shirley Gault, embryo comedienne, entertains with her creations of comedy high school characters. News on fashions and social items of interest to teenagers are regularly featured. Each program salutes one rural school of Ontario as well as a metropolitan one. Cheer leaders wearing their schools' colors are on hand to lead the studio audience in school yells.

### Advertising Ads

Perhaps due to the increasing number of knitters and newspaper readers on Toronto streetcars, the Transit Advertising Company Ltd. of Toronto, will soon embark on an advertising campaign over CHUM, Toronto. The campaign will be of 28 weeks' duration, during which spots will be aired four times per week. Using transcribed street car sounds, the spots will urge passengers to "watch the signs go by."

### Frequency Move

CFAR, Flin Flon, Manitoba, shifted its frequency Nov. 10 from 1230 to 590 kc. The change will be promoted in other media in Flin Flon, Sheridan, The Pas and throughout the new coverage area. Promotional plans include prizes for letters addressed to the station. A brochure covering the campaign is being prepared.

### CAB Convention

The 1946 Annual Meeting of the Canadian Association of Broadcasters will take place at Jasper Park Lodge, Alta, June 9-12. Arrangements are being made to accommodate guests from the advertising agencies, the advertisers and also from the United States. Those planning to attend the convention are urged to write the hotel for reservations as soon as possible.

### Re-Employment Service FOR SERVICE MEN

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

**Wanted: Landing Field for Ex-flyer**—single, twenty-two or over of age, a distinguished overseas record—good educational background. Has a flair for sales promotion—public relations—advertising and publishing. Seeks an opportunity for a position where imagination, ability, resourcefulness, ambition and sincerity will ease the burden of a busy executive.  
**Keith Sherriff—Ma. 3071 16 Wood Road, Toronto.**

**File CB 56 Don't look any other than this ad if you are looking for a copy writer with a 19-year perspective.** 27 years old; married; years University. 5 years in field artillery, finishing at rank of Captain. Experience includes 18 months editor of magazine; extensive and writing. Recently invited to assignment list of largest magazine in Canada. Seeking change for the betterment of business and my future. References. **Arthur F. shall, 472 Sutherland Toronto. (Mayfair 2227).**

### TV For Windsor

Windsor, Ontario, will be serviced by American television following an announcement by DuMont receivers will be factored for adaptability to power used in certain areas Canada. The DETROIT owners of TV station revealed that service will be available to Canadian communities within 35 miles of WWDT, in the Penobscot Building, Detroit.

### Radio Poet

Production chief Dick Diespecker of CJOR Vancouver, whose composition Prayer for Victory has world wide circulation through press and radio, has come up with a sequel, Prayer for Peace. The piece was carried by several newspapers on Armistice Day.

During the war Oxford University Press published a collection of Diespecker's poetry, "Between Furious Oceans." The poems, well as those from Prayer for Victory, went to the Red Cross. His latest book, Elizabetha, a narrative poem, is now in the hands of publishers.

Diespecker is a poet at the end of a decade's association with radio. Even a poet, Diespecker points out, has to eat, and who talking with his mouth full, has made a name for himself while eating.

# CANADIAN BROADCASTER

TWICE A MONTH

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

Published by  
R. G. LEWIS & COMPANY, 371 BAY STREET, TORONTO 1, CANADA

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

	Correspondents	
Montreal	- - - -	Walter Dales
Ottawa	- - - -	James Allard
Vancouver	- - - -	Robert Francis
Winnipeg	- - - -	Erit Smith



Vol. 5, No. 22

\$2.00 a Year — \$5.00 for Three Years

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## SPOTLIGHT ON ATHOL McQUARRIE

Managing Director ACA

### Hall Marks Of Quality

The wide interest displayed by all segments of advertising in the annual meeting of the Association of Canadian Advertisers is an encouraging sign, not just of a united advertising industry, but of a uniting "business."

This year, the ACA is concentrating, in its forums, on the why's and wherefores of advertising, rather than the functioning of the media themselves. Research, consumer opinion and public reactions are the necessary foundation of any advertising campaign, and this year, at the ACA, those who care to attend will be afforded an opportunity of delving into mysteries that may seem far from the microphone or the printing press, but which would be well worthy of study, by media men especially.

Easily the most important factor of our scheme of business, a factor without which most advertising campaigns would be utterly impossible, is the work of the Brand Names Foundation.

If there were no brand names, there could be no advertising. If there were no advertising, there would be no competition in business worthy of the name. If there were no competition, the public would be endangered by a more vicious monopoly than was ever conceived by the most socialistically minded government.

Don't shrug off these elementary facts as fundamentals any moron knows. The public, even the intelligent public, has never been properly informed on this, the keynote of our economic system. Business must take time out from its own private battles to take an institutional tack through such organizations as ACA. It has never studiously gone out and run a continuous campaign telling the public just why a manufacturer dare not defile his brand name with inferior ingredients. The story of how Wrigley's withdrew their regular package from the market and substituted a wartime product in a wartime wrapper during the period of shortage needs to be projected into an institutional campaign for all business.

Some months ago, Donald Belding of Foote, Cone and Belding, made a speech in which he urged business to use a tenth of its advertising appropriations to sell itself back to the public. It is to ventures like this that Mr. Belding was referring.

Had business combined to do a proper selling job on the brand system in past years, it would not today stand indicted by socialism. Now, the defence counsel for the complainant is hammering his case home. The defence needs to get into action—unless it proposes to enjoy a hearty breakfast.

Editor

If the Canadian government ever decided to walk in on the advertising business, it could appoint only one administrator and that would be Athol McQuarrie, tireless organizer promotion man, editor, publisher, researcher, who started out as a printer's devil on a weekly newspaper and for the past five years has been managing director of the Association of Canadian Advertisers.

This human department store, who seldom lets a ruffled disposition override his good nature for more than an hour, is responsible for the administration of the Association of Canadian Advertisers. This organization consists of top management and advertising managers of 141 national advertising companies whose aggregate expenditures in all media now total over \$35,000,000 a year. Besides management of the Association, he has instituted two bulletin services for members—the "Library Bulletin" and the "Association News and Members' Forum." He has under his administration the Bureau of Broadcast Measurement, a co-operative research organization of Advertisers, agencies and radio stations, as well as the Canadian Circulations Audit Board, which parallels BBM in the publication field. 1941 marked the debut of the Japs on Pearl Harbor and of Athol McQuarrie on ACA.

Usefulness is the keynote of the McQuarrie credo, usefulness and an intense satisfaction gained from being useful. You don't know him very long before you realize that it is a complete waste of time consulting encyclopedias or railway guides, seeking reservations on planes, trains or in a hotel, when it is so much easier to pick up the telephone and ask Athol. Just about the time you have reached the point in your acquaintance where you have forgotten that he has problems just as acute as your own, you meet him in one of his rare fits of depression over his own worries, and enjoy the unique experience of watching an indomitable sense of humor go to work on a momentarily soured disposition and emerge triumphant.



Athol must have begun to learn to be competent from the time he started with the "Brussels (Ont.) Post" at the age of 14. During this experience, he was learning the publishing business—the hard way and he likes to recall fruitless errands for left-hand wrenches, circular squares, and paper stretchers. From

Brussels he moved on to Goderich, to the old "Goderich Signal" and later completed his apprenticeship in printing offices in London and Calgary. He says his first journalistic "success" was at school. "I wrote an essay", he boasts, "and then added an extra paragraph under the heading: 'Editor's note.' In this last paragraph, I pointed out a few of the outstanding things in the article—outstanding in my view," he adds, "I guess the teacher must have believed me when I told her how good I was, because she gave me good marks."

In his early thirties, young Athol was offered and accepted the position of advertising manager of Purity Flour Mills. After nine years in this position, he moved on to become an account executive, first with McKim's and then with McConnell-Eastman, (then McConnell and Fergusson).

Obviously one reason for his success is that, even though he doesn't always believe it himself, Athol would rather head up the ACA than eat. This is proved by the fact that, especially during pre-convention weeks, he is often at his desk as early as seven and equally often creeps in stockinged feet to bed in the wee small hours. Don't run away with the impression, though, that he plays the role of a silent suffering martyr because he likes hard work and likes equally to tell his friends how hard he works.

Athol has built up the ACA from a hole in the wall to an organization with staff of nine hard working men and women. There is no place for clockwatchers under this sometimes stern skipper, yet there is no sign of iron discipline as he parades his troops over to the "Brass Ball" for a late dinner after a day and a half's work.

Now

# 5000 WATTS

ON 960 KCS.



## CKWS

Kingston, is now operating on 5,000 watts. From Trenton, past Brockville to Dundas County, and north as far as Carleton County, CKWS offers advertisers unparalleled coverage of the rich Eastern Ontario market—PLUS a "bonus" penetration into Northern New York State.

## AUDIENCE

in listening area ..... 245,869  
 Urban ..... 121,198 Rural ..... 124,678  
 PLUS 97,056 in Northern New York State.

## RATINGS

Latest Elliott-Haynes surveys show that CKWS earns 83.9% of the listeners.  
 Daytime Average ..... 91.4%  
 Evening Average ..... 76.4%

FOR TOP COVERAGE IN THE RICH EASTERN ONTARIO MARKET USE

# CKWS Kingston

A TRANS-CANADA BASIC STATION

## NATIONAL BROADCAST SALES

Toronto - 2320 Bank of Commerce Bldg. - AD. 8895  
 Montreal - 1010 University Tower Bldg. - HA. 3051

Representing

CKWS Kingston, Ont.	CKRN Rouyn, Que.	CFPA Port Arthur, Ont.
CKGB Timmins, Ont.	CKEY* Toronto, Ont.	CKVD Val d'Or, Que.
CFCH North Bay, Ont.	CHEX Peterboro, Ont.	CHGB St. Anne de la Pocatiere
CJAD Montreal, Que.	CJKL Kirkland Lake, Ont.	CHOK Sarnia, Ont.
CHAD Amos, Que.	CKTB St. Catharines, Ont.	

\*Montreal Only



A war veteran said in a speech recently that Canada is becoming a jive civilization. Which hardly fits in with statements by the statistical magicians who announce solemnly that the nation is steadily becoming an old people's home.

But the veteran hadn't been poring over the census tables. He just looked about him and judged from what was visible.

Maybe he looked at the radio schedules and saw the increasing number of programs aimed at the teen age fraternity. Which is fine as long as it stays within reason, but after a while it gets out of proportion, particularly if the content neither changes nor improves.

Of course, this operative has not been in his teens for quite a spell, so his judgment of their needs may be warped. But he can judge what he would want a teen ager of his own to hear, and a lot of what comes out of that box of tubes on the desk isn't it, chums.

You can see the same thing in a lot of stores, where what little merchandise there is has been aimed at the soxers. Which may be smart at that, as they'll learn to buy more now, and certainly they're tomorrow's customers.

The movies have gone overboard too, and the advertisers, and in the night clubs (my scouts report) you have to have your wits sharp to avoid getting killed by the jitterbugs, a species which is by no means extinct. A man in Vancouver with what may turn out to be the idea of the year is reported to be building a night spot for the old codgers of over 35.

If society is geared entirely to please your children before they're 20, giving them an unproportionate sense of their own importance, then it's no wonder parents complain they're run by their children. (We have soxers on the party line, too. Try me after midnight.)

Editor Lewis had something to say on the subject a few issues ago, (sure, boss, I read your stuff,) proposing in effect that on the air youngsters should be given something intelligent and instructive to make them think.

They are going to listen to the radio anyway, and it is a very great force which can be useful or merely frivolous. So why not—as so many programs are beamed at them anyway—offer something a little more than, figuratively, jazz. Maybe kids won't listen to anything else, but somebody could try. Sure, they're tomorrow's buyers, so why not help them get a better perspective and understanding of the country they live in.

Reaction must be one of those things that you just can't predict. Somebody airs a flock of songs by an old time English comedian (it said) which for consistent suggestive filth topped anything I have had the misfortune to hear. Nobody raises a whisper about it. Yet a few weeks earlier the carping critics just about blew their

tops because Tami Mauriello, who had just been beaten practically lifeless in a heavyweight fight, mentioned at a moment of considerable stress that he'd been no goddam careless.

**B.C. briefs:** CJOR manager George Chandler, hospitalized since the WAB convention at Harrison Hot Springs, is on the mend. Getting up in bed, he has been keeping a stenographer busy three days a week lately.

"Town Meeting", recorded and broadcast on CJOR, tried to find out at its last weekly session: "What do we want from radio?" When the dust had settled, it was not very clear what we do want. Any suggestions?

Announcer Vic Fergie has moved from CKMO to Vancouver Island, where he is with CJAV Port Alberni.

The CJOR staff got to wondering what the Average Listener thinks about after dark when they got a letter asking for tickets to the Bob Hope, Alan Young and Duffy's Tavern shows.

Pacific Coast sportsmen get the latest dope for the weekend from Hal Denton's commentary in Sportsman's Guide on Thursday nights over CBR and a province-wide net. It's produced by Dick Nixon.

Chief Engineer Ross Whiteside and his wire winders are installing a 76-B2 RCA Console in CKMW's new control room. On CKMW's "Play It or Pay It", emceed by Reusch and Phil Baldwin have stuck their necks out by asking for requests for any familiar tunes written between 1846 and 1951. Mail is opened on the program and if they can't produce the tune in one minute the correspondent wins folding money.

Ruth Asson, formerly of CKW, has gone to the office staff of CKNW. Al Erskine has been appointed night supervisor at CKMW and marked the event by working through a day shift as well.

Bill Rapanos, formerly with CHAB Moose Jaw, has joined the announcing staff of CJVI Victoria. "Salute to Industry", a program designed to broaden knowledge of local industry, is sponsored by CJVI by the B.C. Electric Co.

Designed to improve night time coverage of the southern Okanagan Valley, CKOK Penticton, at the south end of Okanagan Lake, is scheduled to go on the air shortly at 1450 kc. The transmitter is a 250 watt Marconi job. For the present, program service will be carried by landlines from CKOV Kelowna.

CKOV news editor Eric French has completed a tour of Vernon, Salmon Arm, Armstrong and other points to contact the station's correspondents.

You couldn't have fried an egg on the sidewalk at that time of year, but CKNW special events department was on hand in case anything happened when 46 million eggs—one for every person in Britain—left for U.K. the other day. S.S. Saxon Star carried the load in 129,000 cases, and so far you could tell nobody dropped anything.



GEORGE TAGGART

Twenty years experience in the International Entertainment and Advertising fields as Artist, Producer, Talent Manager, Executive



MARJORIE PAGE

Director Radio Services. Knows Radio! Knows Talent! Knows how to get things done!



HELEN O'CONNOR

Director Orchestra and Variety Division. Knows Stage Presentation! Knows Talent! Knows Show business!

*The People*

WHO SERVE YOU

These are the Taggart-trained specialists who serve the Radio, Stage and Visual Merchandising needs of Advertising Agencies, Industrial Concerns, Clubs, Associations and every type of organized group in Canada.

Today the use of entertainment in merchandising, both radio and visual, is too big and dynamic to be handled on a guess, hope or promise basis. It is big in possibilities of success or failure; big in the scale of its operations; big in the demand for organized personnel; bigger still is the need for knowledge of all its phases. Competence means actual possession of organization and experience.

Our finger-tip knowledge of every branch of the entertainment business can help you to plan successfully and economically.



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Travelling representative. Musician. Young, Personable, Enthusiastic. Specialist in Visual Entertainment.



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Director Visual Merchandising Division. Knows Stagecraft! Knows Talent! Specialist in Visual Presentations that "Sell and Train as they Entertain!"

*The*  
**George Taggart Organization**

Radio, Stage and Film Producers  
Talent Managers and Agents  
Specialists in Showmanship for Industry

165 Yonge Street

TORONTO

Serving Canada's Entertainment Needs From Coast To Coast

# Who says Quebecers are 'Tout Oreilles'

"We all say so! We are your Quebec market . . . and we're for radio! Mais, naturellement, we listen most to CKAC of Montreal!"

It has been proven over and over again that French-Canadians, in their boundless enthusiasm for radio, give overwhelming preference to CKAC, the station that dominates the family hours. The family spending of Quebec (in excess of \$800,000,000 a year) goes for products in which Quebecers have confidence . . . brand names they have often heard on the programmes of CKAC!

And so we say, "We're 'all ears' in Quebec. What's your message?" Give your product its share of publicity in the profitable market of French Canada. Present your message on the pioneer radio station of the Province—CKAC (since 1922) of Montreal!

Full details promptly supplied on request.



**CKAC** La Presse, MONTREAL  
Affiliated with CBS

REPRESENTATIVES: } Canada: C. W. Wright,  
Victory Building, Toronto, Ontario.  
} United States: Adam J. Young, Jr., Inc.

## CKAC of Montreal still leads...

Elliott-Haynes ratings give CKAC a consistent majority of leaders. CKAC—the station that's as French as its audience—has held for almost 25 years the loyalty of the huge Quebec market with programs tailored to French-Canadian taste.

In the area where 76.8% of Quebec's sales are made, CKAC has 78.2% coverage! Give your advertising message the advantage of CKAC's unquestioned leadership!

## IN THIS CORNER In Defence of CBC

Reprinted from "Printed Word"

In a series of programs broadcast during the best radio time of Friday evenings, the Canadian Broadcasting Corporation is endeavouring to explain to Canadian listeners why they should be glad to pay \$2.50 annual license fee.

The CBC program might have been better timed. At other hours of the week both the Columbia Broadcasting System and the National Broadcasting Co. are broadcasting "parades of stars"; short performances by the leading artists appearing for national advertisers on the two systems. These latter programs are designed to show listeners how good the American networks are. The CBC series is merely designed to tell its listeners that its programs are good; good enough to pay \$2.50 a year for. For the listener the result is boredom.

The CBC, in its defence against its critics, is a poor judge of its own case. It has the typical civil-service attitude towards criticism, although its employees will vehemently deny that it is part of the civil service. That attitude is an unalterable assumption that the critic is wrong, but that the civil servant is too polite to tell him so. It is an attitude that makes as many enemies for the CBC as the synthetic Oxford accents of some of its announcers.

One program in the current CBC series of self-glorification was a sophomoric burlesque of the troubles of the program-planning department. It had most of the stock characters in it—the hoity-toity lady who prefers Bach to boogie-woogie, the rather raucous hockey fan, the ordinary man who likes mystery stories. Strangely enough, the woman who likes soap operas was omitted. All these people were represented as clamoring for their particular fancy and deriding all other types of programs.

Now it is easy to believe that a radio program planner, like an editor or anyone else who is trying to please a public, has certain troubles, certain problems to solve. But one may be sceptical about the existence of the types that the CBC undertook to burlesque. The skit too obviously was meant to ridicule all complaints from listeners. The imaginary female with the hoity-toity voice was put in the script to show that the CBC was not really highbrow. But the program planner made a better, if unconscious, defence against that charge by putting in as a sample of good music a few bars of the Meditation from Thais. Most musicians rank that a little higher than The Rosary.

Actually the CBC has some sustaining programs that are worth hearing, but on the Friday evening in question, it seemed to be taking to itself a good deal of credit for the popular hockey broadcasts, which are paid for by Imperial Oil Limited. It was also taking credit to itself for giving young Canadian

artists a chance to get started in radio, implying that commercial sponsors and private stations were not interested in Canadian talent.

The implication is false, as any listener can prove from some programs carried over CBC networks as well as from programs carried by private stations.

The CBC can defend itself from some criticisms. It does from time to time show good taste in the selections chosen for its recorded programs. But lest this defence should startle its listeners, the CBC can display bad taste equal to that of anyone in Canada, as witness its current wave of public self-adulation. What it apparently lacks is the judgment to know that its public looks on this exhibition much as a newspaper reader would regard the publisher's photograph on the front page. Such a breach of the canons might be permissible when the publisher acquiesces the paper or when he dies.

But what the listener resents more than the lack of good taste is the theft from him of a full hour of entertainment time. He is not interested in anything about CBC policies or politics and is only occasionally irritated by the \$2.50 license fee. But he is likely to see red when the Corporation goes to the trouble of putting on a special series of programs to remind him of everything he dislikes, including the fee.

One might as well try to bribe friends for the Income Tax Bureau.

## Radio Writing Should Be Dictated

"Copy being prepared for broadcast by radio should be dictated and not written," declared Aesop Glim (George Laflin Mier, prominent New York advertising man), whose articles appear in PRINTERS INK. He was speaking at a special dinner held by the Women's Advertising Club of Toronto, October 24. "The announcer ought to sound as if he had just thought of the idea he is presenting over the air," he added: "it is my feeling that anything written for the eye should not be read out loud over the radio." "Speaking and writing are twin arts but the approaches are different," he suggested.

Such was the reply made by Aesop Glim to a question posed by Andy McDermott of Horace N. Stovin and Company, who asked: "Do you consider that the rules you have stated for writing copy apply exactly to writing radio copy?"

Later the speaker expressed his opinion that "no one yet seems to have found the proper formula for writing copy for radio. There is much still to be learned about writing for the medium," he said.

ACA PRESIDENTS—PAST AND PRESENT



Louis E. Phenner

Neil B. Powter

Retiring ACA president Louis E. Phenner, president of Canadian Cel-lucotton Products Ltd., is chairman of the ACA radio committee and president of the Bureau of Broadcast Measurement since its inception in 1944. Neil B. Powter, newly elected president, is sales promotion manager of Howard Smith Paper Mills Ltd. and allied companies.

How They Stand

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

DAYTIME

EVENING

English			English		
Happy Gang	20.3	+5.3	Fibber McGee & Molly	35.1	resuming
Big Sister	17.3	+1.7	Lux Radio Theatre	33.9	+7.4
Ma Perkins	17.3	+3.5	Charlie McCarthy	33.2	+3.7
Pepper Young	17.1	+3.0	Ozzie & Harriet	23.1	+2.4
Lucy Linton	16.4	+1.4	Waltz Time	19.9	+3.8
Road of Life	15.4	+4.2	Album of Familiar Music	13.8	+ .4
Life Can Be Beautiful	15.0	+3.6	Bob Hope	15.8	resuming
Laura Limited	14.8	+4.1	Jack Carson	15.8	resuming
Claire Wallace	14.7	+1.3	Kraft Music Hall	15.5	+1.6
Stars to Be	14.7	resuming	Big Town	15.1	+1.8
French			French		
Jeunesse Doree	27.3	+2.2	Ralliment du Rire	36.3	resuming
Rue Principale	23.5	+2.4	En Chantant dans le vivoir	36.1	resuming
Joyeux Troubadours	18.4	- .2	Un homme et son peche	35.7	+2.1
Vie de Famille	18.2	- .6	Radio Carabin	33.6	new
L'Ami Consummateur	17.0	+2.2	Metrople	30.4	+7.4
Tante Lucie	16.9	-2.1	Ceux qu'on aime	30.4	+6.5
Quelles Nouvelles	14.7	+1.5	Talents de chez nous	29.9	+9.5
Quart d'heure	13.4	+2.0	Qui suis-je?	29.8	resuming
Madeleine et Pierre	11.3	resuming	Nazaire et Barnabé	29.7	+8.0
Courrier Confidences	9.8	resuming	Course au Trésor	29.3	+9.8

Greetings  
A. C. A.

from the centre of Saskatchewan's multi-million dollar market.

First Saskatchewan station to increase to 5000 watts

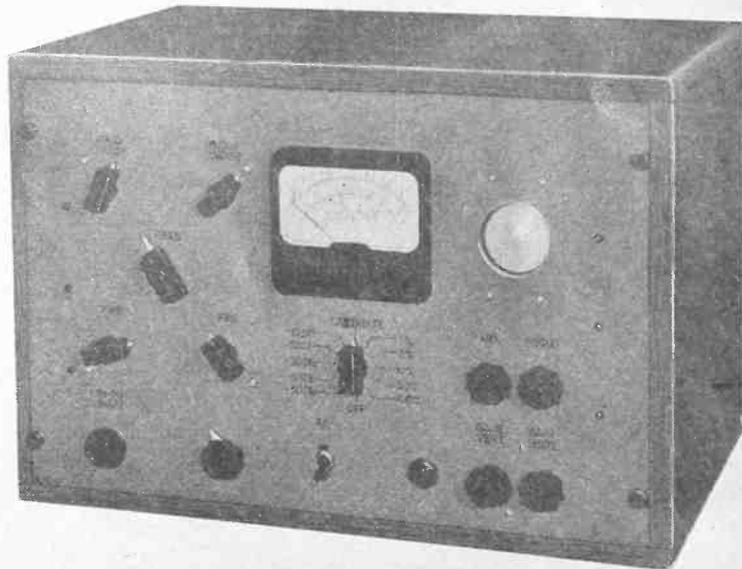


**CKBI**

PRINCE ALBERT SASKATCHEWAN

5000 WATTS

See THE ALL-CANADA MAN ..



Hayes

Distortion and Noise Meter

An improved instrument for measuring distortion and noise level of lines and amplifiers

ELECTRONIC ASSOCIATES LTD.

2498 Yonge St.

Toronto

**CKCO**  
OTTAWA

A *Bright* STATION

Direct your Sales Message to the Nation's Capital through

**CKCO Ottawa**  
"The Community Station"

See **WILLIAM WRIGHT**  
Victory Bldg.

AD. 8481

By actual survey—

# TORONTO'S MOST LISTENED-TO STATION

DIAL 580

# CKEY

TORONTO

*Bring 'em back alive!*



Live programs bring live audiences back for more. Percentage of time devoted to live talent programs on C K N X is as follows:

SUNDAY	— 15 hr. schedule — 45% local live
MONDAY	— 16 hr. schedule — 44% local live
TUESDAY	— 16 hr. schedule — 39% local live
WEDNESDAY	— 16 hr. schedule — 40% local live
THURSDAY	— 16 hr. schedule — 35% local live
FRIDAY	— 16 hr. schedule — 29% local live
SATURDAY	— 16 hr. schedule — 34% local live

*Local Live Weekly Average—38%*

# C K N X

*The Ontario Farm Station*

OFFICES AND STUDIO

FIELD'S BUILDING

WINGHAM, ONTARIO

**ACCENTUATE**  
*the* **NEGATIVE**  
by R. G. L.

After casting some not to kind thoughts in the direction of radio writers, it was heartening to learn of a radio news editor who has been ringing the bell with his Underwood. Doug Stuebing, new editor at CHML, Hamilton, has made that mecca of all scribes the mighty Saturday Evening Post with a fiction piece called "Manna for Birds", and the same publisher's "Holiday Magazine" with an article called "When You and I Were Young Maggie."

\* \* \*

John Collingwood Reade's new venture—"The Voice of John Citizen" for the Globe and Mail, unearths a sponsor with the courage of his convictions who appears to be unafraid of airing contentious questions. These are handled on the program in combined recorded and live interview form. The show is crisp and fast-moving. The 15 minute time limitation restricts a much discussion as one might wish. This scribe's main criticism would be a tendency for Reade and announcer Mike Fitzgerald to catch each other's tempers. Quite unserious but it is worth remedying.

\* \* \*

This month's CAB Board meeting has brought an avalanche of directors from all parts of the country into town, and the outcome of the meeting and the various appointments that were made might be summed up in a statement by one of the directors that it was the best board meeting yet. It rests with the CAB members to back its management with their efforts, to help it turn in results. Details of appointments will be found on the front page of this issue.

\* \* \*

Frank Willis' musical comic (words by Johnny Wayne) gives a pleasantly light touch to Tiny Toop's "Music for Canadian" which still can't help rankling at the title of the show though. . . Thaturring sound in Tiny Elphicke's gathering pleasure at the \$500 they raised on CKPG, Prince George during a charity auction. The project had an objective of \$200. People are talking about the BC misleading statement following the Sunday evening quiz program that they are "proud to bring you 'Take It Or Leave It', Can't be that they are making the sponsor a present of the show

\* \* \*

Does anyone happen to own a resistance cord or plug to adapt 200-250 volts to 110 volts. If you must know, I want it to adapt my Schick Razor for use in England. I'm in the market either to buy or to borrow.

\* \* \*

As this issue goes to press the Broadcaster office is being visited by Bob "Pacific Prattle" Francis and his wife, Margaret, who are in the east meeting editors and others who are interested in the workings of this energetic team of scribes.

\* \* \*

Christmas issue is next on the list. May I present an annual pretty please for early copy for editorial or advertising.

### GENTLEMEN OF THE JURY



The Awards Jury of the Association of Canadian Advertisers, posed as they completed their deliberations to choose recipients of the ACA's 1946 Advertising Honors. The awards are a gold and three silver medals for outstanding contributions to Canadian advertising. The Jury's verdict was rendered at the ACA annual dinner in Toronto Nov. 13. Pictures of winners appear on Page 1 of this issue. Left to right the jurors are: Geo. W. James, BOWMANVILLE STATESMAN; Morgan Eastman, McConnell, Eastman and Co., Ltd.,

Toronto; W. Wallace, TORONTO DAILY STAR; S. Philpott, Photo Engravers and Electrotypers Ltd., Toronto; E. R. Milling, Consolidated Press Ltd., Toronto; Lloyd Moore, Radio Station CFRB, Toronto; Harold E. Stephenson (Jury Foreman), Canada Starch Co. Ltd., Montreal; F. Auger, Procter and Gamble Co. of Canada Ltd., Toronto; A. McQuarrie (Jury Secretary); W. O. H. James, Dominion Bank, Toronto; C. J. Follett (Assistant Secretary); A. E. Hall, E. L. Ruddy Co. Ltd., Toronto.

### U.K. Swings From Swing

The BBC Listener Research Department finds that swing fans in Great Britain are in the minority. For 6,400,000 listeners who approve, there are 18,500,000 who don't. There are 17,600,000 adherents to dance music with 6,000,000 antagonists. Chamber music followers number a mere 500,000.

Division of opinion is pronounced over sports broadcasts. Nearly 11,500,000 follow football commentaries while 11,750,000 listeners dislike them. Boxing fans number 11,750,000 while 14,000,000 are not interested.

Some 6,000,000 listeners are religious enthusiasts and expressed the desire to hear more Sunday services broadcast while 8,000,000 registered indifference to radio religion. 7,000,000 expressed open dislike.

### 5Kw For CJKL

CJKL, Kirkland Lake, Ontario, owned by Northern Broadcasting and Publishing Limited, has completed installation of a new RCA transmitter and tower at Dane and new equipment at the studios in the Woolworth Building. On October 23, CJKL went on the air with 5,000 watts power. CJKL commenced operation in 1934 with 100 watts, stepping up to 1 kilowatt in 1939. The station is on the Trans-Canada network of the CBC.

### PUFF UP

Condensed from Gordon Kennedy's "Listening Post" in the Montreal Herald

If you didn't hear Fred Allen's hodge podge of slapstick and satire that the sage of Hogan's Alley let loose at radio commercials the other day, you missed being in on some radio history. Fred and Tallulah Bankhead, the latter no mean wit in her own right, took the whole business of commercial plugs and kicked it around to a fare-thee-well. And that, in this day of touchy sponsors and censorious network officials is really something.

Our hope is that someday Allen will do a similar job on the publicity puffs that emanate from the radio industry as a whole. Some of the information that arrives at editors' desks from the networks and private stations is highly newsworthy and helpful.

Much of it, and this applies particularly to publicity on personalities, is sheer, utter drivel that finds an ignominious resting place in the waste basket.

Required reading for some of radio's publicists should include "Superlatives Aren't News," by Richard G. Lewis, publisher of Canadian Broadcaster. This column defies any press agent to read Mr. Lewis' exposition of an editor's reaction to objectionable and useless publicity without gaining a great deal of benefit.

On second thought, it might be a good idea for Fred Allen to get in touch with Dick Lewis in Toronto and obtain some background for such a broadcast. Mr. Lewis knows his business, and being a forthright sort of person would probably get on famously with Allen. Together they could turn out a swell script that might mark another signpost on radio's rocky path.

Would You  
Hire Your  
**WIFE**  
For Your  
**SECRETARY**



Of course not! She has no experience in the right line! Ensure success for your 1947 youth promotions with the complete services of our new Youth Radio Division, currently producing two of Canada's top teen shows. It's the RIGHT experience that counts!

**YOUTH PUBLICATIONS**  
OF CANADA

Radio Productions

Canadian High News

73 Adelaide West

Toronto 1, AD. 0855

# RESULTS POSITIVE!

... ADVERTISERS ...

when planning any radio campaign you cannot afford to overlook these ACTION STATIONS.

## CKPC

BRANTFORD, Ontario

## CFJM

BROCKVILLE, Ontario

## CKFI

FORT FRANCES, Ontario

## CKDO

OSHAWA, Ontario

## CJIC

SAULT STE. MARIE, Ontario

## CHUM

TORONTO, Ontario

## CKNX

WINGHAM, Ontario

Represented by

# JAMES L. ALEXANDER

Radio Station Advertising Representative

Drummond Building  
1117 St. Catherine St. West  
Montreal, Quebec  
Telephone HARbour 6448

Concourse Building  
100 Adelaide Street, West  
Toronto, Ontario  
Telephone ADelaide 9594

# BRIGHT PATHS TO REJOINER

## A "Wonder-Boy" Hits Back At Gordon Sinclair

Cass Timberlane should have been enough to strike the type of the most type-struck. But in the CANADIAN BROADCASTER of October 19, I saw the pulp oozing from the Sinclair Lewis Mill again.

Gordon Sinclair and Richard G. Lewis, that is.

"Where are the Bright Young Men?" Well, since no-one else had the gall to answer, and although I know neither of you give a damn—here I am, Gord.

At least, I once was a bright young man. And while my story is not as gripping as Sinclair's it has more famous characters in it.



By BARRY WOOD

In March, 1938, a Saskatchewan lad of seventeen winters, I was hired by CKCK in the morning—saw "Snow-White and the Seven Dwarfs" in the afternoon—and went to work in the evening as booth-operator. And what's more, after five weeks, I was still able, not only to turn all my buttons, but also to announce, newscast special-event, and instal remote equipment. All this and writing too.

But turning to the present, apparently Gord considers the current crop of commercial radio actors and announcers either not bright, or not young. True, Gord. We are not young men. In fact, compare the ratio of our full-time years in radio to our years of age with your own, and you will find that many of us are more old-timers in radio than the sage and ancient Sinclair himself.

However, Gord's glowing examples of the grand old man of radio have opened the eyes of those free-lances who worried about the future. If George Pidgeon can stick this long in a good soft racket like radio, what have we to fear? With Sinclair, Greg Clark and ole Varicose Savage still in there pitching, there's hope for us. All we need is a church, a news-paper, an uncle in the publishing game, or an agency job—plus maybe the Fuller Brush and Liberty Magazine concessions—and we'll still be able to hold our heads up in the radio game when our arteries are harder than our muscles. Plural that is.

But why should I sling mud at the Rev. G. Sinclair? He couldn't stir up enough himself to make the

brick that Lewis ordered. I know what you meant, Gord. You meant "Why are the bright young men from the services not showing up in commercial radio?" Some here.

Joel Aldred has a job with the CBC which some experienced men would cherish. Luther is doing well at CFRB with no service experience except listening to my "Wake-Up-and-Sing" Program at west when he was going to school. Dr. Grant made his mark at CFRB and is now doing well at Kingston. And most of the old-timers have come back from the services to take their rightful place

in the industry again.

But where are the rest? The 5 per cent who said they wanted to be radio announcers in the vocational questionnaires? You know where they are Gord. Home in bed. Well, in bed anyway. Each morning when I meekly follow your colorful entry into CFRB at about eleven o'clock—I see these bright young men loafing into the better class potential cocktail bars to break their fast.

These bright young men can hold a candle to G.S. for brightness in their wardrobe and cranial departments. But they beat his hands down at his own game of independence without work. Most of them get along now by carrying a note-book and a discharge button from one lecture to another Kaffe-Klatch at dear old Alma M. And why not? For if radio is better than working—is not University better than radio?

And what could we expect. Show me an R.S.M. or a P.O. or a Flight Sergeant who'll step down to the starting pay offered by the small independent stations wherein they must get their experience. And show me a successful commercial actor or announcer who hasn't once enjoyed that lean-and-hungry small-station background.

Today's bright young men in radio are the high-school grads who were too late for the v... the eager would-be Beavis who are writing spots, operating and announcing, with a broad behind, in the independent stations from Halifax to Vancouver. Pardame Ches... to Victoria. And when they've developed enough guts and ulcers—you'll be hearing them.



It is about time some proud Canadian citizens listened to some of our Canadian programs before condemning them in favor of American ones. My contention is these same people might at least be loyal enough to give Canadian talent a fair trial. Have they ever listened to such shows as "Music for Canadians"?

Sponsored by Tip Top Tailors, this show is truly a tip top performance, made-to-measure for everybody's listening. Who can help but admit that the forty-piece orchestra under the direction of Samuel Hersenhoren retains its share of the spotlight throughout this tailored half-hour show? The orchestra selections are by no means run-of-the-mill type but they have the Hersenhoren touch which lends individuality.

The foremost factor about Evelyn Gould, soprano, apart from her rare ability, is her youthfulness. Not only is she very young but also a talented concert star. Narration is done by J. Frank Willis who, to me, has a voice in a million. Willis reminds his listeners that music is the language of everyone. Bernard Cowan takes care of commercials which, in my estimation, are quite acceptable, in that a listener does not feel hit over the head and told to rush out to the corner store and buy the sponsors product.

The talents of these artists are cleverly combined in a top-flight show produced and directed by Eddie Gould. My thanks, Mr. Gould, for a really enjoyable half-hour.

Another Trans-Canada half-hour sponsored by Robin Hood Flour Mills, is the informative broadcast "They Tell Me" by Claire Wallace. These shows, announced by Elwood Cover, run the gamut from interviews with interesting people to acts in oddity. As busy as Claire must be gathering her "stories behind the stories" she still found time to learn to fly a plane and recently took a jaunt to Ottawa to acquire even more stories.

Playing piano on a broadcast in tribute to CBC's tenth anniversary, there is no doubt in my mind that Miss Veale, artist at the eighty-eight, stacked up among the best of them. The way she played "Warsaw Concerto" was something you don't hear every day in the week. It is true she had the ace in the hole of Lucio Agostini behind her but Miss Veale's interpretation of this number was outstanding.

'Bye now Elda.

# MARCONI ENGINEERING-CONSULTING SERVICE

**Spectrum Searches . . . Directive Antenna Designs . . .  
Preparation of Briefs for FM and AM Broadcasting and  
all other types of radio communication service.**

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

These services include (a) Spectrum search—the investigation, field work and study of existing frequencies to determine possibilities and devise the best available field pattern; (b) Design of the antenna and accessories to provide the pattern and meet co-channel station protection requirements; (c) Preparation of findings in acceptable documentary form, and (d) Attendance before licensing authorities, if necessary, when application is being considered.

Marconi experience in radio engineering goes back to the beginning of radio and Marconi engineers have many "firsts" to their credit, some of which are the engineering and installation of:

1. Canada's first and oldest operating broadcasting station—CFCF, Montreal;
2. Canada's first directive broadcasting station;
3. Canada's first directive station using 3 tower array;
4. Canada's first 4 tower directional array;
5. Canada's first installation using two station frequencies on the same directional antenna array;
6. Canada's first police radio system.

Marconi experience and engineers are at your service. A preliminary discussion of your radio engineering problems will not commit you in any way and may assist you in determining the correct procedure. May we serve you?

## CANADIAN MARCONI COMPANY

Established 1903

Marconi Building • Montreal

VANCOUVER • WINNIPEG • TORONTO • HALIFAX • ST. JOHN'S, Nfld.

MARCONI—THE GREATEST NAME IN RADIO

... NO *Stuffed* SHIRTS!



WHEN there's a job to be done . . . whether its painting our new offices or planning a campaign for our clients . . . you can depend on the teamwork of this agency group. Our sole aim is to create effective advertising.

*Albert Jarvis Limited*

ADVERTISING • MERCHANDISING

73 Adelaide Street W. Toronto 1, Ont.

## CUSTOMERS CRAVE CORN

Breakfast Club Pioneer Defines Radio's Most Precious Commodity

It's fashionable nowadays for entertainers to disparage "corn," but Don McNeill, toastmaster of the American Broadcasting Company's Breakfast Club, regards corn as a quality product and takes pride in his role as master of microphone maize.

As defined by McNeill, corn in its most limited sense is material broadly humorous, sometimes sentimental, and seldom ever fresh. It is not meant for cynics, sophisticates, or small elite audiences. It deals with the known and familiar; it avoids subtleties.

"The main body of American wit and humor is strictly corn," says McNeill, who is a serious student of the subject. "Examine our folk lore, our best-loved ballads and classic 'tall tales' and you'll find corn, corn, corn. And who's to look down his nose at it? Corn, I believe, is far more acceptable than esoteric bon mots or deucedly clever repartee."

According to McNeill, the use of "corn" to denote certain kinds of entertainment had its origin in the word "karney", which in show world vernacular meant "carnival." Thespians on the upper levels used karney to describe theatrical fare of low quality. The layman probably concluded that karney referred to corn or corn-belt, that is entertainment relished by rustics. Thus karney became corny or corn.

McNeill does not contend that corn is of itself good entertainment. "Corn can be dull and very unfunny," he says. Shakespeare's corn at its worst—his puns on 'sole' for example—can't get a faint chuckle from any modern audience."

As for sentimental corn, McNeill believes there's nothing wrong with sentiment as entertainment unless

it slops over or serves as a substitute for action. "It's one thing to grow misty-eyed over a poem that describes sparrows starving in water but tears don't help nearly so much as bread crumbs. Even so, nobody should be ashamed of sentiment. There are too many poker-faces in the world today, and a lot of them are going to psychiatrists."

That corn is very often stale, trite and hackneyed is not important as McNeill sees it "I'll be the first to admit that many of the gags used on the *Breakfast Club* are new," he says. "The fact that they've been bandied about a decade or more is a tribute to their high quality. A bad gag dies an instant death. The good gag lives on from generation to generation. Frequently they're 'switched' into new gags.

"Some of the so-called corn ballads of yesteryear currently are being revived. The sophisticated, non-lovers of corn, hail these as 'quaint' and 'nostalgic,' which proves, that good corn is good.

"Perhaps the most important factor about corn is the manner in which it is shucked. Golden-battered can become a mess of maize if shucked without finesse.

"And finally, there's the personal factor. What's one man's corn is another man's candy. We each have our favorite kind of corn, but we don't think it's corny. It's just other guy's corn that's corny."

### Distant Crimecasting

Considerable confusion occurred recently when a police patrol car in St. Catharines, Ontario was unable to locate a street address they had been given by radio. The matter was finally cleared up when the St. Catharines, Ontario street car operator found he was speaking to the desk sergeant at the police station in Victoria, B.C. The amazed detective-inspector at St. Catharines is writing to Victoria to confirm this unusual police radio contact.

Later the same day, the 3-watt FM receiver and transmitter in Victoria were in direct contact with the police radio system of Killarney Lake, Ontario.

### California Rep

Al Leary, former part owner and managing director of CHUM, Toronto, has opened new offices at 107 Post Street, San Francisco, and will represent Canadian stations and publications in California, Oregon and Washington states.

STRUCTURAL STEEL  
**TOWERS**  
OF ALL TYPES

Vertical Radiators for  
Radio Transmission  
Now in Service  
Coast to Coast

The  
**CANADIAN BRIDGE  
COMPANY, LTD.**  
WALKERVILLE,  
ONT.



## AIR CHECK

YOUR  
**VANCOUVER  
MARKET**

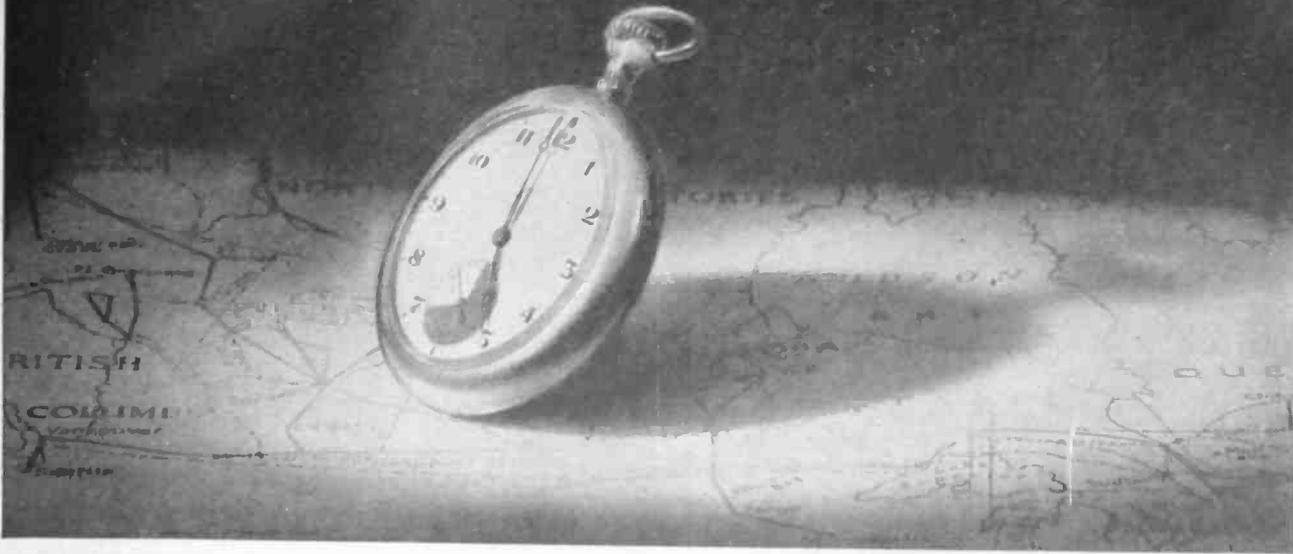
RECORDINGS GUARANTEED  
COMPLETE FACILITIES

Write or Wire

**DON WILSON STUDIOS**  
813 Birks Building, Vancouver



# TICK - TICK - TICK - TICK - TICK



## YOU...and the 40-second minute

*The man in the control room gathers up his scripts, prepares to leave. The producer of the next show stands by. It's the 40-second minute that ends a programme in radio . . . In 20 seconds the new show begins. There is no fuss or fumbling—orchestra and artists are in their places, announcers stand ready at the "mikes". The programme proceeds with clock-like precision, as planned and worked out well in advance. **THE AUDIENCE IS LISTENING, TOO, FOR IT HAS BEEN TOLD!** . . . Apply all this to the transition of industrial production from scarcity to plenty. It is a perfect analogy. The 40-second minute has passed, the 20-second breathing spell is here. In the interim, before industry's full production "show" begins, every last detail must be settled. The director and producer, the products and the sales staff must be prepared for action . . . Is **YOUR** business ready to make the switch? "Of course we are ready," you will say. "Our plans were set months or years ago, down to the final flourish." Yes, but what about the audience, your customers? You will be prepared to sell, but will they be prepared to buy, from **YOU?** . . . **YOUR AUDIENCE MUST BE TOLD!** Your job in these last 20 seconds of grace must be the completion of your advertising and public relations programme.*



# STEWART-LOVICK LTD.

A Canadian Advertising Agency With Fully Equipped Offices in  
 VANCOUVER - CALGARY - EDMONTON - TORONTO

# "PENSEZ-VOUS EN FRANÇAIS?"

CHANCES ARE you don't, even though you know what it means.

Here at Whitehall Broadcasting we do think in French, and we think in English, as well.

Some of us are French, some are English, all are long-time broadcasters.

That's why some pretty careful advertisers put their eggs in our baskets—that plural gives real assurance—and it means extra safety and results.

**WHITEHALL  
BROADCASTING LIMITED**  
923 Dominion Square Building  
Montreal

« AS BILINGUAL AS CANADA »

## DUNTON ON CAVALCADE



CBC Chairman A. Davidson Dunton (centre) appeared October 9 on "Canadian Cavalcade" when the Borden program saluted the CBC's 6th anniversary. Pictured from left to right are Bob Simpson of Lang and Rubicam; Producer Clifton Stewart from Purdy Productions; Mr. Dunton; Cy Mack, "Cavalcade" emcee; conductor and arranger Howard Cable.

## NEW CONTRACT FOR U.S. STATION

A new standard contract form for U.S. spot broadcasting has received final approval of the National Association of Broadcasters and the American Association of Advertising Agencies.

Adoption of the new contract form, which will replace the 1942 version, culminates more than a year of negotiations between U.S. stations and agencies, and incorporates numerous changes.

These include: admissibility of "certifications of performance" as an alternative to affidavits, to be furnished at the time of billing, unless otherwise requested. Stations may now change payment requirements if stations believe reasonably that agency's credit has been impaired; provides payment for liquidated damages if contract is cancelled by material breach. Contracts now provide for 28 days' notice of termination on programs and 14 days' on announcements. renewals require uninterrupted service and failure to exercise renewal option voids rights.

The old contract permitted cancellation of a program to broadcast a sustaining program of special importance; a new clause permits broadcasting of a program "which in its brief description, it deems to be of public importance or in the public interest."

Other clauses provide for continuation of contracts up to 52 weeks providing broadcasting is continuous; automatic rate protection to agencies; deduction of 30 seconds for station break from program. The new contract also states that the station shall not be required to broadcast for any other product than those named in the contract, without prior written approval.

**ON CONVENTION DAY  
Good Luck ACA  
• CJAT •**

**TRAIL  
BRITISH COLUMBIA**

**FLASH & SPOT  
get Results**

# MANITOBA

Roundup

by ERITH SMITH

Winnipeg has had a small, but notable parade of radio visitors in the last few weeks.

First to arrive were those two famous give-aways, Stan Francis and Cy Mack of "Share the Wealth." They brought their show here to help out with Winnipeg's Community Chest campaign—and filled and entertained with zest and success the big Civic Auditorium. For days afterwards citizens who attended were telling their less fortunate friends who bought tickets too late, just how much fun they missed.

Foster Hewitt, whose nimble tongue and breath-control are the envy of many an aspiring musician was the next arrival. Foster also came in the interest of the Community Chest, and spent a hectic long week-end among hockey teams (oddly enough!) and luncheon-club meetings.

Your correspondent heard him address a full house at the Royal Alexandra Hotel, when he spoke to the Winnipeg Sales and Advertising Club.

Foster told of his interest in radio from the outset, when he left his classes at the University of Toronto to see the first radio show in Detroit. He conceived the idea of the possibilities of sport in radio when, on a crystal set's receivers, he heard the voice of Ty Cobb broadcast from clear across the street.

Not long afterward Foster was a junior sports reporter on a Toronto paper when a broadcast of a hockey game over the paper's radio station was proposed. The radio people turned to the paper's sports department for a commentator and, all the senior reporters seeming such a chore beneath them, the sports editor made an assignment for Foster.

And so it happened that young Mr. Hewitt spent three hours that evening, talking into an open telephone what time he watched the game, all the while not knowing his connection with the transmitter was still intact.

From that beginning came the present Saturday-night affairs—the hockey broadcasts as we know them.

Speaking of which, CKRC advises us that Jack Wells of that station will be making his sixth appearance in the Hot Stove League this year, besides doing part of the play-by-play with Foster—an achievement of note.

Jack, who was Foster's shadow and guide all through the Winnipeg visit, started his radio career in Saskatoon. After a year at trail, B.C., he came to Winnipeg where he is now Director of sports and an emcee of wide repute on visual broadcasts at CKRC. Third-and-fourth radio visitors came just like that—together. They were Vaughn Thomas and Edward MacPherson, both B.C. war correspondents; the first here briefly and for the first time from the Old Country; the second back his home town for a month. "Stewie" was slated for a speech

to the Sales and Ad Club, but arranged to have his colleague take over the spot, introducing him as "An Innocent Abroad". The result was quite one of the most entertaining talks the Club ever heard. The witty Welshman divided his discourse between revealing highlights of his life as a radio war correspondent, and his delighted, if confused, impressions of Canada.

Winnipeg benefitted greatly by all these visits. It gained a conception of personality that should do much to bring Eastern Canada—and B.B.C.'s Britain—closer into our homes.

Word of a new radio show in the West comes from Station CJOB, which will bring the newcomer exclusively into Winnipeg. The show, "Sons of the Pioneers," a Friday-at-8.30 p.m. feature offering typically Western music, much of it written by the "Sons" themselves.

The group is under the direction of Bob Nolan, a Canadian who, with the "Sons of the Pioneers", has appeared in the movies and on radio networks in both Canada and the United States. United Grain Growers are sponsoring the show on eight Western stations to commemorate their 40th anniversary.

"Porky's Inn," popular CKRC show emcee'd by Gene Charbonneau, thought the recent "Lena the Hyena" contest, which broke out in a rash of repulsive pictures all over the continent, was too much fun to ignore. The show has a weekly prize of \$10 which the station upped to \$25 for the best (?) drawing submitted of the Horrible Slobovienne.

For three weeks the letters and pictures (ugh!) poured in until, when the contest was over, more than 800 entries had been checked by the quivering judges. Winner was Bob Littlejohn of 46 Cromwell St., Norwood, a suburb of Winnipeg.

## Predicts AM Demise

In two years, FM will completely replace AM, except for rural areas which will be served by high-powered standard transmitters, predicted Leonard L. Asch, President of FM station WBCA, Schenectady, N.Y. Within six months, he stated, 25% of the people of America outside the New York area will use FM; in a year it will be 50% and in a year and a half, 75% will have FM.

**CKNW**  
has more listeners  
than any other 250  
Watt Station in Canada

**CKNW**  
NEW WESTMINSTER, B.C.



THE MEN  
BEHIND THE MEN  
BEHIND THE MIKE

UNSEEN AND UNHEARD by the radio audience are those agency people who predetermine the success or failure of each broadcast.

On their creative efforts, sound judgment, and capable direction the program is built. On their careful planning, market knowledge, and time-buying acumen, a proper audience is selected.

On such a principle, many important advertisers have found radio to be a most effective medium under our direction.

In this, as in most advertising activities, the cost of excellence is no more than the cost of mediocrity.

**RONALDS** ADVERTISING AGENCY  
LIMITED



KEEFER BUILDING, MONTREAL

137 WELLINGTON ST. W., TORONTO



# HOW TO BE A RADIO ANNOUNCER

by CLIFF BOWERS, Chief Operator CKNX, Wingham

## NOTE!

## ADVERTISERS

When planning any radio campaign

you cannot afford

to overlook these

ACTION STATIONS

for RESULTS



### CHLP

MONTREAL, QUEBEC



### CJFX

ANTIGONISH, NOVA SCOTIA



### CFAB

WINDSOR, NOVA SCOTIA



### CJ CJ

CALGARY, ALBERTA



Represented by

## JAMES L. ALEXANDER

TORONTO MONTREAL



You may have noticed that I have headed this very informative article, "how to be a radio announcer." This has a distinct bearing on the content of the piece.

In the first place, to be a radio announcer, one must have a slight working knowledge of the English language (or French, if you intend to do your broadcasting from Radio Paris). Also one must have slight regard for Truth, (I believe that should read—"a slight" . . .).

One's command of the language to be spoken over the air, or as we say in the trade, "the ether"—either way it's a lot of air—must not be confined solely to a nodding acquaintance with the alphabet (in which there are 26 letters, numbering 1-26 inclusive), but one must be able to put the letters together in such a way that almost anyone might be able to understand whose soap is best. After all you might get a sponsor, who knows?

Having mastered the fundamentals of English syntax and etymology one must then practise, buckle down and put one's nose to the microphone, figuratively speaking, of course. To practise, one must learn to read a sentence which contains no verb, (sentences in radio continuity rarely include this very insignificant item.) All this of course is done aloud, while holding several assorted pebbles in one's mouth. This practice assures one of giving forth with those full, well-rounded tones usually associated with radio announcing. For proof of this statement, just note how many announcers sound as though they were speaking with a

mouthful of rocks, pardon me, pebbles.

Whether or not this has any bearing on the case of the radio personality who is reported to have boomed forth with the very pertinent question, and I quote: "Do you wake up in the morning feeling dill and lustless?", I couldn't say, but I could guess.

Having memorized the alphabet and studied the technique of speaking aloud sentences which have no verbs, the prospective Elwood Glover may now proceed to the next step on the ladder of fame.

This step entails going to night school and mastering shorthand. "Shorthand?" you'll say, "what has shorthand to do with being a success in radio?" And a very good question it is too. But after all you can always take up secretarial work, if you have shorthand and typing.

To proceed, supposing you have surmounted the many obstacles that have stood in your way and now feel that you are ready for a hog calling contest, (this is the trade term for an announcer audition), now comes the supreme test, arranging for the audition.

Calling in person at a station to arrange one is possibly the poorest and most roundabout way, as you can never find anyone who knows anything about auditions. Or if by some freak of fate, (usually an office boy), you do find him, he is just going on the air or is rehearsing a newscast (I'll bet that last sentence is news to you).

So finally you decide to go home and write the station a letter. Al-

most immediately you receive an application blank listing the following question: name . . . address . . . sex . . . To this question you must answer "male" or "female," and not "sometimes" or "occasionally." Then they want to know: education . . . where born . . . university degrees received . . . This last one is a daisy and they give you half a page to complete your answer. Finally they ask; experience? . . . and by this they refer only to broadcasting; also if in this same subsection you must list your last 17 employers (with references of course) and a cash bond of one ten thousand dollars. (The cash must be off the microphones)

Having completed this questionnaire and returned it to the station you wait about three weeks and then receive a letter requesting that you put in an appearance at the studios at 10 o'clock that very morning. You receive this very welcome news by the afternoon mail.

Then you rush madly down to the studios only to be told that Mr. Botts, who incidentally is the President in charge of weeding you would-be but unsuitable announcers has just gone out for a coffee and "would-you-care-to-wait-he-shall-only-be-a-minute." This you do and some two hours and five minutes later, you have just gone to dust your 22nd and last cigarette when who should appear but the redoubtable Mr. Botts, come with sports jacket and sun glasses (It's only been raining for one day). Upon seeing you he rushes up and explains in his gushing manner: "How do you do, old man? Awfully nice of you to drop in!"

Ignoring this, you collar Mr. Botts and whisper in a voice as low as from the 22 cigs: "I'm here for an audition, sir."

"How nice", murmurs Mr. Botts "Please step this way."

You are then ushered into a large room which is filled to capacity with dozens of sweating prospectees all talking half aloud or rather, reading half aloud some what you soon discover to be audition test scripts.

A rather red-faced girl hands you a script, whispering with a knowing look in the direction of the others "you have 15 minutes in which to study this."

So you apply yourself diligently, first silently, then as you gain confidence, aloud. After perusing your script for about 5 minutes you

*Throw Your Hat in the Ring*  
WITH GOOD COMPANY

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

**CJCA** *Edmonton*

stop and look around you. Everyone is looking at you, so you bury yourself behind the paper again, meanwhile noticing that your fellow hog-callers are whispering together. Thinking that perhaps they are discussing how poor your chances are, you listen. But what do you hear?

"Psst, buddy, how do you pronounce Chiang Kai Shek?"

So you bend to the task of pronouncing Chiang Kai Shek.

In the meantime the other contestants are disappearing one by one, into a small room marked "Studio X" then emerging some moments later with a dazed, almost relieved look, and I must admit, that sadder but wiser expression.

Finally, after what seems hours, Mr. Botts pokes his head out of the studio and crooks his finger at you with that come-hither expression.

So bracing yourself for the fray, you draw yourself to your full five feet two and march bravely into the den of the (as I have nicknamed it) lion.

Inside the room, you glance around apprehensively noticing a small table over which is suspended a large nickel plated thing, which you jump to the conclusion is a microphone. They can't kid you, you've seen them in the movies.

The irrepressible Mr. Botts, having marked out the section of the test he wishes you to read, suggests that you sit down before that great nickel plated THING.

"My", you think to yourself, how that THING has grown, and it's still growing."

By now Mr. Botts has reappeared. This time he is peering at you from behind a large glass partition, which you decide must be the control room.

What's that noise?

Oh, it's Mr. Botts talking to you through the intercommunication system. He is telling you to watch for the red light to flash on, for that, he confides in his most "I old man" manner, is your signal to start reading.

He then waves to you, so you wave back. Seeing that he looks a little peevish, you shrug your shoulders and glance up at the red light which, you notice, has been on for some thirty seconds.

"Now? you inquire.

"Now," is the answer. A little gruffly too you think. However you proceed:

"It is usually rather breezy—uh—I mean easy, to reach Mississippi Avenue. You board bus number 56 somewhere along Churchill Street and hide to the highway—uh I mean—ride to the highway."

Just then Mr. Botts (good old Botts) interrupts with the suggestion that instead: "it might be better if we went on to section No. 3 (a)."

So without blinking an eye, or taking a breath, you rattle on: "In poems and tales alone, shall live the eternal memory of this city, when I am dust and thou art dust, and never the twain shall meet . . . no I mean . . . Oh Heck!"

Again the indomitable Mr. Botts intercepts with: "please continue with section 5 (a), of course . . ." Which according to your version goes like this:

"You know . . . justice is a matter of putting the blame where it belongs so let's be Frank about this Ernest."

"Ah, hah," you think to yourself, "a soap ad. Here is something I can really sink my teeth into."

So you brace yourself for the second time—take a great big breath and blurt out:

"If strong soaps in the dishpan are ruining your hands, don't blame dishwashing, blame your husband, and go out right away and get yourself a new dishpan . . . or a new husband . . . it might be cheaper in the long run."

"Do you feel tired after running up 16 flights of stairs? Do you feel run down after being struck by a truck? . . . If you suffer from one or any of these distressing symptoms, you had better get some

Lumpo soap from your dealer at once. Remember the name . . . it doesn't float . . . it doesn't lather . . . it is designed solely to keep you company while you are washing your feet in the kitchen sink."

These last words are drowned out by a blood chilling scream from the control room, which, (the scream, that is; not the control room) curdles the milk of human kindness in your veins. A quick glance in the direction of the control room reassures you, for you can see that Mr. Botts, for some unexplained reason, has collapsed on the floor in a dead faint. With a shrug of your manly shoulders, you clear your throat and continue your reading.

You glance up, some few moments later, to see someone throw a pail of soapy water (Lumpo soap of course) over Mr. Botts, who shudders, then rises, his usual jovial self.

Finally, sweaty and half blinded by tears, you reach the end of the test and look up to see the little red light blink off. You've made it! But what did they think of it? Ah, that's the question. Well you'll find out.

And you do! Out comes Mr. Botts wearing a great big smile and taking you by the hand he says, and I quote; "Sit down my boy," (you hadn't stood up). "You did very well," he beams, "for a beginner. However, I feel that you need a

little experience and I would suggest that you . . . ha ha."

Well that's it . . . you've had it. But then you remember something you had forgotten completely. Gad! you jump to your feet and reaching into your pocket you produce a letter and hand it to Mr. Botts.

As Mr. Botts reads his smile fades, as a matter of fact it runs, and small wonder! You recall, as Mr. Botts reads, how you sat in the office of the President of the station as he dictated this very epistle, which began thusly, "This is to introduce my nephew . . ."

And so you are now a radio announcer and your friends, if you still have any, can catch the silvery tones as you, having rehearsed carefully for three hours, clear your throat, step up to the mike, pause dramatically, and as the light flashes on, whisper . . . "The following transcription is announced."

You don't have to be crazy to be in radio but it helps. So does having an uncle. And I'll spell that for you . . . it's u-n-c-l-e.

**Staff Shuffle**

Paul Mulvihill, former commercial manager of CKGB, Timmins, has been transferred to Toronto to take charge of sales promotion for National Broadcast Sales and Northern Broadcasting and Publishing Ltd. Harry Edgar of CKWS, Kingston, has taken over the commercial managerial post at CKGB, Timmins.

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

**CKOV**

KELOWNA ★ Okanagan BROADCASTERS LTD.

**INTELLIGENT  
 HARD-HITTING  
 ADVERTISING  
 PLANS & SERVICE**



**R.C.  
 SMITH**  
 and **SON** Ltd.

Advertising Agency  
 80 KING ST. WEST  
 TORONTO



**Parliament Hill Views Monopoly**  
A cross-section of opinion expressed on the general principle with radio the specific application during the time these opinions were expressed. These opinions are pertinent extracts taken from House of Commons speeches as reported in "House of Commons Debates" for Friday, August 30 of this year:

**Mr. -Denton Massey** (Toronto Greenwood, P.C.) "... competition in radio is very keen. People listen to that to which they like to listen. There is no power in Canada, thank God, that can make you listen to any radio program, or make you or anybody else, Mr. Chairman."

**Mr. Irvine** (Cariboo, CCF): "That is the weakness of this house."

**Mr. Solon Low** (Peace River, Social Credit) "... Social Creditors hold that a government monopoly can be just as vicious as a private monopoly. In fact I am convinced personally that it can be more vicious. I feel that the only proper safeguard against a vicious government or commission monopoly would be to have strong competition. . ."

**Mr. Irvine** (Cariboo, CCF) "... the hon. member who has just taken his seat reiterated the same position. He says that a government monopoly is just as bad as any other monopoly".

**An. hon. Member:** "Worse".

**Mr. Irvine:** "All right, 'worse'. As a matter of fact, it is a misnomer to speak of government monopoly at all. A monopoly means that an individual or a small group of them secure sufficient power to gain for themselves certain advantages over all the rest of the people. It is at that point that the government steps in and ends the monopoly, distributing the benefits to all the people. So that it is an absurdity to talk about a government monopoly. That is the thing which ends the evil effects of monopoly."

**Mr. Low:** "That is what you think."

**Mr. Irvine:** "The evil effect of monopoly is that a small group or an individual may benefit at the expense of everybody else. But when a government is doing a thing in the public interest, while such a government may have failings and may have made mistakes, yet the object is not monopoly for any group but, if you wish to use the term, monopoly for all the people. That is the very soul and basis of democracy. . ."

**Dr. J. J. McCann**, (Minister of National Revenue): "... I for one believe in state-owned, state-operated, and state-controlled radio in this country. . ."

**Mr. J. M. MacDonnell** (Muskoka-Ontario, P.C.) "... I wish now to come to another matter which has been lightly considered here, lightly considered by the minister, and rather scoffed at by the member for Cariboo. Indeed, I was amazed at the attitude he took. I refer to

the question of concentration of power. There seems to be an idea abroad that because powers in government hands it can never be abused. Twenty years ago this idea might have had currency; it might have been excusable. But how anyone can have such an idea in the world that we have lived in during the last fifteen years is something that I cannot understand. . ."

**Same Speaker** (later): "... may I give an illustration from a socialist paper in England, discussing an incident that occurred on the BBC. . . a writer in that journal referred to a certain decision made by the BBC to keep a certain program off the air for reasons I will not go into. . . the writer commenting on the incident in question made this statement: 'I believe in competition in the things of the mind' . . ."

**Mr. G. Case** (Grey North, C.): "... I am opposed to monopoly of any kind. . . I am sure I am unalterably opposed to a state monopoly than a monopoly of any other type. . ."

**Mr. Angus MacInnis** (Vancouver East, CCF): "... I am one of those who favor government ownership".

**An hon. Member:** "How do you mean monopoly?"

**Mr. MacInnis:** "I am not quarreling in false colors. I am opposed to competition just as my hon. friends say they are opposed to monopoly. As a matter of fact, no one is in favor of competition".

**An hon. Member:** "No?"

**Mr. MacInnis:** "No. No one is in favor of competition. You may favor competition in the abstract but the moment you begin to do something for yourself you are a monopoly. Is the CPR in favor of competition? Does any business in Canada favor competition? It is in favor of competition in other fields, but not in favor of competition in its own field. It is all tommyrot to say you favor competition. . ."

**Mr. Kuhl:** "Your argument is tommyrot."

**Mr. MacInnis:** "You haven't brain enough to understand."

**An hon. Member:** "That's our boy".

**ABC Encourages FM**

The American Broadcasting Company is making available its affiliated stations for use on their FM outlets, certain of the regularly scheduled network programs, according to an announcement made by Ray Dix, ABC traffic manager. Programs must be broadcast simultaneously by the stations on both AM and FM transmitters.

This new ABC service has developed from the increasing number of requests from affiliated stations associated with FM broadcasting. A total of 107 programs are now available each week for simultaneous AM-FM transmission by ABC-affiliated stations.

**Fast moving Popular Shows**

that add

**VARIETY AND SPARKLE TO YOUR PROGRAMMING WORLD LIBRARY**

**The Finest in Transcribed Entertainment**

The WORLD LIBRARY SERVICE gives you BIG NAME Artists at their best.

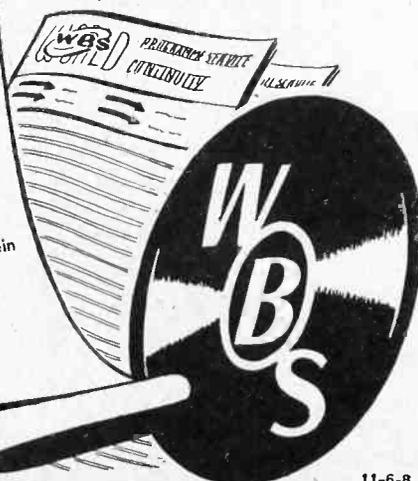
WORLD VERTICAL CUT, Wide Range Recordings that insure faithful life-like reproduction of every note and word of a song.

WORLD CONTINUITY SERVICE—84 expertly written scripts for 33 outstanding Shows weekly, designed to build TIME SALES.

Write today for complete details on the WORLD PROGRAM SERVICE. You will be pleasantly surprised to learn how easy it is to get this leading Library Service for your Station.

A Few of the Many WORLD ARTISTS at your service.

- David Rose
- Andrew Sisters
- Milt Herth Trio
- Erno Rapee
- Dorothy Lamour
- Nat Brandwynne
- Les Brown
- Johnny Long
- The Jubilaires
- Jimmy Wakely
- Lani McIntire
- Ethel Smith
- Jesse Crawford
- Rudolph Ganz
- Jerry Sears
- Charlie Spivak
- World Light Opera Group
- Alfred Wellenstein conducting
- The Los Angeles Philharmonic Orchestra, etc., etc.



11-6-8

**Northern Electric COMPANY LIMITED**



**25 BRANCHES ACROSS CANADA**

**DEPT. 918, 1261 SHEARER STREET, MONTREAL, QUE.**

**Anacin** is  
radio's greatest advertiser  
in the Canadian  
Drug Industry!



**WHITEHALL PHARMACAL (CANADA) LIMITED**

TORONTO 12, ONTARIO

NOT JUST FREE ENTERTAINMENT....

*but* - **RESULTS!**

That's what you pay for—when you sponsor a radio program!

● We **GET** results, for....

- **LYONS TEA**, with our popular show **"THE MONEY-MAKERS"**  
(PRODUCED FOR ALBERT JARVIS, LIMITED)
- **SHIRRIFF'S**, with our popular show **"THE FUN PARADE"**  
(PRODUCED FOR COCKFIELD BROWN & CO., LTD.)
- **CHAMP**, with our popular show **"DICKSON'S SCRAPBOOK"**  
(PRODUCED FOR J. J. GIBBONS, LIMITED)
- **SUPERHEALTH Aluminum**, with our **"What's the Odds?"**  
(SPOTS PRODUCED FOR ALBERT JARVIS, LIMITED)

*We'll get results for **YOU** - with*  
**' The TRAVELERS '**

Something entirely NEW in radio shows! COMEDY with a completely new twist and—like ALL Dickson & Edington programs—an ORIGINAL IDEA with MASS APPEAL! NO STUDIO AUDIENCE—but WHAT a HOME audience!

**COST? 35 PER CENT OF AVERAGE NATIONAL SHOW!**  
**ENQUIRE ABOUT "THE TRAVELERS" TODAY—NOW!**

BILL EDINGTON WILL BE HAPPY TO DROP IN WITH, OR MAIL YOU, A SAMPLE SCRIPT

**DICKSON & EDINGTON LTD.**  
TORONTO

CANADA'S **TOP** PRODUCERS OF RADIO **HITS**

**RA. 2694** ● **RA. 1488**

### QUARTERBACK CLUB



The O.R.F.U. Wildcats have been setting a keen pace in Hamilton football and CKOC sports editor, Ron Cook, has been carrying news of the team's fame on the gridiron to his listeners with his weekly football broadcasts, plus his daily sports segment and the weekly "Quarterback Club." In this Monday evening program, a round table of Hamilton sport luminaries

discusses the weekend football games. Our picture shows the program in progress with (left to right) Ivan Miller, sports editor of the HAMILTON SPECTATOR; Art Massucci, coach of the Hamilton Tigers; Dick Groom, captain of the Tigers; Ron Cook, CKOC sports editor; CKOC's Ty Spafford; Frank Gnuip, Wildcats coach; Fred Veal, coach at McMaster University.

### SEEKS TRANS-PACIFIC RADIO EXCHANGE

"Australia can count her blessings," was the theme of an address by Alf Paddison at an informal luncheon held by the New South Wales section of the Australian Federation of Commercial Broadcasting Stations to welcome their President back to Australia following his recent visit to Canada and the United States. Paddison dealt with the functional side of American as compared with Australian broadcasting and expressed his appreciation of many courtesies he had received from North American broadcast organizations including his visit to the CAB convention in Quebec last May. He expressed his belief that Australia had performed equally well in matters relating to self-regulation of broadcasting in the public interest.

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American broadcasting, thought Paddison, was subject to much more external pressure such as from governmental agencies. This he explained, was undoubtedly due to the aggressive policy of the AFCBS in matters relative to self-regulation. NAB membership, he stated, was 750 out of 1100 stations whereas in Australia, there exists 100 per cent representation in the trade association.

Speaking of Canada, Paddison described the CBC as an "Octopus"

Of the program survey and rating situation, Paddison said there was much objection to the American survey system which appeared to be "in a heck of a mess."

Paddison, felt that Australia might find a ready and useful market for her shows on this continent and, if that could be achieved, it would have important bearing on relations between the two countries.

In conclusion, Paddison suggested that thought should be given to a free exchange of ideas between all groups of commercial broadcasters in their respective countries. Perhaps there could be an international conference of commercial broadcasting interests.

# CHRC

---

## 5000 WATTS

---

*The Station in Quebec District*

**STANDARD BRANDS**

Charlie McCarthy	Sunday 7 p.m.
Fred Allen	Sunday 7.30 p.m.

# Selects

630 Kc.

# CKRC

DOMINION NETWORK

## WINNIPEG

*- and Here's Why!*

CKRC is steadily gaining in listener preference and Dollar for Dollar is—  
**CANADA'S BEST RADIO BUY**

Representatives  
**CANADA: ALL-CANADA RADIO FACILITIES**  
**U.S.A.: WEED & Co.**

**CFPA**

"Serving The Lakehead"

---

You Can't Cover  
The Lakehead From  
"Outside"!

CFPA Can Do That  
"Inside" Job  
Economically.

---

Port Arthur - Fort William

NOT JUST FREE ENTERTAINMENT....

*but -* **RESULTS!**

That's what you pay for—when you sponsor a radio program!

● We **GET** results, for....

- **LYONS TEA**, with our popular show **"THE MONEY-MAKERS"**  
(PRODUCED FOR ALBERT JARVIS, LIMITED)
- **SHIRRIFF'S**, with our popular show **"THE FUN PARADE"**  
(PRODUCED FOR COCKFIELD BROWN & CO., LTD.)
- **CHAMP**, with our popular show **"DICKSON'S SCRAPBOOK"**  
(PRODUCED FOR J. J. GIBBONS, LIMITED)
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U.S.A.: WEED & Co.

Vancouver's  
**CKWX**  
 has the  
**PROMOTION**  
**YARDSTICK**

...To guarantee continuous promotion, plan it and distribute it fairly among all CKWX program sponsors.



Ask the  
**ALL-CANADA MAN**

**"TOPS" IN MANITOBA**

**CKY**

**WINNIPEG  
 15,000 WATTS**

Manitoba's most powerful station! Trans-Canada network. Use CKY to tell your story to thousands of eager listeners in the West.

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



FOR DOMINION NETWORK USE  
 Popular CKX BRANDON, 1000 Watts

# THIS THING CALLED SWING

By GORDON GARRISON

The author who hails from Brandon, Manitoba where he played clarinet in his own 6-piece combo, and announced at CKX between dance jobs, was on the announce staff at CKCR, Kitchener and is now on the staff of CFJM, Brockville.

In recent years, much has been said for and against that particular form of music known as "Swing". You all know that. You know too, that it is the youth of our land who seemingly eat it, breath it, live it, even sleep it. You are aware, as well, that parents are on the other side of the musical fence. They are the ones who can't understand why young Jack or Mary spend a good deal of their allowances buying records by some "band of noise-makers". They frown on Junior's up to the minute wardrobe, consisting of baggy draped trousers, a flattened fedora commonly known to the younger set as a 'pork pie', loud shirts and even louder socks, as well as the necessary mocassins—complete with plaid laces. Eyebrows go skyward when Jack says he's going to "pad it over to his frail's to dig some hot wax", and expressions of mystery answer Mary's home-coming report, "I'm beat to the sod. I'm going to hit the sack and catch me some cups". Just what is there about the younger generation that the older generation can't understand?



Simpson's Teen-Town-Time at Maple Leaf Gardens last August.

Well, for one thing the parents of today seem to think that swing isn't going to do their offspring any good. On the contrary, this wild, seemingly meaningless music is perhaps the best thing that ever came along. The kids love it, and they know it. They know all the latest tunes; they know what bands they are listening to, without being told; they know all the soloists in the band; they know just about all there is to know about their favorite band leader. They know what he likes for breakfast, what he averages in golf, that his favorite comic strip is "Li'l Abner". They think he's the best trumpet player that ever lived, and no one can change their minds. It's a form of hero worship, and hero worship never hurt anyone.

Jack and Mary, you will recall are faithful followers of Joe Blow and his Band. Not content to enjoy his music all by themselves they set out to introduce it to their friends. To do this they form a fan club, and hold regular meetings. They play Joe's latest records, they correspond with him, and track down every bit of news they can find about him. They elect a president, and all the officials any club would have. They get experience in handling meetings, in writing business letters, and, what is most important, in getting along with each other.

The kids are inspired by the fact that their idol, Joe Blow, started from a shoe string, and came up the hard way to achieve the success they themselves wish was their's.

Well, if Joe did it, I can do it. Fine. Joe Blow made a success himself, and they want to be like Joe Blow, so they set out to gain that success with Joe's the song ringing in their ears, and whether they choose music, carpentry, law or anything else, they are going to hit the top, because somewhere inside, they feel that they would be proud of them, because they, his fans, were getting somewhere in this world.

Sure, the kids go to dances, and look like something out of a circus acrobatic act, but why should they. They have all kinds of energy to use up and it might as well be done dancing as walking around the streets every night. The dances are something they can look forward to, and in the meantime they buy records and invite their friends over to listen to them—er—pardon me—"dig" them. Yes, occasionally it gets the older folks down, but they'd worry a lot more if the kids were out of sight.

Jazz is a going concern. It has worked itself up from the honky-tonks of three and a half decades ago, to the most famous of concert stages, Carnegie Hall in New York City. Jazz is growing up, and so are the kids. Today adolescents aren't going to forget swing, just as their mothers and fathers didn't forget the waltz. Jazz is what they want today, and it will continue to be their favorite form of entertainment in years to come. Several radio sponsors already realize that this jazz-crazed young generation is the buying power

ture and we have had such as shows as Lucky Strike's *Kyser's Kollege of Musical Wedge*, Wildroot's, "Woody Herman Show", and the American Government's "Date with The Duke". Every day it is becoming more apparent that swing is the thing.

It is by no means just something to listen to. Like radio it is a young man's game. Many youngsters, who find themselves enthralled by music, are encouraged to study it. Many of today's top-salaried musicians, composers and arrangers are barely out of their teens. Obviously, however, not everyone possesses the talent to attain such fame and fortune, but, just like everything else, music has its by-products. And they are numerous. The less fortunate music fan may find satisfaction from working for a music agency promoting his favorite bands. Or he may become fascinated by radio. If he gets a job, there he is close to his beloved jazz. He's doing what he wants to do, and consequently everyone concerned profits. Then, of course he could get into the recording business. He could work in a music store, he could become an agent for recording companies.

He could do a lot of things, but at the moment, and whether or not he or his parents realize it, he is laying the groundwork for his future. He is one of the world-wide gang of teen-agers which is helping jazz grow up, and jazz, believe it or not, is returning that favor a hundredfold. Just as he is helping this one true form of North American art to reach its rightful place, the concert stages of the world, Joe Blow and all other bands of "Noise-makers", are making better citizens of Jack and Mary, and all other faithful followers of popular music. Yes, Swing's really the Thing! The kids want it, so why not let them have it? After all, it's better to have it coming out of a loud speaker or from a concert stage than in a monkey-tonk. Isn't it?

**Ex-Mayor Heads CKBI**

CKBI, Prince Albert, Saskatchewan, has been purchased by the Central Broadcasting Company Limited. President of the new company is H. M. Sibbald, former mayor of the city. E. A. Rawlinson, C.A., wartime General Manager of No. 6 Elementary Flying Training School at Prince Albert, is managing director. Lloyd Moffat, former owner, remains in Prince Albert to direct other business interests.

After being operated experimentally as 10BI by Moffat and the late Bob Price, the station turned commercial in 1934 as CKBI, powered at 100 watts. In 1941, the power was boosted to 1,000 watts and last July its present 5,000 watt transmitter was put in operation.

**Peak Price Sale**

WCAU, Philadelphia clear-channel CBS outlet, owned by the Levy Brothers, has been sold to the "PHILADELPHIA RECORD" for a face amount of \$6,000,000—the highest station price on record. Publisher J. David Stern of the "RECORD" has been in the broadcast field previously, with a 100-watt station in Philadelphia, which he sold two years ago. Dr. Leon Levy and Isaac D. Levy remain in an official capacity at WCAU, with the Levy brothers becoming officials of the parent concern owning the paper and radio station.

**World Broadcasts**

13 transmitters are being used to broadcast world-wide reports on the United Nations' General Assembly meeting in New York. Broadcasts are in English and French with interviews, analyses and commentaries included along with actual broadcasts of floor proceedings.

Two CBC transmitters are beaming a daily 90-minute feature to Moscow while a daily hour of comment is being directed to Latin America and China in Spanish and Chinese.

**C F C Y**

A good habit is fully as hard to break as a bad one. For almost a quarter of a century Maritime Province radio listeners have been developing the good habit of listening constantly to C F C Y, "THE FRIENDLY VOICE OF THE MARITIMES". This is a habit which Bureau of Broadcast Measurement proves it is hard to alter.

CFCY, according to BBM figures, has more listeners than ANY TWO other private stations in the Maritimes. Thousands of appreciative listeners write every month to CFCY, thanking us for an enjoyable and well balanced programme. Presented on a strong and efficient transmitter, your sales message will cost less and produce more sales per dollar on CFCY, Charlottetown.

*K. S. Rogers*

President & Managing Director  
C F C Y  
Charlottetown  
P. E. I.

Look to  
**RCA VICTOR**  
FOR  
**EXPERIENCED PROGRAMMING**



**RCA Victor** TRANSCRIPTION STUDIOS  
TORONTO • Royal York Hotel • AD 3091 • MONTREAL • Lacasse St. WE 3671

**S**URE way to reach a large  
**A**UDIENCE and be sure of ...  
**L**ISTENER response at low cost from the ...  
**E**FFECTIVE use of Spot Broadcasting  
**S**PECIFY

CJAV	CKNW	CKMO	CFCN
CFRN	CFQC	CJOB	CKPR
CKCH	CKCV	CJSO	CKTS



**Technicolumn**  
 by  
**G. R. MOUNCE**  
 & **E. W. LEAVER**

A question and answer column conducted by two radio engineers who invite readers to submit their questions. The editor reserves the right to print any letters submitted, or to refrain from printing them. Personal replies will be sent if a stamped self-addressed envelope is enclosed. Anonymous letters are not acceptable either for publication or for reply. Address "Technicolumn" Canadian Broadcaster, 371 Bay St., Toronto.

We have been asked to discuss the aspects of television from the standpoint of a sponsor or advertiser in connection with the problems peculiar to television.

Without question, television offers the best medium for advertising that has yet been devised. Pictures always enhance to words from any advertising standpoint, and, unlike oral broadcasting, the repetition necessary to produce the association of ideas, which is the heart of all advertising, does not become boring with repetition, because of the more subtle ways in which it can be introduced into the subject matter of the program through the medium of TV. For example, if the characters of the story are shown smoking a certain brand of cigarette throughout the play, there is a considerable amount of advertising value even if no mention is made of that particular product. Thus television lends itself, in a unique way, to co-sponsorship of programs. A great deal of advertising material can be presented without dominating the scene and many advertisers can obtain advertising value from it without the looker-in being aware of the fact that he is being propagandized on their behalf.

The great cost of putting on television shows has been one of the strongest arguments against the practicability of Television. It is argued that a great deal of work must go into producing a program and a great deal of money into sets and the like, which must then be discarded after one performance. This argument has been exaggerated, however, because good shows need not only appear once, but can be shown over many different stations serving different areas and several times over the same station at different times of the day in order to reach the greatest possible audience.

A further source of program material that has often been suggested and is, in fact, being used by the experimental television stations now on the air, is motion picture film. It is planned to include projection rooms in all television studios and to fill a considerable amount of program time with motion pictures. Here again, it has been argued that all the studios in Hollywood could not keep up with this demand. Somewhat the same conditions apply in this case however as in the case of live programming. The same film can be transmitted on several different occasions from the same stations at different times.

An additional saving in programming could be obtained due to the unique way in which television can be used to blend for "montage" sets and scenes. For example, rather than construct

large and expensive sets, still model ones can be made and, by appropriate mixing, very interesting and entertaining effects can be obtained. The scope of this technique can be still further increased by the additional use of moving pictures.

When telecasting was first begun in a serious way a few years ago, a great deal was made of the fact that the amount of light required for proper pick-up was very great indeed and, as a consequence, only specially fitted studios and lighting facilities could be used. The work on television guidance missiles has resulted in the development of pick-up tubes such as the image orthicon which are extremely sensitive and, as a result, on the spot telecasting of sports events such as prize fights and even football games is now practical. In the larger centres at least these events will provide a great deal of program material at a relatively low cost.

The real questions at issue in television are, we consider, not the expenses of sponsoring television programs, but rather those attending the placement of a sufficient large number of television receivers in the hands of the public and a sufficiently large number of transmitters on the air to justify them.

**Campus Call**

An unusual group of five persons with interesting stories is presented on CKEY's "Campus Call" program each Wednesday. Personalities ranging from Arctic photographers to European travellers, from exchange students of Mexico to Sweden to a campus quintette chosen from the 17,000 students and Faculty of the University of Toronto. Script, research and production are in the hands of Bob McLean, Varsity student and CKEY continuity editor. Announcer Bob Lindsey handles the interviews.

**Seek Pan-Amer. Coe**

The first effective foundation has been made for radio to aid in solidifying all nations of the Western Hemisphere, according to Lorenzo Balerio Sicco, president of the newly created Inter-American Association of Broadcasters, who attended the NAB convention in Chicago. Owner of the two Montevideo stations, he emphasizes that the new international body founded in Mexico City recently must have American participation to succeed. While in the US, Sicco will contact broadcast officials to encourage their support of the Inter-American Association which he was primarily responsible for setting in motion.

Realizing that US broadcasting is ahead of that in Latin-American countries, Sicco is searching for suggestions and assistance in the setting up of professional radio standards down south.

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

Kenora is the business and distributing centre for important industries, and the shopping centre for the highly-paid skilled workers employed in them.

Lumbering, mining, pulp and paper, fishing, fish packing, flour milling, railroad shops—all contribute to its prosperity; tourists flock to lovely Lake of the Woods, one of Canada's most attractive natural playgrounds.

Write Manager Gerry Tonkin, at Kenora, or our representatives, for the full story.

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

**DOMINION NETWORK**  
 REPRESENTATIVES:  
 Horace N. Stovin & Co.,  
 Montreal, Toronto, Winnipeg  
 Adam J. Young Jr. Inc., U.S.A.



★ **FIRST NIGHTERS ACCLAIM**  
**FRENCH CANADA'S**  
*Smash Hit*  
**SHOW**



★ ★ ★ ★ ★ **Radio Carabin**

SPONSORED BY

★ ★ ★ ★ ★ **O'Keefe's**

BREWING COMPANY LIMITED

DIRECTED BY

★ ★ ★ ★ ★ **McKIM**  
**ADVERTISING**  
*Limited*

M O N T R E A L  
T O R O N T O  
W I N N I P E G  
V A N C O U V E R  
L O N D O N • E N G.

Opening Night  
Rating 32.3

# RADIO DOLLARS GO TO WORK

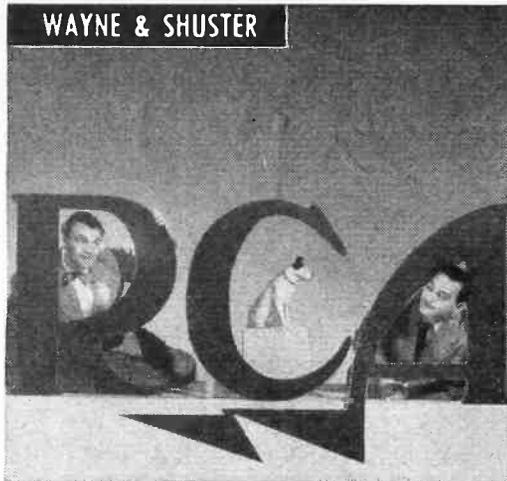
The Spitzer & Mills concept of radio advertising is putting a dollar to work. Every show must give the right answers to these two extremely important questions —“How many listeners per dollar? How many

listeners buy the product?” Advertising, Sales and Radio know-how provide the right answers. You be the judge. Listen to shows sponsored by Spitzer & Mills’ clients and check the results. Here are some of them:



THE HAPPY GANG

**TOP RATING** of all daytime shows in Canada (original broadcasts) . . . all shows day and night originating in Canada. Palmolive Soap sponsors.



WAYNE & SHUSTER

**RADIO-WISE** label this show the finest comedy variety programme that has ever been produced in Canada. Sponsored by RCA Victor.



SHARE THE WEALTH

**MILLIONS** of letters with boxtops. Stan Freese and Cy Mack for Halo Shampoo and Palmolive Shave Cream. 8th Season and new high in Canada.



LE VIEUX LOUP DE MER

**TALES OF THE SEA.** Exciting daytime 15 minutes for adventure-loving young Quebec. Biggest children’s audience — Quaker Puffed Wheat.



LES JOYEUX TROUBADOURS

**GAY MINSTRELS** of the French airlines. A half hour daytime show co-starring in Quebec with Palmolive Soap and Colgate’s Dental Cream.



L'EQUIPE AUX QUATRE VENTS

**LIVE DRAMA** in Quebec. Stars Pierre Dagenais for The British American Oil Company, a polished French stock company product.

**S & M**  
Places over \$750,000.00  
Radio Advertising  
in Canada

## Local Networks and Spot Broadcasts

- Two Ton Baker (Quaker Oats)
- La Mine d'Or (Halo Shampoo and Cashmere Bouquet Soap)
- Terry and The Pirates (Quaker Puffed Wheat)
- Ful-O-Pep Quiz (Quaker Ful-O-Pep Feeds)
- Farm Broadcast (Quaker Ful-O-Pep Feeds)

### SPOT ANNOUNCEMENTS

- Aunt Jemima Pancake Flour
- Sunkist Oranges and Lemons
- Fruitatives Liver Tablets
- The Bell Telephone Company (Yellow Pages)

# SPITZER & MILLS

LIMITED

ADVERTISING

TORONTO

MONTREAL

VANCOUVER

# ADVERTISERS KEEP RADIO FREE

**CBS Chairman Blames Broadcasters For Excessive Advertising**

Radio broadcasting was charged with "Advertising excesses" and "too high a percentage of commercial copy or material which is irritating, offensive, or in bad taste when projected into the homes of America" by William S. Paley, Chairman of the Board of the Columbia Broadcasting System, in an address before the 24th annual convention of the National Association of Broadcasters (US) in Chicago last month.

"Competition for economic survival" does not excuse questionable advertising practice, and radio stations and networks are both at fault, Mr. Paley said, adding that "it is not the advertiser's fault, but the broadcaster's"

## Industry Needs Code Of Standards

Mr. Paley stated that the cure for these questionable practices is an industry-wide code of standards, strongly supported and strongly publicized by broadcasters.

"Our real task is to earn and hold public confidence by deserving it, matching with our own responsibility the responsibility we ask of critics, he said.

Pointing out the rising tide of criticism of radio, Mr. Paley stated that much of it is due to the fact that private broadcasting in America must be two things at the same time:

"First and primarily," he said, "radio is a mass medium which must serve the masses. Next, and secondarily, it is a medium which must also serve the specialized needs of minority groups."

"We have an obligation to give most of the people what they want most of the time," Mr. Paley pointed out, adding "certainly I see no reason for us to be apologetic or giving the great majority.

What they want in the peak listening hours, and in quantities and with quality to be found nowhere else

in the world. It is a fact that people will not listen to programs they do not want and sometimes do not understand, any more than they will buy a magazine or a newspaper which is unintelligible or foreign to their taste."

## Minorities Have Secondary Claim

Concerning minority groups, Mr. Paley said, "we should be just as honest in recognizing and serving their secondary claims upon our time. We all recognize the simple truth that you can't have a healthy democracy without minorities.

"On the other hand," Mr. Paley continued, "we have a right to expect that minority groups, and their spokesmen, recognize and understand the unique character of radio—and in this light, that they reconsider the reasonableness of their demands."

In discussing the threat of government program-censorship, Mr. Paley said that a free radio cannot survive without public consent and approval. Such consent and approval can be seriously endangered—in my opinion are being endangered today—both by valid criticism which goes unheeded and by malicious criticism which goes unanswered."

Much criticism against radio, however, "is shot through with obvious self-interest and sensationalism," he said. In characterizing the Federal Communications Commission's report and proposed procedures relating to radio station schedules as "the most direct threat yet made by government to interfere with programming," he stated:

"I do not believe that a government document of that sort could possibly have grown out of soil that wasn't well fertilized by the stream of propoganda that preceded it and has followed it."

## Advertisers Keep Radio Free

In discussing the role played by the advertiser, Mr. Paley said, "let our critics ponder the fact that the advertiser supplies the dollars without which we could not have a free radio. The advertiser buys freedom for the listeners at the same time he buys time and talent."

"The growing volubility of our critics cannot be disposed of simply by our deciding in the privacy of our own offices that they don't know what they are talking about," Mr. Paley said. "It is fruitless simply to deplore the lack of discrimination of these critics and their tendency to blame all radio rather than the specific offenders. A policy of philosophical resignation and hope for the best will no longer do. The fact of the matter is that a medium which gives most of the people what they most want most of the time is being widely attacked."

## Radio Has Public Approval

Citing a recent survey which disclosed that 82 per cent of the American people believe radio is doing a good or excellent job, Mr. Paley asked:

"Why should an industry which apparently has such a fine record of public endorsement nevertheless be under so much fire?"

Complete  
RECORDING  
FACILITIES

for your  
WESTERN  
BROADCASTS

- Air Checks
- Delayeds
- Actualities



WRITE OR WIRE  
*Les Garside*  
INLAND  
BROADCASTING  
& RECORDING  
SERVICE

171 McDERMOT AV. WINNIPEG

**Jean Baptiste says:**

The first marriage in Canada took place in 1618, when Anne Hebert and Stephen Jonquart became man and wife. Anne was the daughter of the first seigneur of New France.

A radio program selected with understanding and given in French, when married to the right radio stations in Quebec Province, will produce sales results.

<b>CHRC</b> QUEBEC 1000 Watts (soon 5000)	<b>CHLN</b> TROIS RIVIERES 250 Watts (soon 1000)	<b>CHLT</b> SHERBROOKE 1000 Watts
---	--	---

**Jos. A. Hardy & Co. LTD.**

1405, PEEL ST. MONTREAL Tel. Harbour 2515	39, ST. JOHN ST. QUEBEC Tel. 3-6693	80, RICHMOND ST. WEST TORONTO Tel. Adelaide 8482
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Let This  
'Top Hand'  
Help You  
Round up a  
Corral-ful  
of Profits!

**CFAC**

Put him to work bringing in more sales!

STUDIOS: SOUTHAM BLDG. CALGARY  
Representatives:  
CANADA: ALL-CANADA • U.S.A.: WEED & CO

## WHAT HAVE THESE

# Ten Leaders

## IN COMMON?



LUX RADIO THEATRE  
 KRAFT MUSIC HALL  
 FRED ALLEN  
 CHARLIE McCARTHY  
 JOHN AND JUDY  
 LAURA LIMITED  
  
 CEUX QU'ON AIME  
 CAFÉ-CONCERT KRAFT  
 COEUR ATOUT  
 MADELEINE ET PIERRE

Maybe you never realized that SIX of the top-rating English programs are produced by one agency? And FOUR of the French leaders? Not to mention a long list of spots, transcriptions and participations. Actually, the J. Walter Thompson Company directs all of these and a good many more . . . to the total of 44 *separate programs every week!* A successful COMBINATION of hard-headed business planning plus adroit showmanship pays off for J.W.T. clients.

### HAMIL-TEENS ON THE AIR



Six Hamilton "Teen Canteens," with a membership of over 3,000 and a bi-weekly newspaper of their own, are responsible for two weekly programs on CHML, Hamilton, with more to come.

Operating under 19-year old Russ Eastcott, recently appointed Director of the CHML Youth Activities Department, this station is now producing several programs including "Teens About Town," a program of junior news and patter sprinkled with jive. Incorporated into this program is "The Job Clinic," an activity of the YMCA M-Y Club, which takes advantage

of CHML as an employment clearing house for its young members. This program, now in its third season, is sponsored by the G. W. Robinson department store. "Youth Discusses" brings youngsters to the microphone to discuss a variety of subjects from atomic energy to dating daughters. This is a sustaining program and will be heard on the Dominion network for six weeks starting shortly.

Other programs still in the planning stage include an actuality pick-up from each of the six "Teen Canteens" and a regular Saturday afternoon jive-fest.

### RADIO RACKET-BUSTERS

Following a pattern set by Mr. A. R. Haskell, General Manager of the Toronto Better Business Bureau, CBC is broadcasting a series of four racket-busting programs over the Trans-Canada network, entitled "Schemes that Skin". The CBC series is being handled by Bob Kesten and deals with rackets in connection with the housing shortage and various door-bell swindles. It aspires to save veterans and elderly people from the wiles of confidence men.

Mr. Haskell has conducted programs over all Toronto stations during the past ten years with talks

along racket-busting lines, with a view to educating the public against all kinds of swindles. He is heard currently over CFRB at 1 pm Saturdays. CFRB and other Toronto stations which have aired his talks have always donated time.

The Toronto Better Business Bureau was also responsible for a recent series of dramatized broadcasts on CFRB in connection with rackets against servicemen. These were specially designed to prevent returning members of the armed forces from being swindled out of their gratuities, accumulated pay, and other savings. These dramatized programs were produced by Jack Murray.

### Stay-At-Home Program

Two Belleville Ladies offered to donate \$50 apiece to CJHQ, Belleville, because their husbands had been spending their evenings at home by their radios since the station opened last August. Our reporter does not disclose whether the donation was accepted but suggests stations interested in easy money might consider "stay-at-home" programs. Purpose of the ladies' call at the station was to secure a boost for a charity card party on CJHQ's Public Service program.

**REGINA**

**A PLUSH MARKET**

HERE'S THE "Spot" COMPANY

YOU KEEP ON **CKCK**

**GREEN HORNET**  
Lambert Pharmacal Co.

**SINGING SAM**  
Burns and Co. Ltd.

**SUPERMAN**  
Kellogg Company of Canada

**SINCERELY KENNY BAKER**  
Canadian Motors Limited

**TERRY AND THE PIRATES**  
Quaker Oats Company of Canada Ltd.

**BOSTON BLACKIE**  
Canada Starch Company

**DRAMAS OF MEDICINE**  
Louis K. Liggett Co. Ltd.

**PLEASURE PARADE**  
R. H. Williams and Sons Ltd.

**CHAMP SCRAPBOOK**  
Champ Laboratories Corp. Ltd.

**FRANK PARKER SHOW**  
J. Alex MacKenzie Limited

**PHILO VANCE**  
Art Riddell and Son

**SMILIN' ED McCONNELL**  
Mantle Lamp Co.

**DRAMA FOR TODAY**  
Dalglish (Ontario) Ltd.

**HOLLYWOOD'S OPEN HOUSE**  
Wares Limited

**MEN IN SCARLET**  
Walter M. Lowney Ltd.

**TWO TON BAKER**  
Quaker Oats Company of Canada Ltd.

**THE WIFE SAVER**  
Westons Bakery Limited

**SONGS OF GOOD CHEER**  
Arthur Rose Limited

**LIGHTNING JIM**  
Byers Flour Mills

**TODAY IN SPORT**  
W. C. MacDonald Inc.

**AUNT MARY**  
Dwight Edwards (Canada) Ltd.

*Plus* **ALL THE TOP  
TRANS-CANADA NETWORKS**

**CKCK**  
620 Kc REGINA

**THE FIRST STATION  
IN SASKATCHEWAN**

**SILLING  
POWER  
in a  
PROSPEROUS  
MARKET**  
ALL CANADA STATION

**CJOC**  
Oshrobridge, Alberta  
GOING TO 5000 WATTS

# News is Important on

## CKSB

Manitoba's French population listens to its favorite station for Local and National news

CKSB PROVIDES THE ONLY WAY LISTENERS GET UP-TO-THE-MINUTE NEWS EVERY DAY IN FRENCH!

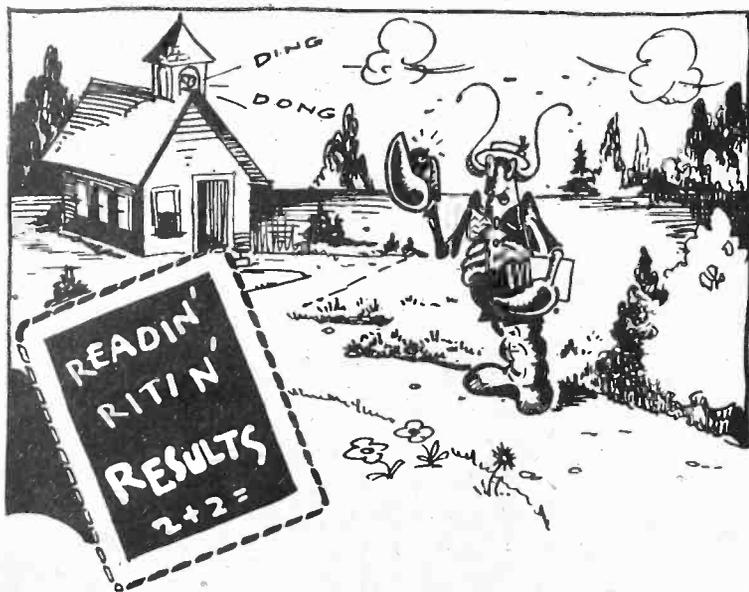
Do they listen? 8:00 a.m. 21.3  
1.00 p.m. 26.7\*  
*\*Elliott-Haynes*

Complete details from C. W. Wright, Toronto - Montreal, or write to

# CKSB

ST. BONIFACE MANITOBA  
1250 kilocycles 1000 watts

WESTERN CANADA'S FIRST FRENCH LANGUAGE STATION



## YOU'RE NEVER TOO OLD . . .

Lionel's replaced the last of the three "R's" with RESULTS because he knows that when he produces the RESULTS . . . the 'rithmetic will take care of itself. So it's back to school for the CKCW gang in the form of monthly staff meetings where the folks discuss the best methods of servicing YOUR account.

Lionel doesn't just want your business . . he wants to keep it.

See where you advertisers are getting together to discuss things, too. Well, here's hoping the confab will be a success.

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



All the research departments in the world never quite give the advertiser what he wants to know about a market, and if he doesn't get out of his swivel chair and into a train or plane once in a while, to take a look-see, he is advertising blind.

While a visiting tour is the best method of getting a first-hand view of what makes people buy, the next best thing is to talk to people who rap on your door. Most of them bring you information worth a good deal to you—if you know how to get it!

This business of knowing how to mine a visitor for useful information is an art. Every advertising manager or space buyer should practice it; account executives who have discovered its magic never dread a client's bull session, because they go armed with a wealth of information and something much more valuable than bare statistics.

You may not need to know the trick. You may be so all-fired packed with knowledge about the advertising game that the pilgrim at your door could not possibly add a morsel. In that event, you can dream as your visitor talks, and he will soon dry up.

With proper questioning, you can learn a good deal.

Lou Leprohon, long in the ad business in Montreal, went west about 8 months ago, to set up the first French-language station out there, at St. Boniface, Manitoba. Lou, back to Montreal on a business trip, tells me that he once thought he knew considerable about the West. He soon discovered scores of facts that only first-hand contact can establish.

One of the first things he noted was that commercials written in the East by some stay-at-home copywriters just didn't fit. Especially radio spots aimed at the Manitoba farmer. Lou says the slightest hint of G-string copy is out; the farmers don't like it. They're modern. Many farms have electricity, indoor plumbing, a town car and truck, and all the trimmings which were once considered the delights of the city dweller alone. The copywriter realizes this in only a vague way, and when the call comes for good farm copy, he continues to "write down".

Then there is the question of Western women! A lovely question, but only men who are men—or listen to 'em—know how to write copy for these delectable creatures. Certainly, Toronto copy won't fit Winnipeg or Edmonton. Lou Leprohon puts it this way, "I found that copy which calls the Western woman a 'lady' doesn't appeal to her half as much as the friendly 'hi gal' approach." Westerners claim that this difference between east and west is due to the fact that the Western woman knows she's a lady . . . while femmes in the East require reassurance.

While it is true all across Canada that women do the vast majority of buying, Lou tells me it is even more so in the West. The reason, says he, is that in days not so long distant, the women worked with the men in the field, clearing the land. Western men look at their wives with a more comradely 'here you take the cheque and run things' attitude. Down in the parts, much water is passed under the Jacques Cartier bridge since the woman worked side by side with her man.

In brief, Lou thinks it's time to talk "up" to the Western farmer but talk "down" to Western women. Don't put the wrong interpretation on that last statement. Western women are smart, plenty smart; you needn't put on airs with them. Just don't try to be clever or sophisticated. They understand, but they wouldn't like it. They are women not ladies! That's what makes 'em ladies!

## Musical Awards

Musical pursuits by youthful artists are being encouraged through the Birks Musical Awards program over CJCA Edmonton. Henry Birks and Sons, jewellers, are offering prizes totalling \$525 to six young artists judged best at the conclusion of the 26th broadcast of this weekly half-hour program. The contest is open to vocalists, violinists and pianists up to 18 years of age.

## Contacts Dreamboat

CFRN, Edmonton, was the second contact with the Pacusan Dreamboat, US Army Air Force Super Fortress which made a non-stop flight from Honolulu to Cairnville while the plane flew 2,000-miles on its journey across the Arctic wastes of Northern Canada. First contact with the plane was made while it was still several hundred miles west of Sitka, Alaska and communication continued until it was over Hudson Bay. The seven and one-half hour contact gave, not only CFFN listeners, but the world, news of the progress of the flight. The CFFN News Bureau relayed reports from Seattle where they were distributed by the Associated Press.

**WANTED**  
TWO SPEED  
PLAYBACK  
IN REASONABLY  
GOOD CONDITION

Station CJAV  
Port Alberni B.C.

# HERE'S THAT MAN AGAIN!

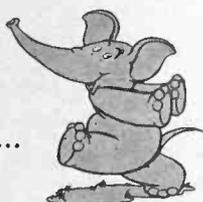
...to win you a big happy holiday audience with two grand NBC Recorded Christmas Shows!



## HAPPY THE HUMBUG



**HAPPY THE HUMBUG...**  
That appealing hybrid of the animal kingdom.



**THE PINK ELEPHANT**  
who has the unusual faculty of crying strawberry tears.



**HUNKEY THE MONKEY**  
to whom Happy confides all of his many troubles.

• Wonderful, almost beyond description, are Happy the Humbug and his fabulous pals of animal-land as they unroll the never-to-be-forgotten dreams of children. Hopes for dazzling presents at Christmas . . . curiosity about the strange wonders of nature . . . new experiences of first school days!

Young sprouts (aunts and uncles ditto) will be breathless . . . wide-eyed . . . as they drink in every magical moment of

this cheerful-as-a-circus NBC-recorded fantasy. And they'll literally fall off the Christmas tree laughing at the comical voices of the animals. The voice cast is headed by Budd Hulick (of Stoopnagle and Budd fame) and includes a prominent list of radio voices.

Perfect for building good will with the family group or for any and all advertisers who want to hear the cash register jingle . . . jingle . . . jingle all the day.

54 quarter-hours for scheduling before and after Christmas

# The Magic Christmas Window

• A charming Christmas show that brings enthusiastic ohs-and-ahs from girls and boys . . . consistent eavesdropping from grown-ups . . . every minute it's on the air. It's the story of two children who glue their button noses to a Christmas window piled high with toys. Go-to-sleep dolls! Little red wagons! Saddled hobby-horses! Then the glass disappears and the children find themselves behind the window with the dazzling toys come to life.

From here the story develops into a thrilling adventure in the lives of fairy-land characters, such as The Little Match Girl and Cinderella...25 exciting stories, each quarter-hour complete—all backed by a cast of veteran actors.

THE MAGIC CHRISTMAS WINDOW is a natural for advertisers with Christmas window displays, toy departments or for those sponsors who want to contribute a more joyful Christmas for the kids.

25 quarter-hours for 3- or 5-a-week broadcast

ANNOUNCER—Bob Sherry PETER—Ronny Liss



SUSAN—Jeonne Elkins

## NBC Radio-Recording Division



A Service of Radio Corporation of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco  
DISTRIBUTED IN CANADA THROUGH-ALL CANADA RADIO FACILITIES, TORONTO, ONTARIO

NBC Radio-Recording Division, Syndicated Sales  
30 Rockefeller Plaza, New York 20, N. Y.

Please send me audition record and presentation for . . .  
 Happy the Humbug  The Magic Christmas Window

Name \_\_\_\_\_ (PLEASE PRINT)

Station or Agency \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# CKNB CAMPBELLTON N.B.

November 16, 1946

Dear Mr. Timebuyer:

Like in broadcasting, there are times when you talk ostensibly to your entire audience, but actually slant your copy to reach a particular group. I know you'll understand if I use my letter today for a word or two of greeting to the members of the Association of Canadian Advertisers.

You folks who are so directly responsible for my bread-and-butter (any reference to butter, rancid or otherwise, is purely figurative, and has no relation to anything in my larder), have been pretty good to us, and we keep plugging along on the assumption that we're good for you, too.

Best of luck to you all, to your fellowship together, to your Convention.

Yours very truly,

*Stau Chapman*

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

## DEMONSTATE DUAL TV

For the first time in history, an all electronic-color television system was demonstrated publicly at the RCA Laboratories in Princeton, N.J., late last month. Purpose of the demonstration was to prove that the new development was flickerless and practical without the use of rotating discs or any other moving parts.

The new system is a complete departure from mechanical color, shown in various forms since 1925.

It is possible to introduce this all-electronic color television system without causing obsolescence of black-and-white television receivers, by the addition of an easily installed, inexpensive radio-frequency converter. No modifications are required inside the set. The converter will enable present-day television sets to receive color programs and reproduce them in black-and-white, even when transmitted on ultra-high frequencies. Likewise, it will be possible for electronic color television sets to receive broadcasts of black-and-white transmissions.

David Sarnoff, President of RCA, in commenting on the new development said, "the realization of this universal system of television, which transmits and receives both color and black-and-white pictures with equal quality, is as far-reaching as was the creation of an all-electronic television system which supplanted the mechanical discs used in black-and-white television when it first began. The realization of all-electronic color is as significant in television as electronic recording was over mechanical recording on phonograph records.

It was explained that the all-electronic color pictures are not good enough yet for the public, much less for commercial purposes, particularly as compared to present black and white reception, but that

within the next five years, in round figures, will come perfection in this new television system. Sarnoff pointed out at the demonstration that there is no danger of the public purchasing a good black and white receiver now because obsolescence is precluded with the purchase at a future date of a reasonably-priced converter.

### CHUM Building

CHUM, Toronto, is erecting new offices and studios on Mutual Street near Carlton Street, a business and theatrical center. The new building will be ready for occupancy early next year.

### U.S. Drive For Super Stations

A drive for 750 kilowatts power for each of 20 clear channel stations will be made by the Clear Channel Broadcasting Service in the United States when FCC resumes hearings into the clear channel problem in January, reveals VARIETY. The move would correspondingly shuffle present network affiliations in which ABC and Mutual would pick up several top-power stations at the expense of NBC and CBS.

The plan is the first concerted push of bigtime stations for super power and was drawn up at a session of the 16 CCBS members during the NAB convention in Chicago last month.

Needless to say, the network which will have much to say on the question, were not represented at the CCBS meeting.

The power boost to 750 kilowatts would give virtually all U.S. areas four program choices during night-time hours. It is estimated that a 750 kilowatt transmitter, located in the middle of the U.S. on a good, low frequency, could blanket the entire country and, if not directionalized, could spill some signal over the borders.

## EXPERIENCE FOR SALE!

CJOR's top personalities are the leaders in their field in British Columbia, the radio people who top any listener's list of favorites in this area. They're experienced workers too—proud of a long record of first class production and sales promotion. You'll find experience and popularity—two valuable assets—when you buy CJOR radio personalities.

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

OUR 20th YEAR  
5000 Watts, 600 K.C.



# CJOR

VANCOUVER B.C.  
CBC - DOMINION NETWORK

## CKAC

MONTREAL

A *Bright* STATION

More French-Speaking Canadians  
hear your sales message  
when you use

# CKAC, MONTREAL

See  
WILLIAM WRIGHT  
Victory Bldg.

AD. 8481

# TRADE WINDS

Edited By Art Benson

The commercial department at CKWX, Vancouver reports that Canadian Bakeries Ltd. has started "Sincerely, Kenny Baker" (All-Canada) running 15 minutes 5 a week. Two new shows are being piped in from Mutual: "The Falcon" for American Safety Razor and "Twenty Questions" for Ronson Lighters. Robin Hood Mills through Stewart-Lovick have contracted for 208 spots, 4 a day advertising Tea Time Flour. A group of Vancouver sponsors have booked "The Frank Parker Show" (All-Canada) 15 minutes 5 a week.

\* \* \*

CKMO, Vancouver tell us that the Vancouver Sun has started a series of 10 minute children's programs Monday through Saturday at 5.50 p.m. Home Oil is resuming the hockey broadcasts this season with Leo Nicholson at the mike. Hudson's Bay Company is sponsoring the transcribed Saturday night "Hit Parade".

\* \* \*

Ronald's Toronto office reports that CKNW, New Westminster has been added to the "Rexallites" series for United Rexall Drug Company. The 5 minute 2 a week show has been scheduled for one year and has been running over a number of coast to coast stations.

\* \* \*

Young & Rubicam's Toronto office tell us that Robin Hood Flour has started a spot over CKNW, New Westminster and CJVI, Victoria for 26 weeks. In addition Al Smith at the piano 15 minutes 5 a week has been booked over the Victoria station for Robin Hood. Same sponsor has a 5 minute 6 a week newscast going to CHAB, Moose Jaw for 26 weeks.

\* \* \*

CFRB's commercial department reports that Proctor & Gamble has started two daytime transcribed series as of first of the month. "Dr. Paul" is heard 5 a week for 15 minutes advertising Ivory Flakes while "Aunt Mary" also 15 minutes 5 a week is advertising "Dreft". Dancer Fitzgerald Sample directs.

## Joins Imperial

Howard Milsom has joined Imperial Radio Productions of Toronto as producer and will handle production of custom radio campaigns. He will continue to direct the "Buckingham Theatre," now in its third year on the Trans-Canada network.

## Low Price FM Sets

Exploding current ideas that production cost of FM receivers must be necessarily high, it is reported that a manufacturing firm of London, England, is now showing a viable model FM receiver to be sold between £10 and £12 retail, including tax. The model is now in production.

**CKCR**  
KITCHENER

**GREETINGS TO ACA DELEGATES!**  
CKCR, Kitchener, Radio Headquarters for Canada's most progressive industrial area, pledges complete co-operation with the efforts of advertising management towards the betterment of advertising.

**You can't sell Kitchener without CKCR**

See  
**WILLIAM WRIGHT**  
TORONTO: Victory Bldg. AD. 8481  
MONTREAL: Medical Arts Bldg. Fl. 2938

CKCR CKCR CKC

In 1946 . . .

# 143,263

## AIR-BORNE SALES MESSAGES

When someone asked our radio director if he was busy these days . . . he, loving a statistic as well as the next fellow, decided to find out just how "busy" he and the rest of us were.

So he put in a long session with an adding machine.

What he found out opened his eyes as well as ours. During 1946, we are placing commercial messages on Canadian Radio Stations at the rate of 143,263 sales impacts per year.

That's quite a few commercials. But, along with a lot of other advertising through newspapers, magazines, trade papers, direct mail, billboards and street car cards, it has a mighty nice effect on our clients' sales curves.

If you are interested in selling goods or services in Canada, let us give you facts and figures based on actual experiences.

**THE F. H. HAYHURST CO. LIMITED**  
*Advertising*

38 KING STREET WEST, TORONTO  
1405 PEEL STREET, MONTREAL

# Who will win Beaver Awards for '46?

The Canadian Broadcaster's Beaver Awards for 1946 will be presented next February.

And once again Borden's "Canadian Cavalcade" will have the honor of broadcasting the presentation ceremonies from the annual Beaver Awards dinner.

"Canadian Cavalcade" is heard every Monday night CBC Trans-Canada Network.

## Previous Beaver Awards Winners

1944



1945

- MART KENNEY and his Western Gentlemen (Popular Music)**  
("... for its individual and distinctive stylings ...")
- ERNIE AND KAY EDGE (Writing)**  
("... for their skill and craftsmanship ...")
- GRACE MATTHEWS (Acting)**  
("... for her ability ... and her intense sincerity ...")
- JACK FULLER (Announcing)**  
("... a valuable component of Canadian radio ...")
- YORK KNITTING MILLS LTD. (Sponsorship)**  
("... for the discovery of talent ...")
- C. M. PASMORE (Agency Promotion)**  
("... his experience, craftsmanship ... tireless energy.")
- JEAN PENNY AND RALPH KUYLE (Initiative)**  
("... on the job to keep radio on the air ...")
- THE HAPPY GANG (Programs)**  
("For nearly eight years it has shone out ...")
- STAGE 44 (Talent Opportunities)**  
("... for the development of new techniques ...")
- PAUL L'ANGLAIS (Production)**  
("... helped ... a nationally Canadian radio in French.")
- G. WELLS RITCHIE (Public Relations)**  
("His willingness to co-operate ...")
- STATION CKNX, Wingham (Community Service)**  
("... The Ontario Farm Station to all in reach.")
- STAN FRANCIS (Master of Ceremonies)**  
("Radio's one-man variety program ...")
- ALYS ROBI (Singing)**  
("Her laughing voice is the embodiment of happiness.")
- ALEX McKEE (Acting)**  
("... Canada's most useful radio actor ...")
- FOSTER HEWITT (Sports Broadcasting)**  
("... keeps interest alive in Canada's national sport.")

- CLAIRE WALLACE (Women's Commentator)**  
("For her radio work in the public service ...")
- JOHN ADASKIN (Production)**  
("For his musical production of Voice of Victor ... etc.")
- SAM ROSS (News)**  
("For his ... news department at CKWX, Vancouver.")
- JOHN FISHER (Commentator)**  
("For his enthusiastic portrayal of the Canadian scene.")
- FRANK LYNCH (Special Events)**  
("For his work overseas ...")
- CBC OVERSEAS NEWS DEPARTMENT (Reporting)**  
("For distinguished service throughout World War II")
- GRACE WEBSTER (Actress)**  
("As a traditional trouper.")
- STATION CHAB, Moose Jaw (Promotion)**  
("For program promotion.")
- THE ALOUETTE QUARTET (Singing)**  
("For brilliant interpretation of French-Canadian songs.")
- ELWOOD GLOVER (Announcing)**  
("For his quiet sincerity ... on Victory Loan programs.")
- EARLE CONNOR (Engineering)**  
("Eager to co-operate ... during equipment shortage.")
- HOWARD CABLE (Music)**  
("For his all-round musical ability ...")
- STATION CKCW, Moncton (Service)**  
("For community service.")
- WAYNE AND SHUSTER (Writing)**  
("For ... the Johnny Home Show.")
- WALTER M. LOWNEY CO. LTD. (Public Service)**  
("For encouragement of safety ...")
- DOROTHY DEANE (Singing)**  
("For her songs and personality.")
- MERCER McLEOD (Acting)**  
("For distinguished program 'The Man With The Story.'")

**THE BORDEN COMPANY, LIMITED.**

TORONTO 4

ONTARIO



# "TREASURE TRAIL'S" BACK ★ AND LISTERINE'S GOT IT!

★ As a matter of fact it never went.  
Listerine took it over without interruption

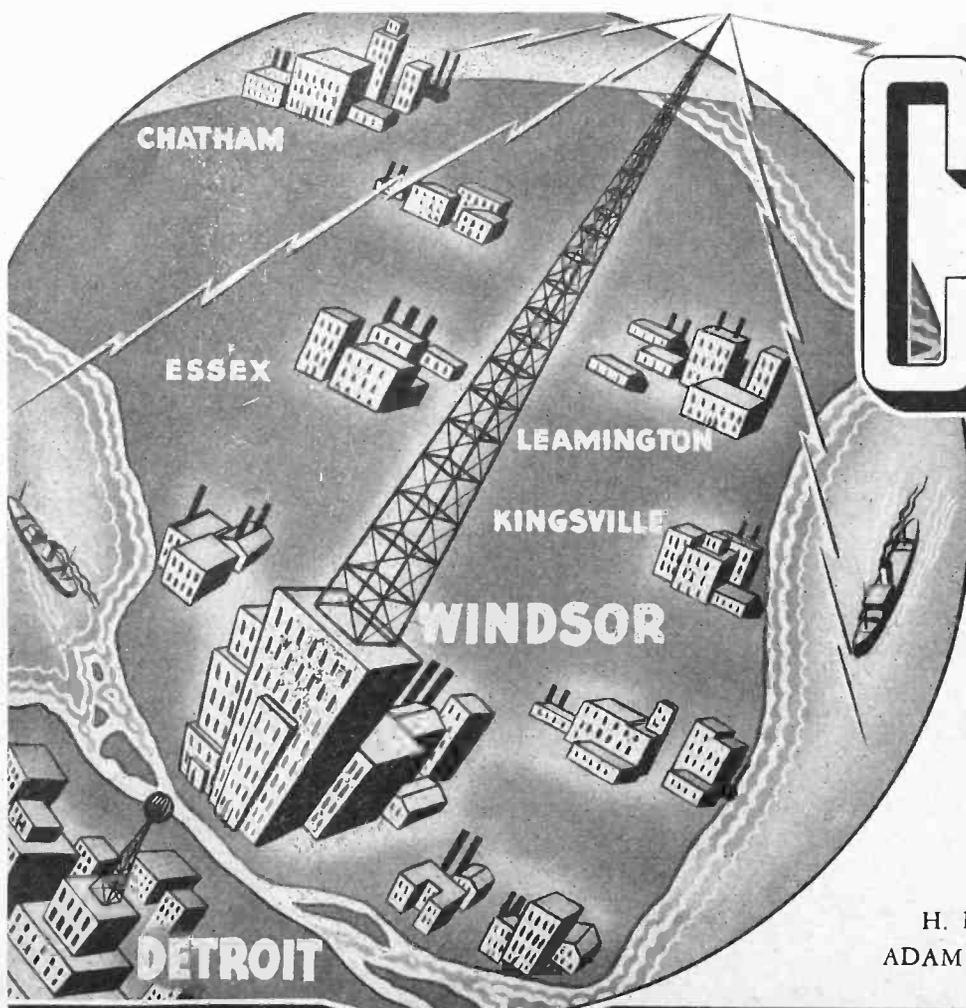
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A *Jack Murray* Production

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Kingston	CKWS	Nat'l. B'cast Sales	Donald Cooke Inc.	Roy Hoff		Lang-Worth NBC	PN
Kirkland Lake	CJKL	Nat'l Broadcast Sales	Donald Cooke Inc.	Brian Shellon	Tom Warner	Standard UTS	PN
Kitchener London	CKCR CFPL	William Wright H. N. Stovin (Montreal and W'peg.)	J. H. McGillvra	W. C. Mitchell Donald Wright	G. Liddle M. Brown	Standard UTS	PN PN
North Bay	CFCH	Nat'l Broadcast Sales	Donald Cooke	C. Pickrem	K. Packer	NBC World Lang-Worth NBC	PN
Oshawa Ottawa	CKDO CBO	J. L. Alexander CBC	CBC	Geo Elliott Chas. P. Wright		Standard UTS NBC	PN CP BUP
Ottawa	CKCO	William Wright	J. H. McGillvra	Dr. G. M. Geldert		Associated Lang-Worth	BUP
Ottawa Owen Sound Orillia	not known* CFOS CFOR	License issued to Frank Ryan. H. N. Stovin H. N. Stovin	Adam Young Adam Young	Ralph Snelgrove G. E. Smith	W. N. Hawkins Russell Waters	World NBC UTS	PN BUP
Pembroke Peterborough	CHOV CHEX	H. N. Stovin Nat'l Broadcast Sales	Adam Young Donald Cooke	E. G. Archibald Harold Burley		NBC Lang-Worth NBC UTS	BUP PN
Port Arthur	CFPA	Nat'l Broadcast Sales (All-Canada in W'peg.)	Weed & Co.	R. H. Parker		Lang-Worth Standard	—
Port Huron	CHOK*	Nat'l Broadcast Sales	Donald Cooke	Claude R. Irvine		NBC Standard	PN
Port Hope Port Ste. Marie	CKTB CJIC	Nat'l. Broadcast Sales J. L. Alexander	J. H. McGillvra J. H. McGillvra	W. Burgoyne J. G. Hyland		Standard UTS NBC UTS	PN PN
Port Hope Port Ste. Marie	CJCS CHNO* CKSO	All-Canada License issued to Sudbury Broadcasting Co. Ltd., Senator J. R. Hurlbise, President. All-Canada	Weed & Co. Weed & Co.	Frank Squires Wilf Woodill		World UTS	BUP
Port Ste. Marie	CKGB	Nat'l. Broadcast Sales	Donald Cooke	H. C. Freeman	Harry Edgar	NBC World Lang-Worth NBC Standard UTS	BUP PN PN
Port Ste. Marie	CBL	CBC	CBC	H. J. Boyle		—	CP BUP
Port Ste. Marie	CFRB	All-Canada in Montreal	Adam Young	E. L. Moore		Associated Lang-Worth NBC	BUP PN
Port Ste. Marie	CHUM	Radio Reprs. in Montreal J. L. Alexander in Toronto	Weed & Co.	Jack Part (actg.)	R. Ford	Cole Lang-Worth Standard UTS	BUP
Port Ste. Marie	CJBC	CBC	CBC	H. G. Walker		Lang-Worth Standard	CP BUP
Port Ste. Marie	CKEY	Nat'l. Broadcast Sales	Donald Cooke	Jack Cooke	Len Smith	Lang-Worth Standard	BUP PN
Port Ste. Marie	CKLW	H. N. Stovin	Adam Young	J. E. Campeau	W. Carter	World NBC UTS	BUP
Port Ste. Marie	CKNX	J. L. Alexander	—	W. T. Cruickshank	F. N. Johnson	World Cole NBC	BUP
<b>QUEBEC</b>							
Port Ste. Marie	CHAD	Nat'l. Broadcast Sales	G. Legault	Operated from Rouyn	L. Rogerson	World	PN
Port Ste. Marie	CBJ	CBC	CBC	Vilmont Fortin		—	CP BUP
Port Ste. Marie	CHEF CKCH CBF	All-Canada Radio Reprs. CBC	Weed & Co. H. H. Wilson CBC	Jacques Thivierge Paul R. Benoit J. M. Beaudet		World NBC	PN PN
Port Ste. Marie	CBM	CBC	CBC	J. M. Beaudet	O. Renaud	—	CP BUP
Port Ste. Marie	CFCF	All-Canada in Toronto	Weed & Co.	J. A. Shaw	P. E. Hiltz	NBC	BUP PN
Port Ste. Marie	CHLP	J. L. Alexander in Toronto	J. H. McGillvra	M. Lefebvre	R. Mousseau	Standard	PN
Port Ste. Marie	CJAD	Nat'l. Broadcast Sales	Adam Young	J. A. Dupont		Associated Lang-Worth Standard	BUP PN
Port Ste. Marie	CKAC	William Wright	Adam Young	Phil Lalonde		Lang-Worth World	BUP PN
Port Ste. Marie	CHNC	All-Canada	J. H. McGillvra	Dr. Chas. Houde	Viateur Bernard	World	—
Port Ste. Marie	CBV CHRC CKCV	CBC Jos. A. Hardy Radio Reprs.	CBC Adam Young Weed & Co.	M. Valiquette J. N. Thivierge Paul LePage	Omer Renaud L. Bernier	— Lang-Worth UTS	CP BUP BUP PN
Port Ste. Marie	CJBR CKRN	H. N. Stovin Nat'l. Broadcast Sales	Adam Young	G. A. LaVoie J. Fox		World UTS World	— PN
Port Ste. Marie	CHGB CHLT	Nat'l. Broadcast Sales Jos. A. Hardy	J. H. McGillvra H. H. Wilson	G. T. Desjardins A. Gauthier		World NBC UTS	— —
Port Ste. Marie	CKTS*	Radio Reprs.	—	A. Gauthier		NBC UTS	—
Port Ste. Marie	CJSO CHLN CKVD CKVL*	Radio Reprs. Jos. A. Hardy Nat'l. Broadcast Sales H. N. Stovin	Adam Young	A. Morin Leon Trepanier J. Fox Jack Tietloman		World UTS World	PN PN PN

City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	Net
<b>● NEW BRUNSWICK</b>							
Campbellton	CKNB	All-Canada	Weed & Co.	C. S. Chapman	---	---	---
Edmundston	CJEM	H. N. Stovin	Adam Young	R. Leclair	---	UTS	---
Fredericton	CFNB	All-Canada	Weed & Co.	Malcolm Neill	---	NBC	BU
Moncton	CKCW	H. N. Stovin	J. H. McGillvra	F. A. Lynds	C. Chambers	Lang-Worth	BU
						UTS	
						World	
Saint John	CFBC	All-Canada	Weed & Co.	Norm Botterill	---	Associated	BU
Saint John	CHSJ	H. N. Stovin	J. H. McGillvra	Geo. Cromwell	---	Lang-Worth	PN
						Standard	
						UTS	
						World	
Sackville	CBA	CBC	CBC	W. E. S. Briggs	---	---	CP
						---	BU
<b>● PRINCE EDWARD ISLAND</b>							
Charlottetown	CFCY	All-Canada	---	Col. Keith Rogers	L. A. Macdonald	Lang-Worth	PN
						Standard	
						World	
Summerside	CHGS	Radio Reps.	---	R. L. Mollison	---	---	---
<b>● NOVA SCOTIA</b>							
Antigonish	CJFX	J. L. Alexander	Adam Young	J. C. Nunn	---	Lang-Worth	PN
						UTS	
Halifax	CBH	CBC	CBC	W. E. S. Briggs	---	---	CP
						---	BU
Halifax	CHNS	All-Canada	Weed & Co.	Gerald Redmond	Harry Stephen	Lang-Worth	BU
						NBC	PN
						UTS	
						World	
Halifax	CJCH	H. N. Stovin	J. H. McGillvra	L. Hill	---	Standard	PN
						World	
Sydney	CJCB	All-Canada	Weed & Co.	N. Nathanson	---	Cole	PN
						NBC	
						UTS	
Windsor	CFAB	J. L. Alexander	Adam Young	A. Bishop	---	Cole	PN
						UTS	
Yarmouth	CJLS	All-Canada	Weed & Co.	L. L. Smith	---	UTS	PN

\*Not yet operating



# CKLW

## GREET'S YOU A.C.A.

The staff of CKLW joins in sending to the Association of Canadian Advertisers, its heartiest wishes for success on its annual convention being held in Toronto November 13-14-15.

May you have the biggest and best gathering in your long history of successful meetings and may the splendid and constructive work you are doing to better the profession of advertising, be more resultful.

Representatives  
 H. N. STOVIN, CANADA  
 ADAM J. YOUNG JR. INC. U.S.A.

J. E. CAMPEAU  
 MANAGING DIRECTOR  
 5000 WATTS—800 KC  
 Day and Night

# The Good Neighbour Station

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**ALL-CANADA RADIO FACILITIES LTD.**  
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 Montreal:- Dominion Square Building  
 Winnipeg:- Electrical Railway Chambers  
 Calgary:- Southam Building  
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 Toronto:- 354 Jarvis St.  
 Montreal:- 1231 St. Catherine St.  
**JOSEPH A. HARDY LTD.**  
 Montreal:- 1405 Peel Street  
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 Toronto:- 1404 Victory Building  
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J. L. Alexander  
E. Genest

G. F. Herbert  
Burt Hall  
Percy Gayner  
H. R. Carson  
J. E. Baldwin

E. A. Weir  
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Jos. A. Hardy  
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Jack Davidson  
R. A. Leslie

Jack Slatter  
Wilf Dippie  
A. J. Messner

H. N. Stovin  
Ralph Bowden  
Wilf Carpentier

William Wright  
Walter A. Dales

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**DONALD COOKE INC.**  
 New York:- 220 Fifth Ave.  
 Chicago:- 20 E. Jackson Blvd.  
**FORJOE & COMPANY**  
 New York:- 19 W. 44th Street  
 Chicago:- 360 N. Michigan Ave.  
 Philadelphia:- Widener Bldg.  
 Pittsburgh:- Hotel Keystone  
**JOSEPH HERSHEY MCGILLVRA, INC.**  
 New York:- 366 Madison Ave.  
 Chicago:- 35 E. Wacker Dr.  
 Los Angeles:- 403 West Eighth St.  
 San Francisco:- 68 Post St.  
**WEED & CO.**  
 New York:- 350 Madison Ave  
 Chicago:- 203 N. Wabash Ave.  
 Detroit:- Book Building  
 Hollywood:- 6253 Hollywood Blvd.  
 San Francisco:- Hotel Mark Hopkins  
 Boston:- Statler Bldg.  
 Atlanta:- Haas-Howell Bldg.  
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 New York:- 11 W. 42nd St.  
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 San Francisco:- Mills Building

Donald Cooke  
Donald Harding

Joseph Bloom  
Z. Golobe  
Chas. Shall  
T. B. Price

J. H. McGillvra  
J. W. LeBaron  
R. W. Walker  
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Leslie Meek

Adam J. Young, Jr.  
R. S. Russell  
F. Pearson  
D. A. Scott

## STATIONS OF THE CBC NETWORKS

### Trans-Canada Network

**Atlantic Region (Basic)**  
 CJCB Sydney  
 CBH Halifax  
 CBA Sackville  
 CHSJ Saint John  
 CFNB Fredericton

**Mid-Eastern Region (Basic)**  
 CBO Ottawa  
 CKWS Kingston  
 CBL Toronto  
 CKSO Sudbury  
 CFCH North Bay  
 CJKL Kirkland Lake  
 CKGB Timmins  
 CJIC Sault Ste. Marie  
 CKPR Fort William  
 CBM Montreal

**Mid-Eastern Region (Supplementary)**  
 CKCV Quebec  
 CKOC Hamilton  
 CKLW Windsor

**Prairie Region (Basic)**  
 CKY Winnipeg  
 CBK Watrous  
 CJCA Edmonton  
 CFAC Calgary  
 CJOC Lethbridge

**Prairie Region (Supplementary)**  
 CKCK Regina  
 CFAR Flin Flon  
 CFGP Grande Prairie

**Pacific Region (Basic)**  
 CFJC Kamloops  
 CKOV Kelowna  
 CJAT Trail  
 CBR Vancouver

**Pacific Region (Supplementary)**  
 CKLN Nelson

### French Network

**(Basic)**  
 CBF Montreal  
 CBV Quebec  
 CBJ Chicoutimi

**(Supplementary)**  
 CKCH Hull  
 CHGB Ste. Anne de la Pocatiere  
 CJBR Rimouski  
 CHNC New Carlisle  
 \*\*CKRN Rouyn  
 \*\*CKVD Val d'Or  
 \*\*CHAD Amos

### Dominion Network

**Atlantic Region (Basic)**  
 CJFX Antigonish  
 CFCY Charlottetown  
 CHNS Halifax  
 CKCW Moncton  
 CKNB Campbellton  
 CJLS Yarmouth

**Mid-Eastern Region (Basic)**  
 CKCO Ottawa  
 CHOV Pembroke  
 CFJM Brockville  
 CJBC Toronto  
 CHEX Peterborough  
 CFPL London  
 CFCO Chatham  
 CFPA Port Arthur  
 CKTS Sherbrooke  
 CFCF Montreal

**Mid-Eastern Region (Supplementary)**  
 CKCV Quebec  
 CKTB St. Catharines  
 CHML Hamilton  
 CKLW Windsor  
 CKPC Brantford  
 CKNX Wingham  
 CJCS Stratford  
 CFOS Owen Sound  
 CKSF Cornwall  
 CFOR Orillia  
 CKFI Fort Frances

**Prairie Region (Basic)**  
 CJRL Kenora  
 CKRC Winnipeg  
 CJGX Yorkton  
 CKX Brandon  
 CKRM Regina  
 CHAB Moose Jaw  
 CFQC Saskatoon  
 CKBI Prince Albert  
 CFCN Calgary  
 CFRN Edmonton

**Prairie Region (Supplementary)**  
 CHAT Medicine Hat

**Pacific Region (Basic)**  
 CHWK Chilliwack  
 CJOR Vancouver  
 CJVI Victoria

\*\*These three stations sold as a group.

## Christmas For Wounded

Patients at Shaughnessy Military Hospital in Vancouver will have Christmas brightened by donations from listeners to a Happy Christmas Fund started by CKMO. A new program "Aerotunes", will give members the chance to have requesters played in acknowledgement of their donations.

J. G. H. Roaf, district administrator for DVA, and George [unclear], western regional administrator for DVA, will act as honorary administrators for the fund, which will be disbursed through CKMO with the help of DVA treasury officials.

# 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

# RADIO



## MACLAREN ADVERTISING COMPANY LTD.

TORONTO • MONTREAL • WINNIPEG • CALGARY • VANCOUVER • LONDON, ENG.

\* 8,801:09 AIR HOURS A YEAR!

We are proud of the responsibility entrusted in us, by our Clients listed below, for the direction and production of programs occupying more than eight thousand hours of network and spot station time in the current year. These are the well-known Canadian National Advertisers who have built up this amazing total.

- ✓ Adam Hats (Canada) Ltd. ✓ Bulova Watch Co. Ltd.
- ✓ Canada Dry Ginger Ale Ltd. ✓ Canadian General Electric Co. Ltd. ✓ Christie Brown & Co. Ltd.
- ✓ Dalglish Chemicals Ltd. ✓ Dominion Fur Auction Sales Ltd. ✓ Home Oil Ltd. ✓ Gillette Safety Razor Co. of Canada Ltd. ✓ J.J. Hambley Hatcheries ✓ Imperial Oil Ltd. ✓ S.F. Lawrason Co. Ltd. ✓ W.H. Malkin Co. Ltd. ✓ National Brewers Ltd. (Dow) ✓ Noma Electric Corp.
- ✓ The Nyal Co. ✓ Peoples Credit Jewellers Ltd.
- ✓ G.F. Stephens & Co. Ltd. ✓ Trimz Co. of Canada Ltd.
- ✓ Tuckett Ltd. ✓ Henry K. Wampole & Co. Ltd.

\* This total time is more than every minute of every hour of every day in a year.

# CBC COMMERCIAL NETWORK PROGRAMS

The following is a list, supplied by the CBC, of commercial network bookings and options for the season of 1946-47. Unless otherwise stated, these are definite bookings.

## Trans-Canada Network

### DAYTIME

(All Times—Eastern)

Time	Program	Sponsor	Regions	Days	Expiry
5-9.45 a.m.	Breakfast Club	Swift Canadian Co.	Atl.; M.E.; Pr.	Mon. - Fri.	Oct. 24/47
5-11.15	Big Sister	Procter & Gamble	Atl.	Mon. - Fri.	June 27/47
5-11.15	Road of Life	Procter & Gamble	M.E.; Pr.	Mon. - Fri.	June 27/47
5-11.30	Big Sister	Procter & Gamble	M.E.; Pr.	Mon. - Fri.	June 27/47
5-11.45	Breakfast Club	Swift Canadian Co.	Pac. (Repeat)	Mon. - Fri.	June 27/47
5-11.40	George's Wife	Whitehall Pharmacal	M.E.; Pr.	Mon. - Fri.	Oct. 24/47
5-11.45	Household Counsellor	WPTB	M.E.; Pr.	Mon. - Fri.	June 6/47
5-12.00	Laura Limited	Lever Bros Ltd.	Atl.; M.E.; Pr.; Pac.	Mon. - Fri.	Mar. 28/47
5-12.30 p.m.	Lucy Linton's Stories	Lever Bros Ltd.	Atl.; M.E.; Pr.; Pac.	Mon. - Fri.	Dec. 31/46
5-12.40	George's Wife	Whitehall Pharmacal	Atl. (delayed)	Mon. - Fri.	Dec. 27/46
5-12.45	Household Counsellor	WPTB	Atl.	Mon. - Fri.	June 6/47
5-1.45	Happy Gang	Colgate Palmolive Peet	Atl.; M.E.; Pr.; Pac.	Mon. - Fri.	Mar. 28/47
5-2.00	They Tell Me	Robin Hood Flour Mills	Atl.; M.E.; Pr.; Pac.	Mon. - Fri.	Dec. 31/46
5-2.00	Stars to Be	Whitehall Pharmacal	Atl.; M.E.; Pr.; Pac.	Mon., Wed., & Fri.	May 16/47
5-2.40	George's Wife	Whitehall Pharmacal	Pac. (delayed)	Tues. & Thurs.	Jan. 2/47
5-2.45	Household Counsellor	WPTB	Pac. (delayed)	Mon. - Fri.	June 6/47
5-3.45	Life Can be Beautiful	Procter & Gamble	Atl.; M.E.; Pr.	Mon. - Fri.	Mar. 28/47
5-4.00	Ma Perkins	Procter & Gamble	Atl.; M.E.; Pr.	Mon. - Fri.	June 27/47
5-4.30	Pepper Young's Family	Procter & Gamble	Atl.; M.E.; Pr.	Mon. - Fri.	June 27/47
5-4.40	Right to Happiness	Procter & Gamble	Atl.; M.E.	Mon. - Fri.	June 27/47
5-4.50	Jack Smith	Procter & Gamble	Atl.; M.E.; Pr.; Pac.	Mon. - Fri.	June 27/47

### EVENING

(All Times—Eastern)

Time	Program	Sponsor	Regions	Expiry
7-8.00 p.m.	Singing Stars of Tomorrow	York Knitting Mills	Atl.; M.E.; Pr.; Pac.	Apr. 27/47
7-8.30	Ozzie & Harriet	International Silver	Atl.; M.E.; Pr.; Pac.	Dec. 29/46
7-8.30	Music for Canadians	Tip Top Tailors	Atl.; M.E.; Pr.; Pac.	Mar. 30/47
7-8.30	Charlie McCarthy	Standard Brands	Atl.; M.E.; Pr.; Pac.	Dec. 29/46
7-10.00	Album of Familiar Music	Sterling Drug Inc.	Atl.; M.E.; Pr.; Pac.; Fr.	July 6/47
7-8.30 p.m.	Canadian Cavalcade	Borden Co.	Atl. M.E.; Cnt.	June 9/47
7-9.00	Rhythm & Romance	Hudson's Bay	Pr.; Pac.	June 30/47
7-10.00	Lux Radio Theatre	Lever Bros.	Atl.; M.E.; Pr.; Pac.	Dec. 23/46
7-11.30	Canadian Cavalcade	Borden Co.	M.T.; Pac.	June 9/47
7-12.00	Harmony House	Kelly, Douglas	Pr.; Pac.	June 9/47
7-8.30 p.m.	Big Town	Ironized Yeast	Atl. M.E.; Cnt.	Sept. 23/47
7-9.30	Amos 'n' Andy	Lever Bros.	Atl.; M.E.; Pr.; Pac.	Sept. 23/47
7-10.00	Fibber McGee & Molly	S. C. Johnson & Son	Atl.; M.E.; Pr.; Pac.	Mar. 25/47
7-12.00	Big Town	Ironized Yeast	Mt.; Pac. (delayed)	Sept. 23/47
7-10.00 p.m.	Curtain Time	Tuckett Ltd.	Atl.; M.E.; Pr.; Pac.	June 4/47
7-9.00 p.m.	John & Judy	Lamont Corliss	Atl.; M.E.; Pr.; Pac.	Dec. 26/46
7-9.30	Kraft Music Hall	Kraft Food Co.	Atl.; M.E.; Pr.; Pac.	Dec. 26/46
7-10.00	Wayne & Shuster	RCA Victor	Atl.; M.E.; Pr.; Pac.	June 5/47
7-9.00 p.m.	Pop Concert	Robt. Simpson Co.	Atl.; M.E.; Pr.; Pac.; Fr.	Apr. 11/47
7-10.00	Waltz Time	Sterling Drug Inc.	Atl.; M.E.; Pr.; Pac.; Fr.	Jan. 17/47
7-5.30 p.m.	Metropolitan Opera	McColl Frontenac	Atl.; M.E.; Pr.; Pac.; Fr.	Mar. 15/47
7-7.00	Wes McKnight	St. Lawrence Starch	Atl.; M.E.; Pr.	Mar. 22/47
7-9.00	Share the Wealth	Colgate-Palmolive-Peet	Atl.; M.E.; Pr.	Dec. 28/46
7-10.30	Hockey Broadcast	Imperial Oil	Atl.; M.E.; Pr.; Pac.; Fr.	Mar. 22/47
7-12.00	Share the Wealth	Colgate-Palmolive-Peet	Pac.	Dec. 28/46

## Dominion Network

(All Times—Eastern)

Time	Program	Sponsor	Regions	Expiry
7-8.00	Marjorie Lea	Underwood Ltd.	M.E.	Apr. 5/47
7-9.00	Fred Allen	Standard Brands	All Regions	Dec. 29/46
7-9.30	Hildegarde	Campbell's Soup	Atl.; M.E.; Pr.; Pac.	Aug. 31/47
7-10.00	Eddie Bracken	McColl Frontenac	Atl.; M.E.; Pr.; Pac.	Dec. 29/46
7-10.30	Take It Or Leave It	Eversharp	All Regions	Sept. 7/47
7-8.30 p.m.	Northern Electric	Northern Electric Co.	Atl.; M.E.; Cnt.; Fr.	Mar. 31/47
7-10.30	Contented Hour	Carnation Co.	Atl.; M.E.; Pr.; Pac.	Dec. 30/46
7-12.00	Northern Electric	Northern Electric Co.	Mt.; Pac.	Mar. 31/47
7-8.55 p.m.	Mel Blanc Show	Colgate-Palmolive-Peet	Atl.; M.E.; Pr.; Pac.	Nov. 12/46
7-9.00	Singing Sweethearts	Colgate-Palmolive-Peet	Atl.; M.E.; Pr.; Pac.	Nov. 12/46
7-10.30	Bob Hope	Pepsodent Co.	Atl.; M.E.; Pr.; Pac.	Dec. 24/46
7-8.30 p.m.	Jack Carson	Campbell's Soup	Atl.; M.E.; Pr.	Nov. 5/46
7-9.30	Duffy's Tavern	Bristol Myers	Atl.; M.E.; Pr.; Pac.	June 25/47
7-10.30	Bing Crosby	Philco	M.E. & CKRC	July 9/47
7-12.30 a.m.	Jack Carson	Campbell's Soup	Pac. (Repeat)	Nov. 5/47
7-9.30 p.m.	Dick Haymes	Electric Auto Lite	Atl.; M.E.; Pr.	Jan. 2/47
7-9.00 p.m.	Alan Young	Bristol Myers	Atl.; M.E.; Pr.	June 13/47
7-9.30	Light Up & Listen	Imperial Tobacco Co.	Atl.; M.E.; Pr.; Pac.	June 27/47
7-11.00	Championship Fights	Gillette Safety Razor	Atl.; M.E.; Pr.; Pac.	Aug. 29/47
7-12.00	Alan Young Show	Bristol Myers	Pac. (Repeat)	June 13/47
7-6.00 p.m.	King Cole Trio Time	Wildroot Co.	All Regions	Nov. 8/47
7-8.30	Twenty Questions	Ronson	M.E.; Pr.	June 28/47
7-8.55	Mayor of the Town	Noxzema	Atl.; M.E.; Pr.	Aug. 30/47
7-9.30	Roy Rogers	Miles Laboratories	Atl.; M.E.; Pr.	Dec. 28/46



**DON HASKETT**

A new and refreshingly different personality. He possesses a warm, glowing baritone voice with strong feminine appeal, and is endowed with a delightfully natural microphone charm in his speaking voice. Available now for sponsorship. Audition discs and presentations are now ready. Exclusive management: The George Taggart Organization.



**STAN FRANCIS**

Ace master of ceremonies, comedian and showman. A "household name" from coast-to-coast. Ratings prove his appeal. Ask about "Talent on Parade" . . . a new twist on the amateur hour . . . A gay, sparkling laugh-fest packed with sure-fire entertainment dynamite. Exclusive management: The George Taggart Organization.



**BARRY PHILLIPS**

Singer, Pianist, Composer, Lyricist. A microphone and stage personality of great versatility and talent. Not currently available. Has just signed one of the choicest exclusive sponsorship contracts in Canadian Radio history. Watch this boy. He's going places in a 'Big Way'. Exclusive management: The George Taggart Organization.



**MILDRED MOREY**

Sensational young singing comedienne and mime. Steadily accumulating Radio laurels to an already spectacular stage career. For her originality of style, sense of comedy and vivacity, she is in a class by herself. A great bet for a new and different comedy show for the future. Exclusive management: The George Taggart Organization.



**DOROTHY DEANE**

Radio, Stage, Recordings. Refreshingly natural in both song and speech, she is known and loved by audiences everywhere. Featured on "House Party", "Peerless Parade," and numerous networks. Ask to hear "Singing Sweethearts." Recordings and presentations are ready now. Exclusive management: The George Taggart Organization.

# Radio Must Be *Entertainment* before it can be *Advertising*

The buyer of radio time purchases, not a certain number of listeners, but only an opportunity to attract them

*These are only a few of the many outstanding attractions under exclusive Taggart Management.*



**RUSS TITUS**

Radio, Stage, Recordings. His romantic baritone voice keeps feminine hearts fluttering from coast to coast. Featured on "House Party", "Reflections" (All-Canada radio transcriptions) and many other shows. Available now for sponsorship about the "Singing Sweethearts" Show. Exclusive management: The George Taggart Organization.



**TED RUST**

Radio's man of many voices, with a new approach to the morning show. Currently broadcasting from Buffalo. This talented ventriloquist and mimic can be made available shortly to Canadian advertisers for a local, network or transcribed series. His use of multiple voices offers new possibilities for "different" commercials. Exclusive management: The George Taggart Organization.



**JOHNNY PERKINS**

A top band leader, and a colorful radio and stage personality. Noted for the simplicity and mass appeal of his music. For radio and transcriptions he specializes in small groups playing "strictly commercial" styles. Ask to hear a "Perkins Combo" for your next show. Exclusive management: The George Taggart Organization.



**AL HARVEY**

Entertainer, Musician, Composer, Lyricist, Master of Ceremonies. His effervescence and wit have tremendous listener attraction. Ask to hear his new one-man show . . . "Your Old Pal Al." A mirthful, human, earthy type of entertainment that not only pulls audiences but wins their loyalty. Exclusive management: The George Taggart Organization.



**DIXIE DEAN**

One of Canada's top Radio and Stage personalities. A superb musician and brilliant technician. Ask to hear a "Dixie Dean Orchestra" that new series. They are some of the quite new and wonderful instrumental and presentation, and solidly commercial. Designed for top demand for small economical commercials that sound big. Exclusive management: The George Taggart Organization.

# RADIO ADVERTISING AGENCIES

A list of Advertising Agencies Enfranchised by the Canadian Association of Broadcasters, together with their addresses and radio officers

Adiel Advertising Agency Ltd.	371 Bay St., Toronto	Clark Wright
	37 James St. S., Hamilton	S. P. Westaway
	Colborne St. W., Oakville	W. A. Chant
Associated Broadcasting Co.	Dominion Square Building, Montreal	A. B. Maxwell
Atherton & Currier Inc.	100 Adelaide St. W., Toronto	Miss M. Flynn
Baker Advertising Agency Ltd.	522 University Ave., Toronto	Jack Horler
Cockfield, Brown & Co. Ltd.	Canada Cement Co. Bldg., Montreal	R. W. Harwood
	Metropolitan Bldg., Toronto	C. W. McQuillin
	Electric Railway Chambers, Winnipeg	Lyaal Holmes
Broadcast Advertising & Sales	Royal Bank Bldg., Vancouver	Peter M. Downes
Canadian Advertising Agencies Ltd.	4 Albert St., Toronto	Don Copeland
	Sun Life Building, Montreal	M. Normandin
	69 Yonge St., Toronto	R. W. Ashcroft
	Walter St., Kelowna	Miss E. O. McDowell
Cancer, Fitzgerald & Sample	Royal Bank Building, Toronto (H.O. Chicago)	John Crosbie
Carly Advertising Agency	90 Broadview Ave., Toronto (H.O. St. Louis, Mo.)	F. Goodman
C. J. Denne & Co. Ltd.	90 King St. W., Toronto	Miss L. R. Ryan
Dominion Broadcasting Co.	4 Albert St., Toronto	H. B. Williams
Ellis Advertising Co.	74 King St. E., Toronto (H.O. Buffalo)	G. M. Frankfurter
Erwin Wasey of Canada Ltd.	749 Yonge St., Toronto	Ralph Lawson
Erres Advertising Service	16 James St. S., Hamilton	E. B. Heaven
	45 Richmond St. W., Toronto	E. A. Lowdon
Frontenac Broadcasting Co.	100 Adelaide St. W., Toronto	A. Pearlstone
Gas. Fisher Co. Ltd.	204 Richmond St. W., Toronto	Alan Thompson
	1253 McGill College Ave., Montreal	C. Train
Harry E. Foster Agencies Ltd.	King Edward Hotel, Toronto	Tom Quigley
	Sun Life Building, Montreal	J. C. Nicholls
	119 West Pender St., Vancouver	L. Webster
	612 Barrington St., Halifax	E. Murray
General Broadcasting Co.	1434 St. Catherine W., Montreal	Jack Tietloman
J. Gibbons Ltd.	200 Bay St., Toronto	Don Bassett Productions
	Dominion Square Building, Montreal	N. Cox
	Scott Block, Winnipeg	E. G. Macpherson
	Province Building, Vancouver	G. Rowntree
	Renfrew Building, Calgary	Miss L. Hogan
	301 Agency Building, Edmonton	(Through Calgary)
	Leader Building, Regina	S. Wayte
H. Hayhurst Co. Ltd.	38 King St. W., Toronto	F. J. Butler
	1405 Peele St., Montreal	R. Schaffhausen
J. Heagerty & Associates	19 Melinda St., Toronto	L. J. Heagerty
Publicité J. E. Huot	353 St. Nicholas St., Montreal	A. Audet
Imperial Publishing Co.	Halifax	E. Murray
Bert Jarvis Ltd.	73 Adelaide St. W., Toronto	Albert Jarvis
Russell T. Kelley Ltd.	447 Main St. E., Hamilton	H. G. Scaife
	601 Dominion Building, Vancouver	M. J. O'Brien
	480 Lagachetière W., Montreal	E. W. Desbarats
Rayson & Eckhardt	Sun Life Bldg., Montreal (H.O. New York)	Jack Scanlan
Reck Johnson & Co. Ltd.	Harbor Commission Building, Toronto	Elton Johnson
MacLaren Advertising Co. Ltd.	372 Bay St., Toronto	M. Rosenfeld
	900 Dominion Square Building, Montreal	N. Trudeau
	911 Electric Rly. Chambers, Winnipeg	E. P. Thomson
	305 Province Building, Vancouver	W. D. M. Patterson
Rayson's United Advertising Agency Ltd.	14 McCaul St., Toronto	Alan Waters
Metropolitan Broadcasting Co.	21 Dundas Square, Toronto	Don Wright
McCConnell Eastman & Co., Ltd.	254 Bay St., Toronto	E. Gould
	Huron & Erie Building, London	C. S. Bowie
	Dominion Square Building, Montreal	Keith Crombie
	Confederation Life Building, Winnipeg	Brydon McCrae
	Stock Exchange Building, Vancouver	S. Griffis
McKim Advertising Ltd.	Dominion Square Building, Montreal	R. R. Powell
	Canada Permanent Building, Toronto	E. W. Brodie
	Paris Building, Winnipeg	A. A. Brown
	Province Building, Vancouver	H. S. Watson
Jack Murray Ltd.	10 King St. E., Toronto	Jack Murray
Wm. R. Orr & Co.	44 Victoria St., Toronto	Wm. Orr
Wford R. Poyntz Advertising, Ltd.	68 King St. E., Toronto	A. R. Poyntz
Wornton Purkis Ltd.	330 Bay St., Toronto	Miss G. Race
	Dominion Square Building, Montreal	T. Marchant
	Yardley House, Toronto	Miss D. Anderson
W. Reynolds & Co., Ltd.	Keefer Building, Montreal	Frank Starr
Reynolds Advertising Agency, Ltd.	137 Wellington St. W., Toronto	Ray Avery
	80 Richmond St. W., Toronto (H.O. New York)	R. Lees
Thrauff & Ryan, Ltd.	80 King St. W., Toronto	G. A. Phare
C. Smith & Son, Ltd.	19 Richmond St. W., Toronto	W. D. Byles
Witizer & Mills, Ltd.	Dominion Square Building, Montreal	M. Lalonde
	Royal Bank Building, Vancouver	K. Davidson
Arnold F. Stanfield Ltd.	Dominion Square Building, Montreal	R. H. Geary
	311 Bay St., Toronto	C. P. Sutcliffe
	Royal Securities Building, Saint John, N.B.	V. P. Gray
	675 West Hastings St., Vancouver	V. Irons
Stewart-Lovick Ltd.	Province Building, Vancouver	F. McDowell
	337 W. 8th Ave., Calgary	R. McNicol
	Birks Building, Edmonton	Miss W. Sutton
	100 Adelaide St. W., Toronto	A. R. Hackett
Evenson & Scott, Ltd.	University Tower Building, Montreal	H. E. Smith
	100 Adelaide St. W., Toronto	S. Young
	402 W. Pender St., Vancouver	Roy A. Hunter
Indy Advertising Agency, Ltd.	204 Richmond St. W., Toronto	Miss C. Lee
Walter Thompson Co., Ltd.	Dominion Square Building, Montreal	Miss M. Cardon
	80 Richmond St. W., Toronto	Miss Sivell
Wickers & Benson, Ltd.	Keefer Building, Montreal	Miss J. Berebe
	217 Bay St., Toronto	E. Kaber
	Roy Building, Halifax	F. M. Beaubien
Wallace Advertising Ltd.	Guaranty Trust Building, Windsor	J. P. Walsh
Walsh Advertising Co., Ltd.	100 Adelaide St. W., Toronto	D. Marshall
Whitehall Broadcasting, Ltd.	Dominion Square Building, Montreal	V. George
Wong & Rubicam, Ltd.	University Tower, Montreal	L. C. Arbutnot
	80 King St. W., Toronto	R. L. Simpson



**BRITISH UNITED PRESS**

## DO WOMEN INTEREST YOU as a market?

*Reach them with:*

- WOMEN IN THE NEWS
- IN MOVIELAND
- WOMEN'S WORLD
- GOOD EATING
- IN YOUR NEIGHBORHOOD

## ARE MEN YOUR MARKET?

- SPEAKING OF SPORTS
- BEHIND THE HEADLINES
- FARM FRONT
- TIME OUT

*Daily 5-minute Features with a Punch*

# B. U. P.

DAILY RADIO FEATURES WILL CARRY YOUR MESSAGE

HEAD OFFICE  
231 St. James St.  
MONTREAL



A section of the Toronto Symphony Orchestra

## Public Service . . . .

THE TRUE VALUE of a radio station is measured by its ability to attract both listeners and local sponsors. For radio, after all, is a local medium—a part of the community throughout which its programs are heard. And a truly successful station can invariably attribute its greatness to the esteem with which it is regarded within its own community.

CHUM has received this comment from Sir Ernest MacMillan, leading personage in Canadian music.

"Radio Station CHUM's presentation, "The Album of Beautiful Music", may well be termed public service broadcasting . . . the station is to be congratulated on helping to make Toronto radio a vehicle for good music. I am sure the large audience of music lovers in this area will join with those active in musical circles, in appreciation of CHUM's high cultural standards in afternoon broadcasting."

PUBLIC SERVICE programming builds radio listener loyalty. A young station, with a refreshing outlook towards all affairs of community interest, CHUM has already become a potent force in the lives of the citizens of Toronto—and a welcome voice in the homes of more than 2,000,000, Ontario people!

# CHUM

## TORONTO

Representatives

CANADA  
JAMES L. ALEXANDER

UNITED STATES  
WEED & COMPANY



### DOG BITES DOG

Louis Leprohon, manager of CKSB, St. Boniface, told a luncheon gathering of tire buyers and others that the only English language program broadcast on the western French station was a show called "How to Speak French".

\* \* \*

### CORRECTION PLEASE

Dick Batey, CJVI production manager, complains of a statement that New Westminster is the only western city with FM equipment for its police department. We apologize to Dick and Victoria, B.C. Obviously, what we should have said was that New Westminster is the only city with a police FM where there is also a radio station with an information department which is on its toes.

\* \* \*

### 'S A FACT

CBC holds a monopoly in network broadcasting.

—Tommy Ho

\* \* \*

### HEARTS AND FLOWERS

Dick: (I can't bring myself to call you dear). In case you missed it, here's Vince Lunnie's novel radio column in a Montreal paper. It has a sense of humor and doesn't think it needs to preach a sermon or pull something apart. Wish you were the same.

—Ray At

Flattery will get you nowhere, Ray.

\* \* \*

### COMMUNITY SERVICE

Radio columnist Frank Chamberlain has circularized Toronto artists with a questionnaire asking them to supply any of the information he may have missed.

Shall we give it to you alphabetically, Frank?

\* \* \*

### FORCED FEEDING

"The CBC has an interesting and promising baby here. (Cuzens' Forum.) It would do well to feed it generous quantities of pablum to have it grow up a sturdy and intelligent adult. Feedings to start after dosage of Castoria."

—Campbell Campbell  
in "Radio World"

\* \* \*

### BIASED POLITICAL COMMENTATORS

"Members of Parliament who act as political commentators and pretend to be impartial when they are arguing in favor of their own party, should be put in the lowest dungeon of a medieval castle."

—Wickham Steed on the BBC

\* \* \*

### PAN MAIL

Sir: It's going to be an awful blow to the diaper business if the Canadian Broadcaster ever grows up.

# BRITISH COLUMBIA - A MAJOR CANADIAN MARKET

**BRITISH COLUMBIANS ARE  
RADIO CONSCIOUS!**

## **Fact No. 3:**

In recent purchases of home receiving sets, B.C. outdid its nearest western competitor nearly five to one\*. More than ever before this fact is true:

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

\*Alberta 2,967; Saskatchewan 2,340;  
Manitoba 5,008; B.C. 22,798.

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



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

# COVERAGE? RATINGS? SALES? SERVICE?

CHOOSE YOUR OWN YARDSTICK . . .  
CFRB WILL STAND ON THE FACTS!

Do you want to reach a mass audience, over a wide area, at the lowest per-thousand cost? BBM PROVES that *CFRB delivers the widest coverage in Canada's richest market!*

Do you check popularity? The figures show that *CFRB consistently broadcasts most of the shows to which most of the people listen!*

Do you watch results? Ask our year-after-year advertisers who know that *CFRB makes SALES because it combines coverage and popularity!*

But stop, you say . . . I'm just a listener. What of me? For you, too, we are proud of our past record, alert in our future plans. CFRB is an independent community station. It pays taxes, receives not a penny in license-fee subsidies. But *CFRB has a community SERVICE record second to none!*

We are vitally interested in the problems of both majorities and minorities. We broadcast special news, support charities, rise to civic emergencies, carry expensive services which bring the best in the continent's music and fun and inspiration right into your home . . . FREE. If only you could see the letters, letters, letters of appreciation in our files!

**Yes, choose your own yardstick . . .  
CFRB will stand on the FACTS!**

# CFRB

*CFRB went on the air in 1926. In radio, twenty years is a lot of experience. We are using it now to plan for 1966!*

**ONTARIO'S FAVOURITE RADIO STATION!**