

# CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 15

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August 2nd, 1947



At right, chief engineer Ernie Swan contacts CKEY's master control during broadcasts from Canadian Open Golf Tournament. He supervised CKEY's technical operations from the club green. At right, Wes McKnight, CFRB sportscaster, is on the mike at the 17th hole describing the tournament over CFRB's mobile transmitter.



## OUR "CANADIAN OPEN"

### Rulings By Radio

Radio played a new role during the Canadian Open Golf Tournament when three Toronto stations fed their descriptions of the game to their own transmitters, and the Trans-Canada network.

Wes McKnight, CFRB sports commentator, who covered the event by means of a portable transmitter carried around the course on the back of a caddy, enabled officials of the Royal Canadian Golf Association to give their ruling, way out of sight of the players, when Bob Gray got into trouble on the fourth hole.

Gray had dropped his ball in a hole over a newly-installed drainage tile. The question was whether the ball could be lifted without penalty.

McKnight was on the scene, describing the shots over the CFRB portable, his voice being flipped to the club house by short wave, and thence to the transmitter by land-line. He appealed announcer Jack Dennett, who was listening at the club house, to call up a quorum of the rules committee who could give a decision. McKnight's appeal was repeated several times, and during the period that elapsed a volley of phone calls came into the club house from listeners, demanding that the officials get on the job.

When the officials were found, they held a consultation with McKnight by short-wave, with the listeners sitting in on the deliberations at their radios. Finally the committee ruled that Gray might lift his ball and move it out two club lengths.

After the tournament, CFRB fed a resume of the activities in an interview between the new champion and Wes McKnight on Columbia.

### CKEY Reports

Chief engineer Ernie Swan had charge of the CKEY technical operations at the tournament, and, with the show directed by Don Gray and Ross McLean, news was gathered and relayed from transmitters located at the 11th and 18th greens and from a central broadcast room in the club house. Reports were heard hourly throughout the day, climaxed by a 30-minute program at 8 p.m. presenting recorded highlights of the day's action. 12 CKEY announcers and technicians contributed to the broadcasts.

### CBL to Tee-Can

Coast-to-coast coverage of the four-day event was given to listeners by the CBC over CBL and the Trans-Canada network. The preliminaries were covered by quarter-hour commentaries and interviews broadcast nightly at 7.15. CBC commentators taking part were Frank Willis, Don Fairbairn and Ken Murray. On the final day, they gave play-by-play descriptions during the afternoon, and Byng Whitteker did color commentary from the roof of the club house. Tournament broadcasts were supervised by Jack McCabe.

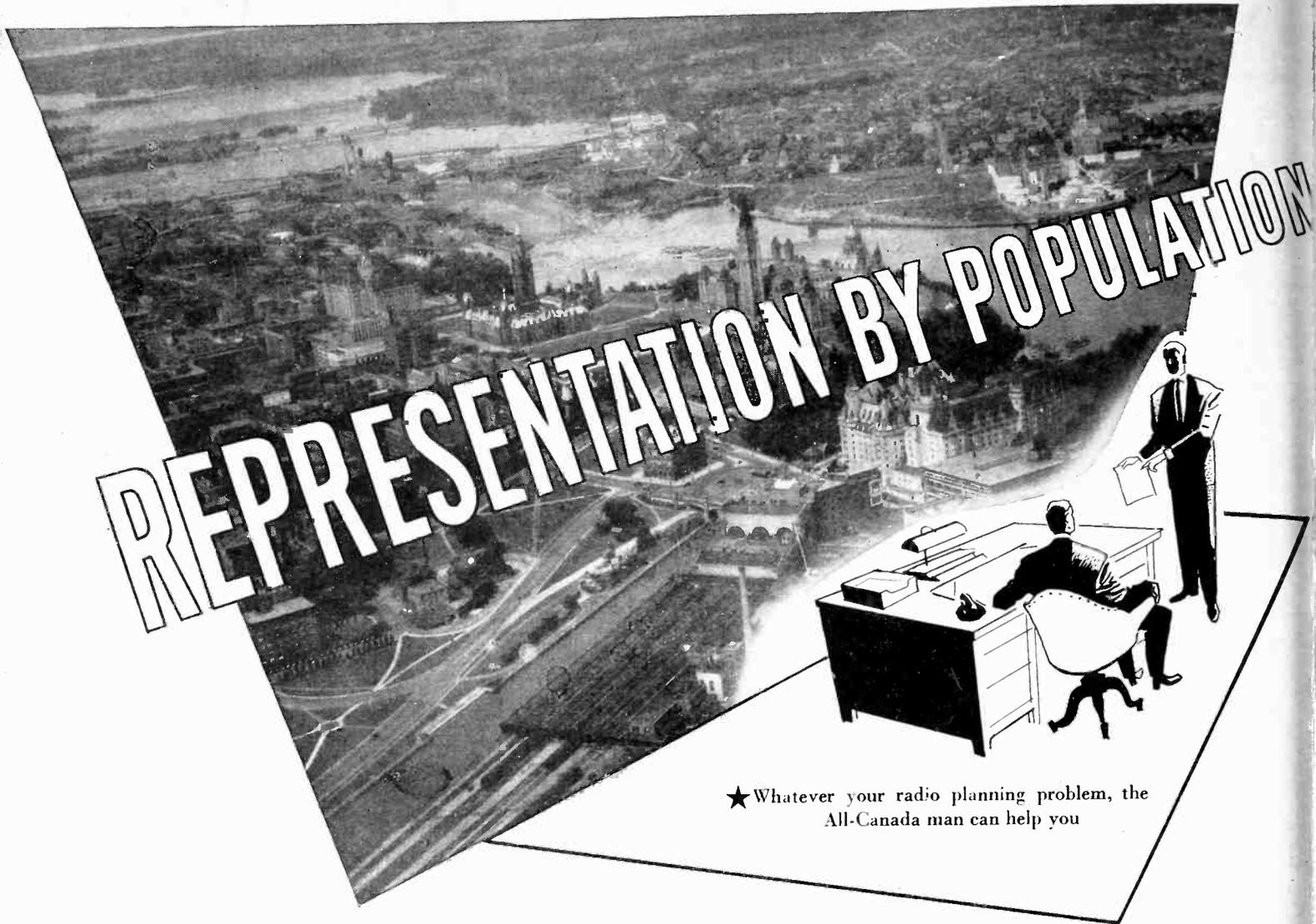
### GEN VAGUE ON CKY SALE

Though CBC chairman, A. D. Dunton, last week told The Canadian Press that the CBC was "anxious to conclude as soon as possible" a deal with the Manitoba Government for the purchase of radio station CKY, CKY officials profess to know nothing of the deal.

A recent newspaper story stated that the sale of the station to the CBC would take place within the next five or six weeks and said that, on the basis of the prices of other sales, the price would likely range between \$150,000 and \$250,000.

In his statement to The Canadian Press, Dunton said that while there was no indication of when the transaction might be completed, negotiations have been going on for some time and "we hope it can be arranged very soon."

While radio officials in Winnipeg have thus far felt that the newspaper which printed the story was on a "fishing" expedition, hoping that news would beget news, Dunton's statement indicates that the transaction may be heading towards completion.



★ Whatever your radio planning problem, the All-Canada man can help you

**ALL-CANADA**  
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Canada's middle east represents almost two-thirds of the Dominion's total buying power. In one year, Ontario and Quebec rang up over two million dollars in retail sales . . . more than four times as much as any other two Provinces combined. This rich market can be reached through the six All-Canada stations covering the area.

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# Sounding Board

**Vancouver:** Joyce Tedman's letter on "RADIO WORLD'S" submission to the Radio Committee only goes half way. The use of tariffs to keep out U.S. disc shows, like the use of stand-by orchestras, protects nobody. The public has more than enough misconceptions of the radio industry. Surely the industry could have enough backbone to look the facts in the face.

A tariff on American platters would achieve exactly nothing because most Canadian listeners can listen to American stations as easily as Canadian ones. Banning Canadian disc shows therefore would be no advantage to Canadian radio or Canadian talent. It would simply drive more listeners to more American stations.

### J.S. Programs Hold Listeners

There is plenty of talent in Canada — good talent. But for heavens sake let's be realistic. There is not sufficient top-grade talent in Canada to keep Canadian listeners happy all the time. Why does the CBC bring in exchange sustenance? Obviously to bolster their schedules. Why do they bring in American commercials? Because they help to woo listeners away from American stations. And as long as the independent stations do not take CBC feeds are concerned, they are almost 100 per cent. listener friendly, because by the time the CBC, through a couple of agencies and a representative taken their commissions, there isn't much money left for the station.

Give or disced, Canadians would listen to American programs.

### Develop Talent

The only answer is the development of more and better talent. We have plenty of good talent now. We have good programs, both work and local. They must be able to be able to compete with the best they have in the United States and still win awards from them.

Only fanatic nationalists, blind to the facts, believe that the Canadian listener will ever be satisfied with a 100 per cent. Canadian listening. Top talent does not want protection against American programs. It is more than willing to stand on its own feet. It has proved it can compete with anything Americans can throw at us — up



"And now, boys, tell the people it's just what the Doctor ordered."

to a point. Beyond that we shall never go unless we reach a population comparable to that of the U.S.A.

### Won't Help Good Talent

Tariffs and stand-by bands do not protect talent — good talent that is. They merely make it possible for people of mediocre ability to make a living in a business in which they have no right.

That, after all, is what Petrillo achieves with some of his fantastic demands. Broken down blowers manage to get a precarious foothold on the band-wagon and the talented musicians work just as hard for no more money to keep them there. Stations, networks and sponsors who are paying the shot get exactly nothing out of the deal. Listeners either don't know that the extra men are in the picture, or they get a mixture of very good and very lousy music.

That does not make sense. Neither does it make sense that by some finagling system of disc tariffs, a lot of broken down hams or enthusiastic amateur elocution students should be allowed to foist their shabby wares on the long-suffering listener.

In this business, which is a department of show business, talent has to deliver to stick. It's a tough racket, and that's the way it should be. If you deliver, you are a success. If you can't, you're out on the street.

Dick Diespecker, CJOR, Vancouver

### 202-FOOT TOWER

Location of CJRL, Kenora, gives station engineers many a headache. The highly-mineralized Lake of The Woods area plays hob with transmission. Now CJRL has erected a 202-foot antenna tower in an effort to beat the transmission problem. Latest reports had the station booming into the Northern Ontario mining centre, Red Lake, for the first time in its history.

# The Eyes

of Canadian Industry are looking to **EDMONTON** the nation's fastest growing market . . .

# The Ears

of Alberta are listening to **Edmonton's** Dominion Network Station

**CFRN**  
5000 Watts

**Jean Baptiste says:**

Trade and Commerce Minister Paul Beaulieu says that tourists spent \$45,000,000 in Quebec Province in 1946, as compared with \$29,000,000 during 1945. The current season may be even bigger.

Get your share of the tourist dollars by making your name, your products or your services favorably known by Radio — using these French-speaking stations.

<b>CHRC</b> Quebec 5000 Watts	<b>CHNC</b> New Carlisle 5000 Watts	<b>CHLN</b> Trois Rivières 1000 Watts	<b>CHLT</b> Sherbrooke 1000 Watts	<b>CKRS</b> Jonquière 250 Watts
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CFAC . . . 5000 WATTS . . . CBC TRANS-CANADA NETWORK . . . ALL CANADA



Our Guest Speaker is:

**JACK TIETOLMAN**

Managing Director

Radio Station CKVL, Verdun, Que.

"400,000 letters in six months!"

"Quite a record for a new station, only in operation since November, 1946!"

"But we would rather tell you about the experience of The St. Henry Syndicate, with three large Department Stores in Montreal."

"Their Automatic Clearance Sale was to be one of the biggest sales promotion ventures in the 35-year career of The St. Henry Syndicate. While Mr. Max Feldman, Merchandising Manager, was sold on Station CKVL, he was rather reluctant to place his entire radio budget on one new station. 'I'll try it for one week and see what results I get', he said. 'Put me on ten times a day!' 'Now in its sixth week, the Clearance Sale has surpassed all expectations. Mr. Feldman gives most of the credit to Station CKVL."

"'Never in our history', says Mr. Feldman, 'have we seen such crowds over such an extended period and there is still no sign of a slackening of buyer activity. Sales volume has hit new peaks each week and we appreciate the wonderful cooperation of CKVL's sales promotion activities.'"

"We in the industry, place a great deal of emphasis on ratings; spend a large amount of money on research and surveys. The sponsor, however, knows only one yardstick . . . results! What CKVL is doing for The St. Henry Syndicate, it is duplicating daily for many other clients . . . local and national."

J. TIETOLMAN

# HORACE N. STOVIN

& COMPANY

*Radio Station Representatives*

for these Live Radio Stations

- |   |   |   |
|---|---|---|
| CJCH Halifax<br>CHSJ Saint John<br>CKCW Moncton<br>CJEM Edmundston<br>CJBR Rimouski<br>CKVL Verdun<br>CKSF Cornwall<br>CFJM Brockville<br>CJBQ Belleville | CHOV Pembroke<br>CHML Hamilton<br>CFOS Owen Sound<br>CFOR Orillia<br>CJBC Toronto<br>CFPL London<br>CKLW Windsor<br>CKY Winnipeg<br>CJRL Kenora | CKX Brandon<br>CFAR Flin Flon<br>CJNB North Battleford<br>CJGX Yorkton<br>CKLN Nelson<br>CFPR Prince Rupert<br>CJIB Vernon<br>CJOR Vancouver<br>ZBM Bermuda |
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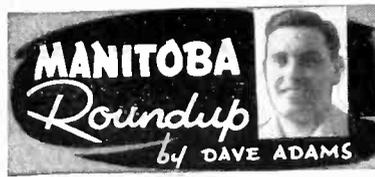
\*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

**RADIO GETS YOUR MESSAGE HOME**



For the five days of the annual exhibition in Brandon, station CKX originated all its broadcasts from a specially-constructed "location-studio" on the fairgrounds. Only a skeleton staff was left on duty downtown. Hundreds of visitors took advantage of the invitation to "come in and say hello to the folks back home." Special broadcasts from the various departments of the exhibition included word pictures of the harness races, school exhibits, display building, light horse shows, livestock judging ring, dog show and Machinery Row. Special events were handled by announcers George Kent, John Donaldson and Eric Davies, program director. "Studio" presentations were in the hands of Cliff Gardener, Lee Donnelly and Ken Milton. Operators were Harold Donogh, Garth Franklin, Derek Nelson and Roy Maguire. Gordon Ballantyne, acting equipment supervisor, was in charge of technical arrangements.

Possessor of a long and varied musical background, Herbie Brittain has taken over the position of music director of CKRC. Starting out first as a violinist, Herbie switched to the trumpet. Shortly afterwards he left Winnipeg, settling in Saskatoon. There in 1928, he did his first radio broadcast. Returning to Winnipeg in 1930, he did radio work and the odd dance job. In 1934, he formed a vocal and instrumental trio and moved to Toronto. He participated in network broadcasts with Percy Faith and Jack Slatter. Herbie joined Billie Bissett's Royal York Hotel orchestra in 1936 and toured England, France and Italy with the band. He returned to Winnipeg in 1940 and formed his own orchestra. In 1944 he "decided to try his hand at radio," and took a job as operator with CKRC.

**SUCCESS STORY:** Things were looking black indeed for stocky Dudley Patterson, CJOB's man with the big voice. Here he was — well, not getting any younger, and no son and heir. There were plenty of young Pattersons on the distaff

side — three in fact — but a son is a son. Then Dudley vindicated himself and stepped out of the Edding Cantor classification. The other day his better half presented him with a son.

Western music continues to surprise and baffle radio stations. A great many jibes and jokes are cast in its direction, yet when it comes to a poll it is always near the top of the popularity list. I think this doesn't ring true, Al Loewer emcee of "Range Roundup," heard daily over CKRC, will step front an centre anyoldtime to bulwark the foregoing. At the moment Al is in the midst of mailing out colored photographs of Roy Rogers to "Roundup" fans. The requests have been pouring in so thick and fast that Al is thinking of hiring a couple of assistants. Anybody want job?

Stephen's Paint Company and MacLaren Advertising Agency feted CKY, CKRC and Inland Broadcasting personnel at the Motor Country Club, bringing to an end a special sales campaign.

Chuck Cook, CJOB's alarm clock is getting air-minded in more ways than one. Forsaking his early morning mike, Chuck accompanied a sky-writing chappie, who plugged a national soft drink company, into the wild blue yonder. The writer went into his mild high dippy-doodle act, and then ended up by signing Chuck's name—a giant X. No doubt Chuck will inform listeners about this over this program, in 5,000 words or less.

**WINDING IT UP:** Jack Wells has a new sponsor for his "Spotlight Sport" heard over CKRC nightly the fuel department of the M. Curdy Supply Company Ltd. Jack Anthony, who has worked Detroit, Windsor and Toronto stations has joined CKRC's announcing staff . . . Tom Lavers, formerly with CKUA, Edmonton, has replaced Maurice Desourdy on Eato Home Service League. Maurice has left the "League" after three years, to join CKRC regular announcing staff . . . CKSB has signed on Henri Pinville as an announcer . . . Norbert P. Fontaine and Maurice Arpin have joined CKSB's newsroom on a temporary basis.

## FRANCHISED RADIO ADVERTISING AGENCY

requires Assistant Manager to work with Account Executives and solicit new business. Preferably one with radio station experience. Excellent opportunity for right man. State experience and references.

**Box 9000, Canadian Broadcaster, 371 Bay Street, Toronto**

# CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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

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



Vol. 6, No. 15

\$3.00 a Year — \$5.00 for Two Years

August 2nd, 1947

## PRESCRIPTION FOR A BEAVER

Mid-July . . . Exhibition . . . first snow-fall . . . and here is the 7-8 season opening on the Airialto.

Premieres . . . Christmas . . . Beavers!

Goddlemitey!

You may think I'm pushing the clock around, but no less than the radio characters have already nominated themselves "for distinguished service to Canadian Radio in 1947!"

How about you, actor — singer — sponsor — agency — engineer? Do you want to know the one-word prescription? They've tried to prescribe for it, without success. But we've found in the past three years forty-six who qualified. We've found them from Vancouver to Halifax; we've found them in announce-booths, control rooms, advertising agencies, sponsors' offices. We've found them working at the private stations and the CBC. We've found them working at the highest bidder, as freelancers.

We earnestly believe that Canadian radio is a better thing because these people and organizations have found themselves a use in it. We are glad for the benefit of any publicity that they have gained from the project. We are even gladder for the benefit that we hope has been shared by the whole industry because of the fact that through the industry's co-operation with us, favorable public attention has been focussed on Canadian radio, which means development of Canadian talent, in all its spheres. And favorable public attention, most of us will surely agree, is a commodity Canadian radio and its sponsors can surely use right now.

After all said and done, radio, in the public ear, is first and foremost entertainment. I am by no means shutting my eyes to the political implications of this medium of communication. But you do not need a public opinion poll to realize that neither the CAB nor the CBC can afford to let their ardor for their own cause grow so large that the ultimate goal — the listener — is forgotten. That is why any talent-developing project, whether it is our awards or any other, such national projects as "Singing Stars of Tomorrow" or the "Opportunity Knocks", or any of the musical festival and scholarship plans undertaken by many private stations, must be fostered and encouraged. It should be understood though that the material benefit cannot result unless all talent aired is good talent; and airing live talent simply to say "we air live talent" is senseless and tends only to drive listeners to their switch-off buttons.

As in past years, we invite radio editors, columnists, broadcasters and many one, to submit nominations with factual information for the CBC (our fourth) Beaver Awards. All such nominations will again be weighed and considered by the staff and regular writers of this magazine right up until the end of the year, ready for the presentations in February.

Do you still want to know the one-word prescription? You see, relatives — best, biggest, etc. — are only a matter of opinion and they don't cut any ice.

The criterion for a Beaver, whether the aspirant is a broadcaster, an engineer, a station, an agency or a sponsor, is just this — usefulness.

*Richard G. Lewis.*

Editor.

## TELEVISION

Tom Holub

### TV Is Big Biz In UK

Canadians who have visited Britain are inclined to consider John Bull somewhat backward, what with his lack of central heating and the "pull-the-chain" bathroom equipment. However, on reading "Television," a quarterly magazine published by the Portrait Press Limited, 10 Birkbeck Avenue, London, W.3, it appears that the British are one up on us.

BBC's television service, except for its suspension for almost seven years during the war, has provided regular daily programs since November, 1936, while experimental TV work was carried on as early as April, 1925. Here in Canada, most of us have yet to see a television broadcast, even conducted as an experiment or display, much less witness regular programs.

#### Engineer to Fan

"Television" has an article in the current (summer) issue on the development of the cathode ray tube, the heart of television, and an interview with John L. Baird, Britain's TV pioneer, who used a 2 kw transmitter in 1928 to send an image to New York. Another article describes BBC's mobile unit which can reach any point 10 miles from a main transmitting station, and start to telecast the scene of an important event within 30 minutes. Turning the page is an illustrated article on the preparation of scenery for TV programs, showing how sets must be built to fit a pre-arranged space in the studio. A stage director is amazed at the skill and technical knowledge a TV producer must have. A magazine-conducted poll as to viewers' preferences on screen sizes and types of programs disclosed that many people want larger screens so as to avoid congestion around the receivers. Others do not want color TV until prices have dropped in the

black-and-white system. More viewers want more "outside events," with plays, demonstrations and the ballet near the bottom of their list of preferences.

#### Sets Available

Manufacturers advertise various models of new mantel and console receivers, ranging in price from £45 to £95 plus tax and promise quick delivery in some cases. Other advertisers in the classified section are seeking used receivers.

A woman in a small village near Tunbridge Wells, Kent, writes to tell the editor that her television set is her "most precious possession," while another complains of distorted images, caused by motor car interference, and calls for legislative action. Another viewer begs for full-length movies and frets for Mickey Mouse.

So adult has the baby industry grown that already its carping critics are being heard. For example, Bernard Shaw defends the historic and picturesque White Horse Hill, near Uffington in Berkshire, against invading BBC engineers who wanted to erect upon it a 30-foot tower and building for a TV relay station to carry Alexandra Palace's programs to Bristol and Cardiff. "The station is bound to be ugly and inartistic," observed Shaw. "It will seem to most people a silly and indecent act."

### What Is Free Enterprise?

We talk about our system of free enterprise, but just what is it? One of the best word-pictures we've seen defines free enterprise in these terms:

The freedom to work in a field of one's own choosing; the freedom to earn and save, and to invest one's savings; the freedom to plan and build, and to profit from one's contribution to the growth and progress of one's community; the freedom to create, and to enjoy the fruits of one's creativeness; the freedom to venture, and to reap the rewards of one's initiative and daring; the freedom to try and fail, and to try again.

—Sioux City Punch

# NEWS

## Radio Editorials

News and its bi-products must have been given considerable thought by station program men in past months, because new ideas have been cropping up all over. One of these is the use on the air of newspaper editorials.

Previously reviewed in these columns is the national feature, "I See by the Papers", prepared by Walter Bowley, and distributed by Walter Dales, Montreal. In this series, a subject is chosen for each script, and editorial comment on the subject is presented, stress being laid on the offering of opinions on both sides of the topic.

CKDO, Oshawa, is treating the idea from a local angle, and adds to the editorial opinions, their own commentator's views.

Perhaps the most graphic example of the success with which this "you-scratch-my-back-and-I'll-scratch-yours" principle is applied to radio-press relations, comes to light in the CKNX, Wingham, Sunday afternoon series, "Editorially Speaking", which inspired the Hanover (Ontario) Post for July 10 to run the following commentary on its editorial page:

"The Wingham radio station, CKNX, gave the 'Hanover Post' some nice publicity last Sunday on their recently inaugurated Sunday afternoon program, 'Editorially Speaking'.

"The program quotes and comments on editorials appearing in Western Ontario weekly newspapers, and devoted all its

quarter-hour period this week to two editorials which had recently appeared in the 'Hanover Post'.

"We appreciate the publicity because we feel the real object in any editorial page is to develop some thought and some discussion about subjects which should be of interest municipally, nationally, morally, socially or politically to all of us.

"When radio adds its voice to that of the press, certainly the influence of both is strengthened, interest broadened and the argument along the line of any subject presented continues into new groups, inspiring new ideas and encouraging a greater determination among those who hear or read to 'do something about it'."

### Drunks, Commandos and Tourists

I was privileged to sit in the control room a few Sundays ago, while Doc Cruickshank, pinch-hitting for Frank Johnson who usually does the show, did the weekly stint on the Wingham station.

First came a piece from the "Guelph Mercury", entitled "No Use to the Farmer", pointing out that when a magistrate pictures "transients, loafers and drunks", and advises them to "go out in the country and get an honest job", he is doing the farmer a disservice, because the arduous work of farming is not suitable for such characters.

Next came a "London Free Press" editorial urging boys and young men to work on the farms this year as "Farm Commandos".

Amplifying this editorial, Doc pointed out that the plight of the farmer affects every citi-

zen... that if the standing hay is not cut now, it will reduce livestock holdings and tend to raise meat prices in the spring.

The tourist industry earns a mention with the reading of an editorial from the "Port Egin Times" which complained of the inconvenience to tourists occasioned by the fact that municipalities do not observe the same half holidays in July and August... the difficulty of getting breakfast, especially on Sunday mornings...

I discussed this program idea with a weekly editor I know and perhaps his reflection worthy of mention. "Radio always wants us to publish the programs", he said. "Now maybe they're going to offer something in return."—R.G.

### "Tell 'Em Three Times"

The fact that there is a wide difference between the techniques employed in radio and newspaper reporting, is stressed by Paul W. White in his book "News on the Air," according to a review in the July 21 issue of "Newsweek." White, formerly head of news for CBS from 1933 to 1946, stresses that newspaper rule of the open paragraph containing the what, where, when, why and how of the story is taboo in radio reporting but rather the story must be told three times. "First, you tell 'em you're going to tell 'em; then, you tell 'em; finally you tell 'em you told 'em," advises the author. Limited time is at the disposal of a radio reporter, therefore stories must be clear, concise and simple. Even on a fifteen minute newscast, cut to ten and one-half minutes if sponsored, the reporter must cover the day's news.

"News on the Air" also deals with ramifications of radio news, such as drama in news, commentating, special events, sports and interview



**First In The Field  
AND  
First In The News**

**Headline News  
Not News After  
It's Headlines**

**News With  
Largest  
Commercial  
Sponsorship**

**Sponsors Prefer  
B.U.P. News  
Because It Has  
Proved Itself**

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

**HEAD OFFICE:  
231 St. James Street  
MONTREAL**

**Friends? . . . In B.C. I Have  
THOUSANDS!**



"AL REUSCH"

**MAIL RESPONSE**

JUNE, 1947

**4,424**

(SEE ELLIOTT - HAYNES)

6:30 - 9:30 A.M. **DAILY**  
4:30 - 5:45 P.M.

**CKMO**

1000 W.

1410 K.C.



**"DOMINION  
OUTLET For  
SOUTH-  
WESTERN  
ONTARIO**

CHATHAM

*Serving*

The richest farming area in Canada with increased operating hours 7.15 a.m.-11.15 P.M. (16 hours daily).

**JOHN BEARDALL  
Mgr.-Owner**

# AGENCIES

Jack MacRae

## New J. W. T. Bigs Both Bi-Lingual

Three appointments have been announced by the Toronto office of J. Walter Thompson Co. Ltd. Former vice-president Adrian Head, Toronto general manager, has been transferred to New York where he will "as-

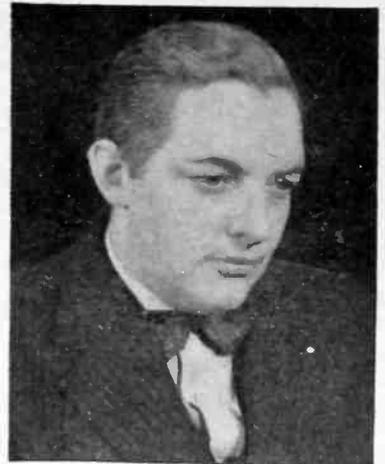
Broadcast Measurement, which was the forerunner of the American B.M.B.

### Napier and Campbell

Napier and Campbell have been prominent in the development of French language radio in Canada. Both are bi-lingual. Napier has been associated with such French programs as "Les Amours de Ti-Jos" (Labatts), which, before it went off the air, had earned the distinction

Cockfield Brown's Toronto office is humming at the moment organizing a radio campaign for the Canadian National Exhibition. Publicity includes chain breaks and one-minute announcements on U.S. stations. Contemplated among other things is a daily roving reporter show from the Midway built around Gordon Sinclair.

## French Director



First of the flock of applications for York Knitting Mill's "Singing Stars of Tomorrow" series is landing on the desk of Cockfield Brown's director of Radio Production, Al Savage. Al says the new series is scheduled for an October or November start.

A visit to the rock-pile cut short Wis McQuillin's three-week vacation on Georgian Bay. The Radio Division Manager of Cockfield Brown left Toronto July 14; limped home July 19 to seek the aid of a bone specialist in ironing out the kinks acquired shifting rocks for his rock garden.

MacLaren Advertising Company Limited, announces the appointment of Henri R. Poulin as Director of French language Broadcasting for the Province of Quebec with headquarters at Montreal.

Mr. Poulin started in broadcasting at CKCH, Hull, Que. Later, for the CBC's French network he prepared and broadcast commentaries on the Churchill-Roosevelt conferences at Quebec and on other international meetings. For a time, he served in the Dominion Government's Translation Bureau, and more recently, he has been in charge of the Montreal office of Time Magazine.



**ADRIAN HEAD**  
Transferred

**BOB CAMPBELL**  
Number 2

**MARK NAPIER**  
Chief

ne creative duties." Vice-presidents Mark Napier and Robert Campbell have been named general manager and assistant general manager, respectively.

### Wide Activity

Adrian Head has served since inception as vice-president of the Bureau of Broadcast Measurement and director representing advertising agencies on the B.B.M. board. Generally, on the CAB, he has been spokesman on measurement departments. He was chairman of the radio committee of the C.A.A. in 1942 and represented agency association on the radio-client-agency committee which investigated audience measurement.

His report of the two-year investigation to the CAB Commission in 1944 led to the formation of the Bureau of

of being French radio's longest-lived show, and "Madeleine et Pierre" (Kellogg's). Campbell organized "French Lux Radio Theatre" and handles "Coeur a Tout" (Lever Bros.).

Besides Toronto, Napier has served J. W. T. in London, Paris, Antwerp, Stockholm, Copenhagen and Montreal. He has been with the company for more than 20 years.

Campbell went from the "Montreal Star" to the French-Canadian agency, Gantier. Later, after conducting his own public relations office, he spent seven years with McKim's in Montreal. He joined J. W. T. in the spring of 1941, and moved to Toronto in January, 1943.

### TORONTO OFFICE

Associated Broadcasting Co., Montreal program and transcription agency, is planning opening of offices in Toronto.

### SCRIPT CONTEST

Radio Writers Laboratory, of Lancaster, Pa., is sponsoring a script contest among Canadian and U.S. radio continuity writers and students of radio writing courses. Prizes amounting to \$305 will be awarded with 40 per cent. royalty paid on scripts sold by the agency. Deadline for entries is August 15. Address: All-American Script Contest, RWL Scripts, RWL Scripts Building, Lancaster, Pa.

## "Conditions EXCELLENT"

- ★ Good Rains!
- ★ No Flooding!
- ... and now
- ★ Warm Weather

... make North Eastern Saskatchewan a standout for a Bumper Crop and another Big Year. And CJGX offers complete coverage—"family" coverage—of this rich farming district with its "hundred million dollar" market.

Get the story of CJGX Farm Service Unit, the new "personal contact" feature which brings advertiser and listener still closer together.



# CJGX YORKTON

WESTERN CANADA'S FARM STATION

Dominion Network

Representatives:

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

VOICE OF THE FRASER VALLEY"

**CHWK**

**SELLS THE FRASER VALLEY**

One of the fastest developing areas in booming British Columbia!

(A CBC Dominion Basic Station)

CHILLIWACK

REPRESENTATIVES

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

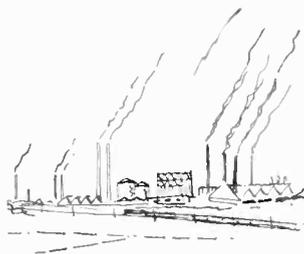
# PETERBOROUGH is 1st

of all Ontario cities in  
per cent increase in population

1939 to 1946.  
(Source — Ontario Municipal Department  
and City Clerks)

## 9,308 or 38.8% MORE PROSPECTS

Peterborough has 87  
diversified  
industries. The  
rich agricultural and  
dairy-farming area  
is likewise covered  
by CHEX.



Reach these prospects with

# CHEX . . .

serving 218 local and  
national advertisers and  
132,353 potential listeners.

# CHEX PETERBOROUGH

1000 WATTS 1430 KCS.

A Dominion Network Basic Station

FOR MARKET AND STATION DATA, AVAILABILITIES,  
PHONE, WIRE OR WRITE:

## NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg., AD. 8895  
MONTREAL: 106 Medical Arts Bldg., FI. 6388  
U.S.A.: Donald Cooke, Inc.

### OTTAWA Letter by JIM ALLARD



One of the most interesting developments in this year's Radio Committee was its recommendation for yearly sittings. Up until now, the Radio Committee has been specifically set up to do a single job at a single session. If the Committee's recommendation is adopted, it will meet each year to review matters within a fixed framework of reference. This is part of a general trend in Parliament. At the same time, this move may easily indicate belief that all is not well, or certainly not forever fixed, within the radio broadcasting business, and that periodic review is necessary. This belief, if held, would indicate that the CAB brief did partially get across its theme of "changing conditions" with their need for changing law or regulation.

#### Only Money Debated

Debate in the House was sharp on the only resolution dealing with broadcasting considered this year. Arising from a recommendation in the report of the Radio Committee, an amendment to the Broadcasting Act was introduced "to provide for crediting to CBC gross amount of moneys received from licence fees."

Honorable J. J. McCann, Minister of National Revenue, concentrated his remarks on (a) the appropriate quote from the Committee's report; (b) the high cost per listener of radio service in Canada because of geography; (c) comparison of Canadian licence fees with those in other countries. Attendance was slim.

#### PC's Favor CAB Plea

Donald M. Fleming (P.C. Toronto-Eglinton), a member of the Committee, said: "We are frequently reminded, in the Radio Committee and in the House, by spokesmen for the Canadian Broadcasting Corporation, that their responsibility is to Parliament. If the responsibility is to Parliament and that is the statutory position, then certainly it is desirable that the reports from

the Committee from year to year should be debated in the House following motions for concurrence if for no other purpose than to let the Canadian Broadcasting Corporation know whether the recommendations in the reports presented from year to year really represent the view of Parliament."

Later, Mr. Fleming argued at length in favor of the independent regulatory tribunal requested by the CAB and the CDNA.

#### Keep Indies Poor and Local

Alistair Stewart, towering CC member from Winnipeg North praised "Stage 47"; the organization of symphony concerts; as CBC as "the greatest instrument we have in Canada for the advancement of culture." Later, Mr. Stewart figured that the independent stations were averaging return of 25 per cent. on capital invested; suggested that 10 per cent. would be adequate. "We the CCF," he said, "are not in favor of a state monopoly of radio. We want to see private community stations run for the benefit of the community." He mentioned CKRC, Winnipeg, as a station he considered "efficient," and "enlightened."

#### Wants Royal Commission

Tom Reid (Liberal, New Westminster) and a member of the Radio Committee, said he had "open mind" about an independent regulatory tribunal. "However he added, "I believe the time will come when there should be a thorough review of the entire radio situation . . . another Commission similar to the Aird Commission should be established."

#### CBC Pressured Too

Later, Mr. Reid added: "the private stations were accused afternoons of carrying on a high pressure campaign, and I do think that should have been in report. However, nothing was about the high pressure campaign put on by the CBC through the well-known commentators. They are not paid directly to put on campaign like that, but they it just the same."

#### Socred Favors Tribunal

E. G. Hansell (Social Credit, MacLeod) spoke vigorously in favor of an independent regulatory tribunal. He added: "mention made of the fact that the CD

# CHNS

## Now On the Air

with **5000 Watts**

*First in Halifax!*

supported that view. No comment is made. It is simply said that they supported that view." He claimed that the Committee's whole "consideration" was given and the decision arrived at while he was snatching a snack (in lieu of his inebriated lunch).

Referring to the "profits" issue, he advised interrupters "to be a little careful how they speak of the great and mighty profits that independent stations are making, because . . . somebody is going to ask them how it is . . . that the CBC goes into the red."

**Communist Charge**

John T. Hackett, and D. G. Ross (E.'s from Quebec and Ontario) took part in the debate, the latter at some length. So did Mr. Norman Jaques, the Social Credit member from Wetaskiwin, Alberta, who charged that certain CBC commentators were "Communist" (a charge later denied by Doctor McLean and two of the commentators concerned, and for which Mr. Jaques produced no documenta-

**No Attack on CBC**

The measured contribution to the debate was made by E. D. Fulton (Knloops) who said: "At no point in their brief presented to the committee or in their advertising, which was inserted in the daily papers did the Canadian Association of Broadcasters suggest government control of radio should end . . . the CAB never at any time attacked the Canadian Broadcasting Corporation either in its committee or in its advertising campaign. . ."

**Claims Brief Un-British**

On the second day of the debate, Mr. Coldwell was drawn in. He said that too many privileges had been granted independent stations; he specifically mentioned the suggestion for a three-year license period, and the lifting of the power limit. He said: ". . . until today . . . the private stations believe they have an unlimited vested interest in public property, that is, in lengths . . ." Of the CAB, he said: "I felt that the resolution was written by people who had no appreciation of our British institutions and of the representative system under which we operate in this country." He spoke against multiple ownership and newspaper ownership of stations.

**CAB Dissenters**

After, he added: "may I just add

**CHWK Celebrates**

The station which a trade paper once called "the smallest commercial station in North America", CHWK, Chiliwack, has survived two decades of growth, despite its minute beginnings, and recently opened new studios to mark its coming of age.

"The Voice of the Fraser Valley", 50 or so miles from Vancouver, in a rich agricultural region, completed 20 years of broadcasting, threw the switch on new high fidelity equipment and held open house in its new quarters at the same time.

CHWK's new transmitter, a 1/4 kw RCA affair, is a far cry from the 5 watt signal which went out to the Fraser Valley in 1927, for about four hours daily.

Jack Pilling and Casey Wells, co-owners of CHWK, have been associated with the station from the beginning, through several combinations of ownership.

that I know from conversation — and I repeat that — I know from conversation with at least two gentlemen who are members of the Canadian Association of Broadcasters. . . that while they are members of that organization, they did not agree with the brief or the recommendations contained in the brief. I have since learned that there are other stations in much the same position; but in spite of their belief that the CAB is more or less dominated by one or two powerful radio stations in this country, and because they need certain services which the CAB gives them, they did not like to come before the committee or to dissociate themselves from the representations which were made mainly, I believe, on behalf of several large stations or groups in this country."

Other crack debaters taking part in the discussion included Mr. J. M. MacDonnell, the Right Honorable Ian A. MacKenzie (who said "I intend to commend very strongly the address of the honorable member for Rosetown-Biggart, Mr. Coldwell"); Opposition Leader John Bracken; Radio Committee Chairman Ralph Maybank; Rodney Adamson, and others. The debate faded out without a recorded vote, although the resolution was finally adopted "on division," a verbal protest or indication of dissension that does not call for a normal vote.

They recall the original 5 watt transmitter, which during the First World War had been used in a submarine chaser.

"Since that transmitter first went on the air", Wells says, fidgeting with his slide rule, "I figure about 250,000,000 words have gone out over CHWK."

Out of all those words, old timers around the station think the most embarrassing were those of a spot for a local meat market, which somehow got onto the network lines during a show featuring Valley artists, and were heard across the country.

Construction of the new studios and offices began over a year ago and include latest developments in lighting, acoustics and air conditioning. The new custom built control console was erected by CHWK technicians.

The new transmitter is an RCA 250-L.

**JOINS CHUM**

Dennis Olorenshaw, RAF veteran and formerly with the Advertising and Research Bureau, Toronto, has been appointed publicity director of CHUM, Toronto. Before the war, he was with Lever Brothers Ltd., advertising department, London.

**HOMEWARD BOUND**

Gilbert Harding, BBC's assistant rep for Canada, located at Toronto, is scheduled to return to Britain this summer. He will be replaced by John Polworth, formerly BBC's Newcastle program assistant.



**FOR THESE ARTISTS**

- Abbott, Laurence
- Barry, Pat
- Bochner, Lloyd
- Bond, Roxana
- Braden, Bernard
- Chadwick, Marjorie
- Cowan, Bernard
- Davies, Joy
- Dennis, Laddie
- Gerow, Russ
- Kelly, Barbara
- Lockerbie, Beth
- Milsom, Howard
- Nelson, Dick
- O'Hearn, Mona
- Owens, Loy
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Wood, Barry

Day and Night Service at Radio Artists Telephone Exchange



**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 *Wright* STATION

**5000 WATTS SOON!**

— See —  
**WILLIAM WRIGHT**  
Victory Bldg.  
AD. 8481

# ASSOCIATIONS

## CAB Answers Its Mail

The Canadian Association of Broadcasters does not want to see the CBC discarded or weakened. It feels rather that independent regulatory bodies such as the Air Transport Board and the Board of Transport Commissioners, which preside over government-owned and privately-owned air lines and railroads, offer "fair, proper, impartial public regulation in the public interest, to the benefit of all concerned."

This was the gist of the letter addressed by the CAB to H. H. Hannam, president and managing director of the Canadian Federation of Agriculture. The letter which many feel carried belatedly most of the weight of the lengthy CAB brief purported to reply to allegations made by the agricultural group before the recent Radio Committee, that the CAB and its member stations were "attacking the CBC" or "trying to break down national radio."

The letter reiterated the CAB claim, as above, emphasizing that its brief to the com-

mittee took no exception to CBC operation, revenues, methods, management, present networks, facilities or productions. "We realize", it stated, "that regulations are not only necessary, but highly desirable in the public interest", but again expressed the view that such regulations should be handled by a "proper public body".

### Duplicate Transport System

Attention was again drawn to the satisfactory operation of the Air Transport Board and the Board of Transport Commissioners which regulate public and private planes and trains. "Were an impartial regulatory body established", the letter continued, "having proper jurisdiction over both the independent stations and the CBC, the government system would retain: (a) the clear-high-power broadcasting channels; (b) complete control of its own operations; (c) network dominance; (d) income from both license fees and commercial operations; (e) freedom from federal, provincial and municipal taxation.

"It is this association's belief", said the letter, "that such an arrangement would, in fact, make CBC truly a 'national broadcasting system', freed from the insecurity inherent in its present close constitutional

relationship to any existing 'government of the day'."

### CBC Does Compete

The letter went on to express surprise at the CAF's statement to the effect that the CBC is not a competitor of the private stations. It pointed out that "the CBC competes with independent stations for audience; it sells business in direct competition with them."

### Freedom From Threat

Major reason for the quest for this independent body was for the handling of licensing and regulation of all radio (not just broadcasting) by a body which is constitutionally free from threat of removal by any one other than parliament, the letter stated. "Our judges cannot be removed except by joint address of both Houses", it continued. "Their decisions are not made in the insecurity that would obtain could they be summarily dismissed by the executive arm or by the Minister of Justice acting alone. How much more important that decisions made in relation to radio, and especially broadcasting, by a public body which similarly cannot be summarily dismissed by order-in-council, or action of a minister, but only by parliament.

### Labor Well Served

Copies of letters from three trade union officers and several stations have been sent to Pat Conroy, secretary-treasurer, Canadian Congress of Labor, in reply to that organization's claim, also before the committee, that stations are not "properly serving the purpose of making available facilities for the expression of opinion by organized labor."

### Labor-Management Forum

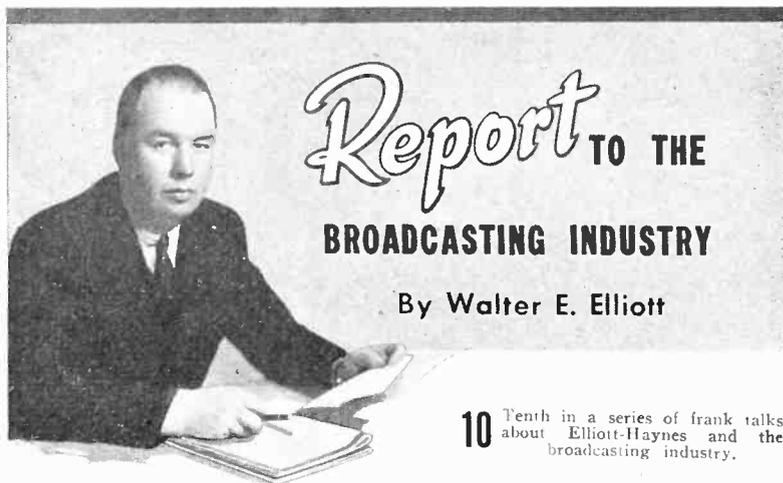
Attention of the C.C. of L. was drawn to a strike which developed last spring in a Victoria industry over a dispute between C.C. of L. and A.F. of L. The dispute was a technical

one, too involved for public comprehension, so station CJV devoted an 8.30 to 9 period to three-way forum between representatives of the two labor bodies and management, during the height of the crisis. Shortly after the broadcast, settlement was reached.

Copy of a letter from George A. Wilkinson, secretary of the Victoria District Trades and Labor Council, addressed to CJVI, was also sent to Conroy. In it, he thanked the station for affording him an opportunity of presenting "the viewpoint of American Federation of Labor Unions involved in the dispute..." The letter concluded with this paragraph: "In view of the comment we have heard since the broadcast, it would appear that your station, in sponsoring this program, rendered a real service to management, employees and the general public alike. Coming as it did at a crucial time, and with confounding rumors, counter rumors and conflicting press releases perplexing the average citizen, your program certainly served an excellent purpose."

### Equal Time on CKOC

A report from CKOC, Hamilton, also forwarded to Conroy, pointed out that labor and management were given equal time by the station during the Weinghouse, Steel Company and Firestone strikes, neither side being permitted to buy time on the station. Equal coverage of all broadcasts was also given. Spot announcements were donated to help the strikers' welfare committee. Other CKOC activities for labor included, according to their letter, free talks by visiting labor men; cancellation of commercials when necessary to carry CBC network labor talks; free time for the series "Labor and Business Take Stock".



## The Program Rating

THE Program Rating is defined as: "That percentage of the radio homes in a given area whose sets are tuned to a given program at a given time."

Thus, in the case of an area wherein there are 10,000 radio homes, if the Program Rating is given as 10.0 it can be presumed that, within the limits of statistical variation, 1,000 of these 10,000 radio homes have their sets on and are listening to that particular program.



*Elliott-Haynes Limited*

(Continuous Radio Audience Measurements Since 1940)

Sun Life Building  
MONTREAL

515 Broadview Ave.  
TORONTO



# Shades of MOUNT ROYAL

by WALTER DALES

George Lamont — station operators have seen his John Henry on many contracts — celebrated his 11th wedding anniversary July 22. Montreal's advertising elite gathered to drink his health. Lamont, formerly with Canadian Pacific Airlines, is one of those unusual characters who has been able to move ahead quickly in the advertising profession without talking back, or making enemies. In New York 16 years of wedded bliss (as they say in "True Story") would be enough to ruin the reputation of any ad man. But at McKim Advertising Ltd., oozing with respectability, 16 years with the same woman is nothing to be ashamed of. Funny thing about all this is, that the advertising copy and the cocktails that originate anywhere in the Lamont neighborhood are not to be just as potent, if not more so than those of the so-called creative Bohemian boys who haunt the highways and byways of Frederick McKim's imaginary world.

Jimmy Tapp, also of McKims, talks with glowing eyes of a campaign planned for September. Mrs. Tapp awaits the event in Chicago. Jimmy predicts, with usual optimism of time buyers, that the situation will call for blue ties.

Back in town after a seven or eight week jaunt out West are Mr. Geary (Stanfield's) and his wife, looking healthy and happy.

One thing we do have hereabouts, to comply with all the traditions of the advertising business, rumours. They chase each other over the place. Currently it is said that the Nabob show may originate in Toronto this fall instead of Montreal. I don't know why, because with Freddy Hill at microphone, and Hank Mathews handling the arrangements, the Nabob show was a smart learning session. I can't think of anything that Toronto has that would improve it even a little bit. Another rumour that has gained

L'ÉCHO FRANÇAIS DE MONTRÉAL

**CHLP**

Particularly THE MONTREAL FRENCH MARKET

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

# BROADCASTING...

*Everything for your Broadcasting Station ...*

Consult Northern Electric for all your requirements from microphone to antenna.

**Northern Electric**  
 COMPANY LIMITED

25 BRANCHES ACROSS CANADA

A NATIONAL ELECTRICAL SERVICE.

some credence here is that microphone veteran Chris Ellis may join the Stevenson and Scott Advertising Agency.

I caught a good show last night. Maurice Bedard on CFCF. He was doing a sort of O. O. McIntyre stint. Winchell and Saen Edwin influence could also be noted. Bedard by no means had the polish or behind-the-scenes atmosphere, in my opinion, of those gentlemen, but for my money he was doing a good, sound job of dishing out Montreal gossip. He calls the program "Montreal Merry-Go-Round" and handles it in a serio-comic style. If he can avoid sounding like a press agent for Montreal night spots, he will do all right. While this sort of thing doesn't interest me, I have heard enough favorable comment to know that Bedard is

on the right track with a smart idea.

Bedard got his start in Montreal over CJAD. He has always been able to get good press publicity for his work. If he will continue to handle this program the way he handled it last night, he should be in the chips.

Terry Fortune, formerly with H. N. Stovin and Company Montreal, has switched to Associated Broadcasting Limited, where he will continue to interest himself in radio, as well as do a stint for Muzak, handled by the same firm. The move will take effect on August 1.

Visitors to Montreal recently include H. N. Stovin; Guy Carron, recently appointed Interim Manager of CJBR, Rimouski; and Bill

Backhouse and Peter Miller, Comptroller and Commissioner of Manitoba telephones (CKEY). Messrs. Backhouse and Miller stopped in Montreal after attending the convention of the Telephone Association of Canada in the Maritimes.

Doug Smith, usually very free with sports news, is being mighty reticent about the whereabouts of the trout stream he claims to have discovered close to Montreal. Harry Junkin, doing a large chunk of his writing stint at his summer cottage at Lac Echo claims that he does better work while drinking, in the scenery. Ralph Bowden, of Stovin and Company, and Fred Hill, vocal artist, looked a little silly last week-end divoting around Summerlea Golf Course while Andy Wilson, of General Broadcasting, eased around the course in unpteen under par.

**The SPONSOR GETS ALL FOUR**

1 MARKET  
2 COVERAGE  
3 ECONOMY  
4 SERVICE

Northern Alberta's Major Sale's Medium  
**Edmonton's CJCA**

### Spree On The House



A Vancouver restaurant offered a two weeks' vacation free at Sechelt, a B.C. resort, on a CKNW, New Westminster, program, "Hour of Revelry," and claims to have averaged 50 orders a night for home deliveries of "Chicken-in-the-Ruff" after a three-months' trial of the 11 to midnight program. Show is handled by disc jockey Bill Hughes, pictured with S. Burke, proprietor of Chris' Grill. The latter has contracted for the program for a year with renewal options. Over 8,000 entries for the contest were received, CKNW claims.

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

It is 90 degrees in the shade they are tearing up Richmond Street right outside the office window, I have cold in my head everyone's on holiday so there isn't any news. Gad, what a column this is going to be. If you could only hear those machines on Richmond Street. Guess I'll come back to night after dinner.

It's after dinner. The thermometer still says 90, and the night gang is now tearing up Richmond Street. My cold is worse. Wait a moment. I think there's a bottle of beer in the back of the filing cabinet.

Last issue I took the writers to task. Why couldn't they tear me apart in language which could be printed in this column? We aren't so conservative.

Main printable defence of the scribes is that nobody gives the time. Another has been doing commercials, two a day, five days a week for 18 months for the same product. That's 780 plugs on one subject. I see what he means. Another says: "Bob Hope's been using the same commercial for years." Yet another—"What's pulling? Trying to do us out of a job?" A producer comments acerbically: "If we wanna get human copy I guess we gotta get humans write it."

Wotta life! Maybe I should get this column sponsored. I think commercials are easy. Just go out and taste the stuff and write down what you think. Maybe the sponsor would like that. Besides, supposing was a laxative, with liver salts for a hitch-hiker. Nozzogood.

Of course I could go and find some people who like the stuff and ask them why. Try and catch the language and all that sort of thing. Have to pay Elliott-Haynes stand-in-fee, maybe, but it still might be an idea.

A simpler way might be to put the retailers. Ask 'em why their customers prefer the brands of their choice, and harp on that. Take the various brands of "stir pretty" for example. What's the diff? What's so good about "Skidoo" at three times the price of "Attar of Raspberry"? Maybe the latter would sell twice as well at three times the price.

Isn't making copy rather than making news? The best way to make news is to go out and make things happen, give the newshawks something to write about. Maybe that's where the fault lies. Perhaps the man who makes the stuff doesn't give the copy-writers features which give him a cold lead. The good ones do. Take copy for example. Each year the manufacturer produces the ultimate. Next year he goes one better. The soap; we have soap that floats; soap that gets you a girl friend; soap that gives the copy-writer something to say.

Aw hell! I'm going home.

#### CBC DRAMA COURSE

A two-month course in radio acting was inaugurated last month for sixteen aspiring actors and actresses by CBR, Vancouver, under the direction of CBC's Vancouver drama producer, Doug Nixon. The students were chosen from the most talented applicants auditioned during the past winter. Instruction is being given without charge.

#### MUSICAL TRAIL

Howard Cable, Toronto orchestra conductor and composer, and Dr. Leslie Bell, conductor of the Bell Singers, Canadian choral land. Their work will consist of, firstly, perusal of government documents on Newfoundland folk music, and, secondly, travel through fishing and out-of-the-way villages to hear and record melodies played.

#### CKEY INSTALLATIONS

CKEY, Toronto, is currently installing new studio and transmitter equipment being scheduled for completion by fall. The transmitter building at Scarborough is being enlarged for accommodation of a new 5 kw Marconi transmitter and FM unit, as well as the old transmitter which will be used in emergency. A new G-E control board for the master control room and new remote patchboard relay systems for the AM and FM transmitters have been installed. New control boards for three other studios are being installed.

#### AIDS RANGERS

Rangers in bush areas of Northern Ontario are constantly posted as to outbreaks of forest fires by reports carried on regular newscasts of CKSO, Sudbury. The reports, followed also by hunters, fishermen and campers, include weather forecasts and other vital information. Rangers are informed of outbreaks and the progress of existing fires. In an emergency, volunteer fighters are summoned to proceed to the fire area.

#### RADIO MAN HONORED

Paul Baldwin, CKNW, New Westminster's musical director, formerly with CKMO, Vancouver, was presented with the British Empire Medal at an investiture held by Lt.-Gov. C. A. Banks in Victoria, B.C., on July 1. During the war, Baldwin served overseas for three years with the R.C.A.F. Intelligence.

#### KESTEN OVERSEAS

Bob Kesten, manager of CJBC, Toronto, left by air two weeks ago for Holland on a four-week jaunt. He will visit areas where he served with the Canadian Army during the war. He is accompanied by his wife.

*In the Spotlight*

- MORE POWER
- GREATER AUDIENCE
- MOST POPULAR
- OUTSTANDING IN MANITOBA

**CKY**  
WINNIPEG  
15000 WATTS

TRANS-CANADA NETWORK  
Finest and most popular programs

DOMINION NETWORK  
1000 WATTS  
**CKX**  
BRANDON

Exclusive Sales Representative:  
**HORACE N. STOVIN**  
TORONTO WINNIPEG MONTREAL



**More Hope THAN CHARITY**  
by Elda Hope

for their benefit. If I even mentioned not being so keen about a certain actor, this producer informed me there was something good about everybody and that I should try to find it.

Be that as it may, I am for the actors and recognize this opportunity for them. John Adaskin, whose brainchild the program is, and who, with Elwood Glover, announces the show has certainly rung the bell here. Four or five non-professionals and one professional are given the opportunity of doing his or her stuff at the mike. I saw one show and I'd certainly cast a ballot for Louise Robertson who did several imitations as well as singing the very sweet ballad "The Door of My Heart Was Open", composed by herself and Elsie Godden. Here is a trouper if I've ever seen one. There was even something finished about the way she approached and left the mike. This picture shows Louise in one of her lighter moods as she entertained at a luncheon for the Radio Executives Club last Christmas.



Music for "Opportunity Knocks" is supplied by the Lou Snider Trio which consists of Lou playing piano and Hammond Organ, Nat Goodman on oboe and flute and accordionist Dixie Dean. The show is produced by Ian Reid.

This is one definite way for a would-be artist to become acquainted with the mike and, at the same time, it is commendable and entertaining.

**NEW FREQUENCIES**

Early last month, three of CBC's repeater transmitters, located in British Columbia, are changing their frequencies. Revelstoke's CBRA moves from 560 to 860 kcs.; CBRF, Fernie, from 940 to 860 kcs.; and CBRL, William's Lake, from 940 to 690 kcs.

CBC's change is brought about in an attempt to improve reception made difficult by mountainous terrain, while CBRF and CBRL are making the change to avoid interference with 940 kcs., soon to be occupied by CJIB, Vernon.

**Now!**  
**5000 WATTS**  
MORE SELLING  
*Power*  
IN A PROSPEROUS  
MARKET

**CJOJ**

*Lethbridge, Alberta*  
**ALL CANADA STATION**



**Let CKCW "Lionelize" Your Business**

Sales kits produce dollars when your radio advertising is "Lionelized".

"Lionelizing" . . . a CKCW formula that guarantees increased sales and profits . . . is the magic wand that makes your sales message "click" with the consumer. "Lionelizing" assures adept handling and advantageous presentation of accounts . . . enthusiastic listening audiences . . . and spotlighting of Sponsors' products. Have your business "Lionelized" today!

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

**CKAC**  
MONTREAL

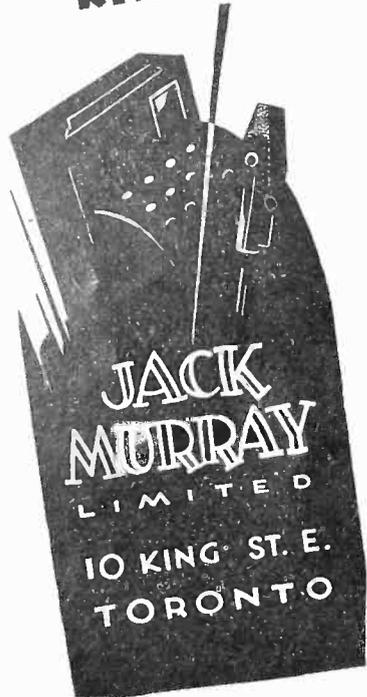
*A Wright* STATION

80% of Quebec's billion dollar retail sales in 1946 were made in areas where CKAC is listened to regularly

— See —  
**WILLIAM WRIGHT**  
Victory Bldg.  
AD. 8481

# Murray Built Shows

KEEP THE CASH REGISTERS RINGING



## Pacific Prattle

By ROBERT FRANCIS

Jim Wills, formerly of CKRC, Winnipeg, has joined CJOR, Vancouver, as promotion director. Wills left Winnipeg bound for Australia but he landed in Vancouver during the two days of summer, and it surprised him so much he stayed.

The spread of poliomyelitis on the west coast prompted CKMO, Vancouver to air a quarter hour broadcast recounting the known facts about the disease and suggesting common sense precautions against its spread.

Engineer Charlie Smith, of CKWX, announces he's a land lubber for life after packing 200 pounds of recording equipment around the decks of USS Iowa during the warship's visit to Vancouver. Program Manager Laurie Irving provided the running commentary as the pair toured the world's biggest ship.

Asked to name his favorite program, CBC's new western Regional Director Jean-Marie Beaudet commented: "unfortunately I have to listen to them all." He added that he believed Canadians, paying less than a penny a day radio fees, are getting more than their money's worth.

CJOR helped 200 sailors from the USS Iowa get bedded down ashore for the night when the big battleship visited the west coast. YMCA officials asked the station to help when their own beds were filled, and a few spot announcements brought 200 offers of accommodation. Many citizens drove to the Y to pick up visiting gobs.

When Sears Roebuck opened a branch store in Vancouver they

had difficulty placing advertising in local papers and consequently carried nothing but radio ads. Two days of plugs over CKWX, the only advertising outside of the store itself, attracted 12,000 people to the stores on opening day, according to the station, 9,000 of whom signed up for catalogues.

Because Bob White, the giveaway guy on CKWX, asks so many questions on the air about B.C., listeners are beginning to think he's the standard authority on the province. So White has to answer about five times as many queries as he asks, which cuts into his gardening. One dame, he says, wanted him to find her a husband.

More hams than Pat Burns sees in a week took part in the Vancouver Amateur Radio Club's direction finding contest. "King" Cavalski, president of the club, and his aides secreted themselves in a bush on the Quilchena Golf Course at 10 a.m. transmitting every few moments. The winners, Jim Lawton and Clyde Matheson, took 49 minutes to locate them with home-made direction finding apparatus. The hams crossed the city by car, taking bearings frequently. A power sub-station near the hidden set confused the seekers.

Ferdy Baglo has taken an eight-month leave from his job in the CKNW musical department to make a visit to his native Norway. He sailed on S.S. Roseville.

### MEETING POSTPONED

Owing to lack of hotel accommodation in Calgary, the meeting of the Board of Governors of the CBC, scheduled for September 8 to 10, has been postponed to September 17-19.

### MUSIC FESTIVAL

CKCW, Moncton, sponsors of the 1947 Music Festival recently concluded, have announced their intention of backing next year's event. The syllabus is now being prepared and will be ready for distribution next month.



### PAN MAIL

Being a bachelor, you are expected to be fully acquainted with the "facts of life," but surely it is obvious that in your venomous cartoon in the last issue, the cartoon should have been labeled "Mr. John Public."

—J. Myles Lee

### CORRECTION PLEASE

We should like to correct a statement of the reader who writes to say our editors are "all bull and a yard wide." Actually they are 25 inches wide, which is only 4 inches.

### APOLS TO D. PARKER

If you laid all the Toronto radio men, who dragged themselves from their studios to "work" the Canadian Open at Scarborough the week before last, end to end, you have quite a surprising program.

### QUITE UNFOUNDED

A story to be greatly deplored is the one which says after seeing the picture version of "Great Expectations," Eric Rosenfeld is running over the country to try to sign this guy Dickens to his "Buckingham Court Time" this fall.

### OBJECT LESSON

"VARIETY" does not say which, but reports the resignation of two actors from the U.S. network show because they couldn't stand the ridicule of their friends for its lousiness.

### SAYING IT FOR YOU

With the staff taking 15 days, and the publisher at work, isn't it a strange coincidence that we carried this issue with only 16 pages?

### COMICS' YARDSTICK

Is this gag absolutely necessary?

### POETS' CORNER

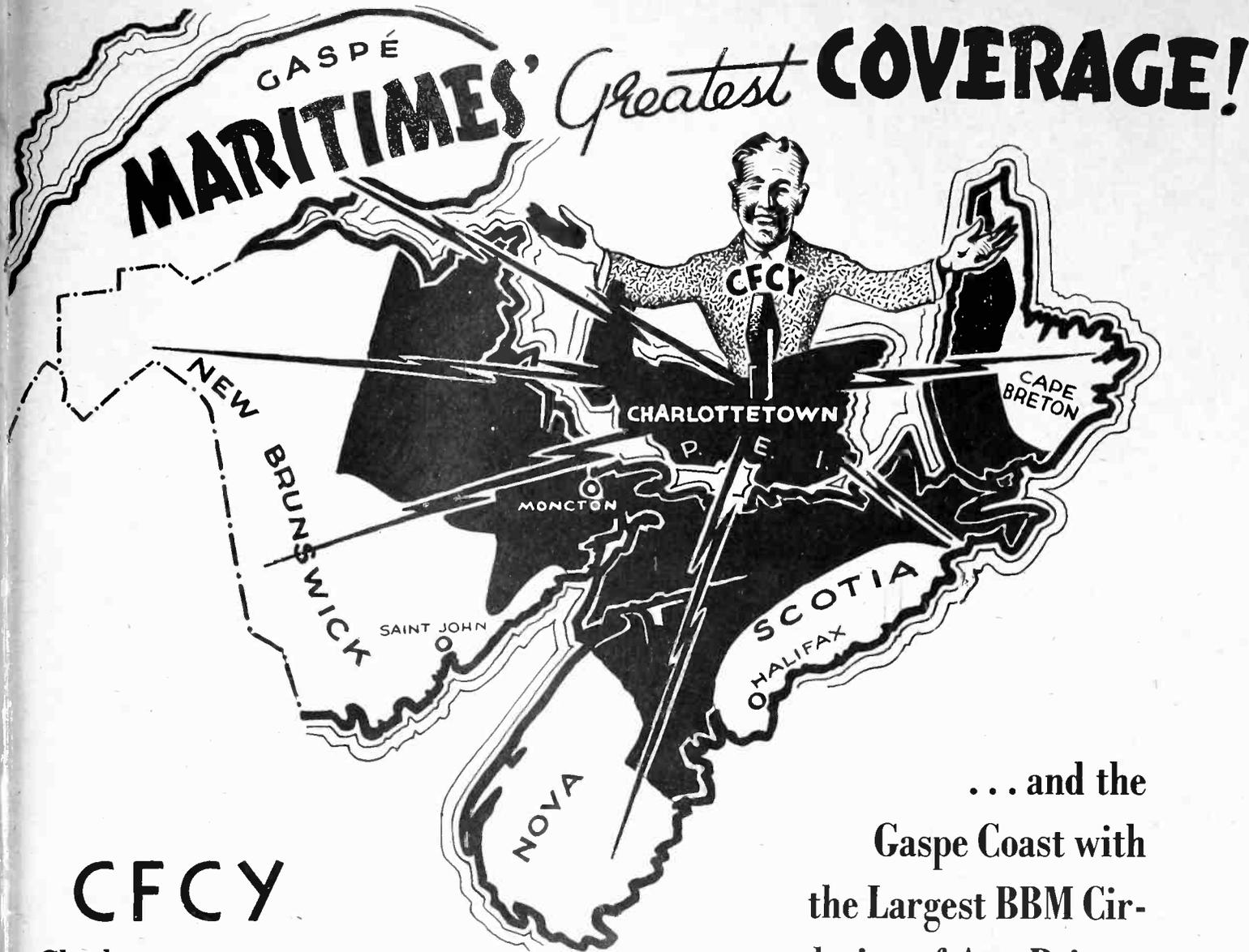
You've given 'em toaster Deceivers and hose, 'Til the list is exhausted Now give 'em some show

By actual survey—

# TORONTO'S MOST LISTENED-TO STATION

DIAL 580

# CKEY TORONTO



# CFCY

Charlottetown offers the greatest retail sales market in the Maritimes within its BBM primary area.

●  
**ANNUAL  
 RETAIL SALES  
 TOTAL  
 \$118,521,000**

●  
 150 LOCAL ACCOUNTS through our primary area provide local acceptance for national advertisers.

... and the Gaspe Coast with the Largest BBM Circulation of Any Private Station East of Montreal

DOMINION NETWORK

630 KILOCYCLES

5000 WATTS

# CFCY

CHARLOTTETOWN

ISLAND RADIO BROADCASTING COMPANY LIMITED

Reps.: CANADA—All-Canada Radio Facilities.

U.S.A.—Weed & Co., New York.

GREAT BRITAIN—Fremantle Overseas Radio, Ltd.

*You can reach more listeners on CFRB*

# DOLLAR FOR DOLLAR

*than any other Toronto station!*

Here's what CFRB offers for each advertising dollar

2,795				potential radio homes after 7 p.m.
3,475	"	"	"	between 6-7 p.m.
5,195	"	"	"	at other times

Yes, more listeners . . . a larger audience; more prospects . . . a ready-made market! That's the value you get for your dollar on CFRB . . . full measure running over.

Ask the advertisers already using CFRB . . . some of whom have been broadcasting over this station for years! They can tell you why they stay with CFRB . . . they can quote figures. But the basic fact behind the figures is this . . . you get your dollar's worth and more on CFRB . . . you get RESULTS!

# CFRB

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

*Looking forward to the next twenty years!*