

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 18

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September 20th, 1947



ing Sol shone his best on Minaki Lodge early this month when members of the Western Association of Broadcasters gathered at the Western Ontario resort for their annual meeting where they re-elected Bert Cairns (CFAC, Calgary) as president for his second term. At left, Doc Souch's camera shows those of the gang who resisted the lure of the golf course to watch the other game. At right, from left to right, is the WAB's newly-elected board of directors: Bill Guild, CJOC, Lethbridge; President Bert Cairns; A. A. Murphy (CFQC, Saskatoon); Dick Rice, Honorary President of the CAB (CFRN, Edmonton).

Claims American Networks Encourage Government Radio

Most of the CBC's most popular programs are of American origin, and the U.S. radio industry is encouraging radio domination by government and agencies, by feeding the CBC network programs, Joseph Sedgwick, K.C., general counsel of the CAB, told a meeting of the National Association of Broadcasters at their Convention in Atlantic City Wednesday of this week.

Joe Sedgwick, who would like to see the CBC networks relegated to the cultural field, spoke as the representative of the CAB, who had been invited by the U.S. broadcasters to apply a guest speaker for the convention. American broadcasters have been viewing the Canadian government's inroads to the broadcasting field with some concern for a considerable time past.

"It has often struck me as paradoxical", Sedgwick said,

"that the U.S. radio industry, the great champion of radio freedom, the great and clamant exponent of individual enterprise, the constant opponent of governmental interference and regulation, should be sustaining and supporting on its front door, an experiment in nationalized radio. It seems to me strange", he continued, "in the light of all that has been said by the leaders of your industry about the evils of domination of radio by government or its agencies, that you should, by your support, have made popular and potent a system of publicly operated broadcasting that embodies much that you decry."

Place for the CBC

The speaker denied that he had any idea that the CBC should be abolished and "the whole field of broadcasting delivered to private entrepreneurs". On the contrary,

he said, "I would like to see the Corporation (CBC) get back to its original function as a cultural non-commercial system of broadcasting, supplementing but not competing with (other than for audience) the efforts of the commercial stations."

Keep U.S. Shows

Stating emphatically that he had no desire to see "the excellent American programs excluded from Canada", Sedgwick went on to say: "I do feel that these commercials could and should be carried by radio stations that are in the commercial broadcasting business. Neither", he continued, "do I advocate the domination of Canadian radio by U.S. programs."

Two Networks

Speaking of the structure of Canadian radio, Sedgwick pointed out that we have in Canada 104 licensed stations

covering practically the whole country. "We also have", he continued, "the high-powered CBC stations which, with modern technical knowledge and the present quite feasible multiple use of frequencies, could be expanded so as to reach practically all the people in Canada." He went on to point out that it is now possible, as it was not in 1929 (when present radio legislation was introduced) "to give our people a national, non-commercial, cultural broadcasting service, and paralleling it and competing with it for audience only, a privately operated commercial broadcasting service. . . ."

In speaking of the multiple use of frequencies, Sedgwick was presumably referring to the plan which was proposed by this paper in December, 1946, and again in January, 1947.

“Going fishing? . . . why not try some of my bait?”

The above title was on a mailing piece of WADE LANE'S HOME FOLKS which was featured some ten years ago when this favorite of millions first entered the transcription field.

His newest and finest 15-minute program is entitled—

Strollin', Tom
52 episodes now ready
for immediate delivery
and more will be ready soon!

WADE LANE has been heard on more than 35 Canadian Stations over the past 10 years, and has been sponsored by such well-known accounts as—

Ogilvie Flour Mills	11 stations
Canada Bread	8 stations
Houde Tobacco Co.	20 stations
Imperial Optical Co.	6 stations
W. K. Buckley Ltd.	4 stations
Best Yeast Co.	6 stations

and many others.

WADE LANE was in THE PINTO

PETE SERIES, COUNTRY CHURCH OF HOLLYWOOD, as well as WADE LANE'S HOME FOLKS. He has established the enviable reputation of building and holding GOOD-WILL . . . his listeners LOVE HIM . . . LISTEN TO HIM . . . WAIT FOR HIM. . . .

WADE LANE has been in Radio for the past 17 years . . . and STILL IS! You can have him go to work for you Nationally, Regionally, or Locally right here in Canada!

★ ★ ★

ALL-CANADA PROGRAM DIVISION

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



TECHNICAL

TV and Radar Demonstrated

Marine radar and television equipment manufactured by the RCA Victor Co. Ltd. was on display at the Canadian National Exhibition, Toronto, giving many Canadians their first opportunity to see the electronic devices in operation. In the Manufacturers' Building, the radar display showed spectators a large, clear, map-like picture of downtown Toronto, including the waterfront, which could be seen actual movements of ships in the harbor and on the lake. The equipment, identical with that used by ocean-going and inland waterway craft for detection of icebergs and prevention of collisions, was demonstrated by Carl Whittaker, of Montreal.

TV Demonstration

RCA television equipment as shown in the Government Building, where one wing had been converted into a radio and TV studio, complete with stage, mixing and control rooms. There were two RCA image orthicon video cameras in operation with a large number of RCA receivers spotted throughout the Exhibition grounds.

Televised programs included radio programs, news, sports, industrial exhibits and interviews. The demonstration group was headed by Richard Hooper, RCA Victor's production manager, assisted by Joseph Jenkins, executive producer, and Frank Helgerson, chief engineer.

ROBOT TELEPHONE

A robot telephone, the "Ipsophon", which automatically answers, records and reveals messages during a subscriber's absence, has been invented and is in production in Switzerland. An ordinary dial telephone is mounted at one end of a metal case measuring approximately five inches wide, ten inches long and four inches deep, on which are mounted 19 push buttons by means of which the various operations of the Ipsophon are controlled. Based on the wire recording principle, the machine automatically commences to operate after the fourth ring of the phone, answering the call by identifying itself with a pre-recorded voice, asking the caller to leave his message. The subscriber need not return to his office or home to listen to messages which have been recorded. As he leaves his office or home, he depresses any of the push buttons on the board, which form over 1,000 combinations.



"Leave us pray."

and by dialing his own number from an outside telephone, repeating the combination of numbers which had been pre-set, the machine will repeat the messages recorded during his absence. When the message is concluded, the subscriber can answer it by speaking into the phone, his voice being recorded. If the original caller knows the combination of numbers pre-set with the pushbuttons, by repeating them, he will receive the reply to his first query. The Ipsophon has a capacity of 30 minutes' conversation recording time.

NEW TYPE AM

A new type of AM receiver with components replaceable by means of a plug-in arrangement, is being produced by the Cosmo Electronic Corporation, New York. Parts such as condensers and resistors are eliminated by enclosing their equivalent in sealed metal containers. The "Cosmo" receivers are priced from \$19.95 to \$39.95 with all replacement parts costing \$1.85

If a loud speaker or other component is defective, the owner merely purchases a new one for \$1.85 and plugs it in himself. A full set of spare tubes is included with each set.

COMIC STRIP RADIO

Dick Tracy's mythical wrist watch radio with which the comic book sleuth converses with police headquarters, may become a reality soon following the development of a radio tube smaller than a lead pencil eraser. The micro-tube, as it is known, is a product of the U.S. National Bureau of Standards' tube laboratory.

DISTRICT ENGINEER

Henri A. Audet, formerly with the Bell Telephone Co. and the Shawinigan Engineering Co., and a member of the CBC operations division since 1945, has been appointed Montreal district engineer for the CBC. He is 29 years old.

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

1. **Spectrum Search**
the investigation, field work and study of existing frequencies to devise the best available field pattern.
2. **Design of the Antenna**
and accessories to provide the pattern.
3. **Preparation of Findings**
in acceptable documentary form for presentation.
4. **Attendance before**
licensing authorities, if necessary when application is being considered.

A preliminary discussion of your radio engineering problems will not commit you in any way. May we serve you?

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Research Director Horace N. Stovin & Co.

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HORACE N. STOVIN & COMPANY

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for these Live Radio Stations

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*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

MUSIC

AF of M Sandbags Nets

The A.F. of M. will not permit transcribing and rebroadcasting of network programs without the payment of exorbitant stand-in fees...

Bob Campbell, newly-appointed vice-president of J. Walter Thompson's Toronto office, was welcomed by broadcasters in all their bull-sessions at the Minaki meeting...

No Loss to Musicians

Campbell pointed out that in imposing heavy stand-in fees for rebroadcast privileges, the musicians' union bosses are simply protecting unionism...

He urged stations affected by the high-handed A.F. of M. to bring pressure to bear on their local unions to see if individual dispensations might be obtained...

CBC Won't Play

One possible solution, Campbell pointed out, would be for the CBC to regulate hours when programs may be rebroadcast. For example they might pass a regulation that soap serials may not be broadcast before 9 a.m.



More Hope Than Charms Elda Horne

It certainly was encouraging to read a letter like the one I received from M. McHugh. Among other things, it proved that someone (besides myself) reads this column. And it was gratifying to know my judgment of progress was shared by at least one reader.

Apparently this writer thoroughly enjoys dramas broadcast by Tucketts on "Curtain Time". She had a great deal of praise "the good acting" of Roxana B...

These dramas, ranging from thrillers to light comedy, commence again about the middle of September. They will follow the same format as last year with the addition of Lucio Agostini's orchestra.

When I found Lou Snider could receive phone calls, it came as a pleasant surprise. You may recall this keyboard artist crash-landed on a plane and suffering practically everything in the medical book called him at once and, as we reported he felt fine, he was enthusing about the musical composition of Jackie Rae and his entitled "Missing". It had sung by Dorothy Ault on "Z American Serenade". This clever show boasting a talented vocalist. I heard this same number on CBC's "Music Store". The main thing is that Lou is improving—and rapidly.

A visitor in our home read the last issue of this publication and asked if she may send it to her nephew in Stonehaven near Aberdeen, Scotland. This Charles Muir is vitally interested in dramatics and has done some announcing on BBC.

A long distance call from an embryo songstress in Guelph proves the popularity of "Opportunity Knocks". It would seem that this show of John Adams is drawing contestants from all parts of the country. Talent dominated in past broadcasts and in this instance, the Royal Canadian Vocalist has studied with the music teacher who started Elyse Gould on the way up.

A girl who couples business pleasure is undoubtedly Claire Wallace. Claire's vacation was spent in the Caribbean and, on her return to the air, her "The Me" programs were packed with interesting and unusual facts at that point. This is what I call insightfulness. Robin Hood certainly chose talent right at the top of the pile when they contacted Claire and announcer Elwood Glover. Something new has been added—a theme song. While the music is excellent quality, it is away from Claire's speaking me...

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CCAB

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The Public Has The Privilege

The McArthur bubble has burst and a bit of dexterous manoeuvring on the part of CBC bigs, in secret session in Ottawa, has averted what might have been the collapse of the National Broadcasting System from within. The chief editor of the CBC is back at his desk and a great deal of unpleasant washing of dirty linen has been avoided for the time being.

On the face of it, this may seem fortunate, since considerable unpleasantness could only have followed the baring of the internal dissatisfaction which seems to be running rampant among those CBC executives whose personal knowledge of and experience in the actual operation of programs makes the CBC possible.

On second thought though, the CBC is eternally insisting that it is a public corporation, owned and operated by the people of Canada, and under such circumstances it is surely incumbent on the Board of Governors to bring out into light of day the reasons for this unhappy state of affairs, and to follow up this disclosure with a definite statement as to what steps it has taken and proposes to take to remedy the situation.

Dan McArthur is the man who, not long ago, refused to brook government interference in the suppression of news of prison riots "requested" by the then Minister of Justice. A man of McArthur's personal and editorial integrity does not idly throw up his life's work over a storm in a teacup.

From top management down to the humblest office boy, CBC employees are servants of the people, and as their master, the public is entitled to know all the details of as serious an internal upheaval as this, in order that it may be able to judge the efficiency of its own broadcasting system's operation for itself.

Through past years, the CBC has grown very adept at changing its colors when the occasion makes it auspicious. When it is accused of being the tool of government, it cries, long and loud, that there is no such thing, but a property of the people of Canada. When it stands in danger of being subjected to taxation, it hides behind its government ownership.

The people of Canada have, in their grasp, the most potent medium for the moulding of opinion the world has ever known. On the asset side, it has the power to recruit all the manpower and resources of a country in time of war. On the liability side, it has been used to undermine and destroy the morale of countries which are its enemies. One of the *raison d'être* of Canada's government-owned broadcasting system is said to be that it prevents the great power of radio from falling under the complete sway of "big business". Most people agree that because of its power, radio needs legislative regulation. But when this power to regulate is vested in a handful of men, chosen by order-in-council, who are permitted to deliberate and regulate behind closed doors, then, instead of protecting the public against the danger of capitalistic control, it is simply taking that power from one group and permitting an equally dangerous autocracy to usurp it in capital's place.

In their report to the House of Commons, the Radio Committee recommended that meetings of the Board of Governors of the CBC be held in public. It is to be earnestly hoped that when the Board meets to discuss the committee's recommendations, it will decide to prove its sincerity in its desire to give public service by opening its doors and throwing away the key.

Richard G. Lewis

Editor.

ROUNDUP

ALBERTA OPPOSES FRENCH STATIONS

W. A. Fallow, Works and Telephone Minister for the Province of Alberta, has registered his government's opposition to the establishment of a French-language station in or near Alberta.

It is assumed that his objection is directed at the proposed establishment of a French-language station in Prince Albert, Sask. (CB Sept. 6).

Mr. Fallow claims "no thought" should be given to such a project as long as the CBC refuses a commercial license to the Alberta Government's station, CKUA, Edmonton.

He has indicated the Alberta government's intention to "strongly oppose" the application when a hearing is held by the CBC Board of Governors, meeting in Calgary on September 17.

FM NET

The first commercial program broadcast on the new Continental FM network in the eastern United States, is being sponsored by the Stromberg-Carlson Company, radio receiver manufacturers, according to the firm's advertising manager, Stanley H. Manson.

The live series, "*Stromberg-Carlson Treasury of Music*," 8.30 to 9 p.m., Fridays, commenced September 12 and will continue for 16 weeks, making it the largest individual sale of time in FM history. The program will originate

from Stromberg-Carlson's FM outlet, WHFM, Rochester, N.Y.; and will be fed to 22 stations of the Continental Network, to which other outlets will be added as construction is completed.

CUEING BLIND PIANIST

The solution to the problem of how Alec Templeton receives cues on his broadcasts is revealed by Claude Hammerston in a recent issue of "THE OTTAWA EVENING CITIZEN". Templeton, blind since birth, must rely on oral or manual signals, rather than by visual means.

As whispering is unsatisfactory before a live microphone and the wearing of earphones may interfere with his lines, the pianist is cued by the pressure and movements of his manager's fingers on Templeton's back as he sits at the piano bench.

Manager Stanley North watches the director and relays the messages to Templeton, using one, two or three fingers. Pressing one finger indicates to the pianist that he has "one minute to go." Using the other hand to "draw" a line above the minute signal indicates "one minute over" while a line under the minute signal indicates "one minute under." Bending the finger at the second joint means "30 seconds."

TRANSATLANTIC THANKS

Canadians who last winter donated relief clothing and food to Britain, will shortly hear expressions of gratitude from recipients, broadcast on Canadian stations. The BBC has recorded interviews with Britishers receiving the donations.



Peggy Loder, Miss Radio of 1947, holds the "Baby Champ" radio which she is about to present on behalf of the Northern Electric Company to fifteen-months-old Sharon Blume, grand champion in the recent Baby contest held at the Canadian National Exhibition. Margaret McDermid, CBC commentator, used her most persuasive manner to induce Sharon to make her radio debut over the Trans-Canada Network but the young lady's quizzical expression seems to indicate that microphones hold no attraction for her.



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AND
First In The News**

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Not News After
It's Headlines**

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OPINION

Networks Are Stagnant



"Only the combined voices of press and radio can present the true 'voice of the people' to the government in Ottawa", according to W. E. Mason, publisher of The Sudbury Daily Star and The North Bay Nuggett, operator of Sudbury's CKSO.

Bill Mason, the rugged individualist who, at 65, actively heads these three enterprises, was trapped by this reporter at the proof-reader's desk at the Star office, where he has donned the green eyeshade because that department has been falling down on the job and he is determined to "maintain the standard".

Neither press nor radio can make its voice heard with conviction, he stated emphatically, while the associations of both

industries are dominated by the 'big interests', which, though financially omnipotent, are numerical minorities in both industries.

Radio Is Aimless

Claiming that the CBC has surrounded itself with an aura of idealism instead of realism, this outspoken publisher-broadcaster says that radio has reached a state of static. "It must have leadership that will still retain the idealism of service", he said, "but it must be sold to the advertisers who wish to use its facilities with the idealism which is so essential to radio, combined with the realism which is the prime requisite of business. In other words", he continued, "radio is worth a lot more, in dollars and cents, to the CBC, to the private station operator and to the advertiser, than the present aimless set-up permits.

Selling Radio Short

"By keeping network rates pegged at pre-war prices, CBC is responsible for retarding the progress of commercial radio as a whole", Mason reflected. "Operating expenses have gone up in every department, and the value of the medium has increased and improved. But the CBC still charges the same old rates for commercial networks and will countenance no thought of increase on the part of its own stations or its privately-owned basic affiliates which outnumber its own stations by four to one."

The Press Is Unfettered

Comparing prevailing conditions in the newspaper field, he pointed out that the press, with no bureaucratic control, is at liberty to increase its

rates according to the value it gives its advertisers. "No paper in Canada could be in business today", he claimed, "had it not materially increased both its advertising and circulation rates."

Back To Business

"What is the purpose of static control of the CBC", Bill Mason wants to know. "Has it grown anaemic? Has it lost its incentive to produce more business and earn more money? Or have the salesman's instincts of the commercial department been completely submerged by the 'isms' and 'ologies' of the ideologists upstairs?"

Mason is sure that Canadian nationally-owned radio system stands in need of the services of men with experience in the everyday operation of a commercial station. "Radio on a 365-days-in-the-year proposition", he says. "Appearing before a Parliamentary Committee once a year is not a big enough share of influence for independent operators who supply the CBC with 80 per cent of their network outlets. There should be constant sharing in the guidance of the administration of radio in Canada by the best group of men qualified to do it", he declared. "If private broadcasters would get the political chip off their shoulders and get down to business and if the CBC would condescend to accept suggestions and advice from men who know, then Canadian radio would be in for a new lease of life."

Wants Commission

The formation of a Royal Commission on radio which "would serve the essential purpose of straightening out the facts about radio in Canada and supplying public opinion with an objective picture of all the issues involved", is recommended in a recent MACLEANS MAGAZINE editorial.

"Now that the argument about Canada's radio legislation has been laid down," says the editorial, "it is a good time for sober reflection about it." While disagreeing with all the claims and arguments of both parties

ASSOCIATIONS

No Need For Sackcloth

Highlighting the Radio Committee's recommendation to the CBC that meetings of the CBC board be held in public, Bert Cairns, president of the Western Association of Broadcasters, opened the 13th annual meeting of the Association at Minaki Lodge, Ontario, Wednesday, September 3. "With the doors of the board room now unbarred, the white spotlight of news coverage and comment by both radio and the press will serve to illumine the deliberations and decisions of the governors", he said.

Speaking of the recent parliamentary committee on radio, Cairns submitted that the rejection of the CAB's case "need not call for the donning of sackcloth and ashes, but rather, should spur us on to new endeavor, perhaps channelled and directed to a slightly different end. Certain criticisms have been levelled at Canada's independent stations for the vigor with which we conducted our campaign to present our story... and such criticism should and will be viewed in a constructive way", he said, adding: "if we did make any strategic error in acquainting the public with our problems, it was less of an error than if we had done nothing."

Daylight Saving

Reviewing the past year, Cairns said he was sure that the WAB's success in instituting daylight saving time is "one of considerable gratification to member stations". "To the best of my knowledge", he said, "virtually every city in Western Canada that has a radio station, this year adopted

daylight saving time, and many of the surrounding communities followed suit.

"The end result has been", he added, "that this year the vast majority of listeners in the west has not been and will not be put to the confusion and disruption of their listening habits, which was the inevitable consequence formerly, when the east adopted daylight saving time and the west did not."

Local Rate Bogey

Cairns commended the western broadcasters for their united action which had prevented attempts to place the Philco (Bing Crosby) program at local instead of national rates.

CASF PROGRAM

A wide and varied program has been adopted by the Canadian Advertising and Sales Federation (Association of Advertising and Sales Clubs), including vocational guidance and training; community welfare with local organizations; speakers on free business; essay contests on advertising and selling.

Two Club Awards will be made in June, 1948; one for club progress and one for service in vocational guidance.



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

ations and the CBC as well as the liberal majority in Ottawa, this magazine does subscribe to the view that "our radio system... as set up under circumstances very different from those of today," pointing out that at the time, one dreamed there would be a facsimile or television; in fact, there was no CBC—the Aird Commission enquiry, the last thoroughgoing impartial study of the whole problem, was what led to the CBC's creation."

"Today's radio problems are new," declares the editorial, which wants to know how Canada is going to deal with them. It decries the "endless repetition of the political catcalling contests that have become routine with each session of Parliament," claiming that they will not answer questions such as who would develop radio, FX and TV. It asks if the government's administration is the best; if Canadian talent and culture are being developed as well as it could; and if there are other means to use the full resources of radio in building a Canadian nation.

"It's a job for a Royal Commission," declares the editorial. "One would have time enough and money enough to go into every angle thoroughly."

CNE Broadcasts Irk West

A radio listener has written the Vancouver Sun complaining about the amount of time given by CBC to the Toronto exhibition.

The CBC are using a great deal of their radio hours in advertising the exhibition in Toronto," the letter said, "at the expense of the rest of the country.

"Why should this exhibition be continually on the national network at present? It would not be out of place if it were confined to the eastern network only."

"Did CBC have twice-a-day broadcasts through Canada covering our just completed exhibition? Do they even have it on the air at all? I am aware that local stations covered it." The letter was signed "A.W.B."

(CBC Vancouver did carry local broadcasts of the Pacific National Exhibition at Vancouver, as did private stations.)

EVERY NEWS EDITOR ★

SHOULD READ

Paul W. White's
"NEWS ON THE AIR"

Paul White, who headed CBS news and developed correspondents like Murrow, Shirer, Seavareid, Colingwood, Smith, Downs and Brown, presents "must" information for every newsman in a breezy style which won't let you put the book down.

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- CKSB St. Boniface CKCR Kitchener
- CKCL Truro, Nova Scotia

CKNB CAMPBELLTON N.B.

September 20, 1947

Dear Mr. Timebuyer:

The end of the summer season brings us many things...among them notes and letters of appreciation from organizations we've been able to assist in summertime activities.

Typical is this, from Bathurst, New Brunswick; "Dear Mr. Chapman-The Ladies Aid of the J. H. Dunn Hospital wish me to extend their sincere thanks to you for the free advertising over CKNB. Our dances have been very successful, and your advertising was deeply appreciated. Sincerely, Mrs. J. W. Loggie, Secretary."

We don't skimp on our assistance to community organizations... and their goodwill earns YOUR advertising a listening ear.

Yours very truly,

Stau Chapman

GSC/GD

STATION MANAGER

AN ALL-CANADA STATION

OTTAWA

Dollar Doldrums

Fall session of Parliament is now considered not an impossibility as a result of the "dollar crisis". To meet the contingencies possible as a result of Canada's shortage of currency in terms of American dollars may require some rather sweeping measures, of a type the government would hesitate to undertake without consulting and gaining the concurrence of Parliament.

Most obvious initial moves of this type are ones no government would take without reluctance. They'd consist of restriction of imports, beginning with the obviously luxury goods and descending if necessary, into the semi-luxury class. Much of this type of product comes from the United States. Since such restrictions would tend to reduction of standard of living, they would be unpopular.

Gloomy Prospects

Some economists profess little concern about long-term possibilities of the present dollar shortage. They argue that inevitable developments will have a tendency to bring down commodity prices in the United States, which will help to adjust the situation; and that some falling of price levels might be noticeable in Canada. The prompt and vigorous action taken to date by the Federal Government would hardly indicate that they share this view to any great extent; at any rate, there seems to be no tendency to take any unnecessary chances.

It was obvious that the Federal Government was worried to some extent about Canada's foodstuff exports. Any sharp falling off of food buying by Britain now would have a depressing effect on all business in Western Canada; with ultimate effects on Western Canadian buying of Eastern industrial products. To date, this angle seems to be well under control.

Advertising Won't Slump Yet

Advertising generally is not likely to be greatly affected unless the dollar crisis is extremely prolonged. Accounts from across the line using Canadian advertising facilities bring money into this country; some of it in terms of American currency.

The domestic market is not likely to suffer as an immediate consequence; and either curtailment of imports or a falling of price levels would probably tend to stimulate competition. Curtailment of imports might cause some United States concerns to cancel or narrow their Canadian advertising budgets; although some would carry on institutional campaigns.

Accent On Tourists

One of the chief current sources of American dollars to Canada is the tourist industry. Expansion of this national industry offers considerable possibilities, but would require more active government effort in the way of advertising,

road-building, and so on; and new active private initiative in the matter of clean, comfortable facilities, inviting food, and courteous service.

Third avenue lies in large-scale loan to Canada from the United States, a measure it is known the government would undertake with great reluctance and only as a "last-ditch" measure.

Open Door Policy

The economic theories prevailing in Ottawa for the last decade favor "multi-lateral" action in regard to international trading and finance; rather than agreements between two countries. Machinery for multi-lateral action is available, but largely in theory only. So far, it has not been given much of a chance to function in the post-war world for which it was designed. The current dollar crisis might break down this machinery completely; and with it, any chance of testing it in action during our time. It may be argued successfully that this crisis proves the need for such machinery, that it should now be given a chance to prove itself.

Meantime, Canada's export trade may also be affected. Some countries—apart from the obvious case of Britain—may be forced to curtail their imports of Canadian products to protect their own dollar supply.

Expand Empire Trade

A side-issue of the development is resurgence of the "Empire trade" school of thought; in Britain, Canada, and elsewhere. The answer consists of extending trading, usually on a protected basis within the Commonwealth itself. It is usually suggested by proponents of this theory that Canada should tie herself to the sterling bloc, something that Australia has now in effect done. The movement is not one that would appeal much to the "multi-lateral" school of economics, and there are already good many practical difficulties in the way—to say nothing of one or two possible political repercussions.

There is generally agreement that current developments of international finance emphasize the necessity for high level of employment and production in all countries for mutual benefit, and some form of stable and organized international financing.

—Jim Allan

CKCH
250 W. 1240 K. C.

THE FRENCH VOICE OF THE OTTAWA VALLEY

211.246

FRENCH PEOPLE IN CKCH COVERAGE AREA

TORONTO 4 ALBERT ST. MONTREAL DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD. UNITED STATES. HOWARD N. WILSON

Stretch YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

COOPERATING WITH 'LE DROIT'

CJAD
MONTREAL

COVERS THE QUEBEC ENGLISH MARKET

Represented in Montreal and Toronto by National Broadcast Sales in U.S.A. by Adam J. Young, Jr., Inc.

INTERNATIONAL

UN Must Work

Stations which can give time to programs of international affairs and discussions and news about the United Nations, will be doing listeners, themselves and the UN "a good turn that may have a profound influence on the future history of the world", according to Brian Meredith, Overseas Liaison Officer of the United Nations Radio Division.

Addressing the annual dinner of the Western Association of Broadcasters at Minaki, September 4, Meredith stated simply that if stations will not allow this pattern of disseminating international information, "it's just too bad for us all. People must be informed, kept interested", he continued; "you, the local radio station, can do it better than any one."

Major Meredith stressed three specific ways in which stations can help in the breeding of international amity.

"First", he said, "select a fair share in intelligent international information from CBC and other news sources. Encourage local speakers to relate the affairs of your community to those of the world. And when it is available, give UN material a hearing, and give your listeners a hearing of it too."

The speaker realized, he said, that station managers are "imprisoned by many rival interests which purport to represent the common good, who would have you put them, and keep them, on the air. I should ask that, in UN's own interest, nothing should be broadcast that isn't good radio."

Canada Calling Europe

Because Canada's international radio broadcasts are "direct, objective and unslanted," they are well received in foreign countries, according to Ira Dilworth, former CBC regional director on the west coast.

Mr. Dilworth returned from Europe to Vancouver to clean up his affairs here before taking his new job as head of the CRC International Service in Montreal, and he gave this picture of European reaction to Canadian programs.

In Europe, besides taking part in discussions with BBC officials, Mr. Dilworth attended Unesco meetings in Paris, where radio came in for a good deal of attention.

He said that a group in Holland who are interested in this country

meet regularly to listen to Canadian broadcasts. They come together because there is a widespread shortage of receiving sets in Europe, according to Mr. Dilworth.

Unesco, he said, does not intend to set up a radio network of its own, but rather to make use of networks in Unesco countries.

Reception of CBC broadcasts in London, he added, is "just like listening to the radio in your own home."

arrange US airing of the sustaining shows while US networks are principally concerned with their own sponsored programs and therefore have less time available for exchange programs, Delafield says. New York's WNEW, outlet for CBC's "It's a Legend," has provided CBC with several children's scripts in which 323 is interested.

Delafield plans returning to New York in the fall for further negotiations.

TRINIDAD CALLING

Commercial broadcasting will commence this month over Radio Trinidad, located at Port-of-Spain. Besides production of local programs, the new 2 kw. station will rebroadcast CBC, BBC and US network programs on 1295 and 9625 kcs. W. A. MacLurg, formerly with BBC, and G. V. DeFreites, formerly with ZFY, British Guiana, are manager and program director, respectively.

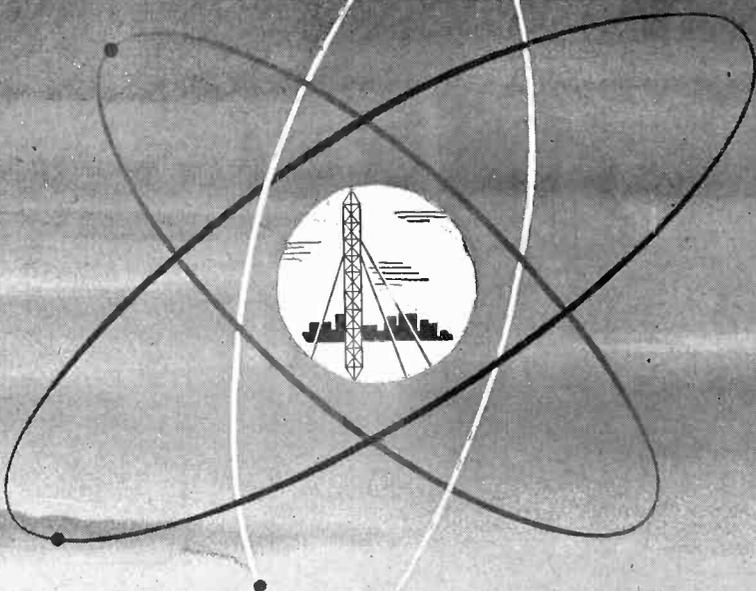
Plan Exchange Shows

CBC's plan to increase the number of exchange programs with the US was revealed recently by Charles Delafield, CBC's exchange program supervisor, who visited New York last month. Canadian talent and producers are trying to

CANADIAN BROADCASTER

\$3.00 a year \$5.00 for 2 years

BROADCASTING...



Everything
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Broadcasting
Station...

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for all your requirements
from microphone to antenna.

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COMPANY LIMITED



25 BRANCHES ACROSS CANADA

A NATIONAL ELECTRICAL SERVICE.

PROGRAMS

Sponsor Baiter

Bill Ward, who at the end of a quarter century in radio in Western Canada now lives in a kennel at CKWX, has been elected champion sponsor-baiter of the Pacific Coast.

The veteran radio man has a piece entitled "Bill Ward's Doghouse", which gets on the air at 11 o'clock every night for an hour, despite regular complaints from sponsors that

they're being misquoted, mis-handled and misrepresented.

Ward's usual treatment for this sort of carping criticism from sponsors is to give it to them right between the eyes again the following night.

"The Doghouse" is an informal hour of chitter-chatter, hammy harmonies and commercials that would make Baron Whatshisname in "The Hucksters" turn in his urn.

In a word, Ward kicks up one hell of a racket, and it's a sad week when at least three sponsors don't come screaming into the station brandishing

their harpoons.

But even when they don't like Ward's unorthodox selling methods, they have to admit that they work.

One client, a cafe owner, took offense when Ward exclaimed, "Why, the kitchen's so clean the food tastes like soap." But two months later customers were still repeating the gag.

Ward judges his number of listeners in the downtown area, and other sections where apartment blocks stand, by the number of fans who report they have been threatened with eviction for playing the wireless that late at night. One dauntless fellow packs his radio into the bathroom, plugs into the shaving outlet, and lets her rip.

RAILWAY SERIES

Bill Herbert, special events man at CBR, Vancouver, has taken to the hills. He's telling the story of the C.P.R.'s Mountain Division in an actuality series of that title. It started Sept. 13 on Trans-Canada, as a sustaining program.

Engineer Clayton Wilson is accompanying Herbert in the cab of the world's largest locomotive as it goes through the Rockies, passing through the Spiral Tunnel and other famous points.

Interviews with engineers, conductors, trainmen and maintenance crews on the tough stretch of mountain railway round out the series.

VANCOUVER COMMERCIALS

Vancouver stations have most of their shows lined up for the fall and winter season, and the way they tell it, the season's activity sounds like the biggest deal yet.

CJOR has a series of big shows scheduled, with three new ones, "Dick Haynes," "Ford Theatre" and "Dennis Day," being heard on the station for the first time. "Bob Hope," "Curtain Time," from CBC, "Duffy's Tavern" and "Mayor of the Town", will be back.

Bing Crosby has been added to the CKWX autumn lineup, and among those returning are "Superman," "Fun Parade" and "The Money Makers."

YEARS BETWEEN

CKOC, Hamilton, last month gave full coverage to the appearance of British film star, Michael Redgrave, who starred in "The Years Between" which played at the Hamilton Capitol Theatre, when he visited the ambitious city to make a personal appearance on stage. His arrival and welcome at the railway station, the afternoon appearance, studio interview and stage and lobby coverage of the event was provided by CKOC. The film star also transcribed special greetings which will be aired when the Canadian Oil Companies' "London Playhouse," currently heard on CKOC on Fridays at 9 p.m., features a radio adaptation of "The Years Between," scheduled for later in the series.

MOUNTAIN TO MOHAMMAD

When United States immigration authorities refused the Radio Rascals, of Vancouver, permission to enter the States to make a series of recordings, the recording firm still thought enough of the group to send a unit to Vancouver to do the job.

Adolph Linden of Linden Recording Company, Seattle, heard the quartet, Bob Dresser, Art Vipond, George Tate and Hughes, on Western Trails. He invited them to visit Seattle and their stuff for him.

When immigration people threw the lock on the gate, Linden himself brought equipment to Vancouver and made records of Marlene, Out on the Texas Plains, Sweet Georgia Brown and other numbers.

The Radio Rascals, who appear on Western Trails on CJOR every Thursday night at 8.30, also live their own show at 9.30 Sunday evening.

AIR PROVINCIAL REPORT

Manitoba's legislators will be hitting the airlines come the spring of '48. CKRC, at the moment is arranging with the Provincial Government to run a series similar to Report From Parliament featuring members of the provincial legislature when the session gets underway next spring.

Besides making time available to members of the Dominion as well as the provincial parliament, CKRC is hoping to get the fathers in on the act. If preliminary plans materialize, Mayor Galt, Coulter and his aldermanic cohorts will soon begin their series of reports to the good burghers of Winnipeg.

AIR NIGHT RACING

What is believed to be the first broadcast of night racing in Canada has been reported by CFCY, Charlottetown, P.E.I. The race was featured on the last day of Charlottetown's "Old Home Week," held from August 12 to 15. Bill Brown and Loman MacAulay of CFCY gave a running commentary of several heats of the races as the track was lit up with 5000 watts of light.

Another "first" broadcast by CFCY was the first post-war reunion of the North Nova Scotia Highland Regiment, when the unit held a remembrance ceremony at the Amherst Cenotaph, Sunday evening, August 16. The Highlanders' battle flag was suspended and presented to Premier Angus MacDonald for safe keeping in the Provincial Archives.

PARLEZ-VOUS FRANCAIS

CKSB, St. Boniface, Manitoba, this fall commences a new series of "Let's Learn French" educational broadcasts which proved successful last year. The half-hour weekly program will embody a quiz period during which English-speaking contestants, learning to speak French, will participate. CKSB follows up the language programs with mimeographed lessons and notes, which are mailed to listeners requesting them.

Jean Baptiste says:

Agriculture in Quebec is progressive. There are 91 agricultural societies and 745 farmers' clubs in the province, besides 55 demonstration farms. Short courses for farmers are held at Oka and Ste. Anne de la Pocatière.

To reach this prosperous group of buyers in Quebec Market No. 2—use all or any of these radio stations.

CHRC Quebec 5000 Watts	CHNC New Carlisle 5000 Watts	CHLN Trois Rivières 1000 Watts	CHLT Sherbrooke 1000 Watts	CKRS Jonquière 250 Watts
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For Information, Rates, etc., telephone, wire or write to:

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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Alberta's
most listened to
Radio Station
(LATEST B.B.M.)

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

Ask
RADIO REPRESENTATIVES LTD.
TORONTO — MONTREAL

SCRIPT CONFERENCE



Confering over a script for "It Didn't Happen", CKNW susatining program series, are, left to right: Bill Hughes, CKNW night news editor; Sergeant Woods-Johnson, B.C. Provincial Police; Chuck Rudd (standing) CKNW day editor, co-author and producer; Chief John Donald, New Westminster; Chief W. J. Moffat, Surrey; Vic Fergie, CKNW announcer, co-author and producer.

Through the co-operation of over Mainland Police on the Pacific Coast "It Didn't Happen" is broadcast every Thursday evening at 8.30 p.m. as a CKNW, New Westminster, sustaining program.

The New Westminster, Surrey and Provincial Police Departments supply real files from cases that have been famous throughout the United States and Canada, to be portrayed on this program.

Education of the public to cooperate fully with police headquarters and to remember the police telephone numbers is the main object of this nature.

The facts of the cases are absolutely true, but the names and places used are fictitious to avoid embarrassment to any innocent person who might recognize the case being broadcast.

All characterizations are taken by the two authors of the program, Chuck Rudd and Vic Fergie.

The program ends each evening with a description of a wanted criminal, supplied by either the New Westminster, Surrey or Provincial Police, with the reminder for citizens to memorize the police phone numbers.

It is hoped that this program, which the station claims is proving popular with listening audiences, will act as a crime deterrent.

REQUESTS THE HARD WAY

Winnipeg listeners have an opportunity to hear their choice of any four recordings on CJOB's "Desert Isle" program. The radio audience is asked to imagine themselves on a deserted island with the opportunity of having four recordings with them. The writer of the best letter outlining the reasons why he makes his particular selection of recordings, will hear them played on the program.

SAFETY BROADCASTS

The Ontario Department of Highways is co-operating with the CBC in airing a series of dramatized highway safety broadcasts on Ontario stations of the Trans-Canada network, Mondays, 7.45 pm EDT.

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		
Ma Perkins	13.1	-2.	Fred Waring Show	17.8	-3.9
Big Sister	12.9	+1.3	Alec Templeton	16.9	-4.1
Pepper Young	12.1	+1.3	Meet Corliss Archer	13.3	-2.0
Life Can Be Beautiful	11.7	+ .6	Album of Fam. Music	12.0	-1.5
Lucy Linton	11.2	+ .2	Tony Martin Show	11.6	-1.0
Road of Life	11.1	+ .5	Big Town	11.2	same
Laura Limited	10.7	+1.0	Music Hall	11.1	- .7
Breakfast Club	8.9	resuming	Waltz Time	11.1	-1.0
Claire Wallace*	8.7	resuming	Take It or Leave It	10.1	-1.3
Right To Happiness	8.0	+ .8	Silver Theatre	9.8	-1.8
(*Three a week—all others five a week)			French		
French			Metropole	11.2	-6.0
Jeunesse Doree	19.7	-1.2	On Chante dans mon Quartier	6.6	-6.7
Rue Principale	18.7	-1.0			
Quelles Nouvelles	15.0	-2.0			
Tante Lucie	13.2	+ .5			
Le Quart d'Heure*	12.4	- .1			
Grande Soeur	12.3	+ .8			
The Platter Corner	6.3	-2.2			
(*Two a week—all others five a week)					

MARCONI CONSIDERS NET
Canadian Marconi Company Limited are considering a rather ambitious comedy show featuring John Pratt, famed navy show personality who made "So You'll Get Used To It" a hit song. Cockfield Brown auditioned the show to a live audience at The Hermitage recently. While it had a remarkably fine reception in spite of first night dither, the agency producer will no doubt find plenty of spots to tighten up a bit if and when the program hits the networks.

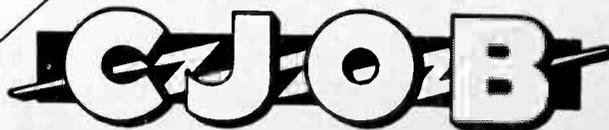
Fusty Davis and Frank Williams figured largely in the writing and staging of the program. Johnny Holmes' orchestra provided the musical background for the program and his drummer was a particular favorite with the live audience. Freddy Hill's performance was, as usual, outstanding. Oscar Peterson, Montreal's best known popular pianist, captivated the audience with his interpretation of "Dark Eyes". The talent lineup alone is enough to pretty well assure solid ratings on any network.

WHAT is a radio timebuyer?

We have HUNDREDS in Winnipeg

They buy C. J. O. B. because they know the score

NEWS on the hour . . .
EVERY hour . . .
24 HOURS of the day



ONE WHO BUYS RADIO TIME

CHNS

Now On the Air

with 5000 Watts

First in Halifax!

BOOKS

Better Be Right Than First

Paul W. White, the former director of news for CBS, manages to pack a lot of useful information, forthright opinion, humor and entertaining incident into the 398 pages of his book, "News on the Air",* without making radio sound too much like either a classroom or a three-ring circus.

He presents a nice blend of entertainment and instruction —

not a bad formula for radio itself — a blend that may be traced back to his own experience, first as a news and radio man, and latterly as a lecturer in journalism.

Like the good radio editor he is, Author White writes sinewy sentences that go quickly to the point. No wasted words. No fancy writing. But simple, straightforward prose that (as he hopes in a foreword) is conversational enough to be read aloud.

A touch of sly wit illumines many pages of "News on the Air" but much of the humor is the quiet kind as in the dedication:—"To my wife Peggy, without whose unflagging enthusiasm and untiring

assistance, this book could have been completed months earlier."

Mr. White does not spare himself in his frank judgments on radio's past mistakes. He tells of the purchase of exclusive rights to sports events, and says that radio "made one of the biggest mistakes in its comparatively short life," in agreeing to such sales. White admits that he himself was one of the worst offenders.

A careful reader may detect animus in Mr. White's discussion of news commentators. In the book, he defends his controversial memo which held that commentators must stick to the known record and refrain from personal opinion if they wanted to work for CBS. He seems to take unusual pleasure in this paragraph:

"The foreign correspondents would report and Kaltenborn would then analyze. He analyzed everything. The height of something or other was reached one afternoon when, in a fervor of commentation, he even analyzed a prayer by the Archbishop of Canterbury."

What "News on the Air" has to say for the craft is not particularly new or startling, but it is said logically and well. Even small stations need news editors, and the bigger ones should certainly have their own news staffs to supplement network news with local and regional coverage. Three editors for rewriting and three reporters to do the digging is White's prescription for the bigger stations, with a man watching for local angles on national affairs in the capital.

His tips on news writing are familiar to editors. Keep your stuff simple, direct; write news as you talk it, conversationally and naturally.

One fascinating suggestion to announcers is that they may acquire warmth in their voices by grinning while broadcasting. This doesn't make the speaker sound as if he were amused, but somehow or other relaxes constricted throat muscles, and merely makes him sound more helpful.

For the radio executive there are surveys showing how news has retained its popularity since the war; how most listeners in the United States at least prefer straight news, rather than have it analyzed for them.

Peeking around Television Corner, Mr. White sees great possibilities for the newsman with charts and maps to bring his story to life. He discusses the use of tape and wire recorders and walkie-talkies in covering special events, and he thinks, too, that radio has something in facsimile. He can't quite say what that something may turn out to be.

Finally, Mr. White repeats his favorite dictum:—

"Be first with the news. But if being first means sacrifice of accuracy, then much rather be last than broadcast something that shouldn't have gone on the air at all."

—William H. Hogg
CEC Central Newsroom

*Obtainable from the Canadian Broadcaster Book Dept., \$4 post paid.

TELEVISION

An Apple For The Visor

What was probably television's first use as a medium of education came about in Omaha, Nebraska, last month. The summer session of The Creighton University Radio Institute with the co-operation of Station WOW, used TV to relay question periods between the main auditorium and the classrooms which were located in huts half a block away.

TV receivers were placed in each classroom, in outside huts, with a mike beside each. Through the mikes, faculty representatives in each hut relayed questions from their groups in the huts to the radio expert backstage in the auditorium before TV cameras. Faculty representatives were taken from the auditorium, when the groups were to ask their questions which was then done through the mikes in the huts. Questions were made audible in all huts.

Each question was answered by the appropriate expert, who was both seen and heard in the huts and the TV receivers.

TV Lacks Day Shows

A TELEVISER MAGAZINE survey among American television dealers disclosed that the public is willing to pay \$500 for a television receiver including AM and FM bands and a phonograph. Current prices for such an instrument range from \$800 to \$2500. Dealers were of the opinion that television models should sell from \$200 to \$300, instead of the present price of \$250 to \$400.

The study showed that one of the most persistent obstacles to the sale of television receivers is the lack of daytime programs. The highest percentage of those who expressed themselves in favor of daytime program schedules are programs from 10 am to 12 pm and from 2 pm to 5 pm. More than 44% were in favor of having manufacturers install and service sets instead of the dealers.

"VOICE OF THE FRASER VALLEY"

WAY UP!

That's CHWK's new Coverage.

Thousands of new listeners have reported listening to

CHWK

Write NOW for Fall Availabilities

"The finest 1/4 Kw. station in the West."

REPRESENTATIVES

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



Sold To The Little Lady!

A "LIONELIZED" auction sale jammed Moncton's Stadium when CKCW put \$1,200 in merchandise on the auction block—the final touch of a "Bonus Bucks" program produced for local sponsors.

Coupon money, offered as a bonus on purchases, sent sponsors' sales figures soaring as the whole community eagerly traded for the only medium of exchange acceptable in bidding.

"Bonus Bucks" again substantiates our claim that "LIONELIZING" an account is the sure way to greater sales and increased profits. Let Horace N. explain "LIONELIZING", today!

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

Representatives **Stovin & Co., Toronto - Montreal ..**

L'ÉCHO FRANÇAIS DE MONTRÉAL

CHLRF

Covers PARTICULARLY THE MONTREAL FRENCH MARKET

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

THERE'S A TINGE OF FALL IN THE AIR



FALL, the glorious and enchanting season when all the colors of the rainbow dot the woodlands and life is magnificently beautiful. It's time to get the old shot-gun "out of moth balls" and oiled up for another season of hunting in the tangy autumn air with your favorite pal Rusty.

Life can be happier, more carefree at this time of year if your business is prosperous, and sales of your product promising. You can be sure of good sales in the rich Western Ontario markets, urban

and rural, with a Sales Producer like CKLW. CKLW has concentrated for fifteen years on the sales development of this market. Today it is a welcome visitor in 95,710 homes in the daytime and 87,314 homes at night. Don't forget this live-wire radio station when planning your Fall advertising or sales campaign in this fertile market.

Remember, too, for a happier, more carefree Fall, begin now by making CKLW a MUST on your Fall advertising schedule.

CANADIAN BROADCASTING CORPORATION
MUTUAL BROADCASTING SYSTEM
 MEMBER OF CANADIAN ASSOCIATION BROADCASTERS

CKLW

"THE GOOD NEIGHBOR STATION"
 WINDSOR ★ ONTARIO

REPRESENTATIVES: H. N. STOVIN, CANADA • ADAM J. YOUNG JR. INC., U.S.A.

AGENCIES

Peacetime Advertising On Wartime Basis

Feasibility of forming a Canadian Advertising Council, similar to the Advertising Council in the United States, is being given consideration by the officers of the Canadian Association of Advertising Agencies.

Alex Miller, manager of the C.A.A.A., has circulated a brief

outlining the structure of the Advertising Council to the C.A.A.A.'s directors.

Non-Profit Organization

The Advertising Council in the U.S. is a non-profit volunteer organization composed of Advertisers, Agencies and Media, formed in 1942 to assist the American government in promoting home-front campaigns. During the war the Council planned, developed and executed some 150 home-front campaigns and secured the contribution of more than one billion dollars worth of advertising space and time to pro-

ecute these campaigns successfully.

Continuation of the Council after the war was based on the facts that (1) Advertising has shown conspicuous ability to help solve national problems. (2) It is good business to use advertising for such purposes, and public service advertising pays off.

Public Service Campaign

Some of the current projects supported by the Council are campaigns to create a better understanding of the economic system, to sell savings bonds and to encourage soil conservation.

Use All Media

Information on projects selected by the Public Advisory Committee of the Advertising Council are channelled to the public through written and spoken advertisements sponsored by individual companies and through pooled facilities made available to the Council.

For instance, 133 radio network advertisers broadcasting once a week carry Council messages every six weeks; more than 1000 magazines carry Council-prepared advertisements each month and newspaper space is contributed to Council campaigns either by the newspapers themselves or by local sponsors.

Would Urge Building Code

In discussing possible projects for a Canadian Advertising Council, Miller suggested a campaign for a national building code to nullify outmoded local regulations, which hinder the application of modern production methods to housing. He also mentioned reforestation and the benefits which

would eventually accrue, not only to the farmer and the wood industries, but to the country generally, once the need for a nation-wide campaign brought home the need.

—Jack MacRae

McCONNELL EASTMAN & CO. LTD.

McConnell Eastman's account, London Life Insurance Co., will sponsor all broadcasts of the intercollegiate football games this season. Series starts Oct. 11 on CJAD, Montreal, CKWX, Kingston, CJBC, Toronto and CPPL, London. Roy Dilworth of Toronto and F. Morrier of Montreal will handle the commentaries.

VICKERS & BENSON LTD.

The D. L. & W. Coal Company, a Vickers and Benson account, has contracted for twenty-six weeks of "The Shadow", on nine Ontario stations. Street and Smith's familiar package show, a rating-puller will plug "Blue Coal" for the D. & W. Company. Series begins next week of September 29.

Another Vickers and Benson account, Grove Laboratories Inc., begins a coast-to-coast 15 second flash campaign for Groves C Tablets on 25 stations the end of September. Esterbrook Pen Co. third account, is running a one-minute, three-a-week spot campaign on six Eastern Ontario stations until Christmas.

SPITZER & MILLS LTD.

Spitzer and Mills Ltd. announce "La Mine D'Or", for Colgate-Palmolive Peet, has been moved from the CBC, Quebec, Regional Network and subs to CKAC, Montreal; CKAC, Quebec; CKCH, Hull; CHNC, 114 Carlisle. No reason is given for the transfer.

The same agency has also booked evening times on 17 Western and Maritime stations for Queen's Flour's "Barnyard Jamboree" transcribed, 30-minute show.

MacLAREN ADVERTISING LTD.

A MacLaren Advertising client, People's Credit Jewellers, will use Christmas specials with "Morning Melodies" on CFRB, 9.15 to 10.00 Monday to Saturday and with two spot announcements daily Monday to Saturday on CKEY. Campaign begins 13 weeks prior to Christmas.

ALBERT JARVIS LTD.

The Radio Department of Albert Jarvis Ltd. says J. Lyons & Co. (Canada) Ltd. is returning "The Money-Makers" on CFRB, Sept. 20. "The Money-Makers" is rebroadcast over nine other stations in Ontario, Quebec and the West. Johnson & Edington produce the show.

COCKFIELD-BROWN & CO. LTD.

A Winnipeg origination of Cockfield Brown—the "Red River and Dance", sponsored by Hudson's Bay Co., returns Oct. 4 on Pacific and Pacific Coast hook-ups of the Trans-Canada net.

McKIM ADVERTISING LTD.

"Singin' Sam" has been booked over CKRC on behalf of Guinness. The 15-minute show will run five times weekly. The show was booked for the National Radio Company by McKim Advertising Montreal.

IT'S A FACT!

ONLY CKRC WINNIPEG

CAN REACH EVERY RADIO HOME IN MANITOBA

IT'S CANADA'S BEST RADIO BUY

COMPARE RATES AND COVERAGE

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

CKCR KITCHENER

The Worth of a Market

can be measured by the taxes it pays, and Ottawa is now establishing a branch Income Tax office in Kitchener, with a personnel of 173 and an annual payroll of early a quarter of a million dollars.

CKCR KITCHENER

Is The Way To This "Must" Market

— See —
WILLIAM WRIGHT
MONTREAL
Empire Life Bldg.
HA. 7240

TORONTO
Victory Bldg.
AD. 8481

CKCR CKCR CKC

PEOPLE

Heads CFRB Sales



Waldo Holden, who spent eight years from 1939-47 at CKRC, Winnipeg, and resigned his position of sales manager to take up the same duties at CKEY, Toronto, has transferred his affections to CFRB, Toronto, the appointment being effective immediately.

Holden was born in Toronto, and educated at St. Andrew's College. He spent his early days in the entertainment business.

Heads All-Star Committee

Holden starts out on his new job by heading up the All-Star Hockey Broadcast Committee, which has arranged to carry the All-Star National Hockey League game which will be played at Maple Leaf Gardens Thanksgiving Day, October 10, from coast to coast. The proceeds of this game, in which the All-Star team will meet the Leafs, world champions, will go two-thirds to the N.H.L. pension fund and one-third to the Community Chest fund. The broadcast will have an in-

ternational aspect, tied in with the U.S. Welfare Chest, if plans go through to have it carried on the ABC network south of the border.

Players who have been picked as "All-Stars" of Toronto Maple Leafs will be brought to the Gardens where they will be presented with solid gold engraved pucks. Representative players from Halifax to Vancouver will attend.

Holden's committee consists of Foster Hewitt, who will broadcast the game; C. M. Pasmore, of MacLaren Advertising, who supervises N.H.L. broadcasts for Imperial Oil; Wes McKnight, of CFRB, a member of the "Hot Stove League"; and Jack Dunlop and Nairn Moggridge, of the CBC.

WINNIPEG TRAFFIC

New member of the CKRC, Winnipeg, staff is Ken Babb. Ken is now turning out continuity. Peggy McGannon has left CKRC. She has joined the radio department of Stewart-Lovick & Macpherson. Louis Souchon, who formerly taught in various Montreal universities, is the new news editor at CKSB, St. Boniface. He replaces Albert LeGrande who has gone back to university.

Jack Couper, CKRC news reporter, has joined the station's sales staff. He replaces Fred Adams who has accepted a position as account executive with Cockfield Brown and Company. George Brimmell, of the continuity department, will take over in the newsroom.

MAYOR OF LITTLE PLACES

Andy Clarke, who presents CBC's "Neighborhood News" on Sunday mornings, has been made honorary mayor of Mount Forest, Ont. The honor was conferred upon him by a special resolution passed by the Mount Forest Council. He has been nicknamed "The Mayor of Little Places" because of his interest in rural communities.

HITCHIN' POST

Two Winnipeg broadcasters have stepped into double harness. Receiving congratulations these days are Gordon Harrower of CKRC's technical staff and Doug Ellam,

CJOB operator.

Gordon married Evelyn Warder, while Doug exchanged I Do's with Rose Halldorson.

ATTENDS ACADEMY

Baritone Harry Trousdale, who is also traffic manager for CJOB, has left the west coast for a six-months' course under Lorne Creene at the Toronto Academy of Radio Arts. The singer did a four-year hitch with the R.C.A.F., and the Department of Veterans' Affairs have backed his course at the academy.

LEAVES RADIO

Manager John Hunt of CKMO, Vancouver, will leave the station about the end of September, but Hunt so far has not made any announcement as to his plans. The name of his successor will be announced later this month.

B.C. TRAFFIC

Jack Kyle has joined the announcing staff of CKWX, Vancouver after a hitch with the production staff of CJVI Victoria. Al Klenman, a six-year man with the CKWX engineering staff, with time out for a spell in the air force, is now with the station's sales department.

Lloyd Morris, CBR announcer, is back in Vancouver after a six-week course at NBC's summer radio institute in Hollywood. He studied writing, speech and production and was the lone Canadian in a class of 110 from all parts of the States.

Kenneth P. Caple, B.C. regional program director for CBC, has been

re-elected to the board of governors of University of B.C.

Wally Garrett, CKWX announcer, has taken over the MC job on Public Opinion, the highest rated program in Vancouver.

TO ADVISE BAHAMAS

Ernest Morgan, CBC's senior music producer and acting supervisor of presentation, Toronto, leaves on September 28 for Nassau, Bahamas. He has been invited on a two-month stay by the Bahamas Government to act as adviser to its radio department which is reorganizing its program planning technique. H. R. Bethel, secretary of Bahamas broadcasting, now in Canada studying CBC operations, will return with Morgan.

RADIO DIRECTOR

H. P. Kelly, son of Russell T. Kelly, Minister of Health for Ontario, has been appointed radio director of the Hamilton office of Russell T. Kelly Ltd.

ONTARIO TRAFFIC

John Strong, formerly with CKPC, Brantford, has joined the announce staff of CKNX, Wingham. Tom Rafferty, former announcer-producer of CKNX, has joined CKCW, Moncton. Clint Godwin and Stan Conder have joined CFRA, as announcer and writer respectively.

LUCAS RESIGNS

Rupert Lucas, well-known in Canadian radio, has resigned as radio director of Young and Rubicam's Chicago office. He has not announced further plans.

**OWNED AND OPERATED
BY ITS LISTENERS**

CKSB

ST-BONIFACE, MANITOBA

1000 Watts

1250 Kilocycles

The only way advertisers can reach the FRENCH speaking population of Manitoba effectively is by using **THEIR** station.

CKSB blankets an expansive and entirely new territory via 55,000 French speaking listeners who buy products advertised on **THEIR** station.

**WESTERN CANADA'S FIRST
FRENCH LANGUAGE STATION**

C. W. Wright - Canada

Adam J. Young Jr. Inc., U.S.A.

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

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

Western Ontario's Most Progressive Station

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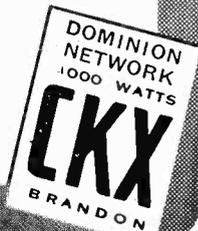
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(World-Standard-Langworth-Associated-Thesaurus-U.T.S.)

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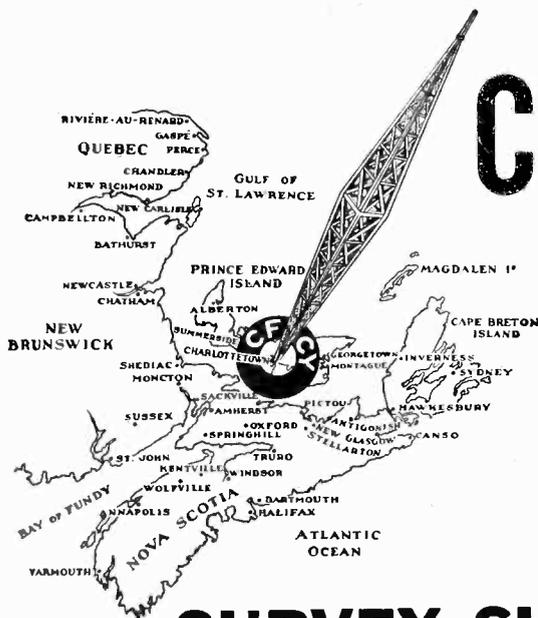
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BMI CANADA LIMITED

229 Yonge St. - - - - - Toronto 1
Montreal - New York - Chicago - Hollywood

CFCY



SURVEY SHOWS That CHARLOTTETOWN IS RICHEST MARKET!

SALES MANAGEMENT'S 1947 survey of buying power states that Charlottetown families have more money available for spending than the average family elsewhere in Canada with a "Quality of Market Index" of 118—18% higher than that of the average Canadian community regardless of size.

CFCY offers the greatest retail sales market in the Maritimes within its BBM primary coverage area. CFCY has 150 local accounts in Charlottetown, Montague, Summerside, P.E.I.; New Glasgow, Amherst, Truro, Pictou, N.S.; and many parts of New Brunswick. CFCY's excellent location provides a ready-made market for national accounts.

ESTABLISHED 1922

5000 WATTS

630 KILOCYCLES

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

Man of the Hour

International Broadcaster

J. E. Campeau, manager of station CKLW, Windsor, has been named president of the Western Ontario Broadcasting Company Limited, Windsor, and Essex Broadcasters Incorporated, Detroit. Campeau succeeds the late Malcolm G. Campbell. Until the new appointment was made, he was vice-president of both companies.

Ted Campeau graduated from St. Michael's College, and was called to the bar in 1921.

He came into radio via the selling route, after a few years in publication work, sixteen years ago.

International Station

Managing this border station presents problems without parallel either side of the border, but Ted is equally at home on both sides of the river. Through his efforts, CKLW hands out public service in equal measure to both Canadian and American listeners, and the fact that he is a member and past director of the Canadian Association of Broadcasters on this side, and a director of Mutual Broadcasting System in the States indicates that his international efforts are succeeding in cementing relationships between the motor cities of Windsor, Ontario, and Detroit, Michigan.

In the first war, Campeau served as a lieutenant in the Royal Flying Corps. In the second war, his two sons saw service in the American Army and Navy.

He is a member of the Windsor Advertising and Sales Club, Rotary, and the Adcraft and Economic Clubs in Detroit. He is also vice-chairman of the Aviation Committee of the Windsor Chamber of Commerce.

EMPLOYMENT SERVICE

Having located jobs for over 100 returned men in the past two years, we are opening our Free Employment Dept. to all who are desirous of entering advertising or radio and can show the necessary qualifications.

Stations and agencies seeking personnel are invited to send us particulars of their needs.

EMPLOYMENT DEPT.

Canadian Broadcaster
371 Bay Street - Toronto



GREAT EXPECTATIONS

Talent's alibi that its life is so short could have lots of holes shot in it, if the artists covered that usefulness breeds longevity.

P. U. DEPARTMENT

P. U., on the west coast, who complain that the SC gave too much air time to Canada's only national event, the Canadian National Exhibition.

RAIN CHECK

It doesn't look right now, though we'll be handing Beaver this year to the advertiser, agency or producer adds just one new program to the network schedules this season.

RATING THE RATINGS

Then there's the listener who is so interested in his favorite program that he positively refuses to answer the poll while the show is on the air.

QUALITATIVE ANALYSIS

How about the program which entertains no listeners, sells no goods but delights the ears of the sponsor's mother.

PEN PAL

Sir: You don't have to put a man over the head with a sack of manure to let him know there's a smell in the air, and I don't think you have to label a story "Markets" to tell the reader it's about markets. The guy can read.

—Bob Franco

Sure, Bob, but can the guy write?

POOR RISKS

Word reaches us that a life insurance company has refused to insure the voice of a certain well-known announcer, because they can never tell if he's lost his voice or is just trying to play Mr. Sexton's part.

MISREPRESENTATION

Even though that Seabee plane with J. W. T.'s Bob Campbell, R. C. A.'s Fisher and your editor aboard could not take off from Inverness, en route for Kenora, it had disgorged the latter who vociferously deny Bob Campbell's allegation that we looked like a pregnant hippopotamus frantically seeking a suitable nest in which to spawn. Definitely we weren't ignorant, besides which we did use mixed metaphors.

13 OF CANADA'S 89 INDEPENDENT STATIONS

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



B.C. - A Growing Province!

The fastest growing province in Canada—that's British Columbia!

For one example: Building per-

mits in 1939 ran \$11,786,304. In 1945 — \$35,808,286 and in 1946 — \$63,499,040. Sell this wealthy market by radio!

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

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



DOLLAR VALUE DOLLAR RESULTS ON CFRB

You can reach more listeners on CFRB — dollar for dollar — than any other Toronto station:

And that statement is backed up by these facts. On CFRB, each advertising dollar buys:

2,795 potential radio homes after 7 p.m.

3,475 potential radio homes between 6-7 p.m.

5,195 potential radio homes at other times

Yes, more LISTENERS for your dollar . . . more SALES for your dollar—because you reach a *buying* audience in a *buying* market! That's why advertisers stay with CFRB so long and so happily. They've found that they get value AND results — on CFRB!

CFRB

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

Looking forward to the next twenty years!