

CANADIAN BROADCASTER

AND TELESCREEN

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August 28th, 1948

NEED FOR CAUTION IN PRICE MENTIONS

Saskatoon.—The success and continuance of price mentions in radio advertising will depend solely upon the techniques employed by radio stations, Bert Cairns, manager of CFAC, Calgary, and president of the Western Association of Broadcasters, told the opening session of the WAB meeting here Monday.

A temporary relaxation of the CBC regulations will permit the broadcasting of prices of advertised products for a six months trial period commencing September 1st.

Expressing the view that price mentions "intelligently and tastefully employed will be of great service to the radio station, the advertiser and the listener", Cairns said that the Western Association of Broadcasters could be proud of its lead in bringing about the trial period, and radio station operators should be careful to justify the practice.

In a poll of stations, sponsors, national reps and advertising agencies conducted by this paper in June, overwhelming approval of the relaxation was expressed by all groups, with 96% in favor and 4% dissenting. Almost as high a percentage favored some sort of control being exercised on restricting the frequency of mentions, 80% being in favor, 12% opposed and 8% of no opinion. Opinions were more evenly divided on the question of establishing a deadline for filing of copy, to prevent price wars, 52% aye, 34% nay and 14% no opinion. Only 8% thought stations should charge premium rates for price mentions.

Delegates attending the WAB Convention heard a report from T. J. Allard, general manager of the Canadian Association of Broadcasters. This meeting was conducted behind closed doors. No details of the meeting or

The Interviewing of SAM McGEE



Bill Ward of CKWX, Vancouver, long a Robert Service fan, met the 74-year-old sourdough poet when he was in Vancouver for the 50th anniversary convention of the Trail of '98. Ward induced Service to visit the studios a couple of evenings and read some of his verses on his "Doghouse" show

which has a wide audience from 11 till midnight. In the past Ward has often read Service's poems himself over the air, and the poet has visited the station on previous trips to the west coast, but this was his first time on the air on CKWX. Here Ward (holding book) is seen in the studio with Service.

discussion were disclosed except, in a prepared statement, Allard stated that a "new policy and reorganization" of the CAB had been talked over.

Further details of the convention activities were not available at press time, but will be included in this paper's next issue.

WOULD BASE TOLL ON STATION REVENUE

Ottawa.—A suggestion that independent broadcasting station licence fees be based on a station operating revenue, instead of on the power of the station, and populations served, is currently being discussed by the Department of Transport following recommendations from the 1947 Parliamentary Radio Committee that licensing fees be revised.

A Department of Transport official stated that no final decision has yet been reached, and pointed out that the fees can be changed by order in council under the Radio Act without Parliamentary approval. He also said that the CAB was fully aware of this current review.

Joseph Sedgwick, K.C., the CAB's lawyer, said that "the present methods of fixing licence fees is hardly applicable to present circumstances" and pointed out that there were power increases and other changes since the method was first instituted nine years ago. He thought that any change in these fees should be discussed at a conference of the Department of Transport, the CAB and Station operators.

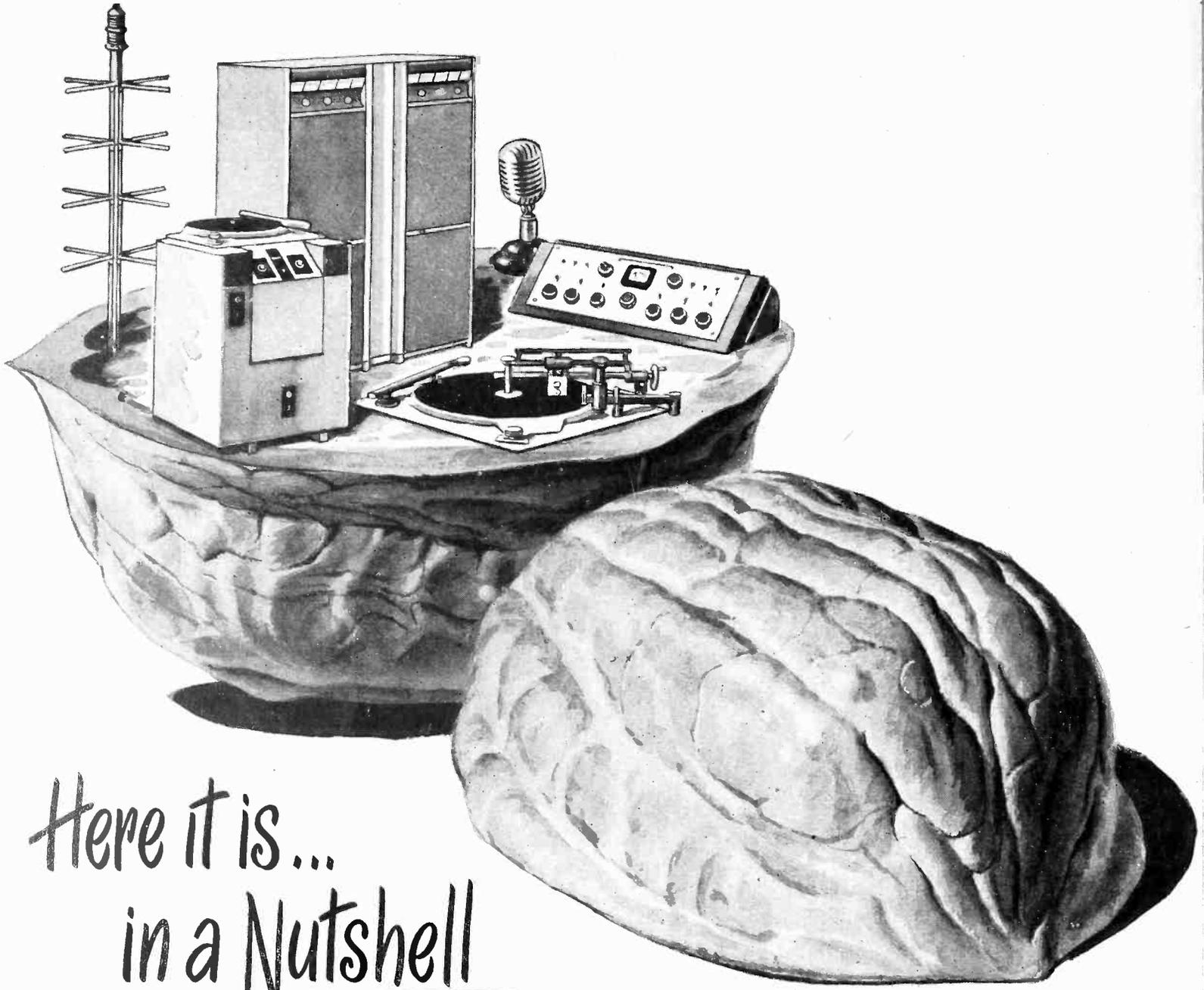
Reports that the change in licensing procedure was recommended to the Department of Transport by the CBC were denied by CBC official who said "there is absolutely no truth in it".

He confirmed, however, that a review of the licensing procedure was being made by the Transport Department.

BLUSH OF THE MONTH

Fort Frances. — A ten-year old girl, visiting Station CKFT's *Kiddies' Korner* program, asked a real \$64 question which made announcer John Coughlin do a double take and caused the operator to do some frantic cutting coupled with a disc fill.

The little miss stepped up to the mike, smiled at Coughlin, and asked: "Please, where is the bathroom? I have to take my little brother . . ."



Here it is...
in a Nutshell

The finest FM Equipment is supplied by MARCONI

... not only will Marconi supply, but install, test, adjust and guarantee, every piece of FM equipment or service required to complete your station.

This is not a broad statement either. Marconi is in a position to supply IMMEDIATELY ... microphones ... monitor speaker and receiver ... studio amplifier ... transcription turntables ... recorders ... coaxial line and associated fittings ... antennae and support towers.

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MARCONI ENGINEERING CONSULTING SERVICE is available to assist you with your radio engineering problems, whether it be in establishing an FM, AM or TV station, or extending your present radio facilities.

Featuring
the
"EXCLUSIVE"
ARMSTRONG
DUAL CHANNEL
FM
MODULATOR

CANADIAN MARCONI COMPANY

MARCONI BUILDING • MONTREAL

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

MARCONI — The Greatest Name In Radio

OVER THE DESK

This time it is the fruits of our press clipping service (Advertising Research Bureau—adv.) that is heading the litter on the desk, so let's go a-rummaging.

Jack Karr's *Movie-Go-Round*, in the *TORONTO DAILY STAR*, the newspaper which has not included Television in its rule never to mention radio in its columns, has a word about TV for theatres. Paramount, he says, is eyeing Toronto hopefully as an outlet for large screen television. "Up here", he continues, "where television nestles within the protection of the CBC, nobody's saying how Paramount's proposal may be greeted. It is no secret, however, theatre executives and the CBC have been conferring for some months . . ."

In another piece, the same scribe talks of "midget auto-racers (which) roared across at the Odeon-Danforth Theatre (Toronto) . . . at the same moment they raced around a track 50 miles away, as the crow flies, in Buffalo."

As guest of former CAB manager Harry Dawson, who has transferred his activities to Canadian General Electric, we had the privilege of seeing the same thing these two or three Wednesdays back in the Dawson living room. We saw a good couple of hours of WBEN-TV (Buffalo), including the midget autos, and were impressed with the clarity considering that Toronto is on the fringe of WBEN's TV area. The races were easily the most interesting program we looked in on. Other features, which were all filmed, were pretty amateurish in their handling, and show that there is a long way to go. CBC's wait-and-see policy may be a long sighted way of—rather unsportingly—letting the US telecasters do the preliminary digging before they start risking public funds, but we might easily—and probably will—get left at the gate. Anyhow, private businessmen in Canada have indicated their willingness to do the risking at their own expense, so what are we waiting for?

Give-away radio shows had editorial treatment in the *CORNWALL STANDARD FREEHOLDER*, which also operates station CKSF in that city. Claiming, not without foundation, that the gimmick idea "reduces the prestige of radio because it appeals to the public's 'get-rich-quick' instincts", the



leader concludes: "Sooner or later the law of diminishing returns will set in for the giveaway shows, and we'll get back to normal and to decent radio entertainment."

We are inclined to subscribe to the *FREEHOLDER's* view. A decade of regulating must have proved that rules are made only to be broken, so isn't it time we just tried out a forgotten plan of letting the laws of nature and economics take their course, in the meantime exercising our prerogative to tune out programs we don't care to listen to?

Wartime chores helped writers to crash radio, writes Jack McNeil, in a *Canadian Press* story which was given good coverage last month.

McNeil quotes Alice Frick, who heads the CBC's script department, as saying that the war was partly responsible for the crop of talented young writers who began to gain fame on the *Stage 44* and *Stage 45* series. Named specifically are Len Peterson, Fletcher Markle, Joseph Schull, Lister Sinclair, Tommy Tweed and Hugh Kemp, who at about this time "began to snatch international prizes from under the very noses of fellow craftsmen south of the border, who might previously have been pardoned for thinking Canada a country populated by Indians and Mounties."

You can't earn a living while learning the technique that will help you write radio plays, and this is why, according to Miss Frick, Canada hasn't developed another group of young script writers — lack of incentive.

During the war, she told McNeil, public relations officers with the services had just that chance. "They had to do a certain amount of writing for radio in their daily grind —

and thereby learned radio's exacting technique." Other beginners with promise aren't working as hard as they might to develop their talent, she said. Three hundred and twenty dramas were accepted and produced by the CBC last year, and these were chosen from 1,200 submitted by freelancers, she stated, adding that "freshness and originality in characterization, and a certain polish and wit are among the first things a script editor looks for."

Only Vancouver stations seem picture-conscious these days, with the result that this paper seems perpetually laden with shots from the Pacific Metropolis, and we're being sniped at all round for favoring that section of the country. Pictures — accent on action — to the tune of at least three per issue are welcome. This goes for agencies and producers as well as stations. We aren't looking for posed publicity stills of the president on his birthday. We want pictures which tell radio's story interestingly, entertainingly, dramatically. We don't promise to print every one we receive. We could certainly print more than we are receiving. Quality is important too—sharp glossy prints with accent on blacks and whites, tell your press photographer.

The ACA Convention is set for Oct. 27-29 in Royal York Hotel, Toronto. While details are not available we understand that there will be the usual large number of open forum discussions on matters pertaining to advertising and sales. The ACA awards for contributions to Canadian Advertising will be presented at the annual dinner, and Canadian Broadcaster and Telescreen will be on deck as usual with an ACA special edition to bring radio's story home to the men who pay the bills.

It's a
**STEEL
AND
PAPER
COUNTRY**

Reach
**14,000
RADIO
HOMES**
ALL WITHIN
7 MILES
OF OUR
TRANSMITTER

ANNUAL
PAYROLL
OVER
\$24,000,000

CJOC
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TORONTO MONTREAL
J.H. MCGILLVRA USA

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CHWK
CHILLIWACK

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ALL-CANADA RADIO FACILITIES • WEED & CO. USA

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In 18 months more
than 25,000 new
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Fraser Valley.

CHWK
"Voice of the Fraser Valley"

MERCHANDISING

CJOR's merchandising department has no competition in Vancouver. Along with the large staff of producers, writers, announcers and technicians, the new CJOR merchandising department is on its toes . . . ready to introduce you to our "bonus advertising". Call our Reps and see for yourself samples of work being done continually for other accounts.

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

OUR 21st YEAR
5000 Watts, 600 K.C.

*** CJOR**
VANCOUVER B.C.
CBC • DOMINION NETWORK

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

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MONTREAL TORONTO WINNIPEG VANCOUVER

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

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

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

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

CAB

Expand Radio Bureau Service



T. J. ALLARD

Ottawa. — The Report from Parliament Hill radio series is going to be expanded, according to T. J. Allard, general manager of the Canadian Association of Broadcasters, who says the 66-station daily and weekly commentaries are going to interpret international news as well as Canadian from Ottawa from now on.

Edmund Morris, Ottawa Parliamentary Correspondent for The St. Catharines Standard, has taken over preparation of the feature. While Parliament is in Session, all M.P.'s are invited to broadcast regularly in the series over their local independent stations.

The service will be on the same basis as before, Allard said, the entire cost, including recordings in Ottawa of the M.P.'s talks for the series, continuing to be borne by the co-operating stations.

Believing that "radio listeners want more intelligent interpretation of national affairs

than ever before," he states that "polls by the independent stations show they are just as anxious to know how they are affected by what is going on elsewhere in the world."

These reports will still be commentaries, not straight news. "The idea is to give informed Ottawa opinion on the news. Getting it is already handled most efficiently by the two national news services. What the independent stations are trying to do in these broadcasts is pull the news together so their listeners can tell where it all fits."

The Radio Bureau, which has been operating under Allard's direction for four years, was designed as a co-operative public service venture by the private stations, to help members of the Dominion parliament maintain a closer touch with their electors, by enabling them to deliver personally spoken reports over the air to their own constituents through their home stations.

To this end, a recording bureau was established in Ottawa to enable members to make their discs with the least possible trouble. All expenses, as has been stated, are defrayed by the contributing stations, who now number sixty-six.

From the outset the opportunity afforded to members through the Report from Parliament Hill series has been phenomenal, with representatives of all political parties expressing true enthusiasm. Care is exercised to induce members to avoid campaigning in their "reports", and listeners are realizing that, recorded as they are without the editorial slanting to which they would be subjected by any other medium, the Reports from Parliament Hill bring them into as close contact as is humanly possible with their elected representatives in the House.



Continuous Radio Audience Measurements Since 1940



Elliott-Haynes Limited

Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GErrard 1144

CANADIAN BROADCASTER

AND TELESCREEN

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

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HERE IS THE PLAN

The threat of socialism and socialistic ideals which continue to spread all over Canada is the immediate and urgent concern of "business". This growing cult of idealists which is by no means confined to the Socialist party, continues to threaten our economic system because it clings to the view that socialism is the panacea of all ills, and that public ownership of key industries will, in some mysterious way, create a stable and universally happy economy, where everyone has plenty of everything all the time.

The success of this sinister movement—sinister because it overlooks that even social security has to be paid for—is a direct result of the apathy of those who have the most to lose, that is to say the ranks of "business", and the placid self-assurance, which a steadily increasing vote for the socialist CCF does not seem to stem, that everything will come out all right in the end.

This is not a Conservative-inspired article in the "my-party-right-or-wrong" sense. It does however point up the Progressive-Conservative party as the only party which stands for the continuance of the well-tried system of competitive business. It suggests that as long as the P-C's stand for such a system, they are the only existent party which "business" and those who believe in "business" can possibly support. This seems completely obvious when we consider the alternatives. Of these we have the socialist CCF, which admits quite honestly that it stands for the socialization of business. Then we have the Liberals, who have retained power this past decade by steadily stealing the planks from the CCF platform, usurping more and more dictatorial power from year to year, and generally emulating the sinister policies of those whose credos coincide so very closely not only with those of the British type of socialism, but also those of National Socialism and Communism.

The large number of people who are not interested enough in their country's welfare to go to the polls on election day are virtually controlling the country, because their votes, if they recorded them, would turn the balance of power wherever they were placed. This is born out by the fact that in the 1945 Dominion elections, more people whose names were on the voters' lists refrained from voting than voted the Liberals back into office. It will be readily agreed that it is not Socialists or Communists or their fellow travellers who stay at home election days, which indicates pretty clearly where the power would go if these non-voters could be stirred from their lethargy.

The solution then is the immediate formation of a nation-wide organization with the prime motive, not to create a mutual admiration society of businessmen with Hooplesque speakers ranting their songs of freedom between gulps of their own bath-water, but to spread interest in the free enterprise story, both among dormant voters and also members of other parties.

While this move would revive interest in the Tory principle, this does not necessarily mean that the organization has to be a Conservative one. We are suggesting rather that it be given a name symbolic of freedom of enterprise; that branches be established in every town or city of 1,000 population or more; that a studious and concentrated drive be instituted to build up a three



RADIO HOLDS THE LISTENER

million membership; that the whole movement be made into a show window for business".

Everybody is a joiner at heart. Our unnamed association would be right up their alleys. A one dollar membership fee would entitle them to wear the membership button. To become members though they would have to sign the association's pledge. This pledge would include, among other things, an undertaking to support private enterprise in their personal and business dealings; to conduct their own enterprises on an equitable basis; to participate actively in public affairs as their talents fitted them; to acquaint themselves with all shades and colors of political thinking; to support the political parties standing for business freedom, but never to subscribe to underhand political manoeuvrings.

To attract membership, the association's activities should include the establishment of recreational and educational centres from coast to coast. At each there would be available career councillors to aid and encourage young people who now have to flounder around like fish out of water when they want to start their careers as employees in business. Educational activities would include sane and intelligible explanations of the competitive system, not forgetting its pitfalls. Participation in the association's educational activities by the membership would be encouraged.

Recently we wrote of the need for a man who could devote his time unselfishly and intelligently to piloting business from behind the iron curtain with which it has allowed itself to become surrounded. Here is an idea of what that man would be called upon to do. Where is that man?

Richard G. Lewis.

EDITOR.

OPINION

CBC Policy Guarantees Stagnation

Bowmanville, Ont.—The case for private enterprise has been well voiced, during the past few months, in a number of editorials appearing in the Bowmanville, Ontario weekly *THE CANADIAN STATESMAN*, with a large number of these devoted to the organization and policy of the Canadian Broadcasting Corporation, which, the paper points out, operates in competition with the independent radio stations, issues or revokes their licenses and also lays down and administers their regulations.

"This, according to the *STATESMAN*", is an intolerable situation in a democracy, whether abused or not. It has been pointed out many times that our radio set-up paves the way nicely for some future totalitarian-minded government to perpetuate itself into power.

"To date the only excuse for not correcting this situation is the fallible argument that if a totalitarian regime took over in Ottawa it would change the law anyway, and use radio for its political purposes. Certainly the majority of Canadians will not swallow such a sorry excuse. They are not prepared to go on paying high tax tributes to a set-up which would delight the heart of any dictator. Further, it is a psychological fact that creating the conditions of state-domination over a wide field of endeavor is certainly

speeding the day when actual Statism could rule the roost in Canada."

The paper enlarges on the taxation question when it calls attention to the fact that one dollar out of every three earned by an average family goes in taxes, and although the CBC claims to belong to those who pay the taxes, it is actually operated by the government, and is dependent on the \$2.50 yearly radio tax for its existence.

Freedom of the press is also cited, and the *STATESMAN*, while agreeing that newspapers are entirely free to speak their mind, thinks they may have a different story to tell if facsimile were to develop on a large scale, or eventually replace the present system of newspaper distribution. For, as the paper points out, "such a process will automatically come under the jurisdiction of the CBC, which controls all wireless broadcasting to the public in Canada. Unless existing radio laws are changed, it will mean the end of freedom of the press."

The difference between privately-owned and government enterprise is summed up by the weekly when it states that: "a privately-owned enterprise is successful if it attracts enough customers to make a profit; a government enterprise is successful as long as it does not antagonize the public to the point where they demand its abolition." The CBC, according to the *STATESMAN*, is disqualified from the first definition by scrutiny of its balance sheet, and as it is a government mono-

poly it can only be judged by the second. At its best it is regarded by the public as "reasonably satisfactory" and at its worst as "tolerable".

Audience research facts on programs are quoted by the paper when it states that a large part of the Canadian audience ignores CBC programs in favor of programs broadcast over independents, and that the CBC has its largest listener percentage when it is airing US programs such as Charlie McCarthy, Fred Allen and Fibber McGee.

"There can be no doubt", says the *STATESMAN*, "that, compared to what is offered free by independent broadcasters in the USA and Canada, CBC programs are simply not worth what they cost the listener. And unless the CBC starts worrying less about expanding its technical plant and increasing its administrative power, and more about improving its services, it will not be long before listeners across the country begin asking more and more frequently, 'What are we paying for?'"

The CBC's television policy is analyzed by the *STATESMAN* as "a guarantee of stagnation", and it compares the lack of the medium in Canada with the regular pre-war and current broadcasts in Britain, and its swift development into a booming new industry in the USA. The legitimate reasons for the delay in this country are quoted as being sparse population, lack of engineers, research men, technical facilities, and the top problem of finance, but the *STATESMAN* says that "the biggest reason for the delay is anything but legitimate; it is the CBC".

"In its recent statement the CBC expressed in glowing terms its belief in the future of television in Canada, and its burning desire to develop it along Canadian lines", this forthright journal continues. "But it then announced a policy which will inevitably hold television back for many years. Applications for television stations by independent broadcasters will be granted only after 'great care' has been exercised in reviewing them, and with the CBC reserving the best channels for itself. Under existing regulations, of course, independent stations will not be allowed to form networks; nor, under the new ruling, can they broadcast television programs originating in the U.S.A."



MILKING 'ER DRY?

We don't think so. In the first place, it's a gang-up job. In the second place there's a limit to how much the bottle can hold. Well, up here in Northern Alberta there seems to be no limit to how much potential national wealth is stored in the soil beneath us and the areas around us. Unsurpassed natural beauty to the west; fish, lumber, tarsand, and undetermined mineral wealth to the north; oil to the immediate south; coal beneath us; the world's finest grains and livestock all around us make CJCA's listening area Canada's most versatile region with a future second to none.

The economists and industrialists of the world are ganging up on Northern Alberta because they know it can't be milked dry for centuries. CJCA is the major sales medium in this area.



The Wright STATIONS

Serving . . .

Agencies — Stations — Advertisers

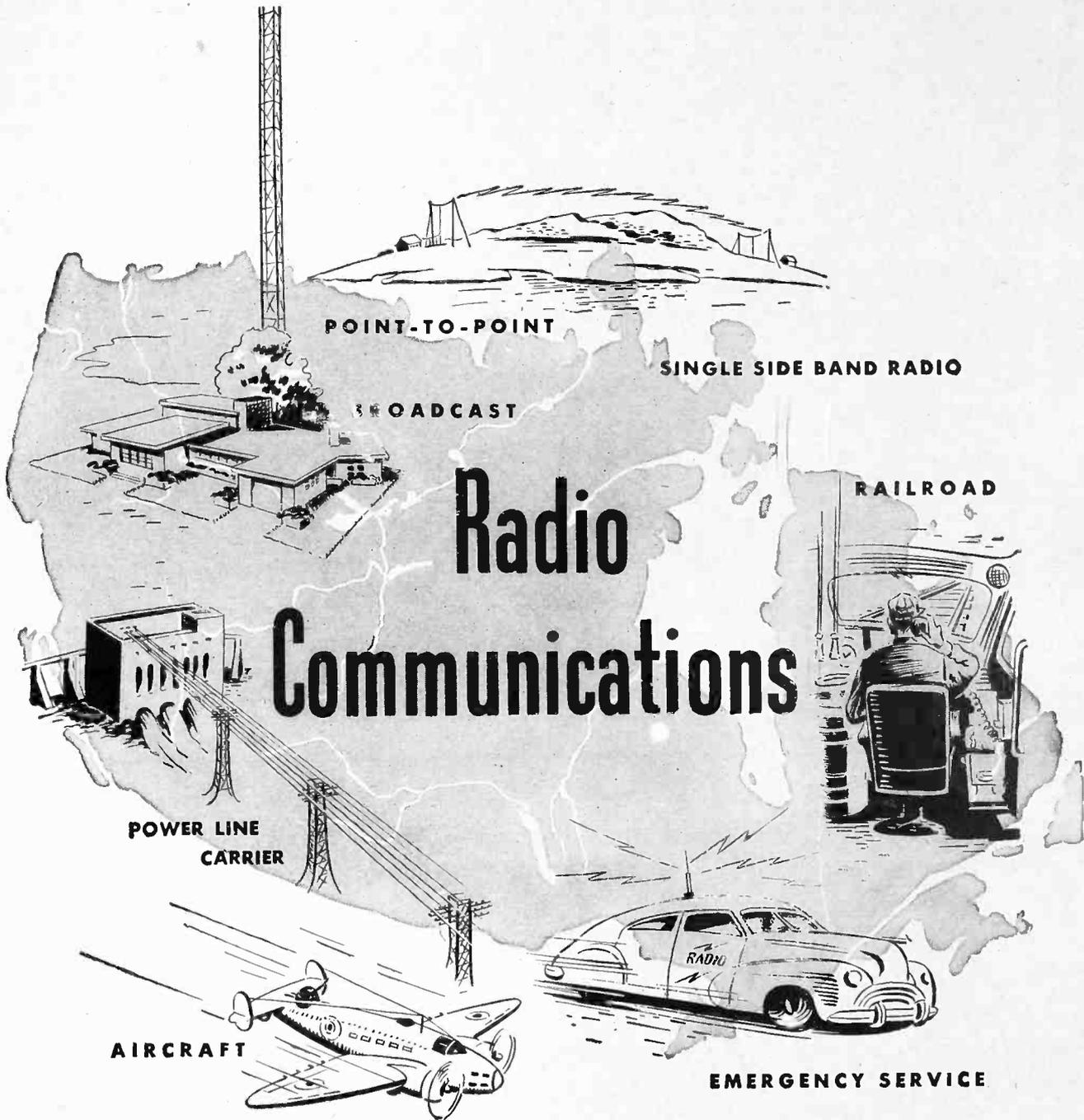
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CKAC Montreal
CKSB St. Boniface
CKCL Truro

CHNO Sudbury

CKCO Ottawa
CKCR Kitchener
CKOX Woodstock



Radio Communications

- For every application in radio
- For expert engineering and installation
- For service and quality

LOOK TO

Canada's largest organization devoted exclusively to research and development in all phases of electrical communication.

Canada Stands for Peace

Northern Electric
COMPANY LIMITED

26 DISTRIBUTING HOUSES ACROSS CANADA

10-8-3



with good luck when you advertise over CHNS. The popularity of the station means your sales message is HEARD and the large audience on the mainland of Nova Scotia assures big sales.

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

CHNS

Broadcasting House, Halifax

MARITIME BROADCASTING COMPANY LIMITED

Wm. C. Borrett, Managing Director

STATIONS

CJOR Gives Up Gimmick Struggle

Vancouver. — The station which tried to operate by laying off giveaways and concentrating on programming, CJOR Vancouver, finally gave up the struggle and joined the race to get listeners with more and better prizes.

"We've decided that if that's what people are interested in, that's what we'll give them," said Dick Diespecker, CJOR production manager.

"Only we're going first class. We figure that money is not as attractive to listeners as worthwhile goods. Our prizes are going to be worth about \$500 a crack."

Around the station, almost everybody admits that the scheme, *Jumbo Jackpot*, is not their idea of good radio.

Two years ago CJOR ran a small giveaway for a while, but decided to drop it to combat other stations which were going hard at it.

Now they've commenced the new one, in which Emcee "Billy Fortune" calls a name in the phone book and asks the re-

spondent to identify a tune being played on the air.

The first person to name it gets a group of prizes which might include a radio phonograph, a week for two people at a summer resort and a living room suite.

Advertisers have agreed to supply gifts twice a month, so that if a tune remains unidentified for several weeks the gifts snowball.

For three days before the giveaway began the station ran teasers on "J-Day," and enumerated the prize lists.

The giveaway is plugged five times daily, six days a week, and will be increased to six spots when the end of the racing season makes another hole available.

Originators of *Jumbo Jackpot* point out that any person called on the program, whether they happen to be listening to the station or not, gets the jackpot if he or she can identify the tune from having listened earlier. They don't have to be listening at the time in order to get the full prize.

Also, anyone called gets a consolation prize, chocolates or a hamper of provisions, even if they can't identify the tune.

The contest tunes are going to be tough, according to Hec Christie, who handled arrangements. At the end of the first four days nobody had identified the first tune.

Jumbo Jackpot made its appearance almost the same day the Federal Communications Commission in the States announced that there might be a crackdown on that type of program south of the line.

But CJOR officials are not worried that anything of that nature will occur in this country.

"If giveaways have been allowed this long," they argue, "why stop them just because we put a good one on the air?"

CKRC'S FIRST GOLF TOURNEY

Winnipeg.—One of our golf courses is missing!

This might well be the cry of owners of the Tuxedo layout after a legion of divot-diggers swarmed out of CKRC studios the other day to inaugurate a golf tourney which is slated to be an annual affair.

The gang had a great time chasing the elusive pill (in and out of the bush) and when the last of the sod had finally settled back to mother earth burly Keith McConnell, a member of the operating staff, found himself sitting in the champ's spot. Rose Cooper was at the other end of the line. Spies claimed she needed an adding machine to total up her strokes.

• "the world's best coverage of the world's biggest news" •

AGAIN ON TOP IN CANADA

Our Clients Report

Liberal Convention

- "SUPERB ORGANIZATION".
- "5 MINUTE BEAT ON ST. LAURENT WIN".
- "USED YOU THROUGHOUT".
- "TOPS".

Quebec Elections

- "27 MINUTE BEAT ON NATIONAL UNION VICTORY".
- "FIRST WITH GODBOUT'S PERSONAL DEFEAT".
- "8-10 POLLS AHEAD ALL NIGHT".

TO HAVE THE BEST COVERAGE, YOU MUST HAVE **B.U.P.**



HEAD OFFICE
231 St. James St. West
MONTREAL



NEWS
BUREAUS
in all
PRINCIPAL
CANADIAN
CITIES

Midget Auto Racing Debuts on CJOR

Vancouver.—Midget auto racing went on the air for the first time in Vancouver, and gave CJOR sportscaster Ray Perrault a mighty talkative ten minutes.

The station carried the feature race on one day, a ten minute, 40-lap affair on a quarter mile track.

With a round dozen cars entered, and with the faster machines anything up to a lap ahead of the rest, Perrault found himself in a tough spot to know which autos were in which lap.

The cars averaged 60 miles an hour throughout the race, and Perrault worked with three scorekeepers in tabbing which cars, with which drivers and from where, were in what position. The winner was Bob Vorbeck from Denver, Colo.

Perrault worked with producer Bob Tweedy in getting the broadcast on a wire recorder and getting the description of the 10 o'clock race back to the station for an 11 p.m. broadcast.

STATION SPARKS PLASMA DRIVE

Halifax.—The Red Cross plan for organizing new blood donor and plasma services in this area got a sparking with a pre-campaign send-off through a recent program aired over CJCH, Halifax.

The show featured local disc jockeys and had the well known personality Ed MacHugh, the Gospel Singer, to deliver a number of songs and describe and appeal for support for the campaign.

Russ Stewart, Chief Public Relations Officer for the Red Cross, and King Whyte, Cockfield, Brown & Co. Toronto, worked in co-operation with the station in the planning and promotion of this project.

CKWX AT PNE

Vancouver.—The broadcast booth of CKWX Vancouver at the Pacific National Exhibition grounds has been rebuilt and enlarged for this year's show. It will be the only station actually "exhibiting", according to present plans, although others will carry broadcasts from various parts of the fair grounds.

Regular and special programs will be carried from the CKWX booth, which is raised off the ground and has a wide glass front to enable spectators to see the broadcast in progress.

FRIENDLY PROMOTION

Winnipeg.—Latest CKRC advertising stunt is right down to earth. "The Friendly Station" has distributed more than 5,000 golf tees to local service clubs. These tees have seen service on courses as far east as Montreal and have reached out to Banff in Alberta.

On them they bear CKRC's legend, "The Friendly Station", location on dial, and point out that the station is a CBC Dominion network outlet.



"More Hope THAN CHARITY"
Elida Hope

So you thought you'd like to be in radio? Maybe you just thought so. When all the pros and cons are weighed in the balance, a great deal of hard work is in store for anyone deciding in favor of radio.

But you did it and now you have to be glad whether you like it or not, that is if you like eating. Whether you are an engineer, a script writer, an announcer or a musician or concerned with the direction of a show, there is lots of hard work with everyone pulling together.

Maybe your favorite aunt noticed your voice when you answered the telephone and told you your future was at the mike announcing or maybe a talent scout heard you warbling at a strawberry festival and admitted you were very good, but in either case there is plenty of hard work ahead and it's an up-hill climb.

A shining example of this conscientious type of worker is the voice that sparkles on so many of our shows — that of Elwood Glover. I don't know what position Glover held when he started his climb to fame but I have heard it was in Moose Jaw. In any case, he is truly ringing the bell now with one success after another.

Long-haired music never was a favorite of mine—semi-classics are my style—but with a jigger of Elwood Glover tossed in with his light touch, he has spoonfed me to the place where I even enjoy concertos and symphonies. His 2:30 to 3:00 p.m. program over Trans-Canada is a proverbial musical cocktail. Due to his excellent handling of *Musically Yours*, it is just that. He is aided and abetted by Len McColl on these daily Monday through Friday half-hours.

Glover lets you climb right up on the stage and you learn something new every day. He gives you the impression he is learning with you and

loving every minute of it. The controversies of his listeners which he handles so adeptly, without rancor, are interesting to the extreme.

The afternoon of *The Three Black Crows* was a page torn right out of the past and the Erna Sack recordings are something out of this world.

The program certainly falls flat and becomes just another recorded show when Elwood is absent. If this is a new fangled musical education, I'll reserve the third seat in the second row permanently.

KEEP YOUR FAMILY INTERESTED IN RADIO

Let us send

The **CANADIAN BROADCASTER**

to your house

\$3.00 a year — \$5.00 for 2 years

If It Interests The Grey and Bruce Area — CFOS is there!



District sports and special events* occupy a preferred position on the CFOS program schedule. CFOS is ever increasing its following by generous coverage of these district events.

Setting the scene for all play-by-play broadcasts, are adequate facilities to support the "mike-men". Located in St. Georges Park, Owen Sound, sportscaster Bill Dane broadcasts from a modern "dug-out", second-to-none.

A good job of community broadcasting is paying big dividends to CFOS—and to its sponsors as well! Include CFOS on your fall schedule.

CFOS OWEN SOUND
1000 WATTS

*During the recent Bruce County Reunion, CFOS originated seventeen broadcasts from ten district towns—Eight and one-half hours of intense local appeal, made possible because CFOS WAS THERE!

CFCN CALGARY, ALBERTA
10,000 WATTS

Dominates Albertas Best 1948 Crop Area

The Voice of the Prairies LTD.

Ask RADIO REPRESENTATIVES LTD. TORONTO MONTREAL

A HAPPY BIRTHDAY

to our Mailing List!

Perhaps it's stretching a point to pretend we know the birthday of everyone who reads this paper. Nevertheless there are a lot of things we do know about our readers, and there is no pretence in that.

We know how many there are. That's easy.

We have them broken down into occupational groups.

We know where they live and do business.

Without this information it would be impossible for us to maintain reader interest, either editorially or from the standpoint of our advertisers. And we want our ads to be interesting too.

Through CCAB circulation audits we KNOW who receive copies of our paper, and through further study and analysis we are able to determine what they want to read. In this way, CCAB enables us to give our editors a yardstick by which they may measure the desirability, or otherwise, of possible editorial material. We are also able to hand along this information to our advertisers in order that they may be able to make their own "editorial content," that is their advertising copy, inviting and palatable to those same readers.

It is to enable us to give this service to our readers and our advertisers alike that we are a Publication Member of the Canadian Circulations Audit Board and proudly display at our masthead the insignia . . .



This advertisement is the second in a series, designed to familiarize business paper advertisers and their agencies with the added value to them of placing their advertising in CCAB member publications.

ROUNDUP

WANT U.S. BUCKS KEPT HOME

Washington, D.C.—The Canadian tourist organization came under fire recently when an editorial in the U.S. trade paper *BROADCASTING*, titled "International Giveaway" asked if there was any sound reason why American stations should give away their time to promote Canadian travel.

Apparently *BROADCASTING* received a brochure from the tourist organization which stated that Canada has offered to a large number of US stations a series of transcriptions featuring Canadian talent and including Hollywood stars, to be used as free of charge sustaining programs. While bowing to the value of international trade and good neighborliness, the radio weekly suggested that U.S. stations already weighed down with additional investments and the burden of Federal, State and Local taxation, couldn't be expected to give time for sustainers "that entice away American dollars."

U.S. MAGS. TO USE RADIO

Los Angeles.—A group of U.S. magazine publishers has joined forces with independent Californian magazine publishers in an experimental sponsorship of the *Johnny Murray Talks It Over* program, aired over KFI, Los Angeles, five days a week.

Sponsored by such publishers as International Circulation Company; Pocket Books Inc.; Hillman Periodicals Inc.; and Popular Publications Inc.; the program will be a new step in merchandising for the magazine field, and good results may initiate a series of similar programs in key cities throughout the country.

HAMS SET FOR EMERGENCIES

Winnipeg.—Amateur radio operators here are now prepared to aid in disaster, be it flood or storm.

They have banded together—calling themselves the "Above 100 Club"—prepared to set up a communications system to cover the area in five minutes.

Frank Bonnett is organizer. He was recently appointed for the work by the American Radio Relay League.

Club members, operating high frequency "ham" sets above 100 megacycles, have held test runs.

NEW FREELANCE

Hamilton. — Another name was added to the list of radio men who are branching out on their own with the announcement that Ron Cook, CKOC Hamilton, will open, effective September 1, his own business to be known as Ron Cook Sport Productions.

The unit will deal in radio, public address and sports work. Cook will in the meantime continue to air two sports shows daily over CKOC.

JOINS CBC

Winnipeg.—M. J. Lacosse, former CKSB operator, has joined the CBC here as sound effects supervisor. He replaces Dave Tasker who is now with CBC in Toronto.

CONTEST TO PROMOTE FM

Washington.—A contest for the best news stories on FM published between January 1 and September 1, 1948, has been announced by the Frequency Modulation Association here.

The contest is open to reporters on daily and weekly papers and those employed by news wire services and syndicates.

A number of FM-AM phonograph radio sets, contributed by The Crosley Division of Avco Manufacturing Corp., Ohio, the radio division of Stewart-Warner Corporation of America, and the RCA Victor Co., will be awarded to winners. Final selections and awards are being announced at the Association's second Annual Convention at the Sheraton Hotel, Chicago.

LOCAL REP

Montreal.—Winnipeg born Peggy McGannon has been local sales representative for station CFCF, Montreal, according to Vic George, Broadcasting Manager of Canadian Marconi Company.

Peggy started her radio career at CFAC, Calgary, as the Bay Shopping Hostess, doing her daily half hour from a studio in the Hudson Bay Store. After studying radio drama at the Theatre Arts Colony in San Francisco, she joined CKRC, Winnipeg, where she broadcast first for "The Bay", and later for Eatons.

RADIO DAY

Toronto.—Friday September 3 is Press and Radio Day at the Canadian National Exhibition. Joint activities of CAB and RMA will again centre attraction on radio, with contests to add to the interest.

FIRST WITH THE NEWS

Toronto. — CKEY Reporter Hal Kelley almost tied the fire-fighters when he rushed, with a recording crew, to the scene of an explosion in a downtown Toronto apartment house at 10 a.m. August 18. On-the-spot interviews were aired on the Heinz News (Lorne Greene) at 12.30 the same morning.

TO FREELANCE

Toronto.—For many years night supervisor of CKEY, Toronto, Doc Lindsey has resigned from the station to freelance.

Doc starts his career on-the-loose with the announce job on Canadian Chewing Gum's *Take a Chance*.

HEADS AD CLUB

A. J. "Red" Hopps, assistant manager, station CFRN, Edmonton, has been named chairman of the Advertising and Sales Bureau of the Edmonton Chamber of Commerce. One advertising man has been elected to serve on the board in the person of W. M. Kerr, manager Stewart-Lovick Ltd., Edmonton.

A Top Name in Communications since 1909

NOW AVAILABLE TO CANADIAN

Radio Federal

Broadcast Equipment

FEDERAL 103A TRANSMITTER CONSOLE For FM Stations

- Provides *all* the essential supervisory facilities and audio controls at one central control desk.
- 5 microphone or low level input circuits.
- 3 low level preamplifiers
- Remote input circuits for six lines.
- Input circuit for regular and emergency lines from main studio.
- Remote line-switching key for routing of any remote program to either of two faders.
- 4 mixer bridged T networks for individual level adjustment on program line, local microphone, transcription tables.
- Switching keys for selection of either of two inputs for each fader.
- Low impedance master gain control for over-all level adjustment.
- A detented gain-set for level adjustment to the FM transmitter.
- Individual gain controls and switches for two loud-speakers.
- VU meter indicator for visual monitoring of program to the FM transmitter.
- Jacks for headphones.

Write Federal for further information on our 103A Transmitter Console.—Dept. 500.

Federal FM & AM Transmitters

Federal Transmitter Tubes

Federal Square Loop FM Antenna

Federal FM Mobile Radio Units

Federal Transmission Lines (AIR AND SOLID)

Federal Electric Manufacturing Co., Ltd.



9600 ST. LAWRENCE BLVD., MONTREAL 14, P.Q.

CKNB CAMPBELLTON N.B.

August 28, 1948

Dear Mr. Time-Buyer:-

Sunshine and shadow have been playing tag with each other so persistently during our Maritimes summer; that we can scarcely believe our calendar.

Just the same, we here at the office can't ignore the traffic board; and the rate at which we're changing "future firm" to "active" tells us that Autumn comes apace. Our listeners will be hearing a lot of well-written, cleverly-presented commercial messages from here out, and we're always glad to include yours . . . with pleasing results, no doubt, to both you and us.

Yours very truly,

Steu Chapman

CSC-FR Station Manager

AN ALL-CANADA STATION

NEW YORK'S RADIO ROW
by Richard Young

New York. — Will the Federal Communications Commission's proposed new regulations on lotteries halt radio's flood of giveaways? That's the question currently on the lips of broadcasters where ever they may gather.

To bring you up to date, here's how the FCC feels about it: A program would violate the lottery section of the Communications Act if an expensive prize is awarded to a person whose selection depends on chance or lot and if as a condition of winning the person is required to—(1) be listening to or viewing the program in question on a radio or television receiver; (2) furnish any money or thing of value or have in his possession any product of a sponsor; (3) answer the phone or write a letter, if the phone conversation or the letter are carried over the air; and (4) answer a question whose answer has been given on the air.

This week many of the alleged wise boys in the trade were predicting that there will be no strict enforcement of the regulations. They forecast that intense pressure will come from the networks and that the FCC will agree to several concessions. But the more authoritative sources tell us this is so much hogwash and that the FCC will very definitely refuse these requests. They recall that during the last world war the FCC would not make an exception even when war bonds were the prizes—if there was a lottery law violation.

It is bound to be a legal tussle and the network lawyers are now burning the midnight candle looking for loop-holes whereby at least some of the giveaways might be salvaged. Shows on all networks are now getting the legal once-over. We understand that the ABC network's high-Hooperated show, *Stop the Music*, has already been under the legal microscope and is considered (at least by ABC) as a safe bet to escape the FCC whip.

Meanwhile, the program executives continue to act silly about the whole thing even to the extent of trying to whitewash giveaways by pointing a finger at the number of contests sponsored by advertisers in magazines and newspapers. But they seem to forget that all such contests are restricted to the advertising copy and thus do not clutter up or in any way limit the editorial and entertainment content. One New York reporter has suggested that the broadcasters might try a similar technique and restrict their quizzes to the few moments allotted to the commercials!

At any rate, the network boys have until Sept. 10 to present their arguments. We'd certainly hate to be the guy assigned to the job of finding a good argument in favor of giveaways! We haven't read any to date.

The new Standards of Practice code isn't the only item currently causing unfavorable comment from members of the National Assn. of Broadcasters. These I-ain't-happy boys claim that the NAB has done won-

ders for its membership in a variety of fields—but they are concerned about the apparent lack of interest in television on the part of the association. Many of the operators are sinking beaucoup dollars into the new medium and they feel they should be able to turn to their industry group for much-needed advice and hard-to-get video data.

These comments are very much in evidence despite the fact that the NAB's director of information, Charles Batson, recently completed the first of a series of reports on the status of TV. It is said that the info at present is too little and too late—although continued research will probably have them singing a different tune shortly.

There are also many reports that the NAB's entry into TV may be hypooed by a merger with the Television Broadcasters Assn. It is known that this idea is now being put before the association membership but we have no reports on initial reaction.

On the surface at least it certainly looks as though the ABC network will be having a good year upcoming if it doesn't run into a case of optionitis. We're judging by the number of million dollar shows signed in recent weeks. You'll recall in the last issue we reported that Kaiser-Frazer will sponsor Walter Winchell starting Jan. 2 at an estimated cost for time and talent of \$2,700,000 for two years.

Now the chain has come up with two other big boys. The first is the American Assn. of Railroads which will bankroll a 45-minute weekly operetta show beginning in October

**WHAT to Say?
HOW to Say It?**

The purpose of advertising is to get people to buy your product—to keep on buying it.

What should your advertising copy say? How should you say it?

Let International Surveys Limited solve your copy problems. Copy testing is a science—the task of expert fact-finders. Our research services include:

- Radio Surveys
- Consumer Panel of Canada
- Attitude Surveys
- Product Testing
- Copy Research
- Trade Surveys

Write or telephone:

International Surveys

LIMITED
TORONTO:
93 Church Street
EL. 8554
MONTREAL:
1541 MacKay Street
LA. 4200



Maritimers . . .

Prefer CFCY because we've served their interests for twenty-four years with top flight programs and a keen awareness of community affairs. Over this period local accounts have been continually renewed in such towns as Amherst, New Glasgow, Pictou, and Truro, Nova Scotia; Charlottetown, Summerside and Montague, Prince Edward Island; and numerous New Brunswick centres.

Let your sales message reap the benefit of our twenty-four years' leadership in the broadcasting business.

CFCY
CHARLOTTETOWN

The MARITIME
Must STATION

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

at an estimated cost of \$1,000,000 for a 52-week series. In addition, it lined up Old Gold cigarettes as sponsor of *The Original Amateur Hour* which is scheduled to debut Sept. 29. This show will also be seen on television via the DuMont network starting Sept. 26. Total cost for the combo deal is estimated at \$1,500,000 annually.

And speaking of new business—individual surveys by two trade publications, *RADIO DAILY* and *BROADCASTING*, recently found that spot broadcasting will be on the increase in the fall.

Putting two and two together, we don't think this sounds like radio is on the skids. N'est-ce-pas? (Or words to that effect.)

• • •

It's news of significance, we think, to learn that songstress Dinah Shore has signed to once again appear with her old boss, Eddie Cantor. Coupled with the fact that other singers such as Frank Sinatra are attracting less and less attention, it would seem programs built mainly around a singer won't be with us much longer.

The star of her own show last season, Miss Shore has found it a bit more difficult to find an advertiser willing to foot the bills for a similar series next season. And although Frank Sinatra will appear on the *Hit Parade*, this assignment can't possibly supply the prestige of a show starring and bearing the title—*The Frank Sinatra Show*.

There are others in the same boat, but these two represent most outstanding examples of the trend away from shows starring vocalists.

• • •

on the cuff notes . . .

Understand versatile showman Billy Rose—who can do anything under the sun and a little more, it seems—is dickering for a live coast-to-coast show starring none other than Billy Rose . . . ABC network has signed the Quaker Oats Co. as sponsor of its *Challenge of the Yukon* series three-times-a-week starting Sept. 13 . . . There's talk that the MBS network may finally latch on to a bankroller for its popular *Leave It to the Girls* show in the near future . . . We hear the MBS network's across-the-board series, *Longines Symphonettes*, will move over to the CBS network as a Sunday afternoon half-hour program on Sept. 26 . . . NBC network's annual *Parade of Stars* promotion campaign next season will feature plugs for blocks of afternoon and evening shows . . . The MBS network's new commentary series featuring veteran John B. Kennedy will be launched Sept. 12 . . . We're told that Hallmark Greeting Cards will retain its James Hilton airer over CBS instead of returning its *Radio Edition—Reader's Digest* program . . . and that's the news up to now.

HAMS

B.C. Hams Organize

Vancouver. — Canadian hams manage to pick up an occasional message even from behind the iron curtain, according to amateur radio man Ralph O. Norman, of VE7ID.

Norman, who is a teacher at Vancouver Technical School during the daytime, was recently appointed by the American Radio Relay League to head the organization of hams in British Columbia.

"Those Russian hams must be real enthusiasts, because the government must watch them pretty closely," he said.

Norman's task for the league will be to tighten up the organization of the already efficient group of B.C. hams who turned in vital work during the recent flood disaster.

He will keep the western amateurs functioning as a unit, ready to lend aid in any future similar situations.

The R.C.A.F. is interested in the organization, Norman says, adding that an amateur group has been organized in the service.

HAMS BAND FOR EMERGENCIES

Winnipeg. — Winnipeg amateur "hams" have banded together to handle emergency communication in time of disaster.

Handling organization locally is Frank Bonnett, VE4FU. His title is Emergency Co-ordinator. First meetings established common operating procedures and arranged regular drill periods.

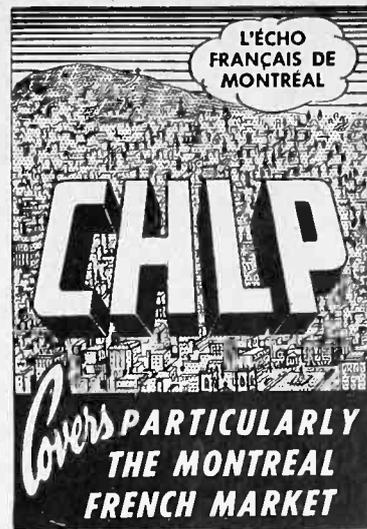
The group will also co-operate with the Red Cross and local protective services including fire and police departments when their service is needed.



WALLY CROUTER

handles CFRB's breakfast program "Top 'o the Mornin'" to the satisfaction of a growing number of listeners. Insisting that he is not a comedian, the young announcer, who came to the Toronto station from CKWS Kingston, does his disc jockeying in serious vein.

NOW 1000 WATTS!



Representatives:

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

THE SWING IN B.C. LISTO

CKMO

70% ELLIOTT-HAYNES RATINGS SHOW INCREASE SHARE OF AUDIENCE IN THE DAYTIME.

56% INCREASE IN NIGHT TIME SINCE OCTOBER, 1947.

(No give-aways)

CKMO VANCOUVER
1000 WATTS

Covers 80% of the Population of B.C.

• • • COMPARE OUR RATINGS
OUR COSTS
OUR AVAILABILITIES!



Mighty Mike Sez---

Actual survey in combined audience surveys in nine Saskatchewan cities both day and night CKCK received 31.5% average of their combined listening audience on 20 network features.

The Buckle of Saskatchewan's Money Belt

CKCK REGINA 5000 WATTS

\$3.00 a Year

(\$5.00 for 2 Years)

insures regular delivery of the

CANADIAN BROADCASTER and TELESCREEN

REVIEWS

Quiz Can Be Sensible

Toronto listeners who enjoy a quiz show that makes a challenging appeal to the intelligence or to the memory, have in recent months been able to



Jos. Hardy Talks
ON

QUEBEC MARKET NO. 2

"Good Morning from Jos. Hardy, and I hope you had a grand vacation, and now have a minute for me on Kenogami-Jonquière. I write the name this way because one main street runs through both of these Saguenay towns. A 700-ton paper mill—one of the largest in Canada—characterizes Kenogami, around which is grouped a population of ten thousand people. The prosperity of Jonquière, with its twenty thousand population, is based on farming, industrial development, and the railway shops of the C.N.R. It is located on the Aux Sables river, full to overflowing with the ever-present pulp logs destined for the paper-mill at Kenogami. This thriving area is well-served by Radio Station CKRS."

For any information on Quebec Market No. 2 Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.
MONTREAL QUEBEC TORONTO

CHRC	REPRESENTING	5000
CHNC	QUEBEC	5000
CHLN	NEW CARLISLE	1000
CHLT	TROIS RIVIÈRES	1000
CKRS	SHERBROOKE	250
	JONQUIÈRE	WATTS

take their choice of three such programs.

Though differing considerably in the type of questions asked, these three shows are in many respects strikingly similar.

One such respect is the fact that they constitute, at least in this listener's ears, the only three such programs worth criticizing or even tuning in. It should be understood therefore that if the rest of this review has a negative note, the negativity is based on the thought that here are three programs which are very good, but could even be better.

All three programs have boards of "experts" which attempt to answer questions sent in by listeners. Each of the Canadian programs rewards the listeners, whose questions are used on the programs, with books. If questions are muffed in whole or in part by the "experts", books of greater value are awarded.

A quiz show, like any other performance, depends for its appeal to the listener very largely on the abilities of the emcee in charge, and almost as much on the personalities and wit of its "experts". Firmness and decisiveness in accepting or rejecting answers, and in dealing with sometimes vacillating or recalcitrant guests, are essential qualities for quizmasters on such shows. Yet these very qualities have been lacking at times on each of these Toronto programs. The tendency—a natural one perhaps—has been for the emcee to try to help out the experts with all sorts of hints at the correct answers, or by accepting answers that are only

nearly correct. In giving the benefit of the doubt too often to the experts in the studio, the questioner is forgetting his obligation to the listeners for whom the broadcast is being produced, and who provide, through their questions, the basic script around which the program is built.

Press Club News Quiz over CFRB Thursday nights, is, from the point of view of the home listener, the most successful of these three programs. Alan Savage and his vacation stand-in Gordon Howard have handled proceedings in a clear-cut and efficient manner as well as Jack Dennett, who assists. Questions which concern recent news events have been interesting and well chosen, though occasionally one of the guests will ruin the show. Rarely are such bad manners displayed on the air, as when a "gentleman" of the press argues almost every decision, mutters objections and interrupts the program repeatedly.

Beat the Champs is the CBC's version of the intellectual quiz, and is aired over Trans-Canada Friday evenings. Two "permanent experts" appear on the program each week as "champs" until they are defeated by the two "visiting experts" against whom they compete. Then the visitors supplant the "champs". This competitive aspect is however generally lost during the half hour of the broadcast, and the interest that it might have generated too often bogs down as the "experts" flounder around with some tough question, and hum and ha as they grasp at some hint thrown out by emcee Don Fairbairn. Fair-

bairn goes to sometimes ludicrous lengths to prevent the "experts" from failing completely, to answer any question. Once, recently, the question called for the authors of certain sonnets. Someone volunteered the name of the author as "Keats or Shelley". One, I forget which, was right, but this half right and half wrong answer was accepted as the correct one. A question about the significance of certain dates brought no response during the same program, so Don Quixote Fairbairn helped out with such hints as "the movies love it" for 1906 (San Francisco earthquake); and "at midnight" for 1775 (Paul Revere's ride). Often on this program alternative answers have to be accepted as correct, which seems to indicate that insufficient research and checking on the questions and answers is done before the program goes on the air. Nevertheless it is a valiant attempt to satisfy public lust for quiz without catering to the intelligence of morons.

The third of these quiz shows, currently off the air, is Doc Lindsey's Ad Quiz on CKEY. The board of experts was selected from Toronto advertising executives, with one guest personality from outside the advertising field. The questions, again furnished by listeners, were all concerned directly with advertising, and were rewarded again with books. At the end of the program, the "expert" who had made the best showing received a wrist watch or some similar prize. As an effective and entertaining way of increasing interest in advertising generally, and incidentally slipping in the occasional plug for some of CKEY's own sponsors, Ad Quiz, though presently off the air, must be rated a success. To be hypercritical, it sometimes seemed Doc Lindsey was favoring his advertising "experts" ahead of his radio audience. At any rate his handling lacked the decisive firmness that is sometimes needed to keep everything running at a good pace. And "Doc" too, seemed inclined to accept as correct many an answer that only approximated the right one. Perhaps again a more thorough editing of questions and answers would have paid off.

There! We've said our piece and would only add that this listener would, his own carpings notwithstanding, like to see more programs produced with the ingenuity and intelligence displayed in the presentation of these three.

—Carp.

CKRC
DOMINION NETWORK
WINNIPEG - CANADA

NOW
5000
WATTS

WINNIPEG
11 PM
JAN 2ND
1948
MANITOBA

Mr. Eastern Timebuyer,
Montreal.

COULD BE VERSE!

THERE WAS A YOUNG MAN FROM THE EAST
WHO IN PLANNING HIS ADVERTISING AT
LEAST
WAS SMART AS CAN BE
KNEW ONLY CKRC
REACHED ALL MANITOBA NORTH, SOUTH,
WEST AND EAST.

LOOK WHAT HAS HAPPENED IN HALIFAX!

CJCH Program Ratings Almost Doubled

Yes, Elliott-Haynes survey figures show that the average rating of ALL programs carried on CJCH has climbed steadily from 5.4 to 9.4 during the past year. This includes every kind of program—at all hours of the day. It means that whatever type of market you wish to reach—CJCH can deliver a listening audience tailored to your needs.

CJCH "Tops" in Morning Listening Audience . .

Latest Elliott-Haynes figures demonstrate how well CJCH earns its reputation as "Your Good Neighbour Station" in Halifax. For instance, CJCH holds the lion's share of the 9 a.m. to noon audience with a rating of 35.9 (Station "B"—34.9; Station "C"—24.0). These figures are for the 3 months' period February to May, 1948. Compared to the 3 months' preceding period (October-December, 1947) they show a jump in CJCH rating of 10.9!!

SETS IN USE	PROGRAM RATING	% OF LISTENERS
25.3	8.2	32.3
25.1	8.1	32.4
25.2	7.6	29.2
26.6	10.7	40.3
20.1	11.0	41.9
24.9	7.6	30.4
30.5	8.9	29.2
23.9	8.0	30.8
23.6	9.1	31.8
27.7	13.4	43.4
22.5	10.7	39.7
27.0	10.7	39.7
23.7	7.4	27.1
24.4	7.4	27.1
30.4	8.9	30.4
32.0	7.4	27.1
27.5	8.2	29.2
24.8	8.9	30.4
27.5	6.4	23.1
27.7	7.1	25.5
30.3	6.6	21.3
31.8	7.3	25.5
33.1	6.8	20.6
33.1	6.8	20.6
31.5	4.1	12.9
31.1	5.5	17.7
29.8	6.2	21.5
29.0	8.2	28.4
29.0	7.7	26.4
29.4	3.4	11.7
27.1	5.6	20.8
27.5	5.8	21.1
25.1	6.9	27.3
23.5	5.3	22.7
22.3	4.7	20.7
24.4	3.9	15.6
25.0	3.5	14.1
25.5	3.4	13.3
26.0	5.3	20.4
25.0	4.0	16.0
25.1	5.2	20.6
25.6	5.1	21.1

SETS IN USE	PROGRAM RATING	% OF LISTENERS
25.3	8.2	32.3
25.1	8.1	32.4
25.2	7.6	29.2
26.6	10.7	40.3
20.1	11.0	41.9
24.9	7.6	30.4
30.5	8.9	29.2
23.9	8.0	30.8
23.6	9.1	31.8
27.7	13.4	43.4
22.5	10.7	39.7
27.0	10.7	39.7
23.7	7.4	27.1
24.4	7.4	27.1
30.4	8.9	30.4
32.0	7.4	27.1
27.5	8.2	29.2
24.8	8.9	30.4
27.5	6.4	23.1
27.7	7.1	25.5
30.3	6.6	21.3
31.8	7.3	25.5
33.1	6.8	20.6
33.1	6.8	20.6
31.5	4.1	12.9
31.1	5.5	17.7
29.8	6.2	21.5
29.0	8.2	28.4
29.0	7.7	26.4
29.4	3.4	11.7
27.1	5.6	20.8
27.5	5.8	21.1
25.1	6.9	27.3
23.5	5.3	22.7
22.3	4.7	20.7
24.4	3.9	15.6
25.0	3.5	14.1
25.5	3.4	13.3
26.0	5.3	20.4
25.0	4.0	16.0
25.1	5.2	20.6
25.6	5.1	21.1

C J C H Average Rating May '47 5.4	C J C H Average Rating May '48 9.4
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• MEET THE CJCH MORNING PROGRAM STAFF •



HARRY NORRIS
Has just that certain spark that appeals to early morning listeners who prefer their chatter bright and cheery, but not too much of it. Popular M.C. of Yawn Patrol rolling the way of CJCH listeners from 7:05 until 8:30.



DON LOUGHNANE
CJCH Chief Announcer. He's the reason why the majority of housewives dial 920—the success story he turned in for Marven's is now legend—ask the boys at Stanfield's—they'll tell you that wherever Loughnane is, there are sales.



DANNY GALLIVAN
Without dispute the greatest sportscaster in the Maritimes. Of him Baz O'Meara of the Montreal Daily Star, said, "... one of the smoothest commentators I have ever heard, and destined for big things." Gallivan's large select audience are all men of action and a mention from Gallivan brings terrific response.



ABBIE LANE
The Women's Editor of the Halifax Chronicle and Daily Star who is the director of all women's programs and exclusive commentator for the Robert Simpson Eastern Limited. Women like Abbie—like the sincere, straightforward presentation of carefully edited material.

5000 WATTS - 920 ON THE DIAL
C J C H
HALIFAX NOVA SCOTIA
YOUR GOOD NEIGHBOUR STATION

HERE ARE TWO IMPORTANT FACTS:

- Advertisers should keep in mind that the Halifax Market is the most important market East of Quebec!
- CJCH consistently carries the bulk of the local merchants' radio advertising. It's results that count and these advertisers know the kind of results they can count on when they use CJCH!

ASK THE BOYS AT
NATIONAL BROADCAST SALES
THEY HAVE A WEALTH
OF CJCH SUCCESS STORIES

GATEWAY TO

the North, North Bay has been chosen as operational centre for Northern Ontario by many distributing organizations. The people in the North Bay area earn their living in the many transportation services, in manufacturing, agriculture, lumbering and trapping—a diversified, steady, year-round market, supplemented by heavy tourist purchases in the summer.

SALES

results are tops for CFCH advertisers. 98% of the listeners,* an exceptionally high sets-in-use percentage,* sound programming, merchandising and promotion add up to results for advertisers. How are *your* results in North Bay?

CFCH • North Bay

1000 WATTS

600 KCS.

CFCH - FM

Get the Facts from

NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Bldg.—FI. 2439

*See ELLIOTT-HAYNES



THERE'S MAGIC IN LIONEL'S TOUCH!

"LIONELIZING" adds a magic touch to radio sales advertising that reaps results in dollars and cents for KKCW clients.

That's because Lionel knows his listening audiences; their tastes and habits. Thus, he can program your show or spot announcements at times most advantageous to you.

Let KKCW take over your radio advertising account in these parts when considering fall and winter placements. "LIONELIZING" will pep up your sales records and prove our slogan that: WE DON'T SELL TIME — WE SELL RESULTS!

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

AGENCIES

MacLAREN ADVERTISING CO. LTD.

Toronto.—Tuckett Ltd. resumes *Buckingham Theatre*, September 15 over the Dominion net for its fifth season with Howard Milsom producing and Lucio Agostini taking care of the music. Current season tees off with Agatha Christie's *Three Blind Mice*.

Ogilvie Flour Mills Co. Ltd. starts the 15 minute 3 a week "Your Women's Editor" featuring Kate Aitken over the Dominion network September 13, with repeats on CFRB, Toronto and CJAD, Montreal. The new morning show (10.30 E) will advertise Ogilvie mixes and presents a weekly one hundred dollar award for the "Outstanding Community Project of the Week".

Christies' Biscuits returned Monica Muga's *Listen Ladies* to CKEY, Toronto and CHML, Hamilton, August 23 with Fay Morrison producing and Howard Milsom announcing.

Javex has started the transcribed daily *Mickey Lester* show over 9 Ontario stations.

Montreal.—Ogilvie Flour Mills Co. Ltd. starts a new musical quiz show called *Chansons Chanceuses* over 9 Quebec stations October 7 featuring Jean Pierre Masson.

H. J. Heinz starts the new *Les Variétés Cinquante - Sept* over the French group of 6 stations out of CKVL, Verdun, October 7.

National Breweries Ltd. returned the English *Dow Award Show* August 28 over CFCF, Montreal; CKCO, Ottawa and CKTS, Sherbrooke featuring singers Fred Hill and Norma Hutton with Henry Matthews' orchestra and presenting the Dow Award for the outstanding heroic deed of the week. The French *Dow Award Show (Le Prix d'Heroisme Dow)* came back August 26 over 6 stations of the CKVL network featuring singers Fernand Robidoux and Lise Roy with Andre Durrieux' orchestra.

Javex resumes the 5 a week *Métairie Rancourt* daytimer, September 20 over CBF, Montreal; CBV, Quebec and CBJ, Chicoutimi.

COCKFIELD BROWN & CO. LTD.

Toronto.—Ford Theatre (Ford Motor Co.) is switching to Columbia at a new time of Fridays at 9 p.m. (E). It will be piped into CFRB and 40 stations of the Dominion net. The hour long dramatic show starts October 8 with Fletcher Markle as producer. The French counterpart, *Théâtre Ford*, produced independently in Montreal, resumes October 7 over the French net.

Ford of Canada Dealers return the *Fred Allen Show* to the T-Can net October 3.

Montreal.—Canadian Industries Ltd. has switched the *C.I.L. Serenade* to Sundays at 9 p.m. (E) starting October 17 over the Dominion net.

SPITZER & MILLS LTD.

Toronto.—The Toni Company takes over sponsorship of the *Wayne & Shuster Show* starting September 9 over the T-Can network.

Colgate-Palmolive-Peet returns the *Happy Gang* to the T-Can net September 13, *Joyeux Troubadours*

to the French net the same date, *Share the Wealth* to the T-Can net September 18 and *La Mine d'Or* to the French net September 21.

Canadian Breweries bring back *Radio Carabin* to the French net September 14 while *Barnyard Jam-boree* goes back for Quaker Oats September 18 over 17 stations between CFCY Charlottetown and CFAC, Calgary.

NEEDHAM, LOUIS & BRORBY INC.

New York.—Johnson's Wax brings back *Fibber McGee & Molly* to the T-Can net October 5. Same sponsor is also piping in the *Fred Waring Show* from NBC to the Dominion net starting September 13 for 52 weeks. The show will be heard Mondays and Wednesdays at 10 a.m. (E) over the Atlantic and Mid-Eastern regions with a delay to the Prairie and Pacific regions at 4.30 p.m. (E).

E. W. REYNOLDS & CO. LTD.

Toronto.—Ogilvie Flour Mills Ltd. starts a new half-hour radio game called *Find Your Fortune* over 27 T-Can stations October 2. The show will be heard Saturdays at 8 p.m. (E) and will feature Rai Purdy and Monty Hall.

Sisman's Shoes has an extensive transcribed spot campaign under way over 8 stations coast to coast running through until June of next year.

McCONNELL EASTMAN & CO. LTD.

Toronto.—Tip Top Tailors return *Music For Canadians* for its 5th season October 10 to the T-Can network featuring singer Ted Hockridge, Frank Willis and Samuel Hersenhoren's orchestra with regular guest artists.

McCormick's Ltd. bring back *Corinne Jordan* week of September 16 over 20 stations in Ontario, Quebec and the Maritimes.

HARRY E. FOSTER AGENCIES LTD.

Toronto.—Northern Electric resumes the *Northern Electric Hour* October 4 over 35 stations of the T-Can and French nets. This season the program will originate in turn from Montreal and Toronto with Montreal getting the nod for opening night. Paul Scherman will conduct the orchestra from Toronto with Allan McIver handling the baton in Montreal.

YOUNG & RUBICAM LTD.

Toronto.—International Silver is switching *Ozzie & Harriet* to Sundays at 6.30 p.m. (E) from NBC to the T-Can network October 3, with a delay from Seattle to the Pacific and Mountain regions at 11 p.m. (E).

RUSSELL T. KELLEY LTD.

Montreal.—Lou Heft Inc. (Sport Shirts) is starting *Migo Sportstime* featuring Doug Smith August 29 and heard Sundays at 10 p.m. (E) over the Dominion net.

J. WALTER THOMPSON CO. LTD.

Toronto.—Ponds Extract Co. Ltd. returns *John & Judy* to the T-Can net September 16 while the French counterpart *Ceux qu'on aime* comes back September 15 to the French network.

CANADIAN TELESCREEN

Vol. 1, No. 7

TV and Screen Supplement

August 28th, 1948

TEE VEE ACTION

Formal request for the first commercial use of Stratovision has been filed with the FCC by Westinghouse Radio Stations, headquartered in Philadelphia.

An eight-station TV network for NBC along the Pacific Coast, including San Diego, Los Angeles, Bakersfield, Fresno, Sacramento, San Francisco, Portland and Seattle, expected to be on the air within the next twelve months.

ABC network, which recently launched its New York flagship station, WJZ-TV, has signed two new affiliates in Syracuse, N.Y., and Toledo, Ohio. Biggest hit of the WJZ-TV opening, incidentally, was the telecast version of the ABC radio network's popular *Candid Microphone* show.

Another popular radio series, *People's Platform*, a forum program, has been added to the television schedule of the CBS Television Network.

Nightclub comic Milton Berle has signed as permanent emcee of the Texaco-sponsored hour-long vaudeville show over the NBC Television Network. (Berle will also star in a Texaco radio show.)

Ballantine Beer will sponsor a telecast of the Ezzard Charles-Jimmy Bivins fight Sept. 12 from Washington's Griffith Stadium and over CBS. However, the promoter of the fight has insisted in the agreement that the telecast will not be viewed within 75 miles of Washington.

Paramount's sixty-odd second delay in picking up TV shows on negative film and developing them for use on full-screen in a theatre, has now been chopped by forty seconds. The telecast can now be shown on the screen almost as quickly as the original show.

The Mystery Writers of America are the latest group to climb onto the TV-protection-band-wagon with plans to lease and not sell their material outright to TV-set-ups.

The American Tobacco Co. has chalked up approximately \$750,000 for TV coverage in the football world for this fall.

The British TV set manufacturers Pye Ltd. and A. C. Cossor Ltd. have rented factory space in Ajax (near Toronto) and Halifax respectively, and are planning to be a first in the production field once the CBC gives the nod to transmitter licence applications.

A group of U.S. independent TV producers is currently planning to band together and form an Independent Producers Association.

Intense heat from strong TV studio lighting—the bug-bear of most TV actors — has been considerably cut down by a process introduced by George J. Stoetzel, currently handling this problem for CBS. The system used on WCBS-TV cut the studio lighting from approximately 800 candlelight of power down to 100.

A new selling angle was set up on an experimental basis in the U.S. recently, when RCA co-operating with Station WOC and the M. L. Parker Co. Davenport department store, installed transmission and receiving equipment inside the store and screened fashion shows, cooking hints and beauty product demonstrations. Viewers on each floor of the store were able to see a first hand preview of each product, and there was a re-

TV HITS MOVIES AND AM

New York.—Total participation in entertainment outside the home declined 24 per cent among television receiver owners, according to a study conducted by a Television Research Program under the auspices of the psychology department of Hofstra College, Hempstead, N.Y. The survey was made among 137 television owning families and the same number of non-television families in similar income brackets.

Movie attendance was off by 20 per cent, and 59 per cent of the television families reported that they now attend less than before getting their sets. Average hours spent viewing television broadcasts is 24 a week with 3½ viewers per set. The decline in total participation in all forms of entertainment outside the home as a result of video is greatest among the

middle income groups. "If substantiated, this trend is of obvious importance as television becomes increasingly available to the large segment of the mass market," the study stated.

More than 90 per cent of all video families in the study said they liked television commercials better than radio commercials, and almost 75 per cent of the respondents in this group said radio commercials seem longer.

The survey also found that radio listening suffers the most among entertainment practices of television families. A drop of 26 per cent in daytime listening and 68 per cent for night-time was noted. Reading suffers least with a drop in hours of 18 per cent with no shift noted in the proportion of time devoted to newspapers, magazines and books.

ported sharp increase in sales from each of the departments featured.

The new Odeon Theatre in Toronto, now nearing completion, has provision for a TV studio and transmitter space. J. Arthur Rank, British film magnate and owner of the Odeon circuit, plans to have full screen theatre TV in this and other Toronto theatres.

The recent front-page news jump of Mrs. Oskana Kosenkina from a window in the Soviet consulate was beamed by WPIX, New York, in less than three and a half hours after it occurred.

TV GOES SCIENTIFIC

New York.—Matters scientific, introduced to New Yorkers through WNBT's *The Nature of Things* TV program, should broaden the scope of TV programming considerably.

The station will present, translated into layman's language, a program dealing with a trip to the moon, via the facilities of the Franklin Institute Observatory. This will be followed by an atomic energy program which will illustrate and explain peaceful uses for the new power. The last of this particular series will be devoted

to the composition of water, with demonstrations of its breakdown by the electrolysis process.

CONGRATULATIONS

to the

NEW HEAVY-WATT CHAMP, CFRB

(Gag stolen from Our Boy, Art Hallman. See his ad in Special CFRB Supplement.)

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

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



FOR THESE ARTISTS

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

Day and Night Service
at
Radio Artists Telephone
Exchange

The Local Merchant Knows!

Yes—it is the life of his business to know the quickest and best way to reach the greatest number of potential customers.

90% of the local merchants of Kenora-Keewatin use CJRL.

More than that — merchants in many outside communities advertise over CJRL to sell to their own townspeople.

There can be no stronger evidence of a practically exclusive coverage of North Western Ontario than the preference of Local Dealers. It is a safe lead to follow.

To sell goods and services in this territory profitably, consult our National Representatives.



DOMINION NETWORK

Representatives:

Horace N. Stovin & Co., Toronto and Montreal
A. L. Garside, Winnipeg
Donald Cooke Inc., U.S.A.

PROGRAMS

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top 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		
English		
Big Sister	13.4	-4.0
Pepper Young	12.8	-2.1
Lucy Linton	12.7	-1.7
Ma Perkins	12.3	-3.3
Road of Life	12.1	-2.8
Right to Happiness	11.2	-3.1
Laura Limited	11.1	-3.3
Life Can Be Beautiful	11.0	-2.4
French		
Rue Principale	19.1	-8.1
Jeunesse Dorée	18.8	-9.1
Quelles Nouvelles	15.1	-5.3
Le Quart D'Heure	14.8	-6.1
Tante Lucie	14.7	-4.7
Grande Soeur	13.6	-6.2
Francine Louvain	10.9	-5.4
Courrier Confidences	7.6	-4.3
The Platter Corner	5.4	-1.2
EVENING		
English		
Album of Familiar Music	13.5	-5.1
Waltz Time	11.0	-2.5
Twenty Questions	10.7	-6.3
Mystery Theatre	9.4	new
Pause That Refreshes	9.4	-1.9
Kraft Music Hall	9.3	-9.0
Robert Shaw Chorale	8.9	new
Suspense	7.9	new
Contented Hour	7.5	-3.8
Gillette Fights	5.0	-5.3
The Whistler	5.0	-4.0
French		
Salon Métropole	14.4	new
Dites-Moi	7.7	-1.7

WELLS 'CASTING BOMBERS
Winnipeg. — With the Western Football Conference in full swing, CJOB is airing all home and road games of the Winnipeg Blue Bombers.

Jack Wells, Winnipeg sportscaster, is doing the calling on the contests. Sponsor is the Imperial Tobacco Company.

Keeping in with the new look of things sporting hereabouts, CJOB is having a new broadcasting booth erected atop the covered stand.

POSTMAN'S HOLIDAY

Mike, Marc and Jack, the trio who entertain on Bill Rea's Roundup daily on CKNW, New Westminster, have returned from three weeks on a postman's holiday in the U.S.

They appeared with Spade Cooley's orchestra in Santa Monica on Cooley's first television program through KTLA, the Paramount TV station at Los Angeles.

They were also guests on the Cliffe Stone, Stuart Hamblen and Tex Williams shows.

STOP THE MUSIC

Winnipeg. — CKRC has hopped back aboard the great "giveaway" bandwagon.

Format of the program, named Stop The Music, falls into the old, familiar pattern. A tune is played, the operator cuts it. Thereupon the announcer selects a name from the phone book for a try at the jackpot.

The station dumps in \$25 to start with. A dollar is added each time the tune is missed.

DRAMA LAB

Winnipeg.—CKRC's Drama Lab is back in operation. The Lab, brain-child of Maurice Desourdy, features Winnipeggers taking their first steps into the radio drama field. Desourdy coaches them along in his spare time and directs the program. It is heard each Tuesday evening.



IMPROBABLE STORY

CJOB's Jimmy Gibson was accosted breathlessly by a young thing. "Are you Jimmy Gibson the announcer?" she wanted to know. Jim pleaded guilty. "O-oh!" ecstasized the adorer. "Please say something." According to sources generally found to be reliable, Jimmy could think of nothing to say.

VIRTUE'S PRICE TAG

Then there's the sweet chanteuse who claimed her mother said it was not respectable for her to sing in a night club, unless she got more money.

CLEANUP CAMPAIGN

Sponsors Lifebuoy, Vel, Fab, Lavoline, Babo, Rinso and Solvese may combine, as emcee Stu Kenney claims, to make his CKEY Musical Clock the cleanest show on the air. But the question arises just why so clean a show would need all that soap.

COULD BE

One reason why radio announcers live so long is that they are the only people who don't have to listen to them.

ACCENTUATE THE NEGATIVE

One thing that has slipped the minds of the FCC in their case against the US quiz shows is just what could be done to improve the lot of the listener if all that air time were thrown open.

PATERNAL ADVICE

Greenhorn aspirants for jobs in radio stations are advised that the best place to start in any business is the top. The only thing is it is damn hard to get the present president to roll over.

EMPLOYMENT WANTED

Enterprising young announcer is prepared to devote a reasonable part of his time to studio duties with station, on network, operating on four hour shifts, with rest periods between programs. Write stating salary, number of days off, etc. References required. His family knows of this advertisement. —Adv.

CARRIER PIGEON

Will some of our Winnipeg readers please phone Tony Messner and ask him when he's going to answer his mail? —RGL.

QUEEN MAKER

With Miss Halifax crowned Miss Canada, Finlay MacDonald of CJCH is no doubt scheming to get the credit for his station.

1000 WATTS — 970 KC

The French Voice of the Ottawa Valley



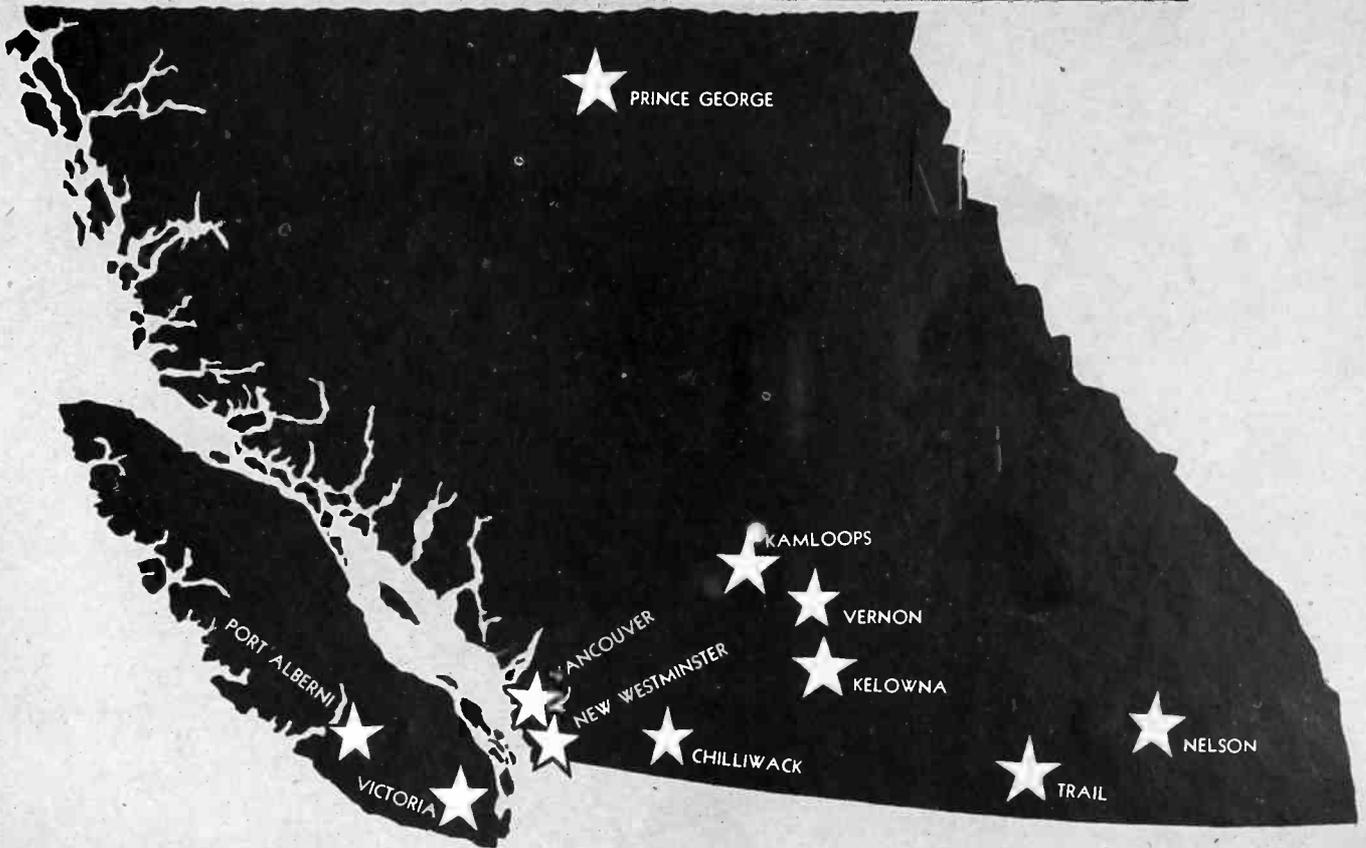
Studios . . . 121 Notre Dame Street, Hull, Que.

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

*Programming
Especially for the
French Listeners in
the Ottawa Valley...*

13 OF CANADA'S 89 INDEPENDENT STATIONS

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



B.C. - A Growing Province!

Let's look at the facts! Sale of farm products in British Columbia in 1940 totalled cash income to the value of 29 million dollars. In

1945 that figure rose to 75 million dollars and in 1947 — 93 million dollars! Reach this rich market by radio!

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

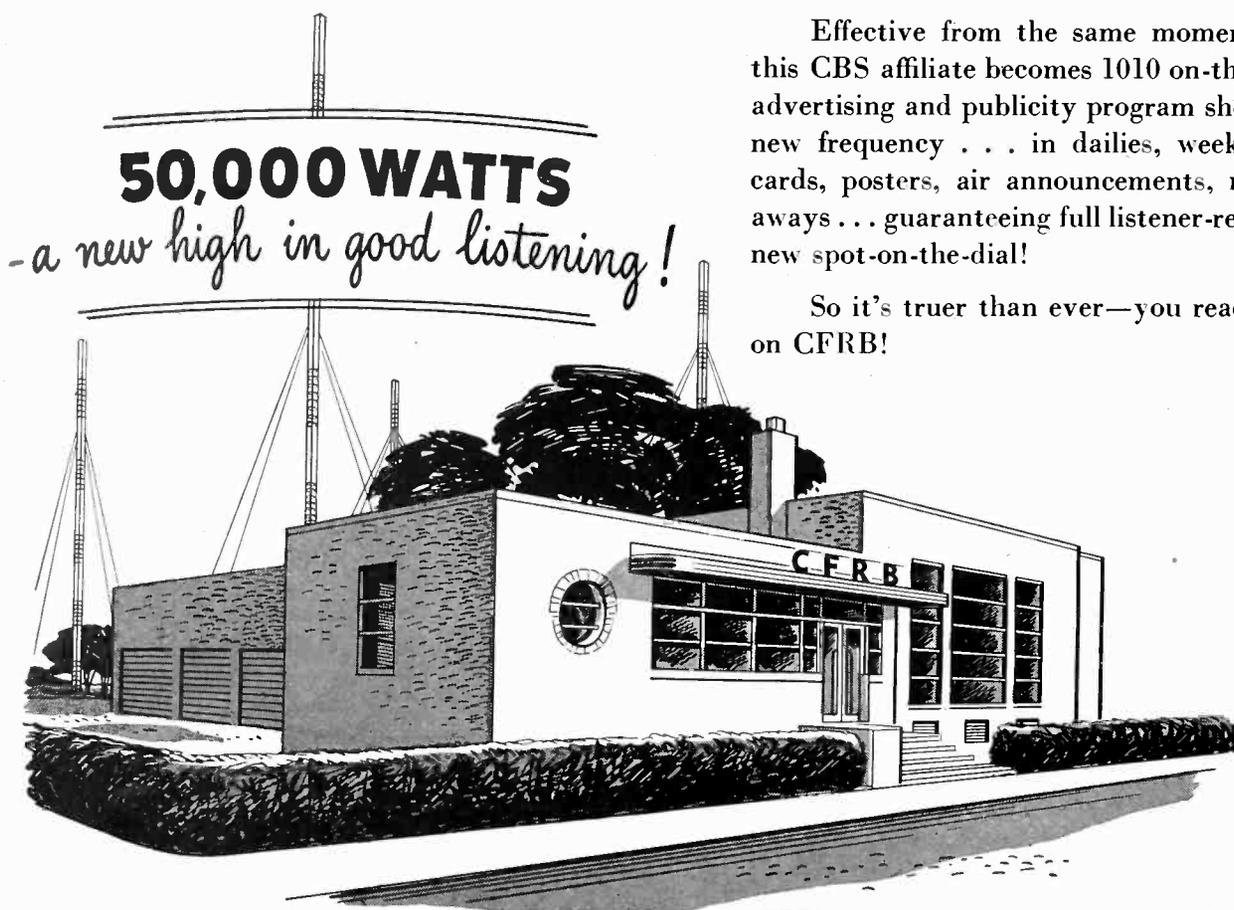
Chilliwack CHWK	Kamloops CFJC	Kelowna CKOV	Nelson CKLN	New Westminster CKNW	Vernon CJIB
Prince George CKPG	Trail CJAT	Vancouver CJOR CKMO CKWX	Victoria CJVI	Port Alberni CJAV	

CFRB BECOMES MOST POWERFUL INDEPENDENTLY-OWNED RADIO STATION IN THE BRITISH COMMONWEALTH!

Taking effect with its September first switch-over to a completely new 50,000-watt transmitter... Radio Station CFRB, Toronto, becomes the most powerful independently-owned station in the British Commonwealth!

Effective from the same moment, the frequency of this CBS affiliate becomes 1010 on-the-dial. CFRB's huge advertising and publicity program shouts the news of this new frequency . . . in dailies, weeklies, magazines, car cards, posters, air announcements, mailing pieces, giveaways . . . guaranteeing full listener-recognition of CFRB's new spot-on-the-dial!

So it's truer than ever—you reach *more* radio homes on CFRB!



CFRB's new 50,000-watt transmitter at Clarkson, Ontario

CFRB

still your No. 1 buy in Canada's No. 1 market!

1010 ON YOUR DIAL

REPRESENTATIVES:

UNITED STATES: Adam J. Young Jr. Incorporated

CANADA: All-Canada Radio Facilities Limited

CANADIAN BROADCASTER

Supplement

Vol. 7, No. 16

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

August 28th, 1948

LAUNCH EMPIRE'S LARGEST PRIVATE STATION



Month upon month of planning had to go on behind closed doors before station CFRB, Toronto, could start broadcasting September 1st on 1010 kilocycles at 50,000 watts, just five times its previous power.

Emerging next month as the most powerful independent station in the British Commonwealth, CFRB has a story, symbolic of the amazing growth of this quarter century old industry which many of us remember as a fad and a "passing fancy".

Through the pages of this special supplement of Canadian radio's trade paper, the CANADIAN BROADCASTER, this story has been chronicled in two

articles, "9 RB Calling", a story of CFRB's beginnings and "CFRB Today," the story of the new electronic colossus, which is carrying the station's programs to its Ontario listeners as from September 1st.

Although this paper is published for the benefit of the industry and its sponsors, it has been felt that this story of broadcasting, that segment of broadcasting which operates as a private enterprise, without benefit of license fees or other public subsidy, is of equal interest to the public. This supplement is therefore being made available to the public who are being invited to order copies through CFRB.

Through its pages will be found pictures and brief annotations about many of the personalities whose voices go to make up the station's program schedules. These, and the many more whose pictures have had to be left out due to space limitations, are the men and women of radio who bring us our entertainment and information over the Toronto station.

Also through the pages of this supplement will be found a score of advertisements from individuals and firms who, in their various spheres, have contributed to CFRB's success through the years, and now in the launching of the mammoth new transmitter.

Pictured above are some of CFRB's key men, on whose shoulders have fallen the huge job of planning the move. They are the men behind the men behind the mike. Photographed on the station's 21st birthday last February they are, from left to right, Lloyd Moore, station manager; Wes McKnight, program director, who is also well known to listeners for his work as a sports commentator and newscaster; Ellsworth Rogers, vice-president; Jack Sharp, chief engineer; Wishart Campbell, musical director; Bill Baker, studio engineer; and, seated, Harry Sedgwick, president.

INSTANTANEOUS

RECORDING SERVICE

56-58 Wellington Street East
Toronto

and

WALTER P. DOWNS LTD.

Dominion Square Building
Montreal

PRESTO DISTRIBUTORS

are proud that

CFRB Toronto

has chosen

for its 50 Kw. Station

**P R E S T O
RECORDING
EQUIPMENT**



*We Extend Our Congratulations
to the
Management and Staff
of the
Most Powerful Independent Station
in the British Empire*



9 RB CALLING

A Story of CFRB of Yesterday

by REX FROST

"This is 9 RB—testing!"

Do you recall that phrase coming over the air, January 29th, 1927?

"This is 9 RB—testing. 16 minutes after midnight, eastern standard time, January 29th, 1927."

* * *

It's a peaceful summer evening in a Georgian Bay summer cottage. A young boy is sitting before a conglomeration of wires and gadgets, with a peculiar contraption over his ears. An older man enters the room, watches a moment and then says:

"Come on, son. Better put those headphones down. Supper's ready."

"Shucks! This is exciting, Dad. There's been so much on the air all day. Sounds as though there's going to be a war between Britain and Germany."

"There's not going to be any war. Come on and get your supper."

"Gee whiz, dad, if there is going to be one, I'd like to get on a ship as a wireless operator."

"But there isn't going to be a war, and anyway, you're too young. They don't want boys of 14 in the navy."

"Dad! Wait! Darn it, I wish I could hear better. My A battery's so weak, I — —"

"Oh look here now!"

"Dad! I've got it! Britain declared war on Germany at 11 o'clock London time this morning!"

"I didn't think it would really come."

"Say dad!"

"Huh?"

"Could I get a couple of bucks?"

"What for?"

"I've simply got to get a new A battery."

And so a 14 year old boy, with a home-built set, was one of the first Canadians to learn of the declaration of war on August 4th, 1914.

The progress of medical and surgical science was one of the miracles of the first world conflict. It was also an era of invention in aircraft and tanks . . . the submarine locator . . . the under water telephone. But of particular interest to our young Canadian hobbyist was the wartime expansion of the



E. S. "TED" ROGERS

science of wireless telegraphy and its adaptation to the needs of communication between the fighting forces.

November 11th, 1918 Armistice! Victory!

October 31st, 1922! Science or the move!

Let us swing for a moment to a home in Toronto—the home of that same father and his son, now a young man. The two of them are at breakfast.

"Let's see the headline, son. Hm! Revolution in Italy. Benito Mussolini has taken over the government in Rome. I guess you read about the Fascist march on Rome in last night's paper."

"No, Dad, I didn't have a chance last night. I was working on the A. C. tube with Fred McCullough. Who's this Mussolini anyway? I'll bet the revolution he's started doesn't rate one two, three with the revolution that Marconi started in wireless."

"But Marconi isn't a politician."

"Just look what Marconi has done to link the world by wireless. It's the most tremendous international influence that's come into the world in the 20th century."

"By the way, how's the new tube coming along? Getting anywhere?"

"All right. I think I've found an insulating material now. That's been the problem. It looks okay. Now to work out a way of getting rid of the A. C. hum. I think I can bring the A. C. in at the top of the tube . . ."

"Well, Ted, I'd like to see you

make a success of it. Lots of tough work ahead."

"The toughest proposition I'm up against, Dad, is everybody telling me I'm wasting my time. You know 'It can't be done... Oh Ted! He's a screw-ball!' Dad! I'm going to get this thing going, and when I do, I'm going to celebrate by paying you back the two bucks you gave me that night at the cottage, the day war was declared, when I nearly lost the scoop of a lifetime because my A batteries were practically dead. If I can get this new tube working, batteries won't be necessary... you'll just be able to plug in, then tune in."

October, 1922! In Italy, world revolution! In Canada, a radio revolution! And then came a third revolution — November 9th, 1923.

"Ted!"

"Yes, Dad."

"I've just had a call from Sam. They've got the preliminary negotiations through all right. We thought we were going to have a lot more trouble with the big fellows than we did, but your cousin Sam knows his law business. They've agreed to quite extensive rights for the incorporation of your present patents with the new A.C. tube. But I think you'll get a laugh out of this when I tell you. The reason why they were so easy to handle was that they don't take your A.C. tube very seriously."

"Still think it won't work on alternating current, eh? Oh well! They'll learn. By the way, did you hear the latest? Just got it over the set... came in clear as a bell from Paris... there's a revolution in Germany... fellow by the name of Adolf Hitler tried to grab control of the government in Bavaria..."

April 1st, 1924, Hitler was hustled away to the prison fortress of Landsberg, where he wrote "Mein Kampf", the future text book of German National Socialism. While Hitler

was planning the totalitarian monopoly that would muzzle the press and radio, and enslave the peoples of Europe and stifle freedom of thought, in Toronto and at a summer cottage on Georgian Bay, a young man was seeking to perfect an invention by which the air could become a great new medium of education and entertainment — a medium of friendly intercourse between nations, to bring about a world revolution in the narrowing of distance. His name — Edward Samuel Rogers — better known as Ted Rogers. They told him you couldn't operate a radio on the

"This is CFRB, the Rogers Batteryless Radio Station in Toronto, Canada."

As Ted Rogers designed the first batteryless radio receiving set, so did he construct the world's first batteryless radio broadcasting station.

May 6th, 1939. The talent of Ted Rogers was stilled. Before his great genius could be applied to the growing international scope of radio occasioned by the second world war, the man who was the first Canadian amateur to broadcast a trans-Atlantic radio signal, died.

On February 19th, 1927, a short conversation took place



"Not so loud, boy. We're on 50 Kilowatts now".

alternating current of a light socket... that the only satisfactory power is direct current, through batteries. Ted Rogers proved that it could be done. The first Rogers Batteryless Radio was developed by May, 1925, and shown at the Canadian National Exhibition that same year.

"This is 9 RB—testing! This is 9 RB—Testing!"

"What is 9 RB? Who is 9 RB?"

Gradually it leaked out that the Canadian engineer who had designed and supervised the building of the mysterious station was the same Ted Rogers who had amazed the world with his batteryless radio—the first radio that could be "just plugged in, and then tuned in." And so at nine o'clock on the evening of February 19th, 1927, the mystery of "9 RB—testing" was solved. Crystal clear it came over the 291.1 meter wave band...

between Ted and his father.

"Oh Dad."

"Yes, Ted."

"Here's the two dollars I owe you."

"Two dollars you owe me? What for?"

"Remember the night of August 4th, 1914? The day war was declared? You gave me two dollars that night to buy some new A batteries because my old ones were getting low. I'd like to pay back those two dollars, dad."

Two dollars for a world revolution... two dollars to buy radio batteries in a Georgian Bay village, returned without interest thirteen years later... two dollars, the price of a failing set of A batteries that proved the inspiration of a revolution that was to carry its repercussions to the four corners of the earth, as it solved the mystery of—

"This is 9 RB — testing. This is 9 RB — testing."

Congratulations!

to

CFRB

and

MY FRIENDS

of so many years

standing

ROSS MILLARD

★

PROUD to have been

associated with

CFRB

1928 - 1948

and still going strong.

•

Wally Armour

★

CANADIAN BROADCASTER
AND TELESCREEN

Business Paper for the
Broadcasting Industry
and its sponsors

\$3.00 a year — \$5.00 for 2 years

Published by

R. G. LEWIS & COMPANY
LIMITED

371 BAY STREET, TORONTO

Authorized as second class matter at the
Post Office, Ottawa

AN "ALL-CANADA" SALUTE TO CFRB



*... the most powerful
voice of private
radio in the British
Commonwealth*

ALL of us at ALL-CANADA offer our congratulations and best wishes to the staff and management of CFRB — the first 50,000 watt independent station in the British Commonwealth.

We look to the future with confidence in our continued pleasant association with CFRB and a firm belief that this station's notable achievement marks another milestone in the growth and expansion of Canada's SELECTIVE RADIO industry as a whole.

ALL-CANADA RADIO FACILITIES
Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

CFRB'S DREAM GIRLS



"The Dream Girls", latest program group to be heard on CFRB, are a discovery of Wishart Campbell, the station's musical director. From left to right they are Margaret Kerr, Betty McCaskell and Adrienne White. Since this picture was taken, Margaret Kerr has left the group and has been replaced by Margaret Stilwell. "The Dream Girls" are heard on CFRB Tuesday nights at 10.30.

ON DECK AT CNE

Synchronized with the long succession of opening ceremonies for CFRB's new 50,000-watt transmitter is a wide range of activities at the Canadian National Exhibition between August 27 and September 11.

While the station holds open house at the transmitter on the Lake Shore, many favorites from CFRB program schedules are appearing and broadcasting from the Big Show.

Jim Hunter is doing his 6.30 p.m. newscast from the Fairex Theatre. Kate Aitken, women's commentator, heard regularly on CFRB, is bobbing up all over the Ex. Wes McKnight is covering the sporting events at the Ex. His voice is being carried from the grounds to the station over the CFRB portable

shortwave transmitter. Then it is sent out onto the air to the listeners. All CFRB personalities are turning out for CNE Radio Day, Friday, September 3.

During the Exhibition American Lines new Convair aircraft are flying over the grounds to introduce their new planes to the public. During these flights they have arranged to salute CFRB, drawing attention to the new power and wave-length four times a day.

In conjunction with American Air Lines, CFRB is offering a free trip to New York and back, with full plane, hotel and entertainment expenses, to the listener who can come closest to guessing the number of rivets in a Convair.

Thanks To CFRB

for a pleasant freelance association. Hope I'm around for your next power boost.

Barry Wood

Congratulations

to

CFRB

from

**MUTUAL BENEFIT
HEALTH & ACCIDENT
ASSOCIATION**

*The Largest Exclusive Health and Accident
Company in the World*

SPONSORS OF

JIM HUNTER'S NEWSCASTS

Monday through Saturday—8 a.m. and 6:30 p.m.

and

"HEADLINERS"

Monday, Tuesday, Wednesday, Thursday, Saturday—10:55 p.m.

On the Air Since 1943

HEARD EXCLUSIVELY OVER CFRB

Congratulations!

**CFRB
T O R O N T O**

50,000 WATTS

The largest privately owned radio station in the British Commonwealth.

CANADIAN MARCONI COMPANY

Established 1903

MARCONI BUILDING, MONTREAL

VANCOUVER WINNIPEG TORONTO HALIFAX ST. JOHN'S, NFLD.

MARCONI—The Greatest Name In Radio

Congratulations

to the

MANAGEMENT
AND STAFF

of

STATION
CFRB
TORONTO

on its newly assigned
wave-length of

1010
Kilocycles

at its new power
of

50,000
WATTS



Elliott-Haymes Limited

RADIO AUDIENCE MEASUREMENT

Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GErrard 1144

CFRB Today



Here is CFRB's architecturally modern yellow-brick transmitter house on the Lake Shore Highway. Floodlit at night, the layout will soon be enhanced by landscape gardening and the addition of a brilliant neon sign.

Imagine eight hundred and fifty 60 watt electric light bulbs burning at the same time and in the same room, and you will have an idea of the power of CFRB's new 50,000 watt transmitter, which as from September 1, will make the 21-year old Toronto broadcasting station the most powerful privately-owned radio station in the British Commonwealth.

Thousands of visitors turn off the Lake Shore highway at Clarkson, eighteen miles west of Toronto, to see for themselves how broadcasts are "fed" to the transmitter over telephone lines from CFRB's Bloor Street studios, or "remote" points such as churches, sports meetings or dance halls. They can peer at the miraculous mechanism which then sends these programs out onto the air to the station's audience, which, according to the statisticians, already amounts to half a million Ontario homes without the benefit of the new power.

All that the public is aware of is a change on radio dials from 860 to 1010 kilocycles. Few people realize that the cost of this seemingly simple move was approximately \$500,000.00, which CFRB, operating as a privately-owned station, without receiving a cent of benefit from listener license fees, all of which go to the CBC, has had to pay from its own earnings, which are derived entirely from advertising revenues.

The first task in planning this move was to find a transmitter site suitable from every point of view. The 93-acre Clarkson location, was found, after exhaustive search, to be ideally suited. High-powered transmitters function best with vertical

antennas, or towers, and on the flat site they chose it has been found possible to raise the four "masts" to a height of 250 feet without fear of obstructing low flying aircraft. Their tops are only eighteen feet above the landing-strip level at Malton Airport, 10 miles away.

Lake Ontario helps too. Its water, between the transmitter and downtown Toronto, helps preserve the strength of the signal as it is directed at this city's concentrated radio audience. CFRB engineers are confident that it will make the station's audience of a half million homes even greater.

A significant addition to the independent broadcasting industry's technical facilities and a fitting twenty-first year acquisition for CFRB, the new transmitter is located on the Lower Middle Road, 18 miles from downtown Toronto.

On the main floor, the building is divided into reception lobby and offices, transmitter



This is CFRB's original transmitter house, a small wooden hut at Aurora, with a single strand of copper wire slung between wooden poles acting as an antenna.

room, tube storage department, tuning or phasing room and living quarters for the operating staff. The lobby is finished in wood panelling, the transmitter room in special acoustical materials. In quarters where delicate equipment is located, the easily cleaned porcelain tiled walls reduce the threat of damage from dirt or grease. A safety-interlock system cuts off all power whenever any one of twenty doors leading into high voltage areas is opened.

The function of a transmitter is to change the audio or telephone signal received from the studio into a radio frequency signal, to progressively increase its power and to project it into the atmosphere on a selected wave-length in desired directions. Twenty-one years ago, CFRB housed the equipment for this task in a small, wooden hut at Aurora. The antenna, a single strand of copper wire, was slung between wooden poles. At Clarkson the same basic operation involves \$220,000 of RCA Victor radio equipment, powerful electrical machinery, scores of miles of intricate wiring and dozens of dials and meters. Serving as antennas are the tall, uniform

cross-sectioned steel towers. Each is supported on a porcelain insulating base and guyed by steel ropes bedded in concrete.

An indication of the complex nature of the operations at Clarkson can be seen in the number of cables carried from the transmitter building to the tuning hut at the foot of each tower. Fourteen in all, these cables handle: electric light, telephone, audio monitoring, phase monitoring, safety interlock and remote tuning. In addition, an open, six-wire line carries thousands of watts of radio frequency power to each of the antennas.

As well as the 50,000 watt transmitter the major components at Clarkson include a 10,000 watt stand-by transmitter for use in case of emergency, a 250,000 watt frequency chamber, an emergency, gasoline driven power unit and a blower system which drives a stream of filtered, cooling air over the giant tubes of the big transmitter. These tubes stand three feet high, weigh 350 pounds and cost \$2,000 apiece.

One interesting feature of the transmitter layout will not be seen again. It is thirty-six miles of copper wire, buried just

underground. One hundred and twenty lengths have been laid out radially from each mast. When the station is broadcasting, they distribute electricity through the soil. Their effect is similar to that of a single sheet of copper laid on top of the ground. They improve the strength of the broadcast signal by providing a "ground" just like the "ground" on a receiver set. This buried wire system has been found to be practically as good as the perfect ground afforded by sea water.

It takes only the touch of a single button to begin broadcasting at Clarkson. Controls for power, the blower system and the 50,000 watt transmitter are centered in an impressive looking console sitting in the centre of the transmitter room. Nearby is a similar, but smaller, console for the 10,000 watt, stand-by transmitter. Each console combines the function of watch-dog and substitute radio studio. Should delicate equipment show any sign of failure, supervisory lights blink on the console's panel, warning the operator of developing trouble.

The show piece of the building, the 50,000 watt transmitter, is mounted behind a gleaming

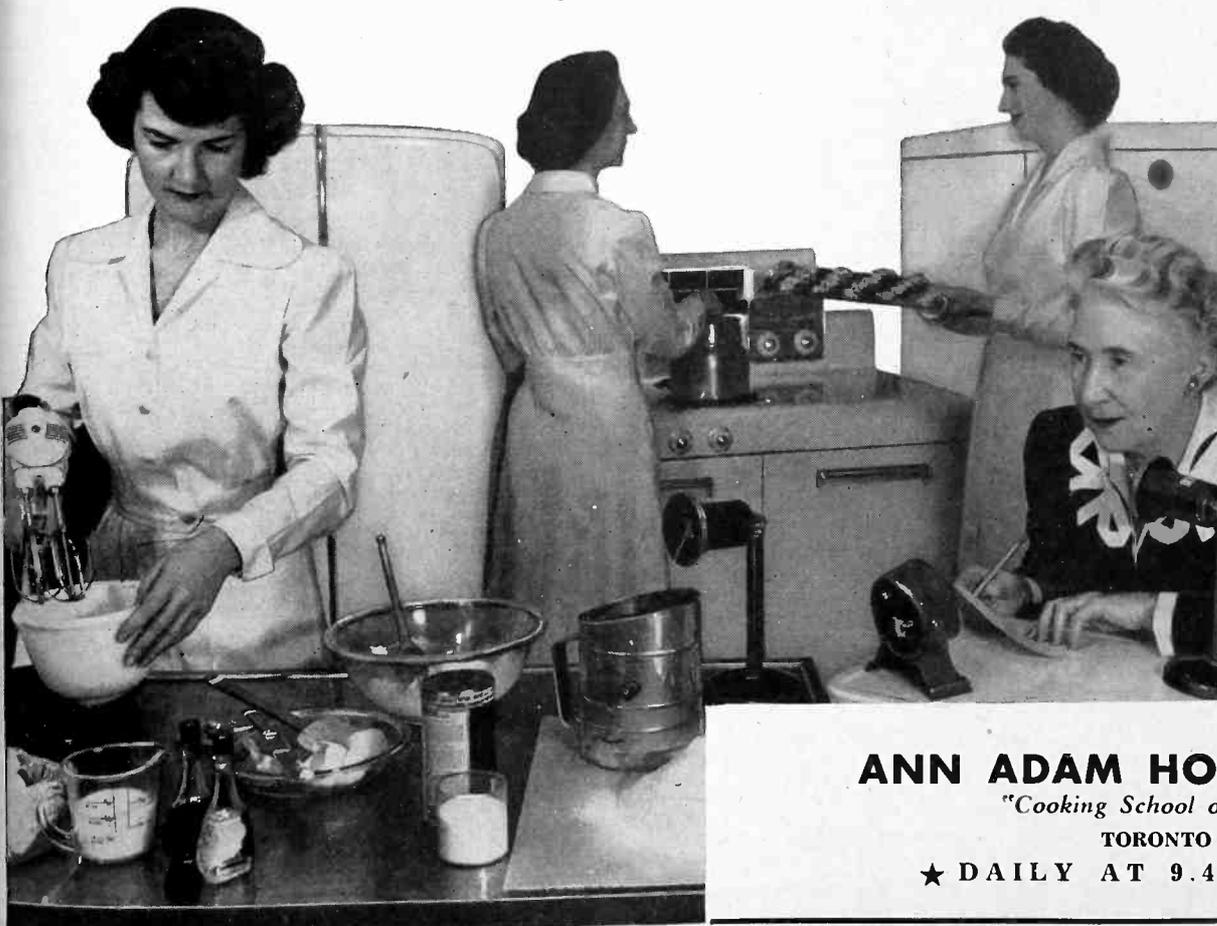
chrome and polished steel panel which lines the south wall of the transmitter room. Its thirty-nine tubes, ranging in size from the tiny, three-watt type to the giant 250,000 watters weighing 250 pounds each, are the key to the station's performance and at the same time its most delicate components. Despite air cooling, the average life of each is not more than a few thousand hours. Several duplicates must be stored at all times. In the event of emergency, a hydraulic dolly truck can change even the largest in a matter of seconds.

Engineers of CFRB and RCA Victor worked on a round the clock basis to instal and adjust this half million dollar plant in the record time available of 40 days (and nights). Quite reasonably this undertaking could have taken at least six months. However, the original plans and blueprints of Pat Bayly, and Bill Carter, respectively consultant engineer and architect, the technical supervision of Ellsworth Rogers and his assistant Clive Eastwood, have culminated in the launching of Canada's biggest broadcasting event to date—or to be precise, will have done so by the time this article reaches its readers.

PROUD TO GROW WITH CFRB

For nearly twenty years CFRB has carried our "Cooking School of the Air" to its ever-larger audience of loyal listeners. We are proud to have

been part of this growth.



50,000

WATTS

on

1010

KILOCYCLES

ANN ADAM HOMECRAFTERS

"Cooking School of the Air"

TORONTO 12

★ DAILY AT 9.45 ON 1010 ★

THE LISTENERS

are moving to

HOLLYWOOD'S
BRIGHTEST
STARS

RIGHT IN YOUR HOME!

**RADIO
THEATRE**

A **CFRB**
FAVOURITE!

MONDAY 9.00 P.M.



CLAUDIA on the airwaves,
she's lovely Katharine Bard.



WES McKNIGHT
—Canada's favourite
sportscaster.



BETH CORRIGAN,
CFRB'S own songbird.

Hear **ARGONAUTS**
FOOTBALL
GAMES

at home and away
on **CFRB**



EDDIE LUTHER—heard
on "Northern Ramblers."



JACK DAWSON
—CFRB'S popular quiz master.



JIM HUNTER—purveyor of
hot-off-the-wires news.

WISHART CAMPBELL—the
golden voice of the air.



GRACE MATTHEWS, whom you know as
Ruth Evans in "Big Sister."



KATE AITKEN—her morning
program's a "must" in thou-
sands of homes.

There's
thrilling
chilling mystery
on

**DARE YOU
LISTEN?**

SUSPENSE

THURSDAY
9.00 P.M.

A **CFRB** FAVOURITE!



REX FROST—you hear H
every noon on the Farm Broadcast

MONTHS of intensive pro
great fulfilment . . . the
ments at CFRB are complet

Yes, CFRB is increasing its po
most powerful independen
wealth!

And CFRB, and all the list
CFRB personalities, are mo
the listeners will follow
their favourites—because
and talked-about that even

That's why CFRB will go o
and why CFRB will go on
richest market!

50,000
high

WITH 50,000-WATT POWER

CFRB

FAVOURITES

On the dial!

ve reached the eve of their
nical and program arrange-
new transmitter is ready . . .

00 watts . . . to become the
on in the British Common-

e CFRB shows and favourite
spot on the dial—1010. And
to 1010—because they are
ve has been so written-about
at it!

's favourite radio station . . .
tiser's best buy in Canada's

a new
ning!

WALLY CROUTER
music and chatter on "Top O'
the Morning."



LOY OWENS—your entertainment reporter

GORDON SINCLAIR,
CFRB newscaster, and
commentator.



JANE FROMAN, luscious
vocalist on "The Pause that
Refreshes on the Air."



BOB CROSBY
makes with the croon-
ing on "Club 15."

FUN! laughter!
Pranks! money!
IT'S
**Fun
Parade**

JACK DENNETT
—Ontario's pop-
ular 11:00 p.m.
newscaster.



DOROTHY SHAY
—your "Park
Avenue Hillbilly"
in "Spotlight
Revue."



GORDON COOKE
—of Ontario Holiday fame.



Double OR
NOTHING
WATCH THE
DOLLARS MULTIPLY!
A CFRB FAVOURITE!
MONDAY 8.30 P.M.

JACK SMITH, the man with a
smile in his voice.



FRANK GRANT
—announcer on many shows—
notably "Fun Parade."



YOUR NO. 1 BUY IN CANADA'S NO. 1 MARKET!



IT'S GOOD TO GROW

with

CFRB

Now the British Commonwealth's most powerful independent radio station

Don Gordon

CFRB Has Many Awards



Most of the Canadian and American trade papers which make a practice of singling out stations and artists for awards for their contributions to the radio craft have at one time or another chosen CFRB or programs aired on CFRB for such distinctions.

Pictured above is a scene during the presentation of this paper's own Beaver Awards (March 17, 1947). This award was given to the program *Ontario Panorama*, which was heard on the station for Willard's Chocolates. In the picture which was taken during the coast-to-coast airing of the presentations are, from left to right, Alan Savage, producer and co-emcee of the program; Gordon Sinclair, who appeared on it with Savage, and Bill Baker, CFRB studio engineer, representing the station's engineering staff.

Back in 1936, the U.S. entertainment magazine *VARIETY* gave the station its special citation for "the all around best Canadian station".

The Canadian publication, *RADIO WORLD*, awarded CFRB a plaque in February, 1947, "in recognition of twenty years of broadcasting in the public interest." The same paper gave its award to Wes McKnight for "impartiality and devotion in sports broadcasts."

Wishart Campbell, musical director, who was decorated with the MBE for his work in troop entertainment while he was in the RCAF, scored in April of this year with an award from another U.S. paper, *BILLBOARD*, for his program "*Wishart*

Campbell Presents", which gained third place in the classical and semi-classical division. As this paper went to press, word came that *BILLBOARD* has awarded the same producer second place for the western program, "*Home on the Range*".

Hanging in the foyer of the studio is a testimonial, dated June 15, 1939, from the city of Toronto commending Harry Sedgwick for his station's contribution "towards the successful arrangement in connection with the visit of their Majesties to the City of Toronto". Another expresses the appreciation of the Navy League to CFRB for its "devoted service to the men of the sea." Yet another commends the station for its work in connection with the City of Toronto Centennial Celebration in 1934.



WISHART CAMPBELL, M.B.E.
Musical director of CFRB, and known to listeners as the "Golden Voice of the Air" has brought his station awards for two of his programs. "*Wishart Campbell Presents*" and "*Home on the Range*".

OPEN LETTER TO CFRB

Dear "RB":

It thrilled my band, Terry Dale and myself to know that you had been crowned Heavy-Watt Champion of the British Commonwealth.

Of course, after years of working in your training-camp, we knew you had the makings of a champ. We've seen how hard and well you work at your kilo-cycling.

We'd also like to think your "remote control punch" was strengthened by work with **PEOPLE'S CREDIT JEWELLERS** and ourselves on the **SUNNY-SIDE SING-SONG** broadcasts over a provincial hook-up each Sunday night at 8:30 p.m. E.S.T. We've all been rewarded.

Our best wishes follow you wherever you go on the dial.

Yours forever,

ART HALLMAN

P.S. Next time you have some spare-time in your air-time, give us a call at

THE OFFICE OF MART KENNEY
125 Dupont Street, Toronto KI. 3147

HERE IS THE NEWS



News is a top feature at CFRB, and here are three of the station's reporters.

From the top, Jim Hunter, veteran of well over ten thousand newscasts, heard daily at 8 a.m. and 6.30 p.m. attracts literally thousands of listeners with his down to earth approach, and his audience spreads from the city into the remotest hamlet.

Jack Dennett, 11 p.m. newscaster, is the station's "conventional reporter". Listeners find in his clear enunciation and level delivery a concise and factual resume of the day's news.

Gordon Sinclair, newspaperman turned broadcaster, delights lady listeners in his "News at Noon" with his unpredictable quips and knack of getting at the story behind the story.

Other newscasters are Gordon Cook, who is growing in popularity with his daily 5-minutes at 7.45 p.m. for P. & R. Coal. Wes McKnight combines with his programming duties the job of delivering the 12.30 p.m. news for Colgates.

CAPAC

extends heartiest congratulations to station CFRB and its enterprising management on the occasion of the launching of its 50,000 watt transmitter.

COMPOSERS AUTHORS AND PUBLISHERS ASSOCIATION

of Canada Limited

132 ST. GEORGE STREET, TORONTO 5

BAYLY ENGINEERING LTD.

OSHAWA, ONTARIO

Consulting Engineers

B. de F. Bayly, O.B.E., Prof. Eng.

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FIELD STRENGTH SURVEYS

OFFICIAL SERVICE STATION FOR CANADA

Western Electrical Instrument Corp.

General Radio Co.

Sylvania Corporation

THERMOCOUPLE REPLACEMENT AND

INSTRUMENT REPAIRS FROM STOCK

Phones:

Toronto: WA. 6866

Oshawa: 4220

MORE POWER TO YOU, **CFRB**

. . . in fact, 50,000 watts of it!

For 22 years, the story of your growth has been highlighted by one success after another, climaxed, and justly so, by your current expansion to 50,000 watts. As far as we're concerned it couldn't have happened to nicer people.

Actually, we don't know too much about radio. For instance, we don't know how many new listeners 50,000 watts will bring you. But we do know this. A lot of those listeners use typewriters. And 7 out of 10 of the typewriters are Underwoods. That's true in every city or town in Canada and that's our success story.

Once, again, congratulations . . .

Underwood Limited

135 VICTORIA STREET TORONTO, CANADA

TYPEWRITERS • ADDING AND ACCOUNTING MACHINES
OFFICE SUPPLIES

50,000
Best Wishes

to

50,000
WATTS!

We are proud to include CFRB, now the most powerful independent station in the British Empire, in our long list of satisfied clients.

T. H. Mitchell

DIRECT MAIL
Advertising Limited

57 Bloor Street West

T O R O N T O

RADIO'S CHILDREN

by RICHARD G. LEWIS

This is the story of John Smith who distinguished himself, quite accidentally, by being born on May 1st, 1922.

It was just at this time that people were in the course of being startled—and in no small measure amused—by the new fad of wireless telephony, which had sprung up in a world which was trying to attune itself, after four and a half years of war, to the humdrum monotony of peace.

One day, it would have been in 1926, during Johnny's fourth winter — a conversation took place between Mrs. Smith and a neighbor.

"Mrs. Briggs", she said, "this radio has changed my husband." You know what a one he used to be for his card games. Well, now you can't persuade him to go out at night ever. He rushes home from work, has his supper, and then sits down at the radio, puts on those headphones and he's there till bedtime.

"I don't mind telling you, it wasn't much fun for me at first. He'd just sit there listening, and it wouldn't be any use talking to him, because he wouldn't hear a word you said, and if he could have heard, if I'd dared interrupt him, I'd have my head blown off for fair.

"Then I got an idea. I was downtown one afternoon, and I saw a new radio set in the window of Sattersby's department store. It wasn't so very different from ours, except that instead of one headphone, it had three. When I got home, I got thinking things over. It was nearly Christmas and I had that bond Aunt Emily had left me. It might be the start of a row over extravagance, but it would blow over. Before I'd been a card game widow. Now my husband had started staying home nights, but I'd become a radio widow instead. Besides, little Johnny was growing up, and I wanted him to find out what was going on around here. Eddie—that's my husband—was always saying that what's wrong with the world was that nobody cared what was going on, and I didn't want our Johnny to grow up like that."

So Mrs. Smith sold Aunt Emily's bond and bought the radio with the three headphones, and once Eddie had got the sermon on thrift out of his system life

was a lot more interesting at the Smiths. And of course it wasn't long before they cast the phones aside for a loudspeaker—one of the new dynamic ones—that had the neighbors up and down the street simply bursting with jealousy until they could get their own installed.

Johnny grew up like most of his generation, with a knowledge of music, of drama, of affairs—international and local—that his parents had never been able to acquire, and the radio played quite a part in the building of his habits—his character even.

At the age of five, Johnny's prime worry was the necessity of going to bed.

This going to bed business, so very vital in the health of a child, presented quite a problem to the Smiths, until one night, when Johnny was going through his usual routine of "just one teeny minute more, momma", there suddenly came on the air the voice of *The Story Lady*. She started in to tell the gripping story of *The Three Bears*, and from that precise moment Johnny fell ardently and hopelessly in love!

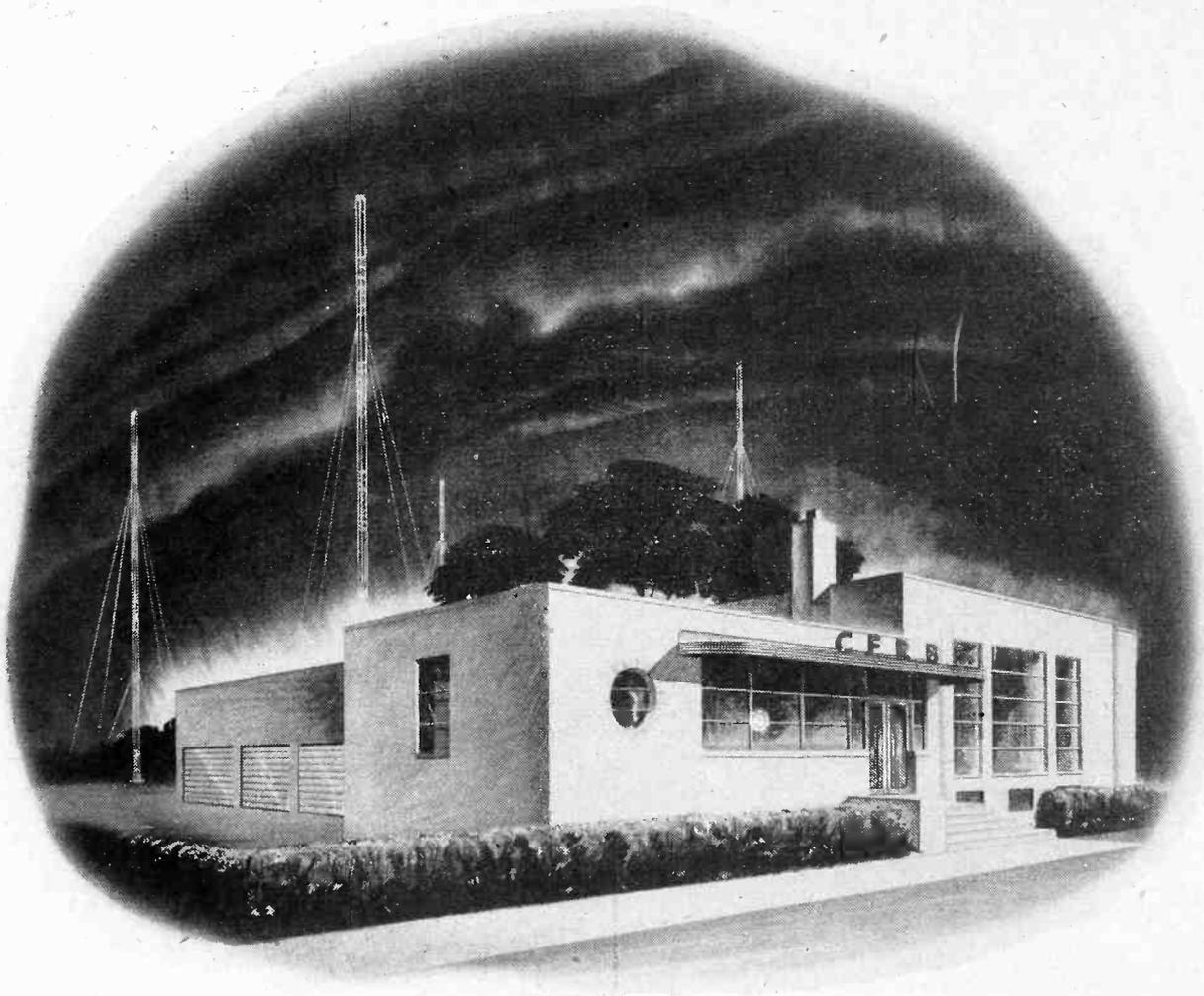
He looked at his mother with pleading in his eyes, and she succumbed. "All right," she said, "but as soon as the story's over—off you go."

From that time on, Johnny always had to wait up for his *Story Lady*. It meant fifteen minutes later than his former bedtime, but Johnny knew that if he didn't go right up as soon as she signed off, tomorrow night he'd be packed off without hearing her. So radio, through *The Story Lady*, took an early step in moulding Johnny's character by sending him to bed at the right time each night.

As Johnny grew older he passed through the various normal stages: antipathy towards soap and water, dodging brushing his teeth, wanting to skip his breakfast cereal, and so forth. Here again radio, coupled with an intelligent mother, kept impressing on Johnny that his pores needed constant cleansing with Lather-O Soap, that he must clean his teeth twice a day with Spark-O Tooth Paste, that he would become a great big strong man and get a free Yo-

(Continued on page 14)

Again it's **RADIATORS** *by* **CANADIAN BRIDGE**



In the four 250 foot radiators fabricated and erected by the men of Canadian Bridge for CFRB are included all the latest advances in equipment of this type. Noteworthy among these is the insulation designed specially for 50 K.W. operation and which includes an enclosed lighting transformer in the base insulator.

In addition we fabricated and erected the steel work of the new station building of CFRB.

In order to form one continuous electrical ground to prevent potential build-up between different parts of the structure, each joint had all steel connections spot welded after bolting.

- STEEL BUILDINGS STEEL BRIDGES
- TRANSMISSION TOWERS SUBSTATIONS
- MILL BUILDINGS ELECTRIC FURNACES
- PRECISION ROLL GRINDING
- WELDED MACHINERY BASES AND
BEDPLATES
- STANDARD AND OUTSIZE CUSTOM
MACHINING

Our full facilities for designing, fabricating and erecting all types of structural steel work, riveted or welded, are at your disposal--anywhere, anytime.



The **CANADIAN BRIDGE COMPANY** *Limited*
WALKERVILLE, ONTARIO

Branches - TORONTO, MONTREAL, KIRKLAND LAKE

Representatives - WINNIPEG, REGINA, EDMONTON, VANCOUVER



me too!

SINCLAIRS GET NEW WAVE LENGTH

Gordon and Gladys
S I N C L A I R

are happy to announce the
arrival of a city telephone
at their Islington home.

The number is
LYndhurst 1272

*P.S.—Have you heard Gord Junior
give the news? Can't tell him
from the original.*

Congratulations

to

CFRB

IRISH & MAULSON LIMITED

INSURANCE BROKERS

20 Victoria Street, Toronto
606 Cathcart Street, Montreal

RADIO'S CHILDREN

(Continued from page 12)

Yo top thrown in for good measure if he ate his Crunch-O for breakfast every morning. Johnny may not have been very brand-conscious at the age of five; the advertisers who paid for the programs didn't get much business from Johnny direct; but they undoubtedly contributed to Johnny's early upbringing, and if some soap or breakfast food tycoon could have seen him sitting on the floor talking back to the radio announcer, he'd have gone home and awarded himself a solid silver medallion as a public benefactor par excellence. And then there was the day he was overheard telling the little girl next door: "The wadio man 'll get you if you don't cwean your teeth."

Johnny grew up with a keen interest in sport born of listening to games broadcast over the radio, and it was a proud day for John Smith Senior when his pocket edition came home from school with the news that he had a place on the team.

Johnny was familiar of course with the "jazz" and "swing" that are the birth-right of his generation. It was probably his hero-worship of Benny Goodman that gave him the "hypo" he needed to become second sax with the High School Swingaroos; and no doubt it was his early adoration of Walter Damrosch that inspired his interest in and love for the more serious music of the opera and the symphonies. This knowledge of "good" music was not the forcefully fed knowledge so much of which children are made to acquire in the name of education, but a gradually acquired understanding and love that had slowly seeped into his system, because it had come to him cleverly guised to entice his attention, by expert producers whose jobs depended on their ability to get listeners — and more listeners — for their programs.

At 16, Johnny had a greater knowledge of world affairs, he was more familiar with all types of music and drama from Schubert to soap serials, he had a healthier interest in sport, and was more conscious of the requisites of healthy living, than were his parents at twice his age.

In the early twenties, people were prone to deplore the fact that the disappearance of the open-fireplace had stifled family life.



LLOYD EDWARDS

Ambitious young man at the 88, whose active fingers amble through the accompaniments for many of CFRB'S musical programs. Among such shows are the weekly presentations of "The Dream Girls".

Since the advent of radio, family life has increased to a level far higher than it ever reached round the old-fashioned log fire.

Johnny is 26 now, and so is commercial radio in Canada. After serving overseas with the RCAF, he is back home again, well settled into family life. He married shortly after the war and is just as proud of Johnny Junior as his dad was of him.

Radio is not a new fad in the Smith Junior household, as it was with their parents. In Johnny's home, and in more than two million other homes there is the family radio, which is as much a part of the family as the chesterfield or Dad's armchair.

Little Johnny can't talk yet, but he is beginning to grow conscious of the radio already. He even seems to be able to recognize some of the more familiar voices.

As he grows up, he will begin to follow a number of programs. He will have his likes and dislikes just like anyone else. He will find out about music and sports, local and world affairs, just as his Dad did. And just as his Dad was one of radio's children, back in the days of experimenting and pioneering, Johnny Junior will grow to manhood better informed because twenty-six years ago a few pioneering souls—without financial or other help—took their lives and their savings accounts into their hands and quietly started the new fad which has grown up into Canadian radio.

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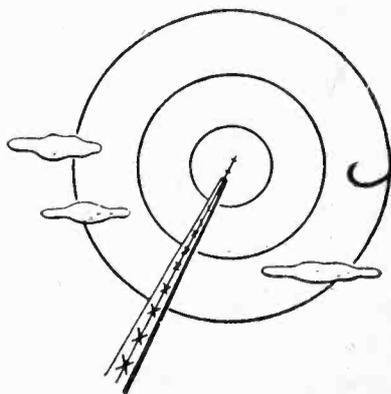
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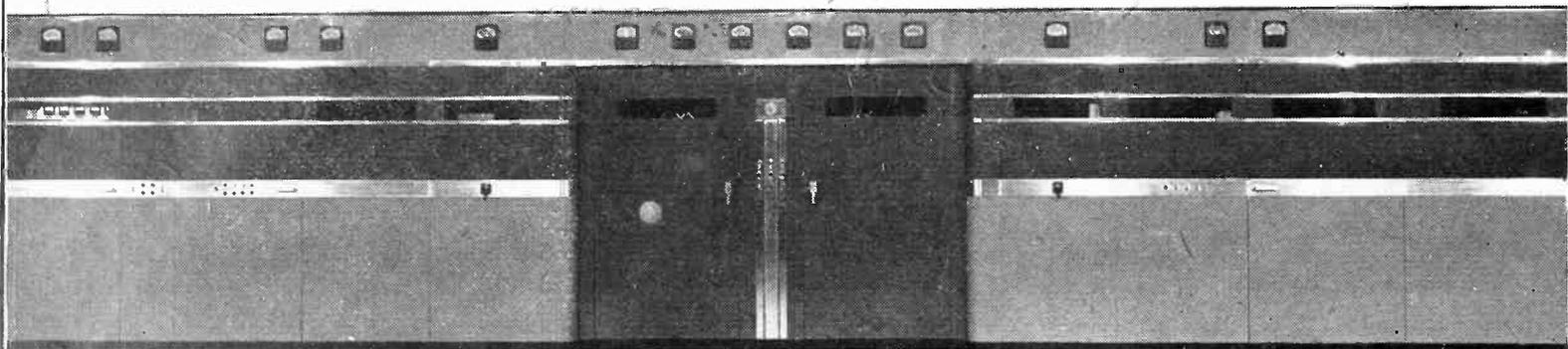
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Since it began broadcasting in 1927 with a power output of One Kw., CFRB has kept pace with its ever-growing audience by successive increases both in power and in broadcasting facilities. This spirit of enterprising public service has served to maintain CFRB in the front rank of Canadian broadcasting stations. RCA Victor is proud to be associated with CFRB in the supplying and installation of the Station's new 50 Kw. transmitter.

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