WAB MULLS PRICE MENTIONS AND POLITICS

Saskatoon. — The Western Association of Broadcasters, in convention here August 23-25, adopted the recommendations of the CAB in regard to price mentions on the air, with the rider that the CAB study further the encouragement of advertisers to purchase programs rather than spots.

The whole theme of price mentions which became operative September 1 for a six-months trial period, was thoroughly overhauled in the light of several opinions.

Tony Messner, CJOB commercial manager, and Winnipeg rep. for a number of stations, expressed the view that price mentions should not be permitted in flashes, but that they should be restricted to one minute spots and programs. He said that his station had undertaken a survey of Winnipeg advertisers and had discovered that while some thought that price mention would enhance their advertising "up to 100 per cent", others thought it would make little difference to their sales presentations.

Bert Cairns, of CFAC, Calgary, WAB retiring president, said that the Retail Merchants' Association had been opposed to price mention for fear of added competition from larger merchandising agencies. Therefore, he said, price mention should be made available without discrimination.

The ban on political broadcasts 48 hours before an election was hotly criticized by the WAB delegates, some of whom lashed out at the content of the Parliament Hill series, prepared by the CAB in Ottawa.

Delegates complained that the ban on political broadcasts was unfair because other news media, especially the newspapers, were allowed to print political news after the radio ban was in effect. There was considerable controversial discussion but no action was taken.

One delegate wanted to know if the Report from Parliament Hill series might be deemed "political" in content rather than "reportorial", in relation to the pre-election ban.

Jim Allard, CAB general manager, by whose office the "Reports" are produced, said that the political content of the broadcasts could not be assessed. "What might appear political content from one viewpoint might appear quite innocent from another", he said.

He went on to point out that the ban on political broadcasting within 48 hours of an election was put in to protect radio stations. He was more concerned, he stated, over the "ban on dramatization of political matters". He said all radio's facilities should be employed to make presentation of political speeches and ideas more palatable to listeners.

Present at the convention were: Miss Wilna Moore, CJDC, Dawson Creek, B.C.; Bill Guild, CJOC, Lethbridge; Gordon Love, Jim Love and Gordon Carter, CFNC, Calgary; Bert Cairns and Pat Freeman, CFAC, Calgary; Rolfe Barnes, CJCA, Edmonton; Dick Rice (CAB chairman) and Red Hops, CFRN, Edmonton; Art Balfour, CFGP, Grande Prairie; Jack Coalson, CJB, North Battleford; Ed Rawlinson and Gerry Prest, CKBI, Prince Albert; Al Murphy, Vern Dallin, and Blair Nelson, of CFQC, Saskatoon; Ken Parton, CJGX, Yorkton; Stuart MacKay, CKRM, Regina; Bill Speers and Bruce Pirie, CKRC, Winnipeg; Hal Crittenden, CKCK, Regina; Syd Boyling, CHAB, Moose Jaw; Gerry Quinney, CFAR, Flin Flon; Jack Blick and Tony Messner, CJOB, Winnipeg; John Craig, CKX, Brandon; George McLean, CURL, Kenora.

Jim Allard represented the CAB and George Young the CBC.

Others included Al MacKenzie and Pierce Gayner of All-Canada; Jack Slatter, Radio Representatives Ltd.; Lyall Holmes, Cockfield Brown; John Hunt, Radio Selling; Ed Morris, Radio Bureau and Brydon McCrea, McConnell Eastman, Winnipeg; Irene Orton, of the CAB Ottawa office acted as convention secretary.

Toronto. — August 31 and September 1 were L-days in Toronto, when CJBC and CFRB switched frequencies and both emerged with their new 50 KW transmitters. Opening ceremonies took place at each station's new transmitter with CBC dignitaries holding open house at Hornby on Tuesday and CFRB following suit on Wednesday.

Both functions were pleasant social affairs with CFRB representatives attending the CBC reception, and CBC officials turning out at Clarkson for the CFRB party.
FINEST AND MOST
UP-TO-DATE OF
CANADA'S PROGRESSIVE
RADIO STATIONS

CANADIAN BROADCASTING
CORPORATION

MUTUAL BROADCASTING
SYSTEM

MEMBERS OF CANADIAN
ASSOCIATION
OF BROADCASTERS

Our Goal Is

SERVICE TO
OUR LISTENERS

GREATER RESULTS
FOR OUR ADVERTISERS

An important question to ask yourself: "Am I using the best possible media to get the greatest returns from the money I spend?" Many potential customers are to be found in the 198,130 homes in Western Ontario urban and rural markets covered each day by CKLW.

Service to our listeners and a deep interest in Public service arousing greater loyalty in the community together with better results for Advertisers is the thought and hope of this modern radio station management.

If you’re looking for a media—a "go-getter," conscientiously interested in selling your products in Western Ontario, remember, make CKLW a "MUST" on your Fall Advertising schedule.
OVER THE DESK

The 1948-9 season is upon us, so this is probably the last time we'll see the top of the desk until the summer lay-offs start in again and the next crop of replacements creeps onto the desk to make our lives unhappy.

This paragraph should not be taken as a whole. What comes after it is the principle that causes the popular shows to be supplanted during the warm months with shows which are admitted inferior instead of taking programs with definite promise and airing them with a view to making them permanent ones, whether sponsored or sustaining.

Organizations like the Radio Executives Club of Toronto, which, last season, did so much for the business of broadcasting, deserve a lot of consideration to the problem of summer listening. They talked about additional diskettes for 52 weeks contracts. They suggested that the summer slump is not the result of low ratings but that it happens because there's a complete change in the outside world. The thought of everything except one thing. And what was that? They did not make the suggestion that if programs of higher quality were put on during the summer, programs with more popular appeal that is, it would do a great deal to stave off any tendency there may be to put the radio in storage in the public's fur coat. There isn't very much that the Radio Executives Club can do to encourage the airing of better programs from June to September. It rests really with the stations.

This tirade will doubtless stir up some harsh thinking in the breasts of those station managers and program directors who do a conscientious job of summer programming. It is to be hoped that it will even stir them into writing angry letters, so that we may carry the tidings of the fine jobs they do to the others, who, in turn, may even be induced to emulate them. But we aren't too hopeful.

Exchange of programs is about the only plan which would enable stations, especially the smaller ones, to do a summer programming job and still stay in business, because—we'll say it for you, gentlemen—single stations can't program against networks. But several attempts, notably the one essayed by the CAB, to get stations to enter into an organized arrangement to swap disc, have fallen by the wayside because everyone insisted on waiting for the other fellow to take the lead, and so it just never got started.

The same problem, in a sense, assails the press. No single one of Canada's ninety odd daily papers could afford to maintain a reporting staff large enough to give its readers coverage of the news of Canada and the outside world. So the papers got together and arranged to swap their local news with another. Stories of Ontario murders, industrial disputes in Nova Scotia, B.C. sea monsters, prairie crop reports and Quebec politics are thrown into the pot, and each paper gets the benefit of this news exchange. In radio news, a group of Maritime stations is trying to do something comparable in a joint operating with British United Press. But couldn't this general principle be expanded into the program field?

The Radio Bureau in Ottawa was set up to act as a program clearing house, but only for one program series, Report from Parliament Hill. Is there any reason why this co-operative plan should not be expanded to cover other programs? Block programming, which Jack Cooke brought to Canada and developed on CKY, has spread from coast to coast with Make Believe Ballrooms, or reasonable facsimiles, making themselves heard in all provinces. What about a drama program from Vancouver, a children's hour from the prairies, and so forth?

Readers' ideas on this question would be welcome contributions to "The Desk".

A letter from Karl Monk, program director of CHES Peterborough, is on the top of this issue's pile on the desk. It points out that Wally Creuter, CFBG's wake-up-and-smile-if-you-didn't-tie-one-on-last night carillonneur, came to the Toronto station from CHES and not from CKWS, Kingston, as we stated under our last issue's picture of him. Apologies are tendered herewith to Wally and CHES. Maybe we should apologize to CKWS too!

Johnny Tregale is back, now the heat wave is abating, with his "All-Canada Flashes". From these we learn: unable to arrange wedding music at Chesterville, Ontario, a bride-to-be contacted CFRA, Ottawa, with the result that promptly at 3, the radio poured forth the Wedding March with suitable music for the reception to follow... by broadcasting train arrival times up there at Grande Prairie. Alta, CFGP saves farmers and ranchers many hours of waiting for mail, express and freight, when the trains are late... CFBC, Saint John's Round-up Time recently opened letters from Campobello's, Deer Island, Fredericton, Moncton, Newcastle, Baie-St-Anne, from all counties in Southern Nova Scotia, from PEI and from various towns in the State of Maine... CKBI, Prince Albert's annual Drama Festival included letters from as far away as Nipawin—110 miles, Melfort—80 miles, and Lanigan—130 miles. They travelled to Prince Albert to air their dramas while adjudicators listened in Saskatoon.

And that cleans us off for this issue.

DID YOU KNOW?

That the average annual earnings of wage-earner family heads in Truro is $1,698? This is the second highest average of all towns and cities in Nova Scotia.

Over 150 local advertisers have found CKCL the logical means of tapping this important market.

CKCL
TRURO BROADCASTING COMPANY
J. A. MANNING
Manager
WILLIAM WRIGHT, Representative
Toronto and Montreal

But you don't take a chance

you PLAY SAFE when you advertise over CHNS. It is turned on and stays on in most of the homes on the mainland of Nova Scotia. Your sales message is HEARD and brings results over CHNS.

Plan 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. Barrett, Managing Director

Alan Ladd—Paramount's great star—plays the daring, resourceful fiction writer who adventures for adventure. And gets it—the hard way!

* The top adventure-mystery bust of the year! Audition it now!

ALL-CANADA PROGRAM DIVISION
Vancouver Calgary Winnipeg Toronto Montreal

www.americanradiohistory.com
Do find myself mightily gratified to be back at the old stand, having found all this travelling across Canada with one member and another of the H.N.S. organization plaguey inconvenient during the heat. However, did everywhere see signs of healthy business conditions, and consider Canadians a most fortunate people. Do note that Horace Stovin hath been spending much time touring both Canada and the U.S.A., meeting many people and arousing interest in radio generally. A tip of the tricorne to CJBC Toronto on its vastly enhanced signal and coverage since going to 50 K.W. It now reaches 828,210 homes, or more than 5 times its former range. This means that CJBC now takes in about one-quarter of all the radio homes in Canada, and is actually the Dominion's most powerful station. Did enjoy their opening celebrations, and enjoyed greeting many goodly friends from the States. Am now recovering from the rigors of speedy travel to Winnipeg for the opening of CBW, another 50-Kilowatt, of which more in due course. Find Andy McDermott back from Ottawa, where he hath recently been Co-ordinator of all Radio Broadcast Facilities for the Liberal party. Andy states that a big title is no protection against hard work, but is returning to Bytown at the end of the month to do the same thing for the Conservatives, thusly being like Caesar's wife, above political suspicion. Ralph Judge, of our Montreal Office, visiting stations in the Maritimes, and singing for his supper in a mighty pleasing fashion. Jim Stovin, Manager of Vancouver office, doing likewise with B.C. stations, though no word that he did any singing. A handshake in welcome to Jack Whitehouse, new Manager of our Winnipeg office who brings with him 13 years of radio experience. Also to three new salesmen on our staff, Arthur Carveth, Bill Stephens, and Bud Munro. All of which looketh mightily healthy for the Fall season and so to bed.

It looks very much like, gentlemen you are being given a fair run for your money by the fairer sex in this thing called radio. Previously the studio may have been your sanctum sanctorum but no longer is it thus. It matters very little what branch of radio is viewed, a starlet comes to light. For instance, consider dramas that Grace Matthews playing "Big Sister" sparkles in a manner all her own. While Grace is now giving her talents in American radio, it must not be forgotten she came from Toronto, and while she was here Grace did outstanding work in her field.

When a reporter is considered, it is difficult to surpass Robin Hood's Claire Wallace of "They Tell Me" fame. If there is a job to be covered, count this than whom there is no whom-er girl in. Her latest trip was to Vancouver for the Pacific National Ex from which her broadcasts held much interest. I've always followed with a great deal of interest Kate Aitken's commenting on CFRB for TambaIyn's. She is one of the most natural and down-to-earth speakers I can recall. Now I'm anticipating her new shows for Ogilvie Flour Mills to come very soon over the Dominion Network.

Corinne Jordan doesn't aspire to being a concert pianist but her program makes for some very easy listening. Both her piano playing and her speaking lines with musical background put listeners in a most relaxed frame of mind. I'd say McCormick's Limited have chosen a real winner.

Another of our commentator-reporter gals I wouldn't like to miss is Vancouver's Susan Fletcher. Miss Fletcher has been called "the first lady of radio in movie gossip" and her reports are on everything from dogs to stars and would-be stars. This Monday night quarter-hour from the Pacific is carried over Dominion network and to my way of thinking is the only one of its kind—a report to Canadians on the activities of Hollywood movie and radio fans.

WOULD EASE NEWSCAST RESTRICTION
Ottawa—A request from the CAB seeking the revision of the CBC's news broadcast regulation 13(2), to allow broadcasters to make closing commercial announcements on sponsored newscasts, beyond the sponsor identification now permitted has been tabled for hearing by the CBC Board of Governors at their 61st meeting to be held at the Lord Nelson Hotel, Halifax, September 23-24. Full commercials are now permitted at the beginning of newscasts, but not at the close.

New AM station applications for the Board's consideration have been filed by the Department of National Defence for new 100 wattier at Hay River, N.W.T.; George Randall for 1000 watts day, 500 watts night on 1330 kc station at Narrow North, B.C. and Radio Prairies Nord Limitée for a French language station at Saskaatoon, Sask., with 1 kw on 750 kc. Requests for FM licenses from existing stations come from CJIC, Stratford, Ontario, and CKVL, Verdun, Quebec.

An increase in power is requested by CJSO, Sorel, who ask for a boost from 250 watts on 1400 kc to 1 kw on 1090 kc. A change in AM frequency is sought by CROK, Pentiction, for a switch from 1350 kc with 250 watts to 800 kc with 250 watts.

TWO 'PEF' FIRMS SPONSOR DISC SHOW
Winnipeg—CJOB has a couple of new transcribed shows on the air, both sponsored.

One is Bulldog Drummond. Thirty minutes weekly the station lets its listeners in on the fast-paced adventures of the fictional detective. Sponsor is the Capital Coal Company. In the other slot are the honey shenigans of the Gasoline Alley gang. This 15-minute portrayal of the comic strip is sponsored by local Auta Lite dealers.

The Billboard

awarded OUR Bud Smalley show top ranking in North America!

THIS IS JUST ONE REASON WHY CKMO'S RATINGS ARE UP.

65% IN THE DAYTIME.

72% AT NIGHT.

WOULD EASE NEWSCAST RESTRICTION

1000 WATT SPONSORED NEWSCASTS

CKMO IS THE ONLY STATION IN CANADA'S THIRD LARGEST MARKET USED REGULARLY BY HUDSON'S BAY COMPANY WOODWARD'S SPENCER'S.

COMPARE OUR RATINGS.

COMPARE OUR COSTS.

COMPARE OUR AVAILABILITIES.

CKMO VANCOUVER

National Broadcast Sales - Toronto and Montreal
Don Cooke Inc. - New York
Retort to Parliament Hill

With or without just cause, the private stations’ co-operative program venture, Report From Parliament Hill, has come in for a certain amount of sniping on the grounds that the “reports” have degenerated into “harangues”, and that Members of Parliament are using the discs supplied to them by the private stations, to expose the alleged misdeeds of their political adversaries instead of using them to report on their own activities in their electors’ behalf.

Report From Parliament Hill was devised as a public service on the part of the private stations. Whether this service was to be rendered to the listeners or to the Members of Parliament, whom it provides with free and effective outlets for their utterances, has never been quite clear. If the prime motive is the exceedingly worthy one of trying to engender interest in the public breast in things political, then it would be our opinion that the broadcasts might well be kept entirely factual. If, on the other hand, Report From Parliament Hill is the private stations’ answer to the CBC’s gifts of free network time to all political parties represented in the House, to be used by these parties in any manner they see fit, then it is a question whether restraints of any kind should be imposed.

Actually the question boils down more to one of the most effective application of the use of radio on the part of the Members, and if it is true that a certain amount of negative thumping is entering into the “Reports”, then it is not incumbent upon the officers of the CAB who produce the programs to give the politicians a little more guidance on the best means of using their gifts of time and platters.

Report From Parliament Hill is, in our opinion, the most forward step that has been taken by radio in our seven years spent publishing this paper. It is the one attempt which is being made in this sadly apathetic land — politically speaking that is — to bring a consciousness to the public of what the men they send to Ottawa do for them. Properly used it would even act as a goad to the members to do a better job.

However, letting people loose at a microphone is as senseless, without proper direction, as it would be to cast actors who had never been on the air before in a radio play. By the same token, preparation of an address or “report” to be delivered over the air needs an acquaintance with the right methods and techniques of radio writing.

So if Report From Parliament Hill is failing, degenerating, or doing anything else it ought not to do, it is incumbent upon those responsible for it, the private stations, and their CAB appointees, to see to it that it is handled more dexterously by those whose privilege it is to use it. One thing that must not happen is its cancellation. One fact which must be realized is that there is no such thing as getting any kind of radio program “in the groove”. It has to be worked on perpetually, or else it will tumble off the air waves of its own accord.

Richard S. Lewis

Editor.

Ten Stations Co-operate in Kenney Talent Quest

Ten private stations through his native west are co-operating with Mart Kenney in a series of amateur contests which will be staged in ten of the larger centres which the Kenney band is playing on its western tour, September 5 to 25.

Billed as “Mart Kenney’s Talent Quest — A Contest of Stars-To-Be”, the project has already started with each participating station holding a series of contests prior to his arrival. Winners of these appear with Kenney for “the local finals” from the dance spot he is playing, and in each centre somebody wins a silver cup and a cash prize of $50 to $100. At the end, the ten local winners will be judged against each other, and the winner will be named “The Best In The West” with a grand prize not yet named.

Kenney hit on this idea because of having to turn down requests from local stations who invariably want to pick up his band, because union rates for musicians soar sky high when their performances are broadcast. With most of his stops one night stands, there was no publicity value to Kenney in the broadcasts. By introducing these “Talent Quests”, however, he feels that the publicity impetus will be great from his standpoint, and that benefits will also be derived by the radio stations and the communities they serve.

Station co-operation is taking a variety of forms. Dick Diespecker, of CJOR, Vancouver, is broadcasting weekly amateur contests from five nearby beaches. Bob Buss, of CHAT, Medicine Hat, is packaging his city’s four major industries against each other by having each of them sponsor one contestant.

Stations participating in the project are CKPR, Fort Will-iam; CKRC Winnipeg; CKRM; Regina; CHAT, Medicine Hat; CFAC, Calgary; CJCA, Ed-monton; CJFC, Kamloops; CJB, Vernon; CJOR, Vancouver; and CJVI, Victoria.
CFCO - Chatham now covers "Southwestern" Ontario like a blanket with the 1 Kw. Northern Electric day and night all-Canadian coverage directive array. Ask anyone. JOHN BEARDALL, Manager-Owner.

ASK THE MAN WHO LIVES THERE

Over Fifty-six Million Dollars (cash receipts August 1947 to May 1948) from grain alone, with two months still to go—and another bountiful crop just harvested.

"Ask the man who lives there"—butcher, baker, banker, farmer, implement dealer—what this means to the buying income of the Yorkton area and Saskatchewan Crop District No. 5. He'll tell you—it's just one of the many sources of farm revenue that give this district the greatest purchasing power on the prairies.

To cover this wealthy market, put CJGX on your sales staff. Consult our National Representatives.

CJGX YORKTON, SASK.
Dominion Network

Representatives:
Horace N. Stovin & Co. — Toronto, Montreal, Winnipeg
Adam J. Young, Jr., Inc. — U.S.A.

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—The much-publicized battle of radio's researchers continues with C. E. Hooper's arch rival, the A. C. Nielsen Co., the latest to announce extensive expansion of its services. But unlike Mr. Hooper's recent expansion announced in this space last issue, Mr. Nielsen claims that his plan "is no 'trial balloon' to test industry acceptance."

In announcing the National Nielsen Radio Index, Mr. Nielsen unwrapped 14 services obtainable and here they are: (1) coverage of 85% of the U.S.; (2) projectable ratings; (3) faster report delivery; (4) broader service to agencies; (5) reasonable prices to wider market; (6) advantages to agencies, advertisers, networks in being able to choose National NRI over any other broadcast audience measurement service being offered; (7) ratings four weeks each month; (8) ratings only to fit minimum needs; (9) new Mailable-Tape Audimeter; (10) television measurement; (11) measurement of AM-FM-TV with four receivers on one tape; (12) Pacific Coast and Station Reports; (13) Commercial Audience Studies; and (14) Nielsen Consumer Index.

Under the new NRI plan of operation, ratings that are projectable to total U.S. radio listeners will be available program by program for four weeks each month instead of only for alternate weeks. Mr. Nielsen pointed out that this quickened pace will provide more rapid establishment of trends, help in reaching earlier decisions regarding program renewals, give earlier indications of how new shows are going, and aid in judging the performance of guest stars and other special features.

To speed up operations, the Nielsen company has developed the new Mailable-Tape Audimeter which is attached to home receivers to record on tape the stations and programs tuned in by the listeners. At week's end, the listeners mail the tape to Nielsen and the results are tabulated on IBM machines. The new meter makes possible the simultaneous measurement of AM, FM and video and it is able to record the listenership of four receivers in one home, all on a single tape.

The NRI's expanded service to add agencies means that it is no longer necessary for at least one of the agency's clients to buy NRI in order that the agency may realize the benefits of the service.

We'd like to take issue with Mr. Nielsen on one point. At his press conference announcing the National NRI, he took the trade press to task for allegedly playing up controversy in radio research. If Mr. Nielsen will think back to a meeting of the New York Radio Executives Club, two years ago, when Mr. Nielsen and Mr. Hooper were guest speakers, he will recall that Bob Swiezy (then president of the REC) asked that no controversy be heard on the respective merits (etc.) of the two rating systems. Unfortunately, Mr. Hooper spoke first and offered a straight presentation. It was the final speaker, Mr. Nielsen, the trade press remembers, who pulled no punches and aimed a basketful of darts at the Hooper system. We only reported the facts, Mr. N.

The Federal Communications Commission was asked down the other day in its campaign to crack down on the biggest boom for television—radio's giveaway shows. But not for long. It seems that in favor of the buy-the-audience programs uncovered the fact that the 80th Congress on June 25 passed a law recodifying Section 316 of the Communications Act into the Criminal Code, thus actually repealing the FCC's anti-lottery authority. However, the Commission came right back and announced that this news in no way alters its original intentions.

The FCC reports that it is not required to await prior judicial determination that a given program violates the new radio lottery ban in the Criminal Code before acting on such cases. According to the Commission, the proposed rules "would set forth with particularity certain types of programs which the Commission believes are clearly prohibited."

To those of us interested in seeing radio continue the high place in the media field, the FCC announcement is encouraging. To the others, those interested only in the fast dollar, it means they will have to work harder to prove that their shows are legal and that they attract audiences with entertainment not with games and cash.

We'll probably soon be hearing new complaints from foreign-language stations around the country on the indifference of ad agencies to their lot. The percentage of national business given to these stations is extremely low. Only 5 or 6% of one New York station's business is national, we've been told, and there are increasing indications that the outlets are about to do something about it. As one official put it, "the agencies continue to look down their noses at us."

Despite this rather amazing situation, we understand that most of the foreign-language stations are packing up new gains with their local business. To date there are approximately 135 of these stations scattered throughout the U.S.
The Industry's All Radio Presentation, which will consist of a motion picture film telling of the virtues of the medium, is assured of financial success, according to latest reports. Over 325 stations have subscribed and more than double that number are expected to join up.

Originally scheduled for a "world premiere" in New York this fall, officials say now it won't be completed until next February. Insiders now are wondering if by that time television should be included in the film.

On the Cuff Notes ... An NBC network spokesman told your reporter that the chain expects to top last year's record high both dollar-wise and percentage-gain-wise during the 1948-49 season upcoming...

We hear Armour & Co. will pick up the CBS network's Stars Over Hollywood series on September 18. The show is being dropped by Bowey's, Inc. (Dairy Rich Milk products)...

Confirming an item carried in this space last issue, the MBS network has signed the Continental Pharmaceutical Co., Chicago, as sponsor of the Lease It To The Girls sessions beginning September 10...

Camels cigarettes will move its Bob Hawk Show from NBC to CBS on October 4 and its Screen Guild Theatre from CBS to NBC on October 7...

ABC net adds two new shows to its co-op list: Piano Playhouse, starting September 12, and Nelson Olmsted, Your Story For Today, on September 13... As we were about to wrap this column up, we received a last-minute news report which revealed that Edgar Kobak, president of the Mutual network has agreed to eliminate the telephone-the-listener gimmick on its giveaway shows. After January 1, only the studio audience will be allowed to participate in the quizzes, Mr. Kobak disclosed. This no doubt means that Mutual's Three For The Money program will have to be completely revamped or eliminated. All we can say is — more power to Mr. Kobak for his courageous step... and that's the news till now.

2 Presto Recorders
For Sale
Model K in good condition. List price $570.00 each. Available for $350.00 each or best offer.

ELECTRODESIGN
Consulting Electrical and
Electronic Engineers
445 St. Peter Street, Montreal
Marquette 6736

CORRECTION
An error crept inadvertently into our last issue (CFRB Supplement) in the advertisement of Bayly Engineering Ltd., Oshawa.
This firm acts as official service station for Canada for Weston Electrical Instrument Corporation and not Western, as stated in the advertisement.

The NEW
C"ap
INTRODUCING
A New Spot
On Your Dial

980
KILOCYCLES

New equipment... new studios... increased power... the introduction of FM... and now a new spot on the AM broadcast band which multiplies signal power and coverage.

Talented, live shows originate at CFPL... two of which are carried on coast-to-coast CBC networks... and Elliott-Haynes ratings reflect the "sign-on" to "sign-off", vitality-packed programming and production of the new CFPL.

These are reasons why more people get more pleasure listening to the new CFPL... a loyal audience which forms one of Canada's finest markets.

CFPL
5000 WATTS DAY AND NIGHT

and

CFPL—FM
LONDON

Western Ontario's Most Progressive Radio Station
For availabilities, rates and full information...

CANADA — All-Canada Radio Facilities Ltd.
U. S. A. — Weed & Company
TWO SPOTS A WEEK DID THIS!

The Maclachlan Battery Company of Regina quizzed its customers, and found that 5 out of 7 were brought in by radio, producing the best month's business in this company's history.

HELL STAY WITH RADIO AND

LIONEL LEADS...

Through Showmanship

Showmanship and full scale production in all presentations, whether program or spot announcement, makes CKWC the leading station of the Maritimes.

Catering to the listeners' every taste and habit enables Lionel to offer advertisers a ready-made audience in a lush consumer market. "LIONELIZING", with its show window, full dress process of radio presentation, guarantees results from your radio advertising. Place your account with CKWC today.

AGENCIES

McCONNELL, EASTMAN & CO.

Toronto.—London Life Insurance again sponsors the inter-collegiate football game this fall starting October 9 and heard over a subsidiary hookup of stations including CJBC, Toronto; CFPL, London; CKWS, Kingston, and CJAD, Montreal. Play-by-play descriptions of the games along with running commentaries will be handled by Roy Dilworth and Don Graham as one team and Don Fairbairn and Ward Cornell, the other.

Vancouver.—General Bakers Ltd has contracted for 260 episodes of Superman (All-Canada) starting in late September over CKWX, Vancouver, and going 5 times a week.

WALSH ADVERTISING CO. LTD.

Toronto.—The William Wrigley Jr. Company starts the Wrigley Show over the Dominion network September 29. The new variety show originates in CBC's Concert Hall in Toronto and features Mildred Moray, emcee Monty Hall and Ellis Mc Clintock and orchestra. Rai Purdy handles production. The French counterpart originates in the Grande Theatre, Montreal, and goes to CKAC, Montreal, and CHRC, Quebec, starting October 5 with delays to CJBR, Rimouski, CKCH, Hull, and CKES, Quebec. The French show is produced by Paul L'Anglais and features Jacques Normandin, Lise Roy with Maurice Moret's orchestra.

F. H. HAYHURST LTD.

Toronto.—Mecanno Ltd. is starting a spot campaign aimed at the juvenile audience second week in November over 30 stations coast to coast.

The F. W. Fitch Company has started a 26-week spot series over a wide list of stations coast to coast based on a test campaign of last year.

British Ceramics & Crystal (Canada) Ltd. is resuming Musical Hall of Fame (All-Canada) over 12 stations coast to coast on September 18.

JACK MURRAY LTD.

Toronto.—Lambert Pharmaceutiral returns Treasure Trail to CFRB, Toronto and Atlantic and Mid-Eastern regions of the Dominion network on September 9. The Lasterrine toothpaste commercials will again be handled by Jack Dennett while Cy Strange and Jack Murray will dole out the silver dollars.

Same sponsor is starting a new show for Lasterrine Shaving Cream called Quizzicals on September 9 over CFRB, Toronto. The 5-minute 5-a-weeker features Jack Murray and has been contracted for a year.

COCKFIELD, BROWN & CO. LTD.

Winnipeg.—Hudson's Bay House (Raw Furs) has scheduled the 15 minute 5-a-week Beld Arnold Show (All-Canada) over CKRC, Winnipeg; CKRM, Regina; CKBI, Prince Albert; CFRN, Edmonton, and CFAC, Calgary, with an extension to other western markets coming up. The campaign calls for 156 shows being split into two 6-month series starting in October, 1948, and October, 1949.

RUTHRAFF & RYAN INC.

Toronto.—Electric Auto-lite is continuing Suspeine over CFRB, Toronto, CKAC, Montreal, and the Dominion net from Columbia. Originally slated as a summer replacement for the Dick Haymes Show, the half-hour thriller takes over for the winter due to Haymes' Broadway debut.

Lever Brothers bring back Autos 'n Andy September 28 to the T-C network for Ringo.

PEDLAR & RYAN INC.

New York.—Proctor & Gamble has started the new 15 minute 5-a-week Nive Deux over CBF, Montreal, and a French network. The show features Robert L'Herbier and Rolande Desormeaux who not only carry on a breezy repartee from their own living room but also take care of the piano and accordion accompaniments.

A. J. DENNE & CO. LTD.

Toronto.—Mother Parker's Tea and Coffee resumes Musical Mysteries October 2 for the fifth season over a network of Ontario stations, originating at CHIM. The program retains its usual format and again features Don Wright and Paul Hanover.

TANDY ADVERTISING AGENCY LTD.

Toronto.—W. H. Comstock Co. Ltd. returns Lucky Listenin' to a group of Ontario stations September 30 with a delay to a number of western stations the following week. Program retains much the same format with Jack Dawson and Lee Hamilton as emcees.

LOCKE, JOHNSON & CO. LTD.

Toronto.—Canadian National Carbon is starting Les Alouettes Everdays over 10 Quebec stations September 18. The 15 minute Saturday afternoon show originates in Montreal.

Things are rolling at C C F F

... to the point that we will soon need more help on the creative side.

If you have writing or production experience and would like to give it a whirl in Canada's largest city - drop us a line.

C C F F - 5,000 Watts, 100 K.C.
C C F F - FM - 3000 W., 106.5 M.C.
C C F F - TV - Application filed.

The Canadian Marconi Company
Montreal
NEW RADIO HEADS

Toronto.—Bill Byles has re-signed his position of Radio Di-rector of Spitzer & Mills Ltd., Toronto, to fill the vacancy left by Bob Simpson, of Radio Supervisor for Young & Rubin-cam Ltd. He is operating from the Toronto office.

Bill broke into broadcasting in the radio department of Mac-Laren Advertising Company Ltd., Toronto, in 1934, having started in advertising with Marketing, followed by a period with Philip Massey Ad-verting. In 1943 he walked half a block east on Richmond Street to Spitzer & Mills, where he functioned as Radio Director until his recent resignation.

Ralph Hart succeeds Byles at Spitzer and Mills as acting Radio Director. Ralph joined the agency on leaving school in 1939, going to the radio department in 1941. He served with the Artillery from 1942-6, went overseas in 1944 and was retired with his commission.

Returning to the agency in February, 1946, he assumed the position of assistant Radio Director, which he has held until his present promotion.

Both these appointments were effective from September 1.

FIFTY-SEVEN STATIONS WILL CARRY CGE

Toronto.—Canadian General Elec-tric's network program, which has been muttered about in back alleys these past months, has now come out into the open with the announcement that it will take the air Sunday, October 3 on the Dominion Network—44 stations including supplemen-taries—and 13 French stations.

The series, which is booked for a 39 weeks run, will feature the choral group "Leslie Bell Singers", of whom there are 50, and Howard Cable's orchestra which is of the same strength.

Personalities of the program are John Scott, announcer-narrator; Charles Jordan, lyric baritone; Gra-tien Landry, who will do the French cut-ins from Toronto. Production is by Ese Ljungh. MacLaren Ad-ver-sing directs.

The Leslie Bell Singers, who are completing a film commitment for the National Film Board before starting the program, sing everything from folk songs to classics. Variety says they are "fifty per cent better than any similar program", of which there are many.

ERWIN WASEY OF CANADA LTD.

Toronto.—Musteroles has scheduled a 6-month spot campaign starting in November over a wide list of stations coast to coast.

The
Korn Kobblers

RADIO'S FUNNIEST MUSICAL SHOW
. . . FEATURING THE BAND OF A
THOUSAND GADGETS
AND A MILLION GAGS!

Few, if any programs have pleased so many
sponsors over so many stations over so long a period of time.
Hundreds of laugh-packed quarter hour programs
now available!

AUDITION IT NOW!

ALL-CANADA PROGRAM DIVISION

Vancouver     Calgary     Winnipeg
Toronto       Canadian Artists Telephone Exchange
              Day and Night Service
HOLD 'ER NEWT!

Yes, she’s a’rearin’ and will take a lot of holdin’. But there’s no holding back the tremendous growth of CJCA’s potential market. Edmonton literally sits on one of the world’s largest coal deposits. Fifteen miles to the south-west is the heart of one of the wealthiest oil discoveries of the century—80 producing wells in 16 months. To the north, almost unlimited resources of tar sand, oil, salt, game, forest fish and numerous precious minerals. Right around Edmonton is one of Canada’s wealthiest mixed farming area. Like the untamed cow shown above, everything hereabouts is hurtling wildly ahead to new horizons of potential economic wealth and the major sales medium for this entire area is

STATIONS

Big Send Off For New CFRB

Toronto. — One of Canada’s biggest radio station advertising and promotional campaigns is backing CFRB’s move from 860 to 1010 on the dial and the opening of its new, 50,000 watt transmitter. To hold Ontario listeners and to attract new ones as following its surrender of its clear-channel frequency to the Canadian Broadcasting Corporation, September 1, the station used an extensive series of daily and weekly newspaper advertisements, posters, street car cards and a variety of special media ranging from a minute motion picture in Toronto theatres to book matches.

With the completion of the 50,000 watt transmitter, which was opened September 1, the twenty-one year old station became the most powerful, independently operated broadcasting station in the British Commonwealth. One of two Canadian outlets for Columbia network programs it claims that it will continue, on its newly assigned wave-length and directional antenna system, to reach one-third of the Dominion’s buying power.

The themes of CFRB’s advertising campaign are “Follow Your Favorites to 1010” and “A New High in Good Listening”. The campaign broke August 30—M-Day minus 2 — when the station began the campaign with large space ads in Toronto newspapers featuring CFRB’s favorite programs and personalities. Pictures include such local stars as Wes McKnight, Jim Hunter, Jack Dennett, Wally Cruort and Kate Atken, and such Columbia network programs as Radio Theatre, Inner Sanctum, Family Hour, Claudia and Winner Take All.

Inside and outside car cards are being used for a month along with a representative showing of 24-sheet posters. In addition to the two campaign slogans, the 24-sheet posters feature large prints of leading CFRB personalities.

Other daily newspaper advertising in Ontario and insertions in class “A” weeklies have similar treatment to those running in Toronto papers. Ontario weeklies are carrying announcements of the frequency change-over. Door-to-door distribution and direct-mail is also figuring prominently in the campaign, which is being directed by the Toronto office of the J. Walter Thompson Company Limited. On M-day cards carrying the message “Good Morning! CFRB now 1010 on Your Dial” were hung on the front-door knobs of 100,000 Toronto homes. Distribution of the cards was completed before 8 a.m. For trade and service club distribution, the station is using an ingeniously designed announcement. When this is unfolded the number 860 is automatically replaced by 1010.

Opening ceremonies for CFRB’s new transmitter included “Open House” from 10:10 a.m. to 10:10 p.m. September 1. The new building, with its four red and white steel tower antennas is located at Clarkson, 20 miles from downtown Toronto. A marquee and refreshment booth were erected and members of CFRB’s engineering staff were on hand to explain the impressive and complicated lay-outs to the guests.

INTERVIEW MISS CANADA

Halifax. — The news of Miss Halifax being selected as Miss Canada of 1948 was scooped for CJCH listeners here when the station extended its sign-off and gave complete and exclusive coverage to the contest and final selection.

Co-operating with CHML, Hamilton, who kept the Halifax station posted with the latest news of the event via long-distance phone calls, CJCH kept its air-waves open until 1:27 a.m. when the glad news of Miss Jean Ferguson’s selection by Miss Canada came through. Both sides of the phone conversation were broadcast.

Letters, telegrams and phone calls of congratulations on the scoop soon poured in, and CJCH climaxd its work by airing, the same day, an interview with Miss Canada, who spoke to Halifax audience by long-distance phone from a holiday resort in the Muskoka Lakes.

CBW LAUNCHED

Winnipeg—CBW, the CBC’s new 50,000 watt station replacing CKY, was officially opened Friday, Sept. 3.

A special ceremony was staged in the civic auditorium to mark the event. Brief addresses were given by the Lieutenant-Governor of Manitoba, Hon. R. F. McWilliams; Premier Stuart MacPherson; C. J. McDougall, chairman of the CBC Board of Governors, and Dr. Augustin Frigon, general manager of the CBC.

Their speeches were heard over the air, part of the proceedings being broadcast live.

A special musical program, featuring Manitoba artists, was also staged.

TO SELL SASKATCHEWAN

5000 WATTS $800 KC.

CBJAD

QUEBEC

ENGLISH MARKET

1000 WATTS - 800 KILOCYCLES

Office and Studio

1191 Mountain St., Montreal

Represented in Montreal and Toronto by National Broadcast Sales; in U.S.A. by Adam J. Young Jr., Inc.
Don't Overlook...

The Juiciest THIRD OF THE APPLE!

HALIFAX RADIO MARKET
C J C H
LISTENING AUDIENCE

CJCH Now The Local Favourite!
In the short year since CJCH was upped from 100 watts to 5,000 watts, its popularity has steadily increased. Its average rating for ALL programs has almost doubled (from 5.4 to 9.4). CJCH holds MORE THAN A THIRD of the entire 9 a.m. to noon audience with a rating of 35.9! In other words, CJCH morning programs are the favourites because they're tailored to suit the preference of the housewife in the home.

As every experienced radio time-buyer knows, there is a larger per capita listening audience in the Halifax area than almost anywhere else in Canada or the United States. Survey figures prove the consistently high ratio of "sets in use" at all times. But what is even more important—due to geographical and atmospheric conditions—this listening audience is confined almost entirely to the local Halifax radio stations.

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
Do you require Results For Every Dollar you spend?

The small budget retail advertiser must get returns for every dollar he spends.

52 smaller business men in Western Ontario towns and villages are regular advertisers on CHOK Sarnia — and they're getting results regularly.

Ask your district detail man what medium small business men use in these towns; CHOK will be the majority answer:

- Welford
- Ridgetown
- Wallaceburg
- Wyoming
- Bothwell

Glencoe Altviston Forest Blenheim Dresden
Parkhill Thamesville Strathroy Petrolia

For results for every dollar you spend, try

CHOK • Sarnia
5000 WATTS
CHOK - FM
1070 KCS.
Get the facts from NATIONAL BROADCAST SALES
TORONTO: 2230 Bank of Commerce Bldg. - AD. 8885
MONTREAL: 106 Medical Arts Building - FL. 2429

PIRE HEADS CKRC SHUFFLE
Winnipeg.—Bruce M. Pirie, until recently commercial manager of CKRM Regina, has been appointed to the same position at CKRC.

Kay Parkin is vacating the promotion department to become Mr. Pirie's secretary. Now in charge of promotional doings is Clare Cope- land.

Kay Costello, another CKRC-er, is also doing some shuffling on her own — big scale shuffling at that. Kay is shuffling just a little way beyond Buffalo. Her destination — Benghazi, Cyrenaica, where she has an important date in front of the altar.

REP TO AGENCY
Montreal.—T. C. (Mickey) Maguire, account executive for All-Canada Radio Facilities for ten and a half years, has resigned to take a position in the Montreal office of Erwin Wasey as radio and research department manager.

SICK LIST
Toronto.—Lloyd Moore of CFRB is at home recovering from a sickness which kept him in bed over the opening of the 50 kw station last week.

WEDDING BELLS
Vancouver.—Margaret Jesley, for five years with CJOR Vancouver and writer-narrator of the noon Women's World program, will leave radio shortly to marry Dr. Len Wrench of Roseland, B.C. Miss Jesley was formerly with CJOC Lethbridge and CJAT Trail.

MONCTON PERSONNELITES
Moncton.—Jack Reid, CKCW, recently returned to the fold here after a tough eighteen months hospitalization at the local T.B. san. Reid is back on the air with his own fifteen minute piano solo spot.

Changes in the station's office staff include the departure of accountant Dorothy Renton and receptionist Lois Rockwell for wedding bell partnerships, with traffic manager Marg Carter packing her bags for a private secretary stint in New York. They will be replaced respectively by Ned Cummings, Rita Leger and Norma Murray, all newcomers to the radio field.

On the studio stuff side, Tom Rafferty, program director, left for his old station CKNY, Wingham, and is replaced by Roy Hicks, continuity director. Earl Ross, former CKCL, Truro, news commentator and sportscaster, joins the station as announcer. John Merrifield, librarian, departed for a job in the sales field, and is replaced by Billy Cannaire.

TRAFFIC TO SALES
Toronto.—Robert F. Tait, traffic manager at the All-Canada Program Division, Toronto office since his return from war service in 1946, has been appointed eastern sales representative. He will spend most of his time in the Maritimes with headquarters at the company's Montreal office.

Douglas A. Grout, who joined All-Canada in Calgary in 1940 and returned to his position after war service, has been transferred to Toronto to succeed Tait as traffic manager.
Tee Vee Action

The proposed U.S.-Canadian TV channel allocations will be be one of the main items under review at the FCC’s September 13 meet, when it will confer with the U.S. broadcasting industry on the effect of tropospheric interference in conjunction with the present allocations.

NBC created a first in TV with its telephone from the U.S. aircraft carrier Essex. The carrier went through its phase of the first and last telecasts of a mock battle were beamed to New York viewers 26 miles away.

A drive to export TV equipment was recently announced by the United States Industry Council, and plans are laid to ship transmitters abroad for demonstration purposes.

The Australian government recently announced plans for the allocation of approximately $1,000,000 for the installation of TV experimental stations in six key cities.

Pay boosts for musicians employed on movies for TV is the latest demand by James C. Petrillo, president of the American Federation of Musicians. Movie companies will be asked to pay musicians a scale for TV rights where per is for double-headed distribution.

A time sharing proposal, said to be the first in TV history, was recently filed with the FCC by the Eastern Publishing Co., Easton, Pa., and the Lehigh Valley Broadcasting Co., Allentown, Pa. The two companies propose to telecast from their own studios and transmitter on alternate dates.

The Philo Corporation is currently running a series of training programs in a large number of cities in the States for TV and antenna servicing and installation.

A new rate card issued by NBC’s TV station WJIB, New York, lists the evening hourly rate up to $100, representing a 35% increase over the current rate. This percentage stands behind the estimated 6% increase in TV set ownership in the area.

The Chicago Tribune’s station WGN-TV has signed as an affiliate of the Du Mont Television Network. First commercial tele network show to be carried out by the Chi outlet will be the Original Amateur Hour sponsored by the Good pictures.

The CBS-TV-Mirror video station in Hollywood, KTTV, will spend $500,000 for buildings to house its offices, studios and transmitter.

Gulf Oil Co. is bankrupting a new musical variety series starring song-star Bob Smith over the NBC Television Network every Thursday evening.

There are reports that a video version of the Ford Theater radio show will make its debut over the CBS Television Network in October.

Total U.S. TV sets as at August 1 numbered 484,350, an increase of 64,350 over the July 1 figure, according to the NBC research bureau. New Yorkers top the ownership list with a total of 245,200.

More and more small-town television applications are being received by the FCC, which, to this date has a total of 205 outstanding. The three new ones are: WTBO, Cumberland, Md.; KXW-FM and the Morning Star, Harlingen, Tex.; and WKOW, Madison, Wis. (Continued in 4th col.)

NINE OUT OF TEN LOOK-IN DAILY

New York.—The rapid growth of television in 1948 was shown by the large increase in receiver installations since January 1, according to a study of Video-town, U.S.A., an unknown town which is the subject of a continuing TV survey by the research department of the Newell-Emmett advertising agency here.

One-third of all installations were made in the first three months of this year, the survey stated. Projecting this rapid growth, if set sales at present levels, the number of sets in use will have tripled by the end of 1948.

Study No. 2, covering consumer buying motives and viewing habits, showed that in Videotown nine out of ten sets are in use every day—an average of four persons viewing each program. Nearly half of those in the family who first wanted television were interested because of sports events. One-third wanted sets for the entertainment features, plays, movies, etc., and one-sixth for the entertainment of children.

The study also found that the living habits of most set-owners have changed: they stay at home more, listen to the radio far less. One out of six report they do not use their radios at all since buying video receivers.

Tee Vee Action (Continued from col. 2)

A new "buying spot" cathode tube is the latest development by RCA for a standard video-signal generator. The tube will be used to boost tele-film projection by throwing a strong light directly onto the film, and will thus act as the carbon in the ordinary movie projector.

A pooled resources pact between ABC-TV in Hollywood and the Los Angeles Herald-Express went into operation recently. The pact, which is for a ten-year period, calls for the exchange of newspaper television and radio facilities and will, in the greatest possible extent consistent with the public interest.

Television in color, developed by Mexican engineer Guillermo G. Camarena, is currently being demonstrated in the Telecommunications and Public Works building in Mexico City.

Spanish officials got their first look at TV recently, when RCA gave demonstrations in Barcelona of relay transmitter, camera and mobile unit operations.

No Change for U.K.

London, England. — Following recommendations from the BBC TV advisory committee, it was officially announced here that Britain would put the thumbs down sign on color TV, as it was decided that it was not sufficiently advanced to justify a change from the present black and white system.

A suggestion that the Corporation review its 405-line standard system and possibly change it to the U.S. 525-line standard was also axed, for it was pointed out that the cost to the Corporation and the $2,000 old set owners would not correspond with the improvement in reception.
**RADIO MASTS and ANTENNAE OF ALL TYPES**

*Now in Use from Alaska to Newfoundland*

Structures available in both welded and bolted construction, fully galvanized. Our plant is specially equipped to design and fabricate all equipment of this nature.

The **C**anadian **B**ridge **C**ompany **L**imited

**WALKERVILLE, ONT.**

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**ROUNDUP**

**AXIS BROADCASTERS FACE TRIAL**

Washington.—Two women broadcasters, well known to U.S. and Allied troops during the war as Axis Sally and Tokyo Rose, will shortly face the U.S. courts charged with treason.

Employed in Germany and Japan respectively, Mildred E. Gillars (Axis Sally) and Mrs. Ivo D’Aquino (Tokyo Rose) who are both cited as U.S. citizens, spent a considerable amount of broadcasting time during the war pouring Axis propaganda into the troops’ ears.

Miss Gillars, currently reposing in the District of Columbia jail, was brought back to the U.S. from Frankfort, Germany, on August 21. Mrs. D’Aquino is at present lodged in Sugamo prison in Japan, and will be brought to the States in mid-September.

**SWEDES STUDY CANADA**

Montreal.—Education by radio was carried a step further recently when the CBC International Service, at the request of the Swedish Broadcasting Corporation, produced and packaged a series of four full-length school broadcasts dealing with Canada.

The programs, two in English and two in Swedish, are for English-language and geographical instruction, and will be distributed, with illustrated pamphlets, to schools throughout Sweden for use in the 1948-49 school year.

**FM CHANNEL AGREEMENT**

Washington.—An agreement was reached here recently between the FCC and the Department of Transport on U.S.-Canadian FM channel allocations, which aim at preventing interference between stations in the two countries.

The agreement is similar to the recently issued TV channel allocation plan, as it covers points 250 miles or less from the U.S. and Canadian border.

**WHAT’S IN A NAME?**

There’s an announcer at WOW, Omaha, whose wife insists on being referred to as a dish jockey.

**CANADIAN RADIO**

CJBC advertises its new power with a list of seven U.S. programs and two Canadians, to which we might add "all this and Kesten too".

**AXE ME ANOTHER**

CBC’s boast that the dual CBL-CJBC transmitter saves the tax-payer a hundred thousand dollars only shows what could be done if the same principle were applied in some of their administrative departments.

**IN THE RIGHT CORNER**

In considering what coverage to give the forthcoming Conservative Convention, stations might bear in mind that this is the party which stands for the survival of private enterprise.

**PAN MAIL**

Dear Dick: Get that soul look off your face, or, better still, get rid of that face.

—Bob Russ.

**GIVEAWAYTIS**

If the stations and the programs go on spending all their time giving away prizes, one of these days the listeners will start giving away— their radios.

—Mickey Lester.

**QUO VADIS?**

What with watts and what watt is all we ask is what next?
Broadcasting's favorite consolette...

for AM and FM
... the RCA 76-B4
AVAILABLE FOR IMMEDIATE DELIVERY

FEATURES OF TYPE 76-B4 CONSOLETE

- Over-ride facilities for all remote lines.
- Six-channel mixer.
- Direct talk-back system to any studio and any remote line.
- Cue feed to remote lines.
- Five spare monitor inputs for monitoring externally produced programs such as networks, other studios, outgoing channels, etc.
- Large VU meter connected to rotary selector switch permits accurate program monitoring. Plate current checking system for all tubes and program channel.
- No lost time due to possible failures of amplifiers or power supplies. Emergency operation may be obtained quickly by means of switches.
- Headphone monitoring across output line, monitor and external source, such as network.
- Recorder feed.
- Low-noise, low-microphonic type—1620 tubes.
- The 76-B4 has built-in isolation coils for remote lines and turntable booster amplifiers.

Nothing like the 76-B4 Consolette to keep studio programs and rehearsals in motion. It is flexible, easy to operate and provides program quality that meets FM requirements. Has full facilities for simultaneous auditioning and broadcasting... for practically any combination of studios, turntables, or remote lines—AM or FM.

THE CONSOLETE TO SUIT YOUR STATION'S NEEDS

THE STANDARD 76-B4. This model includes 4 pre-amplifiers. Similar to former RCA 76 series consolettes and known by broadcast engineers the country over, this flexible and versatile audio control system performs all the amplifying, monitoring and control functions of most large and small stations—AM and FM.

where it is used

- For two-studio operation... with two microphones in each... one announce booth microphone, and one control-room microphone.
- For single-studio... using four microphones, one announce booth microphone, and one control-room microphone.
- For two transcription turntables using external booster amplifiers.
- For six remote lines... with independent control of each.

For complete technical information and details on this consolette... backed by more than 20 years of broadcast engineering experience in this field... call your nearest RCA Victor sales engineer or write Engineering Products Sales Dept., 1001 Lenoir St., Montreal, P.Q.
Your advertising over CFRB
now broadcast
on 50,000 watts!

ON September 1st Radio Station CFRB, Toronto, increased its power fivefold—bringing a new high in good listening to CFRB's vast audience—presenting a new high in potential radio homes to CFRB's advertisers.

CFRB, broadcasting over its completely new high-powered 50,000 watt transmitter, is now the most powerful independently owned station in the British Commonwealth.

Now more than ever before CFRB is your No. 1 buy in Canada's No. 1 market.

Representatives:

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